Research Paper

Re-conceptualizing customer-based destination brand equity☆

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ABSTRACT

This study aims to develop a more comprehensive customer-based destination brand equity model, compared to those examined in previous studies. In line with the research purpose, the data obtained from 478 domestic and foreign tourists visiting Alanya in Turkey were used. For testing the model developed in the present study, structural equation modeling was preferred. In the light of the findings, all antecedent variables positively affect their consequence variables. Furthermore, destination natural quality perceptions on destination hedonic value perceptions have been found to have a stronger influence than destination service quality perceptions. On the other hand, it has been found that destination service quality perceptions affect destination functional value perceptions more strongly than destination natural quality perceptions. Hedonic value perceptions of tourists were found to be a more determinant antecedent for trust. Also, metric and scalar invariance of destination brand awareness, destination brand trust and destination brand satisfaction scales are completely fulfilled while scalar invariances of the destination brand quality, destination brand value, and destination brand loyalty are partially fulfilled. By developing a more comprehensive CBDBE model, the present study contributes to helping destination management organizations to understand the relationships among the factors affecting the tourists' general perceptions of a destination. The fact that the factors generally ignored in the previous studies within the scope of CBDBE were examined in the present study, and that these factors were analyzed through a single model, eliminates a significant shortcoming in this field.

1. Introduction

Customer perceptions of a brand drive the customer's behaviors and have become more important for organizations from the past to present. Positive brand perceptions result in organizations gaining a stronger sustainable competitive advantage over their rivals (Pappu, Quester, & Cooksey, 2005). Sustainable competitive advantage enables organizations to sell their product and services at higher prices, have a larger market share, develop more efficient and effective communication programs, and have greater consumer loyalty. Many organizations therefore seek to formulate and maintain a strong brand image among their target audience (Aaker, 1992). Unfortunately, the assessment of whether brands are successful or not is not only challenging but also requires different kinds of methods.

Branding is more complicated for an organization with diverse product offerings (Pike, 2005). For example, tourism destinations comprise a vast number of offerings, targeting different markets segments, and are sold by many suppliers. While the suppliers within a single destination compete, they join forces in forming tourism destination organizations, which compete with other destinations to bring tourists to the destination. Hence, tourism destinations are the biggest brands in the travel industry (Morgan, Pritchard, & Piggott, 2002), and the brand marketing of tourism destinations are extremely complex (Dredge & Jenkins, 2003; Gnoth, 2002). Some researchers (Im, Kim, Elliot, & Han, 2012; Morgan, Pritchard, & Pride, 2004), posit that destinations are too complicated for branding because of administrative difficulties as well as the high number of stakeholders involved. The complex characteristics of the destinations also make branding difficult (Boo, Busser, & Baloglu, 2009; Dredge & Jenkins, 2003; Gnoth, 2002), and cause the destination branding process to be more complex and complicated (Pike, 2005). Nevertheless, positive brand perceptions motivate the customers to choose the destination even though they have not experienced it before. Destinations therefore have to make significant efforts to develop efficient destination marketing strategies for their target markets (Ruzzier, Antoncic, & Ruzzier, 2014). At this point, destination branding can be utilized as an important competitive

tool (Pappu et al., 2005). Destination branding not only develops the positioning of the destination but also plays a significant role in tourists' preferences (del Chiappa & Bregoli, 2012; Harish, 2010).

While branding is considered to be of vital importance for tourism organizations in attracting potential tourists, destination brand managers must conduct destination brand assessments to evaluate whether destination branding is successful or not. The need for branding success has lead researchers to assess the brand equity of various destinations to determine the effectiveness of branding efforts. Pike and Page (2014) report that according to the United Nations World Tourism Organization (UNWTO), destinations are the main units of analysis when considering brand equity within the tourism industry. Recent studies have utilized customer-based brand equity (CBBE) in studying brand equity (Ruzzier et al., 2014). However, Pike, Bianchi, Kerr, and Patti (2010) emphasize that the number of studies testing the CBBE model on regional branding and destination branding is limited. Pike and Page (2014) also indicate that the contribution of CBBE is insufficient although the number of destination-based CBBE studies has increased since 2006. The underlying reasons could be that the comprehensible theories are not available and that the studies carried out on destination brand equity focus on business and product brand equity, as stated by Kladou & Kehagias (2014a). As a matter of fact, it can be indicated that the examination of the brand equity dimensions within the scope of the tourism destination is at the very beginning stage despite the fact that the term 'brand equity' and the dimensions of the brand equity, within the scope of individual products and services, are well established in the literature (Lim & Weaver, 2014). Pike et al. (2010) indicated that the first studies on CBBE, within the scope of destinations, were carried out by Konecnik and Gartner (2007) on Croatia-focused brand equity, by Pike (2007) on an emerging destination, and by Boo et al. (2009) on a casino gambling destination, which indicates that it is necessary to carry out additional destination-based CBBE research. While researchers in various sectors of tourism successfully used the CBBE model and measurements when studying specific products and services, it can be indicated that destination-specific CBBE measurement is necessary because the destinations have more dimensions than consumer products and other service types (Boo et al., 2009). Further, Pike and Page (2014) suggest that a customer-based destination brand equity (CBDBE) tool, expressly developed for tourism destinations, would be useful for measuring destination brand performance (Pike & Page, 2014).

While researchers accept that the destination is a multi-dimensional structure, one of the most common shortcomings in the studies on the destination branding is that the brand dimensions are defined very similarly (Boo et al., 2009; Low & Lamb, 2000). There is no doubt that the studies on destination branding contribute to the literature. However, considering that the branding literature dates back to the 1940s, it can be indicated that the destination branding field is still in the formation or the beginning stage (Pike et al., 2010). In this regard, a comprehensive CBDBE model is required to determine and improve the power and the performance of the destination branding. It is therefore necessary to examine CBBE on the destination basis through more particular components and in a more detailed way.

2. Literature review

2.1. CBDBE model

2.1.1. The importance of brand equity

The brand is the impression perceived by a consumer regarding a particular product and service. This impression is the total of all physical and non-physical components that differentiate one product or service from the alternatives (Moilanen & Rainisto, 2009). AMA (2014) indicates that the brand is the name, concept, design, symbol or any feature/s which separates a supplier's product or services from other supplier's products and services, and that emphasizes the distinctive

nature of the goods and services offered by an organization. However, the branding process of a product and service might take a long time and involves certain challenges. In other words, the branding efforts cover the combination of specific components (Kotler & Pfoertsch, 2006). During this long and challenging branding process, brand equity can contribute to making a product and service more distinctive. On the one hand, Keller (2013) employed the term of 'brand equity' to answer such questions as 'What does a strong brand do?' and 'How can a strong brand be created?' On the other hand, Kotler and Pfoertsch (2006) indicate that the effectiveness of a business brand is measured by its brand equity.

The term 'brand equity' has been a popular and an important marketing tool since the 1990s (Lim & Weaver, 2014). Despite its importance, it has been defined in different ways (Ambler & Styles, 1996; Farquhar, 1990; King & Grace, 2010; Lassar, Mittal, & Sharma, 1995). Keller and Lehmann (2006) measured brand equity through three different approaches such as customer-based, business-based, and financial-based. As a result, various methods have brought along different definitions of the brand equity by various researchers (Lim & Weaver, 2014). Farquhar (1990) defines brand equity as the added value for a product by the brand image that customers perceive. Aaker (1992) defines it as a set of brand assets and liabilities linked to the organization's name and symbol that add to or subtract from the value provided by a product or service. Simon and Sullivan (1993) defines brand equity from a financial perspective as an additional cash flow produced by the branded products rather than equivalent non-branded ones. Keller (1993), meanwhile, examined brand equity from a customer-based perspective and defined it as the impact of marketing on a customer's knowledge of a brand and the customers' reactions to that knowledge. However, besides being an antecedent of the financial-based approach, which means that the benefits the consumers have obtained from the product and services have a positive impact on the financial interests of the organization (Lassar et al., 1995), the consumer-based approach is of vital importance because it is a precious factor in terms of leading the marketing strategies and advertisement policies (Lassar et al., 1995). Also, it is necessary to carry out research on CBBE to better understand the formation of brand equity (Nikabandi, Safui & Agheshlouei, 2015). Indeed, it is customers who decide whether a firm is successful or not (Baldauf, Cravens, & Binder, 2003), and a brand can only become relevant on the condition that it is perceived significant by the customers (Cobb-Walgren, Ruble, & Donthu, 1995; Kim, Jin-Sun, & Kim, 2008). The present study therefore examines brand equity from a consumer-based perspective.

2.1.2. Passing from CBBE to CBDBE

Studies on CBBE have relied on the models developed by Aaker and Keller (Huang & Cai, 2015). Although Aaker (1992) and Keller (1993) conceptualized brand equity differently, they defined brand equity from a consumer-based perspective in the general sense (Pappu et al., 2005). Aaker imagined brand equity as a set of assets and indicated these assets as brand loyalty, brand awareness, brand associations, perceived quality and other proprietary brand assets. On the other hand, Keller stated that brand knowledge plays a critical role in the formation of brand equity because it is the prerequisite of brand equity, which is supposed to create a distinctive effect, and brand knowledge creates brand awareness and brand image (Keller, 2013).

Kotler and Armstrong (2012) indicated that brand equity components should be perceived positively in order to ensure brand equity. Similarly, Aaker (1992) emphasized that the brand equity components he put forward should be perceived positively by the consumers in order to ensure brand equity. In addition, it was emphasized that the management process for brand equity can be improved through ensuring the good relationship among the brand equity dimensions (Nikabadi et al., 2015); yet it was also stated that CBBE could occur as a result of the hierarchical stages (de Chernatony, McDonald, & Wallace, 2011; Gordon, Di Benedetto, & Calantone, 1994; Keller & Lehmann,

2006; Rosenbaum-Elliott, Percy, & Pervan, 2015). Rosenbaum-Elliott et al. (2015), however, indicated that consumers assess the brands through such factors as value, perceived quality, image, and compounded all these factors into brand attitude, which is composed of the customers' brand-related associations in their mind. The researchers also emphasized that brand awareness starts to occur after becoming more knowledgeable about the brand at first, then the learning process is initiated, and later brand attractiveness begins to happen. They claimed that these components would establish the connotations, shape the attitudes eventually, and as a result, the positive attitudes could bring along high brand equity (Rosenbaum-Elliott et al., 2015).

Similarly, according to the theory of reasoned action, the CBBE model can be regarded as the hierarchy of standard learning (Nikabandi et al., 2015). Buil, Martínez and Chernatony (2013) indicate that brand equity components affect each other and are in compliance with the classical consumer decision-making models and the brand formation theories supporting the hierarchy of the effect. They also emphasize that the hierarchy of effects, which is composed of the cognitive, affective and conative states, integrates into modern brand theory like the CBBE pyramid recommended by Keller (2013). Accordingly, CBBE can be regarded as a tool and model which is utilized for determining the scope of the consumers' brand attitudes, which start to occur as a result of their brand awareness and are shaped by their experience-based perceptions (Buil et al., 2013; Gordon et al., 1994; Heller, 1956; Lavidge & Steiner, 2000).

2.1.3. Presentation of the old model of CBDBE

Although the first studies on destination branding date back to the late 1990s, it is observed that the pioneer CCBE studies carried out within the context of destinations are carried out by Konecnik and Gartner (2007), Pike (2007), and Boo et al. (2009) (Pike et al., 2010). It can be indicated that a majority of these researches focus on the dimensions recommended by Aaker and Keller. For instance, Konecnik and Gartner (2007) having carried out one of the first pieces of CBDBE research to examine CBDBE dimensions in terms of brand awareness, brand image, brand quality and brand loyalty, whereas Pike (2007) limited the CBDBE dimensions to brand awareness, brand associations, brand resonance and brand loyalty. One of the pioneer studies within the context of CBDBE was carried out by Boo et al. (2009). Boo et al. (2009) classified CBDBE components in a similar way; however, unlike previous research, they examined the hierarchical relationships among the constructs (see Figs. 1.a and 1.b). It draws attention that, in the research carried out after those mentioned above, the CBDBE
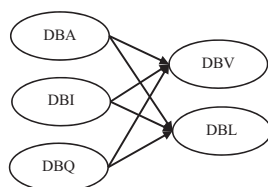
a. The proposed model of Boo, Busser and Baloglu, 2009.
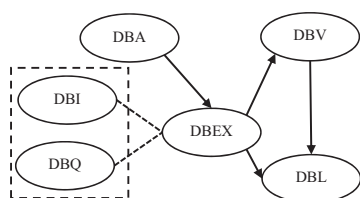
b. The alternative model of Boo, Busser and Baloglu, 2009.

