

Consumer-based brand equity (CBBE) in the context of an international stopover destination: Perceptions of Dubai in France and Australia

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ABSTRACT

There has been limited published research examining travellers' perceptions of international stopover destinations. This manuscript reports the modelling of consumer-based brand equity (CBBE) for Dubai, the first CBBE study to do so in the context of a stopover destination. Dubai has emerged relatively recently as a stopover destination option during long haul travel between UK/Europe and Australia/South Pacific, to rival traditional destinations such as Hong Kong and Singapore. The CBBE model was tested using survey data from samples of consumers in two geographically distant markets; France (n = 365) and Australia (n = 403). The findings suggest destination brand awareness, destination brand image and destination brand value are positively related to attitudinal destination loyalty. However, destination brand quality was not positively associated with loyalty. As a relatively new stopover destination for long haul travellers, Dubai is perceived more positively by previous visitors than those who have never visited the destination.

1. Introduction

Measurement of the perceptions of destinations has been a popular theme within the tourism literature since the first studies were published in the early 1970s (see for example [Anderssen & Colberg, 1973](#); [Gearing, Swart, & Var, 1974](#)) through the 1980s and 1990s (see for example [Phelps, 1986](#); [Selby & Morgan, 1996](#); [Uysal, Chen, & Williams, 2000](#); [Yau & Chan, 1990](#)), to the current period (see for example [Marine-Roig & Ferrer-Rosell, 2018](#)). This is not surprising given the prominent role destinations play within the tourism system with most tourism activities taking place at destinations (see [Leiper, 1979](#)). Given the intangible nature of tourism services provided at destinations, it has long been recognised that consumers' perceptions can be as influential in travel decision making as a destination's tangible features (see [Chon, 1990](#); [Hunt, 1975](#); [Ritchie & Crouch, 2003](#)).

While measuring destination image has been the most popular theme within the destination marketing literature ([Pike & Page, 2014](#)), the model of consumer-based brand equity (CBBE) only emerged in the past decade, as a means to assess destination attractiveness. Conceptually, CBBE goes beyond measuring destination image, by exploring the relationship between consumers' perceptions of a destination and their attitudinal loyalty as the dependent variable. A key practical implication of the CBBE model is the potential to assess the effectiveness of past marketing communications, as well as provide

indicators of possible future performance ([Aaker, 1996](#)). A small but growing number of destination CBBE studies has been reported since the first was published by [Konečnic \(2006\)](#). For lists of these studies see [Pike \(2016, p. 326\)](#) and [Tasci \(2018\)](#). This study aims to contribute to the destination marketing literature by testing CBBE theory in the context of a stopover destination for long haul international air travellers. No previous study in this travel context has been reported in the first 12 years of destination CBBE research. The findings will add to the debate around which latent variables are positively related to the dependent variable in the destination CBBE model.

The destination of interest in this study is Dubai, which emerged relatively recently as a major stopover destination during air travel between UK/Europe and Australia/South Pacific, to rival the traditional destinations of Singapore and Hong Kong. One of seven emirates comprising the United Arab Emirates (UAE), Dubai is located on the eastern coast of the Arabian Peninsula, adjacent to Saudi Arabia, Oman and Qatar. This location has enabled Dubai to serve as a major hub for airline Emirates to operate direct services to most major European airports as well as direct flights to cities in Australia and New Zealand, and therefore as a stopover destination option during travel between UK/Europe and Australia/South Pacific. In 2008 Dubai opened the world's largest airport terminal, for exclusive use by Emirates, which lifted the airport's capacity to 60 million passengers per year. By 2013, Dubai International Airport had become the third busiest in the world

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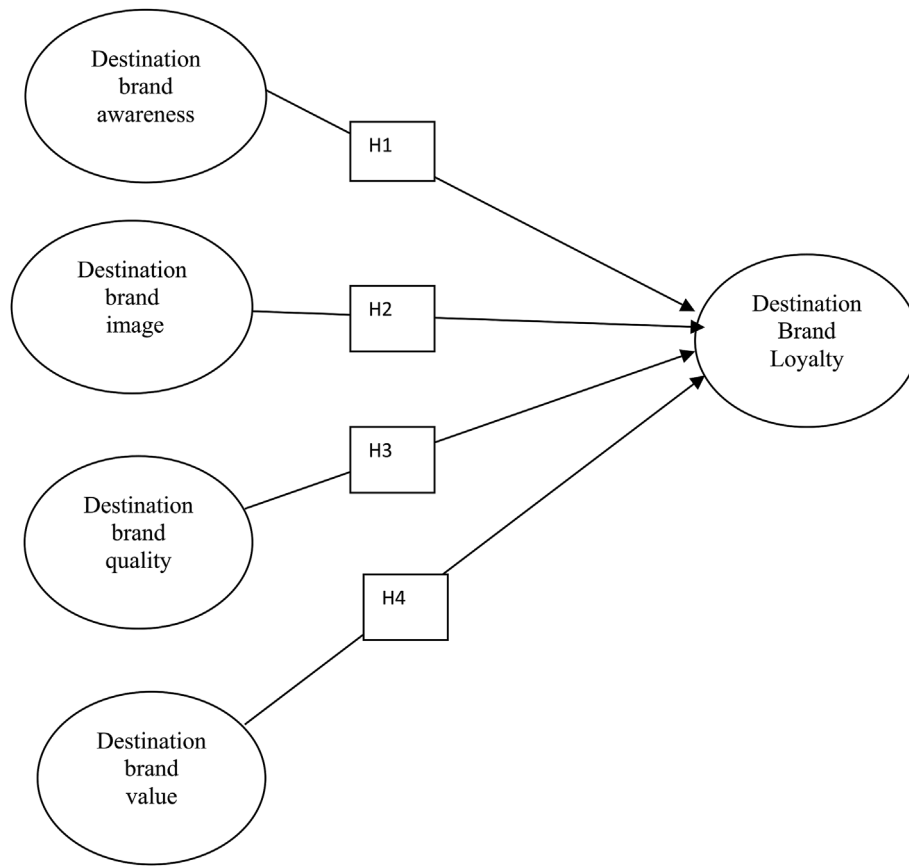