Fig. 1. a. The proposed model of Boo et al. (2009). b. The alternative model of Boo et al. (2009). DBA: Destination brand awareness; DBI: Destination brand image; DBQ: Destination brand quality; DBV: Destination brand value; DBEX: Destination brand experience; DBL: Destination brand loyalty.

dimensions were generally examined through the same classifications (Table 1). Nevertheless, it can be indicated that the number and scope of the models on CBDBE are not satisfactory (Pike & Page, 2014; Pike et al., 2010).

2.1.4. Shortcomings of the old model

Although many researchers discuss the CBDBE model in the literature, there still exist specific shortcomings. The first of these is the lack of comprehensiveness, in that different researchers selected a limited number of dimensions when using the CBBE model. The dimensions, which can be in harmony with each other, are not utilized to obtain a complete evaluation of brand equity. In other words, some of the researchers examining the CBBE model in different fields used the perceived value structure (Boo et al., 2009; Lassar et al., 1995; Liu et al., 2015; Nam et al., 2011), whereas some others ignored this structure (Cobb-Walgren et al., 1995; Kladou & Kehagias, 2014a; Kim, Jin-Sun & Kim, 2008; Tsai et al., 2010). Another group of researchers examined brand trust or brand satisfaction as a component of CBBE, while others ignored these factors. However, many researchers (Boo et al., 2009; Kladou & Kehagias, 2014b; Lim & Weaver, 2014; Pike & Page, 2014; Ruzzier et al., 2014) emphasize that CBBE should be examined in detail. In addition, considering that the hierarchy of effect of the CBBE is created based on the models such as classical consumer behavior, it can be indicated that CBBE models should be examined by combining all the factors mentioned above.

The second shortcoming, which is to some extent an outcome of the first, is the lack of both widely accepted and comprehensive measurement tools. The unsettled structure in the measurement model causes a conceptual ambiguity. For instance, some authors examine the image within the cognitive framework (Ferns & Walls, 2012; Konecnik & Gartner, 2007), whereas others examine it within the scope of a social image (Boo et al., 2009; Lassar et al., 1995). Some, meanwhile, examine brand awareness and association as a single dimension (Yoo et al., 2000), while others examine these factors in as separate dimensions in their CBBE models (Buil et al., 2013; Nikabandi et al., 2015). Indeed, researchers have emphasized the lack of a specific measurement tool for the tourism and CBDBE models as well as the general CBBE models (Buil et al., 2013; Huang & Cai, 2015; Im et al., 2012; Lim & Weaver, 2014; Pappu et al., 2005; Pike et al., 2010). As such, it can be argued that an adapted and a comprehensive CBBE scale is necessary.

The third shortcoming is the lack of measurement invariance tests performed on the measurement tools. Especially the fact that the respondents in tourism research are from different nationalities, it is of vital importance to check whether the measurement models also work for the people of various cultures. Even though invariance tests were ignored and not performed in tourism studies, studies that rely on results that have not be subject to measurement invariance testing might mislead researchers and practitioners (Oh & Hsu, 2014). Indeed, Oh and Hsu (2014) indicate that in the studies carried out on tourism companies offering service to many different nationalities, the researchers accepted the assumption that the measurement tools they used in their studies had the same features with country, culture and consumer segmentation. As the hospitality and tourism sector is very suitable for international research, invariance testing will add to the quality of study results. In this regard, it is considered appropriate to analyze the indifference tests.

2.2. Modified customer-based destination brand equity model (CBDBE)

In order to eliminate the mentioned shortcomings related to the CBDBE model, the factors used in CBDBE model were determined. The research then attempted to reveal the hierarchical relationships among these factors. In this regard, the CBBE studies included in Table 1 were examined and the factors different but also in relationship with each other were determined.

As the CBBE models are generally based on the models developed by

Table 1
Customer-based brand equity studies.

Field of Study	Studies	CBBE Dimensions						
		Awareness	Quality	Image/Association	Value	Trust	Satisfaction	Loyalty
General	Lassar et al. (1995)	–	√ (performance)	√ (social image)	√ (monetary)	√	–	–
	Yoo, Donthu, and Lee (2000)	√ (association)	√	√ (awareness)	–	–	–	√
	Eagle and Kitchen (2000)	√	√	√	–	–	–	√
	Faircloth, Capella, and Alford (2001)	–	–	–	–	–	–	√(+pay premium)
	Yoo and Donthu (2001)	√	–	√	–	–	–	√
	Washburn and Plank (2002)	√	√	√	–	–	–	√
	Baldauf et al. (2003)	√	√	–	–	–	–	√
	Pappu et al. (2005)	√	√	√	–	–	–	√
	Lee and Back (2008)	√	√	√(expectation)	–	√	√	√
	Tong and Hawley (2009)	√	√	√	–	–	–	√
	Lee and Back (2010)	√	√	√(expectation)	–	√	√	√
	Kim and Hyun (2011)	√	√	–	–	–	–	√
	Tan, Liew, William, Michelle, and Tan (2012)	√	√ (product and service)	√	–	–	–	√
	Kordnaeij, Hossein, and Imani (2013)	√	√	√	–	–	–	√
	Buil et al. (2013)	√	√	√	–	–	–	√
	Nikabadi et al. (2015)	√	√	√	–	–	–	√
Tourism	Cobb-Walgren et al. (1995)	√	√	√	–	–	–	–
	Prasad and Dev (2000)	√	–	–	√ (monetary)	–	√	√
	Kim, Gon Kim, and An (2003)	√	√	√	–	–	–	√
	Kim and Kim (2004)	√	√	√	–	–	–	√
	Atilgan, Aksoy, and Akinci (2005)	√	√	√	–	–	–	√
	Kim and Kim (2005)	√	√	√	–	–	–	√
	Kayaman and Arasli (2007)	√*	√	√	–	–	–	√
	Kim et al. (2008)	√	√	–	–	–	–	√
	Bill and Chan (2010)	√	√ (experience)	√	–	–	–	√
	Chen and Tseng C.F (2010)	√	√	√	–	–	–	√
	Tsai, Cheung, and Lo (2010)	√	√	√	–	–	–	–
	Nam, Ekinci, and Whyatt (2011)	–	√**	√ (social image)	√ (hedonic)	–	–	–
	Šerić and Gil-Saura (2012)	–	√	√	–	–	–	√
	Liu, Liu, and Lin (2015)	√	√	√	√ (monetary)	–	–	√
Destinations	Konecnik and Gartner (2007)	√	√	√	–	–	–	√
	Pike (2007)	√ (salience)	–	√	–	–	–	√(+resonance)
	Boo et al. (2009)	√	√	√ (social image)	√ (monetary)	–	–	√
	Kim, Han, Holland, and Byon (2009)	√	–	–	√	–	–	√
	Pike (2009)	√ (salience)	–	√	–	–	–	√
	Pike (2010)	√ (salience)	–	√	–	–	–	√(+resonance)
	Chen and Myagmarsuren (2010)	√	√	√	–	–	–	√
	Pike et al. (2010)	√ (salience)	√	√	–	–	–	√
	Gartner and Konecnik Ruzzier (2011)	√	√	√	–	–	–	√
	Bianchi and Pike (2011)	√ (salience)	–	√	√	–	–	√
	Evangelista and Dioko (2011)	–	√ (performance)	√	√	√	–	√
	Ferns and Walls (2012)	√	√	√	–	–	–	√
	Horng et al. (2012)	√	√	√	–	–	–	√
	Im et al. (2012)	√		√ and √	–	–	–	√
	Pike and Bianchi (2016)	√	√	√	√	–	–	√
	(2014b); Kladou & Kehagias (2014a)	√	√	√	–	–	–	√
	Bianchi, Pike, and Lings (2014)	√	√	√	√	–	–	√
	Kim, Im, and King (2015)	√	–	√ and √	–	–	–	√
	Shafaei and Mohamed (2015)	√	√	√	√	–	–	√

Aaker and Keller, the awareness, quality, image and loyalty dimensions are mainly examined in the studies in Table 1. In the studies carried out both on the basis of tourism and other fields, the dimensions were examined as shown in the table. In addition to the factors mentioned above, it was also observed that value, trust, and satisfaction structures/components were rarely examined (Lassar et al., 1995; Lee & Back, 2008, 2010). However, it is necessary to consider value, trust, and satisfaction components in the scope of CBBE, which has a hierarchical structure. As emphasized above, the formation process of CBBE overlaps with the hierarchy of effects composed of cognitive, affective, and csupplier's benevolence, hoonative steps. It can therefore be indicated that the term CBBE, which covers both cognitive and affective factors, should be examined regarding the assessment of brand performance. Furthermore, the importance of affective components effective on loyalty was emphasized in CBBE pyramid developed by Keller (2013) and in the CBBE development process indicated by Gordon et al. (1994). It can therefore be argued that the terms 'trust' and 'satisfaction' should

be examined within the scope of CBBE because these conditions are examined within the context of the affective components. Particularly concerning the products with an amalgam nature, the consumers' affective assessments, as well as their cognitive assessments, play a significant role. Accordingly, destinations with amalgam structure (Buhalis, 2000) need to develop a CBBE model by considering all the mentioned factors. These factors were therefore taken into consideration while developing a modified CBDBE model in the present research.

A modified CBDBE model was formulated, covering the factors of destination brand awareness, destination brand quality, destination brand value, destination brand trust, destination brand satisfaction, and destination brand loyalty. Besides being defined as "the ability for a buyer to recognize or recall that a brand is a member of a particular product category" (Aaker, 1991, p.61), brand awareness reflects "the salience of the brand in the customers mind" (Aaker, 1996, p.114). Destination brand quality, meanwhile, was measured using two dimensions: service quality and natural quality. Destination service

Table 2
Findings of customer-based brand equity studies.

Field of Study	Researchers	Segment/Sample and Number	Dimensions	Number of Items	Analysis	Structure	Results
Excluding Tourism and Hospitality Sector	Lassar et al. (1995)	Television monitors and watches 75 consumers for each product	BQ, BI, BV, BE, BL	BQ = 4; BI = 4; BV = 3; BE = 3; BL = 3	EFA CFA	Scale	A multi-dimensional (five) scale
	Yoo et al. (2000)	Athletic shoes, camera film and color television (569)	Price, Store image, Distribution intensity, advertising spending, price deals, BP, BAS, BL, OBE	Price = 3; Store image = 3; Distribution intensity = 3; advertising spending = 3; price deals = 3 BP = 6; BAS = 6; BL = 3; OBE = 4	EFA CFA SEM	Hierarchical	BP→ OBE BAS→ OBE BL→ OBE
	Faircloth et al. (2001)	Polar fleece sweater USA (150)	BI, BC, MD	BI = 5; BC = 2; MD = 4	EFA CFA SEM	Hierarchical	BC→BI BC→MD BI→MD
	Yoo and Donthu (2001)	Athletic shoes, Camera films and color television Americans and Koreans (1530)	BQ, BL, BAS/BA, OBE	BQ = 2; BL = 3; BAS/BA = 5 OBE = 4	CFA SEM MGA	Scale	A multi-dimensional (three) scale
	Washburn and Plank (2002)	Popcorn, toaster pastries, pretzels with cheese, cookies with chocolate, coffee cake with peanut and facial tissue with cold cream (272)	BQ, BL, BAS, BA	BP = 6; BA = 3; BAS = 3; BL = 3; OBE = 4	CFA	Scale	A multi-dimensional (three or four) scale
	Baldauf et al. (2003)	Reseller of tiles Austria (154)	BA, BQ, BL, BV, ITB, BMP, BPP	BA = 6; BQ = 8; BL = 5; BI = 7 (BV); ITB = 5; BMP = 3; BPP = 4	CFA SLR MLR	Hierarchical	BA, BQ, BL→BPP BA, BQ, BL→BMP BA, BQ, BL→ BV BV →ITB ITB→ BPP, BMP
	Pappu et al. (2005)	Car (254) and Television (285) Australia	BL, BQ, BAS, BA	BL = 2; BQ = 5; BAS = 5; BA = 1;	EFA CFA	Scale	A multi-dimensional (four) scale
	Atilgan, Akinci, Aksoy, and Kaynak (2009)	McDonald's and Coca-Cola; Turkey, USA and Russia (1542)	BQ, BL, BAS, BE	BQ = 4; BL = 6; BAS = 4; BE = 4	CFA MI	Scale	A multi-dimensional (four) scale
	Tong and Hawley (2009)	Sportswear China (304)	BA, BAS, BQ, BL, OBE	BA = 3; BAS = 4; BQ = 3; BL = 5; OBE = 3	CFA SEM	Fixed	BQ, BL→OBE
	Lee and Back (2010)	Regional conferences IC (213) RC (208)	BAS, BA, BC, BV, BE, BL	BAS = 17; BA = 2; BC = 3; BV = 3; BE = 3; BL = 3	CFA SEM	Hierarchical	BAS, BA→BC BC→BV, BE BV→BE; BE→BL
	Kim and Hyun (2011)	Information Technology software Korean (388)	Channel, Price, Promotion, Aftersales service, BA/BAS, BQ, BI, BL, OBE	Channel = 3; Price = 2; Promotion = 6 Aftersales service = 3; BA/BAS = 3; BQ = 4; BI = 5; BL = 3; OBE = 3	CFA SEM	Hierarchical	Channel → BA/BAS, BQ, BI, BL Price →BA/BAS Promotion → BA/BAS, BQ, BI Aftersales service →BI, BQ BI→BQ; BQ→BL, OBE BA/BAS, BQ, BL→ OBE
	Ural and Perk (2012)	Personal computer Turkey (389)	BA, BQ, BI, BL, OBE, ITB	BA = 4; BQ = 4; BI = 6; BL = 7; OBE = 1; ITB = 1	MLR Canonical Correlation	Fixed	BA, BQ, BI, BL→OBE OBE→ITB
	Kordnaeij et al. (2013)	E-Banking Iran (384)	AHK, BC, BL, MD	AHK = 20; BC = 3; BL = 3; MD = 10	CFA SEM	Fixed	AHK→BC BC→MD
	Buil et al. (2013)	Sportswear/ electronic/ car UK (302) Spain (305)	BA, BQ, BV (BAS), BP (BAS), OAS(BAS), BL, OBE, PP, BE, BC, ITB,	BA = 5; BQ = 4 BV (BAS) = 3 BP(BAS) = 3 OAS(BAS) = 3 BL = 3; OBE = 4; PP = 3; BE = 3; BC = 3; ITB = 3	CFA MI SEM MGA	Hierarchical	BA→BQ, BV, BP, OAS BV, BP→BL BQ, BV, OAS, BL →OBE OBE→PP, BE, BC, ITB BC→ITB
	Nikabadi et al. (2015)	LG and Samsung products Iran (392)	Advertising spend, attitudes towards the advertisement, non-monetary promotion, monetary promotion, BA, BQ, BAS, BL	Advertising spend = 3; attitudes towards the advertisement = 3; non-monetary promotion = 3; monetary promotion = 3; BA = 5; BQ = 4; BAS = 8; BL = 3	CFA SEM	Hierarchical	Advertising spend →BA attitudes towards the advertisement →BA, BAS BA→BQ, BAS BAS→BL

Table 2 (*continued*)

Field of Study	Researchers	Segment/Sample and Number	Dimensions	Number of Items	Analysis	Structure	Results
Tourism and Hospitality Sectors	Cobb-Walgren et al. (1995)	Hotels (90) and household cleansers (92)	BA, BQ, BAS, ITB	–	Conjoint	Fixed	MD→ITB
	Prasad and Dev (2000)	Hotel	BA, Brand performance	–	Weighted average	Fixed	Quartet Matric
	Kim et al. (2003)	Luxury Hotels Korea (513)	BA, BQ, BI, BL, FP	BA = 3; BQ = 11; BI = 14; BL = 6; FP = Sales	Correlation	Fixed	BI←→FP BA←→FP BL←→FP
	Kim and Kim (2004)	Quick-service restaurant (394)	BA, BQ, BI, BL, FP	BA = 3; BQ = 10; BI = 14; BL = 6; FP = Sales	t-test	Fixed	BA, BQ, BI→FP
	Atilgan et al. (2005)	beverage industry Turkey (255)	BA, BQ, BAS, BL, OBE	BA = 3; BQ = 5; BAS = 2; BL = 3; OBE = 3	CFA SEM	Fixed	BL→OBE
	Kim and Kim (2005)	Luxury Hotels (513) chain restaurants (395)	BA, BQ, BI, BL, FP	BA = 3; BQ = 10; BI = 14; BL = 6; FP = Sales	EFA MLR	Fixed	BA, BQ, BL→FP (Hotel) BA, BQ→FP (Restaurant)
	Kayaman and Arasli (2007)	Hotel North Cyprus (345)	BA, BQ, BI, BL,	BA = 3; BQ = 22; BI = 14; BL = 6	CFA SEM	Hierarchical	BQ→BI, BL BL→BI
	Kim et al. (2008)	Midscale Hotel USA (264)	BA, BAS, BQ, BL, BV, RVI	BA = 3; BAS = 3; BQ = 5; BL = 3; BV = 3; RVI = 2	CFA SEM	Hierarchical	BL, BQ→BV BL, BV→RVI
	Lee and Back (2008)	Conference (213)	BAS, BA, BC, BV, BE, BL	BAS = 17; BA = 2; BC = 3; BV = 3; BE = 3; BL = 3	CFA SEM	Hierarchical	BAS, BA→BC BC→BV, BE BV→BE; BE→BL
	Xu and Chan (2010)	Hotel	Advertising efforts, word-of-mouth, service performance, BA, BQ, BAS, BL, OBE	Theoretical	Theoretical	Hierarchical	Theoretical
	Chen C.F (2010)	Airline Taiwan (249)	BA, BQ, BI, BL, OBE	BA = 3; BQ = 6; BI = 3; BL = 3; OBE = 4	CFA SEM	Hierarchical	BA→BQ, BI BQ→BI, BL BI→BL BL→OBE
	Tsai et al. (2010)	Casino China (204)	BA, BQ, BI, BL, OBE	BA = 4; BQ = 21; BI = 10; BL = 5	t-test	Fixed	According to origin BQ perception is different. According to performance BA, BI, BL, OBE are different.
	Nam et al. (2011)	Hotel and Restaurant UK (378)	Physical Quality, Staff Behavior, Ideal Self-Congruence, Brand Identification, Lifestyle-Congruence, BC, BL	Physical Quality = 4; Staff Behavior = 3; Ideal Self-Congruence = 3; Brand Identification = 3; Lifestyle-Congruence = 3; BC = 2; BL = 3	CFA SEM	Hierarchical	According to full mediation model; Physical Quality, Staff Behavior, Ideal Self-Congruence, Brand Identification, Lifestyle-Congruence → BC; BC→BL
	Šerić and Gil-Saura (2012)	Hotel Croatia (101)	Information and communication technology (ICT), integrated marketing communications (IMC), BQ, BI, BL	ICT = 4; IMC = 5; BQ = 3; BI = 7; BL = 5	CFA PLS	Hierarchical	BİT→BPT BPT→BQ, BI, BL
	Tan et al. (2012)	Restaurant Malaysia (562)	AHK, AÜK, BA, BI, BL	AHK = 19; AÜK = 3; BA = 4; BI = 2; BL = 6	EFA CFA SEM	Hierarchical	AÜK→BA, BL AHK→BA, BL, BI BI→BL
	Liu et al. (2015)	Museum Taiwan (367)	BA, BI, BQ, BV, BL	BA = 4; BI = 4; BQ = 12; BV = 3; BL = 4	CFA SEM	Hierarchical	BA→BI, BQ, BV BQ→BI, BV BI→BV BV→BL
	Huang and Cai (2015)	Hotel Hilton (203) Holiday Inn (203) Super 8 (195) China	BA, BI/BAS (FU, SU, GD, P) BL, MY, SM	BA = 4; BI/BAS = 23; BL = 4; MY = 8; SM = 23	EFA CFA SEM	Fixed	**China;** <u>Hilton;</u> BA, SU/P→BR <u>Holiday Inn:</u> BA, GD, SU/P→ BR <u>Super 8:</u> GD, SU→ BR **USA:** <u>Hilton:</u> BA, FU→BL <u>Holiday Inn:</u> GD→BL <u>Super 8:</u> GD, SU→BL

Table 2 (*continued*)