Fig. 1. Proposed model of stopover destination CBBE.

after London and Paris (Kotsi & Michael, 2015).

The purpose of this study is to report the first modelling of CBBE in the context of a stopover destination during long haul international air travel. The Dubai stopover destination CBBE model is tested with consumers in two geographically distant markets in opposite hemispheres; France and Australia.

2. Literature review

The perceived attractiveness of a place, in the minds of travellers, is as important as the destination's tangible features (Hunt, 1975; Styliadis, Shani, & Belhassen, 2017), since perception is reality (Thomas & Thomas 1928, in Patton, 2002). That is, what a consumer believes to be true will guide their decision making, regardless of whether those perceptions are accurate or not. Destination attractiveness is therefore one of the key antecedents of destination competitiveness (Ritchie & Crouch, 2003). For any travel situation, consumers are spoiled by the choice of destinations available to them. Therefore, understanding market perceptions is a critical issue for destination marketing organisations (DMO), with major implications for the wider business community since the success of individual tourism businesses is reliant to some extent on the competitiveness of their destination (Pike, 2016). Consequently the field of destination image has been the most popular in the first 40 years of destination marketing research (Pike & Page, 2014). For reviews of the literature around perceptions of destinations see Chon (1990), Pike (2002, 2007), Gallarza, Saura, and Garcia (2002), Tasci, Gartner, and Cavusgil (2007), Stepchenkova and Mills (2010), Zhang, Fu, Cai, and Lu (2014), and Josiassen, Assaf, Woo, and Kock (2015).

Understanding an individual's perceptions of a place can lead to an understanding of their attitude towards the destination. Therefore, it is important to distinguish a consumer's beliefs and their attitudes

(Fishbein & Ajzen, 1975; Fishbein, 1967). Beliefs are representative of knowledge held about an object, while an attitude is an overall evaluation. A critical component of an individual's attitude towards a destination, which has not always been captured in destination image studies, is the concept of conation (see Pike & Ryan, 2004). Conative perceptions represent the extent to which an individual intends to act on their knowledge (cognitive image) and evaluation (affective image), such as their future intent to visit. Until the relatively recent emergence of CBBE in the destination marketing literature, there had been a paucity of empirical evidence exploring the relationship between perceptions of destinations and conation. In CBBE theoretical models, conation has been conceptualised as attitudinal loyalty, and is recognised as the dependent variable (see for example Bianchi & Pike 2011; Bianchi, Pike, & Lings, 2014; Boo, Busser, & Baloglu, 2009; Chi & Qu, 2008; Konečnik & Gartner, 2007; Tasci, 2018).

CBBE was introduced in the marketing literature by Aaker (1991, 1996) and Keller (2003) as a structured means to measure branding performance, based on the proposition that a brand's power resides in the minds of consumers. Therefore any financial valuation of a brand's equity on the balance sheet is underpinned by consumer attitudes. While a financial valuation of a destination's brand equity is probably meaningless, the CBBE model has potential to provide a DMO with measures of effectiveness of past marketing communications as well as indicators of possible future performance. The first reported modelling of destination CBBE was for Slovenia by Konečnik (2006). In the time since there has been increasing interest by destination researchers, due to the demonstrated associations between various latent variables and attitudinal destination brand loyalty. Attitudinal loyalty is considered important for attracting visitors, repeat visitors and word of mouth recommendations (Gartner & Hunt, 1987; Li & Petrick, 2008). Two key indicators of attitudinal loyalty are intent to visit and likelihood of recommending the destination to others. The other key latent variables

used in CBBE modelling are destination brand awareness, destination brand associations, destination brand quality, and destination brand value. It is important to note that Aaker (1991, 1996) and Keller (2003) both proposed a hierarchy of these dimensions but did not conceptualise any direct relationships between them. In the time since researchers in tourism and the wider marketing literature have not yet reached a consensus on the agreed components in the CBBE model, nor the nature of the relationships between them (Tasci, 2018, p. 143):

Although a large body of literature has investigated the components and structure of CBBE in different contexts, a consensus has not yet been reached regarding either its components or their relationships. Different scale items have been used to measure various CBBE components with contrasting structures, which in turn have not been validated for different brands and market segments”.