Field of Study	Researchers	Segment/Sample and Number	Dimensions	Number of Items	Analysis	Structure	Results
Destination Specific	Konecnik and Gartner (2007)	Slovenia; German (376) Croatian (401)	BA, BI, BQ, BL	BA = 5; BI = 16; BQ = 10; BL = 6	EFA CFA SEM	Fixed	**Croatian;** BI, BQ, BL and BA **German;** BQ, BI, BL and BA
	Pike (2007)	Australia; (523)	BA, BAS (Cognitive and Affective), MY (BL)	BA = 2; BAS (Cognitive) = 13; BAS (Affective) = 2; BL = 3	FA	Fixed	BAS←→BL
	Boo et al. (2009)	Las Vegas (270) Atlantic City (240)	BA, BQ, BI, BV, BL	BA = 4; BI = 4; BQ = 4; BV = 5; BL = 4	EFA CFA MI SEM	Hierarchical	**Las Vegas;** BA→Bex; Bex→BV; BV→BL **Atlantic City;** BA→Bex; Bex→BV; BV→BL
	Kim et al. (2009)	Korea; Japanese (369)	İG, DMD, BC, RVI, SAI	İG = 5; DMD = 6; BC = 1; RVI = 1; SAI = 1	CFA SEM	Fixed	İG→DMD DMD→BC BC→RVI, SAI
	Pike (2009, 2010)	Australia; Year 2003 (523) Year 2007 (447)	BA, BAS (Cognitive and Affective), MY (BL)	BA = 2; BAS (Cognitive) = 22; BAS (Affective) = 2; BL = 3	EFA IPA	Fixed	Brand position was not changed.
	Chen and Myagmarsuren (2010)	Mongolia (128)	BA, BQ, BI, BC, BL	BA = 5; BQ = 8; BI = 16; BC = 1; BL = 2	EFA CFA SEM	Hierarchical	BA→BI BI→BQ BQ→BC BC→BL
	Pike et al. (2010)	Australia (845)	BA, BQ, BI, BL	BA = 5; BQ = 4; BI = 4; BL = 4	CFA SEM	Hierarchical	BA→BQ, BI, BL BQ→BI, BL BI→BL
	Gartner and Konecnik Ruzzier (2011)	Slovenia; German (376) First-time (278) Repeater (98)	BA, BQ, BI, BL	BA = 5; BQ = 10; BI = 16; BL = 4	EFA CFA SEM	Fixed	BA and BL is different according to first-timer and repeater
	Pike and Bianchi (2011) Bianchi and Pike (2011)	Australia Chilean (341) Visited (120) Non-visited (221)	BA, BQ, BI, BV, BL	BA = 3; BQ = 3; BI = 3; BV = 3; BL = 3	t-Test CFA SEM	Fixed	BA, BI, BV→BL
	Evangelista and Dioko (2011)	Macao (797)	BE, NE, MD	BE = 3; NE = 7; MD = 17	EFA CFA SEM	Fixed	NE→MD
	Ferns and Walls (2012)	USA (195)	IG, BA, BQ, BI, BL, RVI	IG = 5; BA = 5; BQ = 3; BI = 7; BL = 4; RVI = 3	EFA CFA SEM	Fixed	IG→BA, Bex; BA, Bex, BL→RVI
	Horng et al. (2012)	Taiwan (407)	DF, BA, BI, BQ, BL, ZE	DF = 5; BA = 3; BI = 12; BQ = 9; BL = 3; ZE = 3	CFA LS-Regression	Fixed	Model 1: DF →ZE; Model 2: BA→ZE; Model 3: BA, BI→ZE; Model 4: BA, BI, BQ→ZE; Model 5: BQ, BL→ZE
	Im et al. (2012)	Korea; Malaysian (326)	BA, BAS, BI, BL, OBE	BA = 3; BAS = 5; BI = 23; BL = 5; OBE = 4	EFA CFA SEM	Hierarchical	BA, BL→OBE BI→BL BAS→BL, OBE
	Kladou & Kehagias (2014a)	Greece; (399)	KMV, BA, BQ, BAS, BL	KMV = 5; BA = 3; BQ = 3; BAS = 3; BL = 4	CFA SEM	Hierarchical	KMV→BA; BA→BAS, BQ; BAS→BQ; BQ→BL
	Kladou & Kehagias (2014b)	Italy; (382)	KMV, BA, BQ, BAS, BL	KMV = 5; BA = 3; BQ = 3; BAS = 3; BL = 4	EFA CFA SEM	Hierarchical	KMV→BA, BQ; BA→BAS, BQ; BAS→BQ, BL; BQ→BL
	Bianchi et al. (2014)	Argentina, Brazil, Chile; Australian (598)	BA, BQ, BAS, BV, BL	BA = 4; BAS = 4; BQ = 4; BV = 4; BL = 3	PLS-SEM	Hierarchical	**Argentina;** BI, BV→BL **Brazil;** BA, BI, BV→BL **Chile;** BA, BI, BV→BL
	Konecnik Ruzzier, Antoncic, and Ruzzier (2014)	Slovenia and Austria; German (402) Croatian (404)	BA, BI, BQ, BL	BA = 5; BI = 16; BQ = 10; BL = 4	EFA CFA MI	Fixed	Metric invariance fully, Scalar invariance partially supported.
	Kim et al. (2015)	Kore; Malaysian (326)	BA, BAS, BI, BL, OBE	BA = 3; BAS = 5; BI = 23; BL = 5; OBE = 4	EFA t-test chi-square	Fixed	**Korea and China t-test** BI, BAS, BL < .05 **China and Japan t-test** BI, BA, BAS, BL < .05 **Korea and Japan t-test** BA, BAS, BI < . 05
	Shafaei and Mohamed (2015)	Islamic destinations	IG, BA, BI, BQ, BV, BL	Theoretical	Theoretical	Fixed	Theoretical
	Pike and Bianchi (2016)	Australia; New Zealand (858), Chile (845)	BS, BI, BQ, BV, BL	BA = 5; BI = 4; BQ = ;4 BV = 4; BL = 4	EFA CFA SEM	Fixed	**New Zealand;** BS, BI, BV→BL **Chile;** BS, BI, BV→BL

Table 2 (*continued*)

Field of Study	Researchers	Segment/Sample and Number	Dimensions	Number of Items	Analysis	Structure	Results
	Duman, Ozbal, and Duerod (2017)	Sarajevo	AI, CI, BP, CF, CJ, BL, AA	AI = 4; CI = 4; BP = 7; CF = 4; CJ = 4; BL = 2; AA = 3	EFAM-LR	Hierarchical	Interaction, Performance→ CF, CJ→ BR

BA: Brand awareness; BQ: Brand quality; BAS: Brand associations; BV: Brand value; BP: Brand personality; OAs: Organizational associations; BI: Brand Image; BL: Brand loyalty; Bex; Brand experience; OBE: Overall brand equity; PP: Pay premium; BE: Brand extension; BC: Brand choice; ITB: Intention to buy; BMP: Brand market performance; BPP: Brand profitability performance; FP: Financial performance; RVI: Re-visit intention; DF: Destination familiarity; BR: Brand resonance; AI: Affective image of destination; CI: Cognitive image of destination; CF: Consumer feelings about the vacation experience; CJ: consumer judgments; BL: Behavioral loyalty; AA: Attitudinal attachment; BS: Brand salience.

EFA: Exploratory Factor Analysis; CFA: Confirmatory Factor Analysis; MI: Measurement Invariance; SEM: Structural Equation Modeling; MGA: Multi-Group Analysis; TDR: Simple Linear Regression; MLR: Multiple Linear Regression; PLS: Partial Least squares; LS: Least squares; FA: Frequency Analysis; IPA: Important-Performance Analysis.

quality means the performance assessments of the services that are enjoyed by the tourists in a particular destination, whereas a destinations inherent quality reflects the social fabric and the location of the destination, as well as its natural attactiveness (Tosun, Dedeoğlu, & Fyall, 2015). Destination brand value was examined using two dimensions: functional and hedonic value. Functional value reflects the functional benefit/interest regarding the purchasing action (Babin, Darden, & Griffin, 1994), whereas hedonic value means the benefit resulting from the pleasure of the buying activity (Demangeot & Broderick, 2007). Trust is defined as "the customer's belief in the supplier's benevolence, honesty and competence to act in the best interest of the relationship in question" (Walter, Mueller, & Helfert, 2000, p.3), whereas satisfaction is "the consumer's fulfillment response" and this response's "degree to which the level of fulfillment is pleasant or unpleasant" (Oliver, 2010, p.23). Destination brand loyalty was examined using an attitudinal perspective and two dimensions: word of mouth (WOM) and revisit intentions. WOM is defined as interpersonal communications which relate the details and impressions of one's experiences to another (Anderson, 1998), while re-visit intention was defined as an intention to prefer the same product, brand, business, or region in the future (Zeithaml, Berry, & Parasuraman, 1996) (Table 2).

2.3. Interrelationships among CBDBE dimensions

2.3.1. Destination brand awareness and destination brand quality

Destination brand awareness is of importance in terms of being the primary component of CBDBE. The underlying reason could be that CBDBE, creates and maintains brand awareness, and thus brings on positive information and feelings which could increase the possibility of purchasing products of that brand (Baldauf et al., 2003). The positive information and feelings create brand association and can be positively affected by awareness (Buil et al., 2013). More clearly, the possible reason underlying this effect could be that the brand awareness is examined within the framework of the cognitive image, mentioned by Boulding (1956), or the organic or the induced image types mentioned by Gartner (1994). As a matter of fact, consumers' perceptions regarding these images could affect their quality assessments of product and services that they are going to enjoy or have already enjoyed (Bloemer, De Ruyter, & Peeters, 1998). In this regard, it can be expected that the brand awareness would positively affect the brand quality assessments. Accordingly, the hypotheses are developed as follows:

H1. Destination brand awareness affects perceived destination service quality in a positive and significant way.

H2. Destination brand awareness affects perceived destination natural quality in a positive and significant way.

2.3.2. Destination brand quality and destination brand value

Individuals experiencing product and services and having positive quality perceptions regarding these products and services would make positive contributions to the value perceptions that occur as a result of the comparison of the acquisitions they have obtained through the sacrifices and costs they went through for experiencing the product and services.

If the consumers perceive the product and services to be of high quality, they can also have positive brand perceptions because they consider that the time, money and effort they have spent to enjoy the product and service are worthwhile. However, besides their monetary and non-monetary functional values, products and services should also be assessed in terms of the hedonic value, which covers innovation, affection, and social benefits. After the costs and challenges they have gone through, consumers might intend to obtain these benefits as well. The perceived quality of the product and services experienced by the consumers can therefore be regarded as the indicator of whether these benefits are obtained or not. Indeed, it is observed in the previous studies that the quality perceptions affect the value perceptions positively (Cronin, Brady, & Hult, 2000; Kim et al., 2008). In this regard, the hypotheses regarding the relationship in question are developed as follows:

H3. Perceptions of destination service quality affect perceived functional value of the destination in a positive and significant way.

H4. Perceptions of destination service quality affect perceived hedonic value of the destination in a positive and significant way.

H5. Perceptions of destination natural quality affect perceived functional value of the destination in a positive and significant way.

H6. Perceptions of destination natural quality affect perceived hedonic value of the destination in a positive and significant way.

2.3.3. Destination brand value and destination brand trust

From a marketing perspective, trust can be regarded as an individual's belief, confidence or expectation regarding another individual's honesty, stemming from his/her expertise, trustworthiness, and intentionality about a change (Moorman, Deshpande, & Zaltman, 1993). Similarly, Kumar, Scheer, and Steenkamp (1995) indicate that trust is a structure composed of the components 'honesty' and 'benevolence'. Likewise, Moliner, Sánchez, Rodríguez, and Callarisa (2007) state that trust is comprised of the components 'honesty' and 'benevolence' in a general sense and is an affective structure because it is based on these two strong affective components. Nevertheless, it should not be ignored that trust is a cumulative process (Chen & Mau, 2009; Román & Ruiz, 2005).

More precisely, the increase in the level of trust can be ensured

through successful interactions with the consumers (Nicholson, Compeau, & Sethi, 2001; Phillips & Smyth, 2004). Therefore, it can be suggested that the consumption experience has a more prominent position as a brand trust resource (Delgado-Ballester & Luis Munuera-Alemán, 2001). Trust can therefore be shaped by the benefits that the consumers have obtained after experiencing the product and services (Laroche, Habibi, Richard, & Sankaranarayanan, 2012). As mentioned in the definition of trust, the fact that organizations offering the product and services act honestly, competently and fairly represent the interests of all stakeholders is of vital importance for the trust perceptions of consumers (Ganesan, 1994). As a result, consumers could consider the benefits they have obtained from products and services to be that the organization acts honestly and competently, and could become more confident about the organization. The hypotheses regarding the relationship in question are as follows:

H7. Perceived destination functional value affects trust in a positive and significant way.

H8. Perceived destination hedonic value affects trust in a positive and significant way.

2.3.4. Destination brand trust and destination brand satisfaction

Satisfaction is a consumer's reflection of the pleasure related to any object; however, this reflection is to what extent the consumers' pleasure levels are satisfactory (Oliver, 2010). As the satisfaction is a dynamic process, each function can affect the general satisfaction level positively or negatively (Veloutsou, Gilbert, Moutinho, & Goode, 2005). According to Jones and Suh (2000), the general satisfaction level can occur in line with a consumer's general impressions and experiences related to a firm. Johnson, Herrmann, and Gustafsson (2002) furthermore indicate that the effect of the affective components on satisfaction has started to be examined in recent research. Bitner and Hubbert (1994), meanwhile, indicate that the general satisfaction refers to pleasure/gratitude or dissatisfaction of a consumer based on his/her experiences and interaction in a particular organization.

Since satisfaction is a cognitive and an affective structure, which is shaped based on whether the expectations of the customers are met or not, customers are required to assess first the product and service quality components, then the benefits (the perceived value) that they have obtained from these products and services, and finally the feeling of trust, before determining their level of satisfaction. Indeed, it is emphasized by various authors that brand satisfaction assessment is done following the experience (Cronin & Taylor, 1992; Selnes, 1993). In this regard, it can be presumed that the feeling of trust would affect general satisfaction levels of tourists positively. Accordingly, the hypothesis regarding the relationship in question is as follows:

H9. Destination brand trust affects destination brand satisfaction in a positive and significant way.

2.3.5. Destination brand satisfaction and destination brand loyalty

Many studies have been carried out on the factors affecting loyalty and, as a result, it has been found that many factors, such as perceived quality, value, trust, and satisfaction, have an influence on brand loyalty (Dedeoğlu, Balıkçıoğlu, & Küçükergin, 2016; Flavián, Guinalíu, & Gurrea, 2006; Tosun et al., 2015). Nevertheless, as seen in the comprehensive research models, it can be indicated that the antecedent of destination loyalty is satisfaction because such components as quality, value and trust are the determinant factors for the general satisfaction (Chi & Qu, 2008; Žabkar, Brenčič, & Dmitrović, 2010). Even though there exists some contradictory results regarding the effect of these variables on loyalty, it can still be indicated that these components are the successor of satisfaction. Considering satisfaction as the assessment of general feelings of pleasure regarding any object, it is the final attitude concerning the object. It is mentioned in the studies in the

tourism field that the tourists satisfied with their experiences in the destination could intend to revisit and recommend the destination (Chen, Chen et al., 2010; Reisinger & Turner, 2003). In this regard, it can be expected that the destination brand satisfaction levels of tourists would have a positive effect on the destination brand loyalty. Accordingly, the hypotheses are as follows:

H10. Destination brand satisfaction affects the intention to recommend the destination in a positive and significant way.

H11. Destination brand satisfaction affects the intention to revisit the destination in a positive and significant way.

3. Methodology

3.1. Instrument

Questionnaires were used to collect the data required for testing the research model. The first part of the questionnaire included items regarding the scale comprising the CBDBE. In the second part of the questionnaire, the items regarding the participants' demographical information are provided. A seven-point Likert scale was used for the questionnaire items. For the adaptation of the items regarding the scales in the questionnaire, an in-depth literature review was first performed and then an item pool composed of 351 items in total was determined. CBDBE is composed of destination brand awareness, destination brand quality, destination brand value, destination brand trust, destination brand satisfaction, and destination brand loyalty scales. Statements included in these scales are presented in Appendix A. Destination brand awareness, trust, and satisfaction were measured as one-dimensional. The destination brand quality structure was tested using the natural quality and service quality dimensions, as suggested by Tosun et al. (2015). In addition, the destination brand value scale was examined using two dimensions, those being functional and hedonic value. Functional value itself was examined using two dimensions, those being monetary value and behavioral price. Hedonic value was studied using a three-dimensional structure, composed of emotional value, social value, and novelty value. Destination brand loyalty was examined uisng the two dimensions of recommendation intention and revisit intention.

Since it was planned to conduct the questionnaires with the tourists from different nationalities, they were prepared in German, Russian, English and Turkish (reflecting the nationalities of tourists visiting Alanya, Turkey). For the translation of the questionnaires, the back-to-translation method was used (Brislin, 1976). In order to prevent possible mistakes in the final questionnaires, a pre-test was performed for each questionnaire group composed of 10 people individuals who were considered as representative of the sample and selected for each (different language) questionnaire as suggested by Malhotra (2015). In the questionnaire evaluations, individuals were selected who had travel experiences to generate a wide view of different tourist types. In this context, for each (different language) questionnaire, the opinions of a total of 10 people were considered: two from a hotel, two from a restaurant, two from a souvenir shop, two from the beach, and two from the bazaar. These people were selected by using convenience sampling. The questionnaire items were considered to be clear and easily understandable and the questionnaires were therefore adapted without any changes.

3.2. Sampling

The research population was composed of domestic and foreign tourists to Alanya, Turkey. With the number of domestic and foreign tourists it hosts each year, Alanya provides many employment opportunities and contributes to the country's economy as well as the regional economy. When the check-in numbers for the accommodation facilities

are examined, it is seen that the number of domestic tourists (790,561) visiting the Alanya comprises 2.4% of the total number of domestic tourists in Turkey and 10.6% of the total number of foreign tourists to Turkey. Regarding the income rate, it can be seen that the domestic tourists, with $989,782,372, comprise 14.64% of the total domestic tourist income whereas the foreign tourists, with $2020,007,311, comprise 7.97% of the total foreign tourist income in Turkey. In other words, considering that the average amount of expenditure is $824 per visitor, it can be indicated that the portion of the domestic and foreign tourists visiting Alanya within the total amount of tourism incomes in Turkey is 8.89% (Alanya Economic Report, 2013). In addition, the fact that German and Russian tourists comprise approximately 45% of the total number of tourists and 57% of the total number of foreign tourists (Alanya Economic Report, 2013) could support the assumption that these tourist groups are more familiar with Alanya than others. Furthermore, as stated by Pike (2008), Alanya is not promoted well enough, and therefore cannot reach the desired brand level. Therefore, it can be indicated that the branding efforts for Alanya are needed.

Convenience sampling method was utilized for the sampling process. In this regard, the questionnaires were conducted through personal interview and drop-and-collect methods. While 250 questionnaire interviews were conducted by the researchers themselves, 400 were conducted with the help of four interviewers from a survey company. A total of 450 questionnaires were obtained by personal interviews and 200 questionnaires were obtained by drop-and-collect method. Data was collected between May and October 2015. Due to the use of two different methods, a *t*-test was undertaken to determine whether there was a significant difference according to methods. There was foudn to be no significant difference between the two methods. Of the total of 478 questionnaires, 102 out of the 250 researcher-collected questionnaires and 376 out of the 400 company-collected questionnaires were found appropriate for data analysis. The recommendations of Hair, Hult, Ringle, and Sarstedt (2014) were taken into consideration in the determination of inappropriate questionnaires. Ssubjects who did not answer more than 15% of the statements in the questionnaire were excluded. In addition, subjects with 'straight-lining' problems were also removed. Of the subjects, 137 were removed from the analysis because they did not fill more than 15% of the statements and 35 responded as 'straight lining'. In addition, the mean imputation method was used for the cases where the number of unanswered statements is below 5%. As a result, 478 questionnaires in total were used for testing the hypotheses developed for the research.

3.3. Data analysis

Schumacker & Lomax (2010, p.2) stated that "SEM (structural equation modeling) tests theoretical models using the scientific method of hypothesis testing to advance our understanding of the complex relationships among constructs". SEM was therefore used for testing the research model using the Analysis of Moment Structures (AMOS) software. Before the data was analyzed it was examined to determine whether they were suitable for the analysis or not. At this point, the steps recommended by Hair, Black, Babin, and Anderson (2013) were followed. Accordingly, missing data were detected and eliminated, the extreme values were detected and eliminated, and the normal distribution assumption was checked respectively. In order to eliminate the missing data, the imputation method was preferred, and the mean substitution technique was used within the scope of this method. For the identification/fixation of the outliers, Mahalanobis distance was examined and no extreme value was found (Mahalanobis D $(65) > 116.629$, $p < .001$).

Lastly, as the maximum likelihood method was used for the estimation of SEM, skewness and kurtosis values were checked and the normal distribution assumption was examined. Because the lowest and the highest values are -1.555 and $.815$ for the kurtosis coefficient and $-.976$ and $.130$ for the skewness coefficient, it can be indicated that

the normal distribution assumption is verified (Kline, 2011). The two-stage approach suggested by Anderson and Gerbing (1988) was preferred for SEM; therefore the measurement model was checked, and then the structural model was examined.

4. Findings

4.1. Demographical findings

This research collected 478 valid responses from tourists visiting Alanya, Turkey. The majority (51.5%) of respondents were female (f = 246); 51.7% (f = 247) reported being 58 years of age or older, and most (f = 248, 51.9%) had earned college degrees, including 27.2% (f = 130) with bachelor's degrees and 24.7% (f = 118) with associates degrees. Family sized varied among the sample with 34.3% reporting two children, 31% one child, and 22.6% no offspring. While 22% of the respondents had an income of €2000–2999, 17.6% had an income of €1000 and below.

Germany and Russia were the top two countries from which the respondents had visited Alanya, and the majority of the respondents came from the countries whose official languages were German (f =151, 31.6%) and Russian (f =101, 21.1%). Also, 68% of the respondents (f = 325) had visited Alanya before.

In sharing the details of their current visit to Alanya, 17.8% (f=85) of the respondents had planned a four-day holiday, 32% (f =153) a five-day holiday, and 33.9% (f =162) were visiting Alanya for six or more days. Furthermore, 35.4% (f=169) of the respondents had stayed in four-star hotels and 23.6% (f =113) of them in five-star hotels. Out of the total number of the respondents, 34.9% (f =167) completed the German language version, 29.9% (f =143) used the Russian language version, followed by 21.8% (f =104) using the English-language and 13.4% (f=64) using the Turkish-language versions.

4.2. Validity and reliability for scales

The validity of each scale for CBDBE in the present study was tested using confirmatory factor analysis (CFA). Cronbach's alpha was also examined to ensure the reliability of the scales. Table 3 indicates the results of CFA. The explanations for the scales in the measurement instrument section were taken into notice. Therefore, fist-order and high-order CFA comparisons were made for the scales (quality, value, loyalty) with multi-dimensional structure. Each scale was subjected to CFA separately.

As a consequence of the first analysis performed on the uni-dimensional scales such as the awareness and the trust, the items whose factor loadings were below the recommended value .50 were removed and the analyses were re-performed. Table 4 shows the results. As a result of the comparisons of the multi-dimensional structures, it was decided to examine destination brand quality (natural and service quality), destination brand value (functional and hedonic value), destination brand loyalty (WOM and re-visit intention) under the decoupled structures. In examining the Cronbach's alpha values of the scales, it was found that the value was .88 for the awareness; .94 for the destination service quality; .87 for the destination natural quality; .88 for the destination functional value; .89 for the hedonic value; .80 for the trust; .75 for satisfaction; .87 for the revisiting intention; and .78 for the recommendation intention. These results support the validity and the reliability of the scales.

4.3. Measurement invariance

Despite the fact that the accommodation and tourism sectors are convenient for the intercultural studies, this research assumes that the measurement tools in the studies have the same features with the country, culture, and consumer characteristics (Oh & Hsu, 2014). However, it has not been taken into consideration sufficiently whether

Table 3
CFA Results for Scales.

Scales	Model	Dimensions	Number of Items	Std. Factor Loadings	χ²/df	CFI	TLI	RMSEA	AIC	CAIC	CCR	AVE
DSQ	A	Accommodation	3	.74–.85	1.962	.97	.96	.045	544.272	926.823	.84	.63
		Transportation	2	.70–.83							.74	.59
		Cleanness	3	.73–.88							.85	.66
		Hospitality	3	.71–.78							.80	.58
		Activities	4	.65–.75							.80	.51
		Amenities	2	.79–.85							.81	.68
		Language	2	.89–.91							.89	.81
		Security	4	.72–.80							.85	.59
	B	Accommodation		.91	1.951	.97	.96	.045	541.109	815.098	.94	.67
		Transportation		.83								
		Cleanness		.72								
		Hospitality		.72								
		Activities		.80								
		Amenities		.91								
		Language		.77								
		Security		.89								
DBQ	**A**	DSQ	8	.71–.90	1.937	.96	.95	.044	790.463	1126.488	.94	.67
		DNQ	5	.70–.81							.87	.57
	B	DSQ		.28	1.937	.96	.95	.044	790.463	1126.488	.62	.52
		DNQ		.98								
DFV	A	Monetary	4	.72–.86	2.677	.98	.98	.059	84.870	172.753	.88	.65
		Behavioral	4	.66–.84							.86	.60
	B	Monetary		.91	2.677	.98	.98	.059	84.870	172.753	.77	.63
		Behavioral		.66								
DHV	A	Emotional	3	.70–.81	2.763	.97	.96	.061	134.429	253.330	.79	.56
		Social	3	.74–.76							.80	.56
		Novelty	4	.70–.75							.81	.52
	B	Emotional		.90	2.680	.97	.96	.059	132.448	246.180	.90	.75
		Social		.89								
		Novelty		.81								
DBV	**A**	DFV	2	.63–95	2.108	.97	.96	.048	355.875	572.998	.78	.65
		DHV	3	.81.90							.90	.75
	B	DFV		.96	2.108	.97	.96	.048	355.875	572.998	.53	.47
		DHV		.14								
DBT	-	Trust	4	.60–.89	2.350	.99	.99	.053			.80	.51
DBS	-	Satisfaction	3	.70–.71	2.682	.99	.98	.059			.75	.50
DBL	**A**	Rev	3	.65–.83	1.976	.99	.99	.045	41.808	109.013	.78	.55
		Rec	3	.81–.86							.87	.69
	B	Rev		.62	1.976	.99	.99	.045	41.808	109.013	.44	.28
		Rec		.43								