The theoretical model and four hypotheses underpinning this study are graphically highlighted in Fig. 1.

The foundation for an individual forming perceptions of a destination is awareness (Crompton, 1992). Therefore, underpinning the proposed destination CBBE model is *brand awareness* (Aaker, 1991; Bianchi & Pike 2011; Bianchi et al., 2014; Boo et al., 2009; Konečnik & Gartner, 2007; Konečnik, 2006; Tasci, 2018), which is the strength of the presence of the brand in the consumer's mind when they are considering a purchase situation.

Hypothesis 1. There is a positive relationship between destination brand awareness and attitudinal destination brand loyalty.

Destination brand image is anything associated with the brand in an individual's mind (Aaker, 1991; Anderson, 1983). Even though the field of destination image research is popular and well developed, there is no widely accepted scale to measure the construct (Pike & Page, 2014). Following Boo et al. (2009) and Bianchi and Pike (2011) this study limits destination image to social and self-image. Both these studies found a positive relationship between social and self-image with attitudinal destination brand loyalty.

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

Destination brand quality represents an individual's perceptions of quality, which is used to assess a brand's superiority over competitors (Keller, 2003). Destination brand quality relates to perceptions of the quality of facilities (Bianchi & Pike, 2011). While Konečnik and Gartner (2007) found a positive relationship between destination brand quality and destination brand loyalty, this was not the case for Bianchi and Pike (2011) and Bianchi et al. (2014).

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

Destination brand value represents an evaluation of a service's utility, based on perceptions of what is received for the cost (Zeithaml & Bitner, 2000). Research has consistently shown a positive association between perceptions of value and destination loyalty (see for example Chitty, Ward, & Chua, 2007; Boo et al., 2009, Bianchi & Pike 2011).

Hypothesis 4. There is a positive relationship between destination brand value and attitudinal destination brand loyalty.

2.1. Travel situation

Most studies measuring perceptions of destinations have not been undertaken with a specific travel context in mind (Pike & Page, 2014). Examples of destination image studies that presented survey participants with an explicit travel context include, for example, sun and sand holidays (Alegre & Cladera, 2006), conventions (Lee & Back, 2007), all-inclusive packages (Deslandes, 2006), and short breaks (Pike, Gentle, Kelly, & Beatson, 2018). This is an important issue, given the

proposition that consumers might perceive the same destination differently across different travel situations; since attribute importance might vary across situations (Barich & Kotler, 1991; Crompton, 1992). Therefore, an individual's destination preferences might vary depending on the travel context. Underpinned by the proposition that the perceived attractiveness of Dubai might differ between a stopover and other travel situations such as an annual holiday or honeymoon for example, the survey explicitly advised participants that the context is a stopover of at least one night during long haul air travel. To date there has been a paucity of research published about the phenomenon of international stopovers in the tourism literature. There has been a lack of published research investigating the stopover phenomenon, with a small stream of studies emerging only recently (see for example Lund, Loftsdóttir, & Leonard, 2017; Pike & Kotsi, 2016a, 2016b; Pike & Kotsi, 2018; Pike, Kotsi, & Tossan, 2018). This study attempts a contribution to the literature by extending the CBBE model to the context of a stopover destination. While there is no accepted definition of the length of a stopover in the tourism literature, the perspective of the International Air Transport Association (IATA) is that a stopover is a stay of at least 24 h at an intermediary port (see Beaver, 2005). We have adopted the view that a stopover is a stay of at least one night at an intermediary port, and any visit that does not involve at least one night is a transit or layover.

3. Methodology

Members of a commercial marketing research panel in France and Australia were invited by email to participate in separate online surveys during September 2017. A quota of 600 adults was sought from each country. The requirements were that participants needed to be over 18, and had either flown long haul internationally or intended to do so in the future. An even split of males and females was requested. Separate online URLs were used for the two surveys. The Australian questionnaire was formatted in the English language, and this was translated into the French language for the participants in France. The translation was undertaken by one of the co-researchers, who had undertaken their PhD in the French language.

The survey was relatively short, which the marketing research firm estimated would take their participants around five to 10 min to complete. Bianchi and Pike (2011) recommended the inclusion of unaided questions to elicit top of mind awareness (ToMA) destinations, to supplement CBBE modelling of destination brand performance. ToMA represents unaided destination brand salience, as opposed to aided destination brand awareness used in CBBE modelling. Therefore, the first page of the survey did not mention Dubai as the destination of interest. Australian participants were asked an unaided question to identify the first stopover destination that comes to mind when thinking about travel to UK/Europe, while the French participants were asked the same question for travel to Australia/South Pacific. A second question asked for the names of any other stopover destinations they would probably consider. Other questions on the first page related to the likelihood of a holiday in UK/Europe (or Australia/South Pacific), the likelihood of making a stopover en route. Also, given the lack of an agreed definition of the length of a stopover in the literature, participants were asked to indicate how many nights they would probably spend at a stopover destination.

The second page of the survey asked participants if they had ever transited Dubai airport; if they had ever stayed in Dubai for at least one night; and then to rate their perceptions of Dubai as a stopover destination on each of the CBBE items using a 7-point Likert-type scale anchored at 'very strongly disagree' and 'very strongly agree'. Each of the 19 items was selected from previous destination CBBE studies, undertaken in other travel contexts, as shown in Table 1. The final page of the survey sought participants' demographic characteristics.

Table 1
CBBE scale items.

CBBE dimension	Previous studies
Destination brand awareness The characteristics of this destination come to my mind quickly This destination is very famous	Boo et al. (2009), Bianchi and Pike (2011), Bianchi et al. (2014) Konecnik & Gartner (2007), Boo et al. (2009), Bianchi and Pike (2011), Bianchi et al. (2014)
I have seen a lot of advertising promoting Dubai holidays This destination has a good name and reputation	Konecnik and Gartner (2007), Bianchi and Pike (2011), Bianchi et al. (2014) Bianchi et al. (2014)
Destination brand image This destination fits my personality My friends would think highly of me if I visited this destination The image of this destination is consistent with my own image Visiting this destination would reflect who I am	Boo et al. (2009), Bianchi and Pike (2011), Bianchi et al. (2014) Boo et al. (2009), Bianchi and Pike (2011), Bianchi et al. (2014) Boo et al. (2009), Bianchi and Pike (2011), Bianchi et al. (2014) Bianchi et al. (2014)
Destination brand quality High quality accommodation High levels of cleanliness High level of personal safety High quality infrastructure	Konecnik & Gartner (2007), Boo. et al. (2009), Bianchi and Pike (2011), Bianchi et al. (2014)
Destination brand value This destination has reasonable prices Considering what I would pay for a trip, I will get much more than my money's worth by visiting this destination The costs of visiting this destination are a bargain relative to the benefits I receive Visiting this destination is good value for money	Bianchi et al. (2014) Boo et al. (2009), Bianchi and Pike (2011), Bianchi et al. (2014) Boo et al. (2009), Bianchi and Pike (2011), Bianchi et al. (2014) Boo et al. (2009), Bianchi and Pike (2011), Bianchi et al. (2014)
Attitudinal destination brand loyalty This destination would be my preferred choice for a vacation I would advise other people to visit this destination I intend visiting this destination in the future	Boo et al. (2009), Bianchi and Pike (2011), Bianchi et al. (2014) Konecnik and Gartner (2007), Chi and Qu (2008), Boo et al. (2009), Bianchi and Pike (2011), Bianchi et al. (2014) Konecnik and Gartner (2007), Chi and Qu (2008), Bianchi and Pike (2011), Bianchi et al. (2014)

4. Results

Within four days of the launch of the surveys a total of 591 completions was achieved in Australia, along with 600 in France. Of these there were 403 useable responses from Australia and 365 from France. This was due to many invalid responses to questions about previous travel, future travel intent, stopover intent, and in the questions related to unaided preferred stopover destinations. Therefore, listwise deletion was used to cleanse the two data sets. The mean likelihood of travelling to UK/Europe in the future was 5.3 for the Australians, while the mean likelihood of travelling to Australia/South Pacific was 4.4 for the French. The characteristics of the two samples are shown in Table 2. Both samples had similar ratios of gender and marital status. Education levels were higher in the French sample. The Australian sample was on average slightly older and with lower levels of dependent children than the French, which might be related to their higher mean intent to travel.

4.1. Preferred length of stay at a stopover destination

As discussed, there is no accepted definition in the tourism literature for the length of a stopover during long haul international air travel. The means for preferred length of stay at a stopover destination were 2.2 nights for the Australians and two nights for the French. As shown in Table 3, for almost 90% of the French and 80% of the Australians the range was one to three nights. This is in keeping with the findings of Pike and Kotsi (2018). Therefore, we propose a definition of an international stopover as being one to three night's duration. Interestingly, the average length of stay for international visitors to Dubai is 3.7 nights (Dubai Airports, 2017), while the average length of stay at traditional stopover destinations is four nights in Hong Kong (Hong Kong Tourism Board, 2015), and three days in Singapore (Singapore Tourism Board, 2014).

4.2. Previous Dubai visitation

Just over one third (36%) of the Australians had previously

Table 2
Participants' characteristics.