A: Disaggregated, B: Aggregated. DBA: Destination brand awareness; DBQ: Destination brand quality; DNQ: Destination natural quality; DSQ: Destination service quality; DBV: Destination brand value; DFV: Destination functional value; DHV: Destination hedonic value; DBT: Destination brand trust; DBS: Destination brand satisfaction; DBL: Destination brand loyalty; Rec: Recommendation; Rev: Revisit intention

the cultural differences of customers would have any effect on the scales used in the research. Therefore, whether the measurement of the scales in the present study differs per the cultural differences of the tourists or not was examined with the help of the measurement invariance method. Configural, metric, and scalar invariance tests, within the scope of the measurement invariance method, were used. After performing the tests, the results were analyzed as recommended (Steenkamp & Baumgartner, 1998; Steinmetz, Schmidt, Tina-Booh, Wieczorek, & Schwartz, 2009; Vandenberg & Lance, 2000). As the examination of the general measurement invariances of all scales in a measurement tool might sometimes result in the ignorance of the measurement non-invariance in other scales (Kuijper et al., 2016; Schmitt & Kuljanin, 2008), the measurement invariance tests were performed only on the scale structures obtained as a result of the validity and the reliability tests. Therefore, the configural, metric, and scalar invariance tests carried out on each scale were examined for the measurement invariances. The analysis was completed one by one, since each measurement invariance test was a prerequisite of the other. For the comparison of the measurement invariances tests, χ², RMSEA, and CFI differences were used (Chen, 2007; Cheung & Rensvold, 2002; Rutkowski & Svetina, 2014). Table 4 includes the results of the measurement invariance tests.

Table 4 shows that the configural, metric, and scalar invariances of the destination brand awareness, destination brand trust and destination brand satisfaction scales are completely fulfilled; the scalar invariances of the destination brand quality, destination brand value, and destination brand loyalty are partially fulfilled, and the configural and metric invariances are completely fulfilled. Since the measurement invariance test is very complicated and restrictive, it can be accepted partially (Byrne, Shavelson, & Muthén, 1989). Accordingly, it can be indicated that there would be no problem resulting from the culture/language-based prejudices (Campbell, Barry, Joe, & Finney, 2008; Chen, 2007). In addition, the χ² significance test was performed between these groups and the demographical variables such as gender, age, marital status, education and income status to ensure the differences among the questionnaire groups (Turkish, German, Russian and English) subjected to the measurement invariance tests. According to the results of the χ² significance test, no significant difference was found between the questionnaire language and gender ($\chi^2 = 1.389$; df = 3; p = .708), age ($\chi^2 = 19,392$; df = 18; p = .368), marital status ($\chi^2 = .890$; df = 3; p = .828), education ($\chi^2 = 19,161$; df = 15; p = .207) and income status ($\chi^2 = 9.875$; df = 12; p = .627). It can be indicated that the distribution of the demographical variables and the questionnaire languages is proportional (Oh & Hsu, 2014), which means it will not cause any ambiguity in the results regarding the relationship between the questionnaire groups and the demographical variables of the respondents (Rodríguez Molina, Frías-Jamilena, & Castañeda-García, 2013).

Table 4
Results of Measurement Invariance Tests.

Invariances	Dimensions					Results		
	DBA							
	χ2	Df	χ2/ Df	RMSEA	CFI	ΔRMSEA	ΔCFI	Δχ2-Df
Configural	9.565	8	1.196	.020	.998			
Metric	23.277	17	1.369	.028	.994	.008	−.004	13.712–9**
Scalar*	35.901	29	1.238	.022	.993	−.006	−.001	12.624–12**
	DBQ							
	χ2	Df	χ2/ Df	RMSEA	CFI	ΔRMSEA	ΔCFI	Δχ2-Df
Configural	2146.630	1364	1.574	.035	.902			
Metric	2238.236	1442	1.552	.034	.900	−.001	−.002	91.606–78**
Scalar*	2330.362	1514	1.539	.034	.898	.000	−.002	92.126–72**
	DBV							
	χ2	Df	χ2/ Df	RMSEA	CFI	ΔRMSEA	ΔCFI	Δχ2-Df
Configural	836.831	516	1.622	.036	.927			
Metric	901.235	564	1.598	.036	.923	.000	−.004	64.404–48**
Scalar*	943.406	594	1.592	.035	.921	−.001	−.002	42.171–30**
	DBT							
	χ2	Df	χ2/ Df	RMSEA	CFI	ΔRMSEA	ΔCFI	Δχ2-Df
Configural	5.455	8	.628	.000	1.000			
Metric	14.972	17	.881	.000	1.000	.000	.000	9.517–9**
Scalar	24.309	29	.838	.000	1.000	.000	.000	9.337–12**
	DBS							
	χ2	Df	χ2/ Df	RMSEA	CFI	ΔRMSEA	ΔCFI	Δχ2-Df
Configural	4.500	4	1.125	.016	.999			
Metric	9.656	6	1.609	.036	.989	.020	−.010	5.516–2**
Scalar	16.342	15	1.089	.014	.996	−.022	.007	6686–9**
	DBL							
	χ2	Df	χ2/ Df	RMSEA	CFI	ΔRMSEA	ΔCFI	Δχ2-Df
Configural	35.195	32	1.100	.015	.997			
Metric	55.439	44	1.260	.023	.990	.008	−.007	20.244–12**
Scalar*	80.044	59	1.357	.027	.982	.004	−.008	24.605–15**

* Partial invariance has been achieved since some constrained on the structure have been removed.

** p > .05, invariance supported.

4.4. Measurement model

After providing the proofs regarding the validity and reliability of the scales in the research, the measurement model, the first step of SEM, was tested. Besides the fit indices, the construct validity and standardized residual covariance values were examined. Table 5 includes the results regarding the measurement model. (Table 6)

As seen in the results of the measurement model, it can be indicated that the fit index criteria are at acceptable level. Also, the factor loadings, CCR and AVE values of all latent variables are above the minimum recommended value. Therefore, convergent validity is fulfilled. Furthermore, the discriminant validity is also fulfilled because the correlation squares among latent variables are below AVE values. Lastly, the standardized residual covariance values were examined. As a result of the examination, it can be indicated that the figure between Soc3 (Taking a holiday in Alanya would make a good impression on other people) and Act3 (Nightlife in Alanya is good) (4.232) and between satisfaction3 (My holiday in Alanya satisfied me) and novelty3 (Alanya 'stands out' from other destinations) slightly exceeded the maximum recommended value ± 4,00. Since the other standardized covariance values were below the maximum recommended value, the probability to face such problems in the measurement model was eliminated. The items with the values indicated for the three relationships were not removed from the model because no problem was observed as a result of the measurement analysis.

4.5. Structural model

The hypotheses in this research were tested using structural equation modeling (SEM). Fig. 3 includes a summary of the SEM results. The destination brand awareness affects the destination service quality (β = .33, t = 6.248; p < .001) and natural quality (β = .15, t = 2.870; p < .01); and destination service quality and natural quality affect

both functional and hedonic value of the destination brand positively. Destination brand trust is also positively affected by destination brand value components and it affects destination brand satisfaction in a positive and significant way (β = .39, t = 6.227; p < .001). Lastly, destination brand satisfaction affects two components of brand loyalty in a significant and positive way. Accordingly, all hypotheses (H1-H11) are accepted (Fig. 3).

Perceived value can directly affect the satisfaction levels of tourists (Gallarza & Saura, 2006; Ryu, Lee & Kim, 2012), as well as affecting trust. For this reason, a mediation model has been established to examine the direct effect of perceived value on satisfaction and to test the mediating role of trust on relationship between these variables. This model was examined by the bootstrapping method, in which the bias-corrected technique was chosen because it provides stronger and more reliable findings (Cheung & Lau, 2008; Williams & MacKinnon, 2008). Although the value for the bootstrap samples is determined by the researchers, 1000 is generally used (Cheung & Lau, 2008; Preacher & Hayes, 2004), and thus this study set the bootstrap sample value to 1000. It can be stated that the fit indices values obtained from the mediation model result are good (χ2/df = 1.743; CFI = .91; TLI = .91; RMSEA = .039).

According to results of mediation analysis, satisfaction levels of the tourists positively and significantly were affected from destination functional value perceptions (β = .15, t = 2.534; p < .001) and destination hedonic value perceptions (β = .17, t = 2.899; p < .001). In addition, it was also found that the indirect effect of trust was significant in the relationship between value dimensions and satisfaction. According to this, the VAF (variance accounted for) value was examined to determine whether the mediator role of trust was or not (Hair et al., 2014). The VAF value for destination functional value perceptions was 25%, while the VAF value for destination hedonic value perceptions was 30%. Trust therefore had a partial mediator role between relationships and perceived value dimensions and satisfaction.

5. Discussion and implications

The primary purpose of the current study was to develop a comprehensive CBDBE model. For this reason, this research has identified and attempted to resolve three shortcomings related to the old CBDBE model. The first was the ignorance of a comprehensive CBDBE model. The second was the lack of both widely-accepted and comprehensive measurement tool. The third was that the measurement invariance tests were usually not performed on the measurement tools.

In this context, the old CBDBE model was first modified to cover all different dimensions used in the literature (see Fig. 2). Secondly, a measurement tool capable of measuring the factors in this new comprehensive CBDBE model was prepared and tested (see Table 3). Third, measurement invariance tests for measurement instruments was examined and supported (see Table 4). Finally, the hierarchical effect of the structures in the CBDBE model was analyzed by SEM (see Fig. 2).

5.1. Theoretical implications

Destination brand awareness affects both service quality and destination brand natural quality positively. These findings are in parallel with the findings of studies by researchers such as Buil et al. (2013) and Chi, Yeh, and Yang (2009). As argued in the present research, the fact that destination brand awareness affects destination brand quality perceptions positively could result from consumershaving more information about the destination brand thanks to the raised awareness. As a result, they have higher expectations about brand quality. In other words, the effect of destination brand awareness can be due to it acting as an image created in an organic or induced way, which enables consumers to have prejudices about the destination brand quality. A situation that could positively manipulate their perceptions. Based on these findings, the present study provides supportive findings that destination brand awareness has a halo and summary effect, as described by Han (1989).

It was also found that the natural and service quality components of the destination brand affected the functional and hedonic value components of destination brand positively. These findings are in parallel with the findings of studies by researchers such as Kim et al. (2008) and Chen and Hu (2010). The fact that the destination brand quality perceptions affect the functional and hedonic value components of the destination brand could be due to the perceptions of the experiences they have had with the service and the natural quality components are important in terms of the costs and the benefits they have obtained in return. More precisely, for destination brand value perceptions, tourists first consider the holiday costs, then experience the services and natural facilities provided by the destination, and later decide whether the benefit obtained from the experiences is high or low. It can therefore be suggested that the quality perceptions regarding the experiences of the services and natural attaractiveness provided by the destination brand are the determinant factors of perceived value. While it was found that destination service quality perceptions had a stronger impact on the destination functional value perceptions, it was observed that destination natural quality perceptions had a relatively strong impact on destination hedonic value perceptions. This could result from that the features related to the natural quality triggering the affective component more. In other words, since the natural quality perceptions are mostly related to the emotion-based situations for individuals such the atmosphere (climate, historical attractions) and the culture in the destination, they could have a relatively stronger impact on destination hedonic value perceptions. The finding that DNQ is more decisive in terms of affective output is a very important finding for DMOs. This finding partly supports the S-O-R model of M-R (Mehrabian & Russell, 1974), which explains how environmental regulations drive consumers' emotions. According to this model, environmental regulation is stimuli that evokes emotions. In the current research, the climate, historical and cultural attractions that represents DNQ are among the elements of

the atmosphere. The reason why destination service quality affects destination functional value perceptions in a stronger way could result from service-quality features being mainly based on the cognitive factors. In other words, the finding that greater attention is paid to information for service quality assessments, unlike the natural quality assessments, could result in more impact on the functional value perception, which is a cognitive component. However, it should not be forgotten that service quality affects hedonic value, and natural quality affects functional value in a positive way.