	Australia N = 403	%	France N = 365	%
Gender				
Male	195	48.4%	196	53.7%
Female	208	51.6%	169	46.3%
Age				
18–25	28	6.9%	50	13.7%
26–34	44	10.9%	58	15.9%
35–49	68	16.9%	83	22.7%
50–64	133	33.0%	99	27.1%
65+	130	32.3%	75	20.5%
Marital status				
Single	91	22.6%	95	26.0%
Married/permanent partner	249	61.8%	233	63.8%
Separated/divorced/widowed	63	15.6%	37	10.1%
Dependent children				
0	311	77.3%	240	65.8%
1–2	80	19.9%	108	29.6%
3+	12	3.0%	17	4.7%
Education				
High school	135	33.5%	62	17.0%
Professional qualification	113	28.0%	69	18.9%
University graduate	94	23.3%	141	38.6%
University post-graduate	61	15.1%	93	25.5%

transited Dubai airport, while 18% had stayed at least one night in Dubai. In the French sample, 19% had transited Dubai, while 12% had stayed at least one night. While these visitation levels might be considered low, this result was not surprising given Dubai is an emerging stopover destination. Also, it was not necessary that participants had previously visited Dubai, since the focus of the study was how they perceived the destination. Furthermore, analyses could be undertaken to explore any differences in perceptions between previous visitors and non-visitors.

Table 3
Preferred length of stay at a stopover destination.

Number of nights	Australia N = 403	%	France N = 365	%
1	110	27.3%	181	49.6%
2	154	38.2%	107	29.3%
3	58	14.4%	39	10.7%
4 to 8	32	8.6%	19	5.2%
Unsure/outliers	47	11.5%	18	4.9%

Table 4
ToMA stopover destination.

Stopover destination	Australia N = 403	%	France N = 365	%
Singapore	147	36.5%	8	2.1%
Dubai	113	28.0%	9	2.5%
Hong Kong	36	8.9%	8	2.1%
Bangkok/Thailand	10	2.2%	7	1.9%
Abu Dhabi/Doha/UAE	7	1.0%	4	1.1%
USA/Canada	6	1.5%	9	2.5%
Tokyo/Japan	6	1.5%	5	1.4%
Bali/Indonesia	3	0.7%	6	1.6%
India	3	0.7%	4	1.1%
Africa	1	0.2%	2	0.6%
Mauritius/Reunion	1	0.2%	4	1.1%
Maldives/Sri Lanka			3	0.8%
Other Asia	4	0.2%	5	1.4%
South America	1	0.2%	7	1.9%
Other Arabia	4		5	1.4%
Destinations in UK/Europe	42	10.4%	4	1.1%
Destinations in Australia/South Pacific	1	0.2%	40	11.0%
Unsure	18	4.5%	39	11.0%

4.3. Preferred stopover destination

Participants were asked to state the name of the first destination that comes to mind when thinking about a stopover during long haul travel to either UK/Europe or Australia/South Pacific. As discussed eliciting the ToMA destinations an indicator of unaided destination *saliency*, which represents more than simply awareness. As shown in Table 4, Dubai ranked second for the Australians and first equal for the French. Incorporating ToMA destination elicitation into this study has generated two interesting findings. First, for the Australian sample, Dubai was the second most preferred destination, being elicited from 28% of participants. As mentioned, 36% of the Australians had previously transited Dubai airport, while 18% had stayed at least one night in Dubai. The top three destinations, Singapore, Dubai, and Hong Kong accounted for almost three quarters of the Australian sample (73.4%). However, there was a much broader spread of destinations for the French participants. This is a curious finding and warrants further investigation, since we were not able to explain the reason for this from the current data set.

4.4. Scale items and CFA

Tables 5 and 6 present the means for the CBBE scale items. The Cronbach's alpha coefficients for each of the constructs were well above what is commonly seen as acceptable (see Lance, Marcus, Butts, & Michels, 2006). For the Australians, the items of the constructs *Destination brand awareness* and *Destination brand quality* had means that were well above the scale midpoint, suggesting participants were well aware of Dubai as a stopover destination that features high quality facilities. However, the means for items in *Destination brand image*, *Destination brand value*, and *Attitudinal destination brand loyalty* were all below the scale midpoint of 4. As indicators of possible future performance these results have practical implications for Dubai's destination

marketers.

Independent samples t-tests on the Australian data revealed significant differences for all but one scale item between previous visitors and non-visitors, at $p < .05$. For all but one scale item, the means for previous visitors was higher than non-visitors. In the French data the means were significantly higher for previous visitors than non-visitors for all but six items. For both samples, the data shows consistently higher positive perceptions for those who had previously visited Dubai. The implication here is that visitation positively influences perceptions.

SPSS 25 was used to measure the construct correlations and their means with standard deviations, followed by AMOS 25 for a confirmatory factor analysis (CFA) to check item loadings and the overall model fit for scale purification purposes. Based on the data analysis using the data from the Australian sample two items were dropped. One item each was dropped from the constructs *Destination brand awareness* and *Destination brand quality*. Additionally, two sets of covariate errors, with each set on one factor, were introduced. This resulted in less unexplained variance and improved fit statistics. The results show an acceptable model fit with $X^2/df = 3.138$, $CFI = 0.975$, $RMSEA = 0.073$, $SRMR = 0.0483$. These adaptations were data driven. To test whether these internally valid results for the Australian data also hold up with a different sample population for generalization purposes the scales and the adapted model of attitudinal destination loyalty was also tested against the French sample population. Table 7 shows the results using the data from the Australian sample, followed by Table 8 with the results of the French data. The analysis of the individual scale items and the overall model fit using the French sample confirms the suitability of the adapted model with the model fit indices even indicating an improved model fit in comparison to the model fit using the Australian data ($X^2/df = 2.587$, $CFI = 0.976$, $RMSEA = 0.066$, $SRMR = 0.0495$).

4.5. Hypotheses testing

Hypotheses testing was undertaken using structural equation modelling (SEM). The data for the total Australian sample shows an acceptable model-fit ($X^2/df = 3.205$, $CFI = 0.969$, $RMSEA = 0.074$, $SRMR = 0.0474$) while the data for the total French sample shows a slightly better fit ($X^2/df = 2.546$, $CFI = 0.971$, $RMSEA = 0.065$, $SRMR = 0.0484$). The model was then assessed separately with the data from the sub-samples of past-visitors to Dubai and the data from respondents who had previously not visited Dubai. For the analysis with the Australian data, both analyses show an improvement of the model fit following the recommendations of Hair (2010), MacCallum, Browne, and Sugawara (1996), and Hu and Bentler (1999). The results using the French data indicate a good model-fit for the total French sample population and the non-visitors sub-sample. The model-fit indices for the sub-sample of past visitors also indicate good model-fit with the exception of the comparative fit index (CFI) which is 0.005 below (0.895) the recommended cut-off of 0.90 following Hair (2010) (see Table 9). However, due to the acceptable readings of the other model-fit indices this was considered acceptable.

All hypotheses were tested on the Australian sample population and its visitor/non-visitor sub-samples first followed by the French sample to test for among others for generalizability. The results are presented in Table 10. The results of the SEM show *Destination brand awareness* is positively related to *Destination brand loyalty* for the total Australian sample at a $p < .001$ level, for the past visitors sub-sample at a $p = .002$ level and at a $p < .001$ level for the non-visitors sub-sample. Thus, H1 is supported. *Destination brand image* is positively related to *Destination brand loyalty* for the total Australian sample as well as for both sub-samples at a $p < .001$ level. Thus, H2 is supported. *Destination brand quality* is negatively related to *Destination brand loyalty* for the total Australian sample at a $p < .003$ level, for the past visitors sub-sample the positive relationship is not significant ($p = .265$) and the non-visitors sub-sample depicts a negative yet significant relationship at

Table 5
CBBE means: Australian sample.

Items	Mean	Std.	Mean visitor	Mean Non-visitor	T	Sig
Destination brand awareness (Alpha = .813)						
This destination has a good name and reputation	4.8	1.5	5.6	4.6	5.186	.000
The characteristics of this destination come to my mind quickly	4.8	1.5	5.4	4.6	4.486	.000
This destination is very famous	5.1	1.4	5.5	5.1	2.518	.012
I have seen a lot of advertising promoting Dubai holidays	4.0	1.7	4.5	3.9	2.486	.013
Destination brand image (Alpha = .957)						
This destination fits my personality	3.2	1.7	3.7	3.1	2.799	.005
My friends would think highly of me if I visited this destination	3.6	1.6	3.9	3.5	2.011	.045
The image of this destination is consistent with my own image	3.3	1.6	3.8	3.2	2.734	.007
Visiting this destination would reflect who I am	3.2	1.6	3.7	3.1	2.989	.003
Destination brand quality (Alpha = .909)						
High quality accommodation	5.5	1.3	6.0	5.4	3.419	.001
High levels of cleanliness	5.3	1.4	5.8	5.1	3.597	.000
High level of personal safety	4.5	1.5	5.4	4.3	5.871	.000
High quality infrastructure	5.3	1.4	5.8	5.1	4.099	.000
Destination brand value (Alpha = .951)						
This destination has reasonable prices	3.9	1.4	4.3	3.7	3.283	.001
Considering what I would pay for a trip, I will get much more than my money's worth by visiting this destination	3.8	1.5	4.4	3.7	3.583	.000
The costs of visiting this destination are a bargain relative to the benefits I receive	3.7	1.5	4.0	3.6	1.989	.047
Visiting this destination is good value for money	3.8	1.5	4.2	3.7	2.479	.140
Attitudinal destination brand loyalty (Alpha = .937)						
This destination would be my preferred choice for a vacation	3.3	1.7	3.8	3.2	2.384	.018
I would advise other people to visit this destination	3.7	1.7	4.6	3.5	5.188	.000
I intend visiting this destination in the future	3.8	1.8	4.5	3.7	3.905	.000

a $p = .002$ level. Therefore H3 is not supported. Finally, *Destination brand value* is positively related to *Destination brand loyalty* for the total Australian sample at a $p < .001$ level, and so H4 is supported. However, for the past visitors sub-sample the relationship is not significantly related ($p = .093$) and the relationship is positively and significantly ($P < .001$) for the non-visitors sub-sample. Overall, when the Australian sample is split up into the total sample, the visitors sub-sample and the non-visitors sub-sample then it becomes evident that out of the 12 hypotheses tested only hypotheses 3 and 4 of the visitors sub-sample are not supported and all other 10 hypotheses are supported by the data (see Table 11).