On the other hand, it was found that destination brand trust was affected positively by both destination brand value components. These findings are partly similar to the findings of Song, Hur, and Kim (2012) and Erciş, Ünal, Candan, and Yıldırım (2012). Accordingly, it can be stated that the destination trust levels of the tourists will increase on the condition that they have positive perceptions of the benefits they obtained from their experiences in the destination. The reason underlying this effect could be that organizations offering the products and services do act honestly and competently and fairly represent the interests of customers, and it is of vital importance for the trust perceptions of consumers, and that the experience is the source of the brand trust. In brief, it can result from brand trust being shaped by the benefits that the consumer obtains from their experiences with the products and services offered by the brand. It was found, meanwhile, that hedonic value, which is one of the destination brand value components, affected brand trust more than functional value. The finding that the hedonic value is more influential than functional value can be explained by both dimensions being composed of affective components (Babin et al., 1994; Hieronymi, 2008; Kim, 2005). It was observed that destination brand trust had a positive and significant effect on destination brand satisfaction. The reason underlying this effect could be that experiences are processes that start with quality assessments, whereas quality perception affects value perceptions and value perceptions shape the trust. More precisely, the finding that tourists have confidence in the brand as a result of their overall assessments of their experiences with the brand not only reduces the anxiety and risk perceptions of the brand but may also create the impression that the business acts honestly regarding the products and services. Accordingly, destination satisfaction levels of tourists could increase as a result of the feeling that their expectations are satisfied. In this regard, it can be argued that destination brand satisfaction of tourists can be enhanced through strengthening their trust in the destination brand.

Lastly, it was found that destination brand satisfaction affected both trevisit intentions and recommendation intentions in a positive way. This finding has parallels with many studies in the literature (Chen & Chen, 2010; Reisinger & Turner, 2003). Compared to the other sectors, "the tourism is an experience product characterized by intangibility and uncertainty, both at the time of purchase and consumption" (Chen, Shang, & Li, 2014, p.788). At this point, it is always possible that the tourists would perceive a risk or feel suspicious about any tourism product that they have not experienced before. The low satisfaction level of the tourism brand would, however, also affect the future impressions of the tourists in a negative way. Therefore, tourism products should first be experienced as the satisfaction level regarding this experience plays a significant role in terms of positively motivating the revisiting intentions of tourists. In other words, the satisfaction regarding the experience would eliminate the possible risk perceptions and prompt the revisitation intention. The impact of the destination brand satisfaction on the destination brand loyalty can be based on the explanations discussed above.

In this study, a comprehensive model and measurement instrument for CBDBE has been developed. Measurement invariance of this measurement instrument is supported. Only a few of the previous studies on CBDBE measurements in the literature have tested the measurement invariance of the measurement instrument. This study has made a significant contribution by developing preliminary investigations and presenting the findings of both the extent of the measurement

instrument and the invariance of the measurement instrument.

5.2. Practical implications

Creating and raising destination brand awareness could result in the prejudices regarding destination brand quality, and, in this way, it could ensure that both the services and the natural quality features of the destination brand are perceived positively. Therefore, DMOs and destination marketing organizations should use brand-awareness tools (both traditional media and the social media) at the optimum level. Bruhn, Schoenmueller, and Schäfer (2012) have found out that both the traditional and the social media mediums are effective to create brand awareness. Nevertheless, social media should be taken into consideration further than the traditional one because it enables the faster communication to the target market and much more advantageous in financial terms. For example, promotions can be made by DMOs to share experiences. More specifically, DMOs can offer promotions, such as discounts, free holidays, etc, to these tourists as a result of tourists tagging and sharing their friends with other friends (eg. at least five friends) in the destination's official social media tools. In this way, awareness levels of other individuals may increase. Herrero, San Martín, and Collado (2017) also noted that more attention should be paid to communication and promotion campaigns for the development of the destination brand equity.

Considering that destination brand quality components affect destination brand value components in a positive way, destination marketing organizations should get information about the destination through different channels and should offer product and services of high quality in order not to make the tourists feel frustrated about their expectations and not to prompt their perceptions in a negative way. In this respect, DMOs should set a quality standard using specific service standards and check those standards on a regular basis. For instance, the provisions regarding the statuses the hotel businesses and the minimum service level that they must provide are laid down in the related regulations under the related law, the explanations under the provisions are not sufficient in terms of offering product and services of high quality.

In essence, the explanations are mainly based on meeting the physical conditions (e.g. total number of beds, pool, etc). However, one of the most determinative factors in the hotel businesses is the personnel. Besides the physical appearance, such factors as the attitude, behavior, and sincerity of the personnel are also influential on the quality assessments of the guests in the hotel. Employees must be certified by the DMO. These certificates must be used in advancement. Therefore, it is necessary for DMOs to specify the product and service standards for each business type. As can be seen in the research findings, experience-based quality perceptions have a significant impact on value perceptions, which are effective on consumers' brand trust. For these reasons, DMOs should make sure that the consumers have experiences of high quality that would prompt the perception that they got their effort and money's worth both in hedonic and functional aspects. It was also observed that positive hedonic and functional perceptions had a positive effect on consumers' feeling of trust. Therefore, considering that the value is the benefit obtained as a result of a comparison, the actions should be taken in the way of minimizing the costs (the monetary and non-monetary costs) of the customers' efforts. For instance, Turkey has taken steps to cooperate with various countries to abolish the visa or to facilitate the visa procedures to regulate the cost (in terms of time and money). To be able to continue such kind of regulations and to get more information about the situation, the most problematic points where the tourists have to spend more money and effort can be researched, and the results can be taken into consideration for the new regulations. Thus, the high-quality experience that the tourists have had thanks to the new regulations will increase the possibility of obtaining more benefit, and it will affect the brand trust of the tourists positively.

As the brand trust level of the tourists increases, their satisfaction levels regarding their experiences with the brand will also increase. The sense of trust of the tourists is related to the fact that residents and businesses in the destination are honest and caring. At this point, the benefits that both residents and businesses derive from tourism must be well explained by the DMOs. In this way, these two stakeholders will be able to demonstrate sincere, honest, and caring behaviors at a level that will increase the trust of the tourists. At this point, DMOs can control the pricing policies of businesses to check whether a product is sold for the same price for tourists and local people. Irresponsible and unconscious businesses can reduce the sense of trust of tourists with different price policies, while responsible businesses can pay attention to these factors which will increase the trust of tourists. For this reason, DMOs should establish and improve the inspection mechanism.

One of the most important points for DMOs is to keep the tourists and encourage them to share their positive experiences to their friends and inspire them to visit the same destination. At this point, as seen in the present study, the determinative power of the satisfaction is of vital importance. Therefore, as mentioned before, DMOs should make sure that the tourists have their experiences in the way of obtaining positive perceptions about their holidays. For this aim, especially the destination quality components should be taken into consideration.

5.3. Limitations and recommendations for future research

There exist some limitations in the present study. The first relates to the research area and sample. The research was carried out in Alanya region, and the research results were analyzed with the help of the data obtained from 478 participants. Therefore, the analysis of the results only in this regard should be considered as a limitation. The second limitation is that the data collection tool (the questionnaire) in the research is only in four languages. As mentioned by Dedeoğlu et al. (2016), even though the questionnaires conducted with the people speaking different languages met the measurement invariances in the research, it could have limited the opportunity to reach a larger audience because of different reasons (for instance, not being eager to fill out the questionnaire in English, not knowing English). Therefore, it could also be regarded as a limitation.

Destination brand loyalty was examined from the attitudinal perspective only. In addition, attitudinal loyalty was only examined within the scope of the positive recommendation and re-visit intentions. Besides these positive intentions, the willingness to pay more intention or negative intentions, such as having negative recommendations and comments, preferring a different destination and having complaints, are within the behavioral intentions (Zeithaml et al., 1996), and they are not examined in the present study. This could be regarded as the third limitation. Although the present study undertook a comprehensive examination of CBDBE, it should not be ignored that brand personality was examined within the scope of associations, one of the important components of CBDBE. Therefore, it could be regarded as another limitation and would be beneficial to examine the models covering the brand personality in the future studies.

Another limitation relates to the research method. In the present study, a quantitative research method was adopted. At this point, as stated by Boo et al. (2009), long and detailed interviews, namely the qualitative research, should be done for the measurement of the destination branding. The qualitative research can prevent the misperception of the tourists. Besides, it is also observed that various criticisms on the sample are raised in the literature. For instance, Bianchi, Pike, and Lings (2014) criticize that the destination studies on CBBE are mostly carried out on consumers within the target market which is geographically close to the destination. Since the research sample is composed of the Russian and German tourists as well as the domestic ones, it can be stated that a similar situation is observed in the present research. Therefore, more distant markets (e.g. China) can be preferred in the future studies as a sample for the measurement of CBDBE in any destination in Turkey.the contrary, it cannot be

Table 5
Result of measurement model.

Dimensions	Items	Std. Factor Loadings	t values	CCR	AVE	Cronbach's Alpha
DSQ	Accommodation	.90	Fixed[*]	.94	.67	.94
	Transport	.83	13.873			
	Cleanliness	.72	11.615			
	Hospitality	.72	11.161			
	Activities	.80	12.600			
	Amenities	.89	15.107			
	Language	.77	13.66			
	Security	.88	13.182			
DNQ	DNQ1	.77	Fixed[*]	.87	.57	.87
	DNQ3	.70	15.113			
	DNQ5	.78	17.012			
	DNQ6	.74	16.038			
	DNQ8	.80	17.608			
DFV	Monetary	.91	Fixed[*]	.77	.63	.88
	Behavioral	.65	10.201			
DHV	Emotional	.88	Fixed[*]	.90	.75	.89
	Novelty	.91	11.964			
	Social	,81	11.836			
DBT	DBT1	.63	Fixed[*]	.81	.52	.80
	DBT2	.89	13.671			
	DBT3	.72	12.703			
	DBT5	.60	10.914			
DBS	DBS1	.71	Fixed[*]	.75	.50	.75
	DBS2	.67	11.494			
	DBS3	.74	12.034			
Rev	Rev1	.81	Fixed[*]	.87	.69	.87
	Rev2	.86	19.598			
	Rev3	.83	19.176			
Rec	Rec1	.65	Fixed[*]	.78	.55	.78
	Rec2	.82	12.275			
	Rec3	.74	12.223			
Goodness-of-fit statistics	χ^2/df = 1.703	CFI = .92		TLI = .91	RMSEA = .038	

Correlation of Matrix

	DSQ	DNQ	DFV	DHV	DBT	DBS	Rev	Rec
DSQ	(.67)[**]							
DNQ	.27	(.57)[**]						
DFV	.68	.38	(.63)[**]					
DHV	.25	.33	.14	(.75)[**]				
DBT	.09	.12	.23	.28	(.52)[**]			
DBS	.08	.31	.26	.29	.36	(.50)[**]		
Rev	.02	.19	.04	.04	.17	.37	(.69)[**]	
Rec	.11	.17	.13	.09	.19	.24	.27	(.55)[**]

DNQ: Destination natural quality; DSQ: Destination service quality; DBV: Destination brand value; DFV: Destination functional value; DHV: Destination hedonic value; DBT: Destination brand trust; DBS: Destination brand satisfaction; Rec: Recommendation; Rev: Revisit intention.

 * Parameter fixed at 1.0 during ML estimation.

 ** AVE values are in the parentheses.

Table 6
Results of structural model and hypotheses.