For the French sample, *Destination brand awareness* is positively related to *Destination brand loyalty* at the $p < .001$ level Therefore H1 is

supported. However this relationship is not significantly related for the past visitors sub-sample at a $p = .135$ level but is significantly related at a $p < .001$ level for the non-visitors sub-sample. *Destination brand image* is positively related to *Destination brand loyalty* at the $p < .001$ level, as so H2 is supported. However, this relationship is not significantly related for the past visitors sub-sample at a $p = .239$ level but is significantly related at a $p < .001$ level for the non-visitors sub-sample. *Destination brand quality* is not positively related to *Destination brand loyalty* for the total French sample ($p = 0.151$), the sub-samples past visitors ($p = .428$) and non-visitors ($p = .334$). Therefore H3 is not supported. *Destination brand value* is positively related to *Destination brand loyalty* at the $p < .001$ level, as well as for the past visitors sub-sample at $p < .001$ ($p = .093$) and for the non-visitors sub-sample at a

Table 6
CBBE means: French sample.

Items	Mean	Std.	Mean visitor	Mean Non-visitor	T	Sig
Destination brand awareness (Alpha = .832)						
This destination has a good name and reputation	4.8	1.4	5.1	4.8	1.454	.147
The characteristics of this destination come to my mind quickly	4.3	1.5	5.0	4.2	3.044	.003
This destination is very famous	5.0	1.4	5.1	5.0	0.395	.693
Destination brand image (Alpha = .957)						
This destination fits my personality	3.6	1.8	4.5	3.5	3.569	.000
My friends would think highly of me if I visited this destination	3.9	1.6	4.6	3.8	3.399	.001
The image of this destination is consistent with my own image	3.4	1.7	4.2	3.3	3.399	.001
Visiting this destination would reflect who I am	3.6	1.7	4.3	3.4	3.268	.001
Destination brand quality (Alpha = .926)						
High quality accommodation	5.3	1.2	5.5	5.3	1.075	.283
High levels of cleanliness	5.1	1.3	5.3	5.1	1.003	.316
High quality infrastructure	5.3	1.2	5.5	5.3	1.040	.299
Destination brand value (Alpha = .899)						
This destination has reasonable prices	3.6	1.5	4.3	3.5	3.546	.000
Considering what I would pay for a trip, I will get much more than my money's worth by visiting this destination	3.9	1.4	4.7	3.8	4.185	.000
The costs of visiting this destination are a bargain relative to the benefits I receive	3.8	1.5	4.6	3.7	4.174	.000
Visiting this destination is good value for money	3.9	1.4	4.7	3.8	3.656	.000
Attitudinal destination brand loyalty (Alpha = .916)						
This destination would be my preferred choice for a vacation	3.7	1.6	4.5	3.6	3.689	.000
I would advise other people to visit this destination	4.0	1.6	4.6	4.0	2.509	.013
I intend visiting this destination in the future	4.2	1.7	4.7	4.2	1.833	.068

Table 7
CBBE scale purification results – Australian data.

	M	SD	Awareness	Image	Quality	Value	Loyalty
Awareness	4.900	1.25	1	.489	.650	.517	.596
Image	3.335	1.54	.489	1	.387	.660	.730
Quality	5.348	1.27	.650	.390	1	.305	.362
Value	3.795	1.36	.517	.663	.305	1	.784
Loyalty	3.615	1.61	.596	.733	.362	.784	1

All correlations significant at the 0.01 level (2-tailed).

Model fit indices CFA	X ² /df	p	CFI	RMSEA	SRMR
Adapted Model of Attitudinal Destination Loyalty	3.138	.000	.975	.073	.0483

p level of < .001. Therefore H4 is supported.

5. Discussion and implications

This study tested a model of CBBE, in the context of an international stopover destination, in two geographically disparate markets. There has been limited research into the relationship between consumers' perceptions (cognition) of a destination and their likelihood of visiting (conation). The theory of CBBE has been shown to be useful for modelling this, and since 2006 there has been a growing number of destination CBBE applications, based on a hierarchy of components proposed by Aaker (1991, 1996) and Keller (2003). This study applied a model of CBBE for Dubai as a stopover destination for consumers in France and Australia; testing four components of CBBE (brand awareness, brand image, brand quality, brand value) and their relationship with attitudinal loyalty as the dependent variable. The data supported three of the four hypotheses in the proposed model. While there were mixed results for Dubai as an emerging stopover destination, an important finding was that perceptions were significantly more positive for those who had previously visited the emirate.

5.1. Theoretical contribution

As discussed, in the time since Aaker (1991, 1996) and Keller (2003) proposed a CBBE hierarchy without a relational model, the wider marketing literature still does not yet have a consensus on the agreed components in the CBBE model, nor the nature of the relationships between them (Tasci, 2018). Destination CBBE modelling only emerged in 2006, and there are varying views on the antecedents of attitudinal loyalty as the dependent variable. A strength of this study was the use of a survey in two different languages in two geographically distant samples from different hemispheres. The results of the model testing were generally consistent across the two samples, in that i) three of the four hypotheses were supported by the data, and ii) perceptions of Dubai were more positive among those who have previously visited the destination. The data indicated a positive influence of brand awareness, brand image and brand value on attitudinal loyalty, which supports

Table 8
CBBE scale confirmation – French data.