Hypotheses	Relationship	β	t	Results
H_1	DBA→DSQ	.33	6.248[*]	Supported
H_2	DBA→DNQ	.15	2.870[*]	Supported
H_3	DSQ→DFV	.63	10.991[*]	Supported
H_4	DSQ→DHV	.17	3.337[*]	Supported
H_5	DNQ→DFV	.28	4.740[*]	Supported
H_6	DNQ→DHV	.22	5.197[*]	Supported
H_7	DFV→DBT	.17	3.019[**]	Supported
H_8	DHV→DBT	.26	4.472[*]	Supported
H_9	DBT→DBS	.39	6.227[*]	Supported
H_{10}	DBS→Rec	.27	4.446[*]	Supported
H_{11}	DBS→Rev	.38	6.519[*]	Supported

χ^2/df = 1.751; CFI = .91; TLI = .91; RMSEA = .040.

Note: DBQ: Destination brand quality; DNQ: Destination natural quality; DSQ: Destination service quality; DBV: Destination brand value; DFV: Destination functional value; DHV: Destination hedonic value; DBT: Destination brand trust; DBS: Destination brand satisfaction; DBL: Destination brand loyalty; Rec: Recommendation; Rev: Revisit intention.

 * $p < .001$.

 ** $p < .01$.

CBDBE, also, is a very important tool in terms of brand extension. More clearly, people can associate a destination with a specific image or product (e.g. Italy and pizza; France and cheese). Namely, the individuals classify the image with the products conforming to a specific image. When there is an image congruence between the destination and the destination product, individuals can easily transfer the image of the main brand to the other (the extended product). In addition, the examination of the factors which have a positive or negative impact on the transfer of the image perception of the existing product into the extended one could provide beneficial information. For example, Texas is associated with beef. The consumer can extend their association about the beef to the cattle. As a result, Texas can easily be associated with Texas milk as well. On the contrary, it cannot be associated with pigs because of being associated with the beef/cattle (Lim & Weaver, 2014). At this point, future research can be carried out on how the overall image perception obtained via CBDBE would be transferred to the brand extension or how it would affect the image perception.

Which one of the CBDBE-related assets contribute to the CBDBE might not be sufficiently perceived by other stakeholders in the destination, and therefore, the destination is deprived of a holistic perspective. At this point, competitive advantage can be ensured with the help of the exploratory works that the limited number of destination
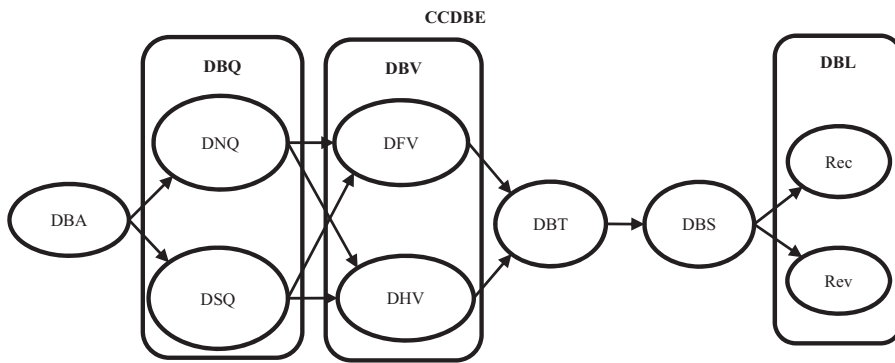
Fig. 2. Modified CBDBE Model. Note: DBQ: Destination brand quality; DNQ: Destination natural quality; DSQ: Destination service quality; DBV: Destination brand value; DFV: Destination functional value; DHV: Destination hedonic value; DBT: Destination brand trust; DBS: Destination brand satisfaction; DBL: Destination brand loyalty; Rec: Recommendation; Rev: Revisit intention.
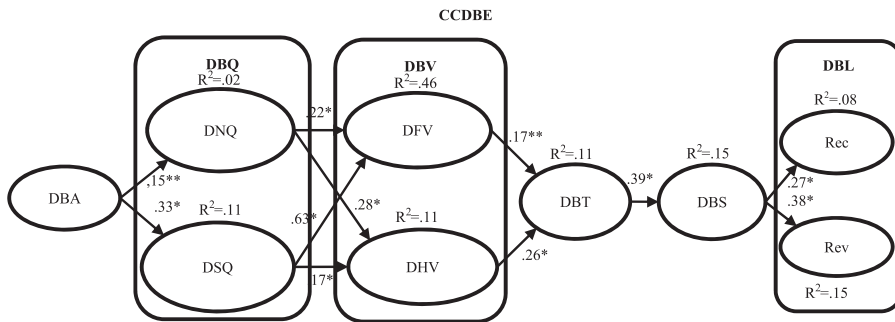

Fig. 3. Result of Modified CBDBE Model. χ^2/df = 1.751; CFI = .91; TLI = .91; RMSEA = .040; *p < .001; **p < .01; Note: DBQ: Destination brand quality; DNQ: Destination natural quality; DSQ: Destination service quality; DBV: Destination brand value; DFV: Destination functional value; DHV: Destination hedonic value; DBT: Destination brand trust; DBS: Destination brand satisfaction; DBL: Destination brand loyalty; Rec: Recommendation; Rev: Revisit intention.

assets are managed in a correct manner (Kladou & Kehagias, 2014b). This situation can be understood through the exploration of the special brand assets. Therefore, it can be indicated that the cultural destination assets that are indirectly mentioned in the present study (within the scope of natural quality) are required to be researched in more detail and should be examined within the scope of CBDBE.

Appendix A

See Appendix Table A1

Table A1
Measurement Items.

Dimensions	Statements	References
DBA1	I can imagine what Alanya looks like.	Ferns and Walls (2012)
DBA2[*]	I am aware of Alanya as a travel destination.	
DBA3	I can recognize Alanya among other similar destinations.	
DBA4	Some characteristics of Alanya come to my mind quickly.	
DBA5	I can quickly recall the marketing activities about Alanya.	
Acc1	Quality of food at the accommodation in Alanya is good.	Kozak (2001)
Acc2	Attitude of staff at the accommodation in Alanya is good.	
Acc3	Level of services at the accommodation in Alanya is good.	
Tra1[*]	Local transport services in Alanya are good.	Kozak (2001)
Tra2	Tourist spots in Alanya are easily accessible.	Narayan, Rajendran, & Sai (2008)
Tra3	Frequency of local transport services in Alanya is sufficient.	Kozak (2001)
Cle1	Cleanliness of tourist areas in Alanya is good.	Narayan et al. (2008)
Cle2	Cleanliness at the place of stay in Alanya is good.	
Cle3	Cleanliness of beaches and sea in Alanya is good.	
Hos1	Staff outside the place of stay in Alanya is sincere.	Küçükergin & Dedeoğlu (2014)
Hos2	Local people in Alanya are sincere.	Kozak (2001)
Hos3[*]	Staff in Alanya is attentive in a general sense.	Teng & Chang (2013)
Hos4	Staff in Alanya is helpful in a general sense.	
Hos5[*]	Staff in Alanya is humorous in a general sense.	
Act1	Shopping facilities in Alanya are good.	Kozak (2001)
Act2	Entertainment opportunities in Alanya are good.	
Act3	Nightlife in Alanya is good.	
Act4	Alanya offers a number of cultural and festival events.	Ferns & Walls (2012)
Act5[*]	Daily tour services to other destinations and attractions in Alanya is good.	Kozak (2001)
Ame1[*]	The number of exchange offices outside my place of stay in Alanya is sufficient.	Narayan et al. (2008)
Ame2	Children oriented facilities in Alanya are good.	Kozak (2001)
Ame3	Internet connection at tourist spots in Alanya is good.	Narayan et al. (2008)
Lang1	English level of staff in Alanya is quite good in a general sense.	Kozak (2001)
Lang2	Adequacy of written information in English on signboards is good.	

(*continued on next page*)

Table A1 (*continued*)

Dimensions	Statements	References
Sec1	Security in place of stay in Alanya is good.	Narayan et al. (2008)
Sec2	Security at tourist areas in Alanya is good.	
Sec3	Security of local transport in Alanya is good.	
Sec4	Regardless of time, I feel safe while wandering in Alanya.	Developed by Authors
DNQ1	Cultural attractions in Alanya are interesting.	Baloglu & McCleary (1999)
DNQ2[*]	Historical attractions in Alanya are interesting.	
DNQ3	Climate in Alanya is good.	
DNQ4[*]	Richness and beauty of landscapes in Alanya are good.	Beerli and Martín (2004)
DNQ5	Alanya has outstanding scenery.	Ferns & Walls (2012)
DNQ6	Cultural exchange with local people in Alanya is possible.	Narayan et al. (2008)
DNQ7[*]	Alanya is located in a good place in terms of my holiday purpose (e.g. sea, sand, sun).	Developed by Authors
DNQ8	Unusual ways of life and customs are available in Alanya.	Beerli and Martín (2004)
Mon1	I got much more than I paid for when holidaying in Alanya.	Boo et al. (2009)
Mon2	The price of a holiday in Alanya is reasonable.	Petrick (2002)
Mon3	When I come to Alanya, I feel I am getting my money's worth.	Netemeyer et al. (2004)
Mon4	Alanya is worth the money I paid for the holiday.	Petrick (2002)
Beh1	Considering the time and effort used in purchasing a holiday in Alanya, I think it is easy to buy a holiday there.	
Beh2	In terms of time and effort, Alanya requires little effort to purchase a holiday there.	
Beh3	It is easy to research the holiday (e.g. easy access to information and easy to purchase) in Alanya.	
Beh4	The process of purchasing a holiday in Alanya (e.g. visa procedures) is easy.	
Emo1	Taking a holiday in Alanya made me feel happy.	Sweeney & Soutar (2001)
Emo2	Taking a holiday in Alanya was exciting.	Gardiner, Grace, and King (2014)
Emo3	Taking a holiday in Alanya gave me pleasure.	Petrick (2002)
Soc1	Taking a holiday in Alanya got the social approval from others.	Williams & Soutar (2009)
Soc2	Taking a holiday in Alanya is a prestige symbol.	Vázquez, Del Rio, & Iglesias (2002)
Soc3	Taking a holiday in Alanya would make a good impression on other people.	Sweeney & Soutar (2001)
Nov1	Taking a holiday in Alanya is unique.	Gardiner et al. (2014)
Nov2	Taking a holiday in Alanya increases my knowledge.	
Nov3	Alanya "stands out" from other destinations.	Netemeyer et al. (2004)
Nov4	Alanya is quite different from other destinations.	
DBT1	The businesses in Alanya care about visitors' interests.	Dioko & So (2012)
DBT2	The businesses in Alanya are quite trustworthy.	
DBT3	Local people in Alanya care about visitors' interests.	
DBT4[*]	Local people in Alanya are quite trustworthy.	
DBT5	I have confidence in Alanya.	Jani & Han (2011)
DBS1	The visit to Alanya exceeded my expectations.	Bigovic and Prašnikar (2015); Su, Hsu, and Swanson (2017)
DBS2	I am pleased with my decision to visit Alanya.	Žabkar et al. (2010)
DBS3	My holiday in Alanya satisfied me.	Bigne, Sanchez, & Sanchez (2001)
Rec1	I would tell positive things about Alanya to other people.	Kim & Moon (2009)
Rec2	I would encourage my friends and relatives to come Alanya.	Ryu & Han (2011)
Rec3	I would recommend Alanya to those who are planning a holiday.	Kim & Moon (2009)
Rev1	I would like to revisit Alanya in the near future.	Zeithaml et al. (1996)
Rev2	I would visit Alanya more frequently.	
Rev3	Alanya would be my first choice over other destinations.	Su et al. (2017)

Note: DBA: Destination brand awareness; DNQ: Destination natural quality; Acc: Accommodation; Tra: Transportation; Cle: Cleanness; Hos: Hospitality; Act: Activities; Ame: Amenities; Lang: Language; Sec: Security; Mon: Monetary value; Beh: Behavioral value; Emo: Emotional value; Nov: Novelty value; Soc: Social value DBT: Destination brand trust; DBS: Destination brand satisfaction; Rec: Recommendation; Rev: Revisit intention.

[*] Item were deleted after confirmatory factor analysis.

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