	M	SD	Awareness	Image	Quality	Value	Loyalty
Awareness	4.717	1.23	1	.503	.591	.495	.552
Image	3.611	1.59	.503	1	.341	.664	.680
Quality	5.254	1.13	.591	.341	1	.270	.317
Value	3.790	1.28	.495	.664	.270	1	.743
Loyalty	3.982	1.50	.552	.680	.317	.743	1

All correlations significant at the 0.01 level (2-tailed).

Model fit indices CFA	X ² /df	p	CFI	RMSEA	SRMR
Adapted Model of Attitudinal Destination Loyalty	2.587	0.000	.976	.066	.0495

Table 9
SEM model of Consumer-based Brand Equity – Model-Fit Indices.

Sample	X ² /df	p	CFI	RMSEA	SRMR
Total Australian sample	3.205	.000	.969	.074	.0474
Visitors (Australian sub-sample)	2.001	.000	.918	.083	.0776
Non-visitors (Australian sub-sample)	2.277	.000	.964	.056	.0479
Total French sample	2.546	.000	.971	.065	.0484
Visitors (French sub-sample)	2.066	.000	.895	.097	.0662
Non-visitors (French sub-sample)	2.305	.000	.956	.058	.0521

Table 10
Hypotheses testing – Australian sample.

Hypotheses	Path directions	β	T	Sig.	Result
Total sample (n = 403)					
H1	DBS→DBL	.413	5.250	***	Supported
H2	DBI→DBL	.312	7.790	***	Supported
H3	DBQ→DBL	-.173	-3.003	.003	Supported
H4	DBV→DBL	.422	8.258	***	Supported
Results significant at *** p < .001					
Hypotheses	Path directions	β	T	Sig.	Result
Visitors (n = 73)					
H1	DBS→DBL	.374	3.149	.002	Supported
H2	DBI→DBL	.410	4.005	***	Supported
H3	DBQ→DBL	.101	1.116	.265	Not supported
H4	DBV→DBL	.208	1.681	.093	Not supported
Results significant at *** p < .001					
Hypotheses	Path directions	β	T	Sig.	Result
Non-Visitors (n = 330)					
H1	DBS→DBL		4.287	***	Supported
H2	DBI→DBL		7.137	***	Supported
H3	DBQ→DBL		-3.089	.002	Supported
H4	DBV→DBL		8.386	***	Supported
Results significant at *** p < .001					

previous studies of destination CBBE in other travel contexts. However, brand quality was not a positive influence on attitudinal loyalty for both samples. This is consistent with the findings of Bianchi and Pike (2011) and Bianchi et al. (2014) who modelled CBBE for emerging long-haul destinations. The similarity of their samples with this study is that there were low levels of previous visitation to the destinations of interest. It might be that non-visitors are not able to assess the actual quality of facilities as could previous visitors. What these two studies also have in common with the current study about an emerging long haul stopover destination is CBBE was modelled for emerging long haul travel destinations. While Boo, Busser and Baloglu's (2009) study did find a correlation between quality and loyalty for gambling destinations Las Vegas and Atlantic City, their domestic sample had all visited one of the two destinations in the previous 12 months. It might be that

Table 11
Hypotheses testing – French sample.

Hypotheses	Path directions	β	T	Sig.	Result
Total sample (n = 365)					
H1	DBS→DBL	.256	3.767	***	Supported
H2	DBI→DBL	.238	4.466	***	Supported
H3	DBQ→DBL	-.076	-1.437	.151	Not supported
H4	DBV→DBL	.513	8.309	***	Supported
Results significant at *** p < .001					
Hypotheses	Path directions	β	T	Sig.	Result
Visitors (n = 43)					
H1	DBS→DBL	.446	1.496	.135	Not supported
H2	DBI→DBL	.180	1.177	.239	Not supported
H3	DBQ→DBL	-.220	-.793	.428	Not supported
H4	DBV→DBL	.593	3.642	***	Supported
Results significant at *** p < .001					
Hypotheses	Path directions	β	T	Sig.	Result
Non-Visitors (n = 322)					
H1	DBS→DBL	.233	3.277	.001	Supported
H2	DBI→DBL	.238	4.227	***	Supported
H3	DBQ→DBL	-.054	-.966	.334	Not supported
H4	DBV→DBL	.511	7.565	***	Supported
Results significant at *** p < .001					

previous visitors are better able to assess the destination's quality and the influence on their loyalty, and that this is a key determinant of the attractiveness of a domestic gambling destination for Americans. Brand quality is commonly measured in studies with instruments such as SERVQUAL surveying current guests or previous visitors. Therefore, it is proposed that destination brand quality is might be better suited to models of *customer*-based brand equity rather than *consumer*-based brand equity.

This study aims to contribute to the destination marketing literature by testing CBBE theory in the context of a stopover destination for long haul international air travellers. No previous study in this travel context has been reported in the first 12 years of destination CBBE research. The findings will add to the debate around which latent variables are positively related to the dependent variable in destination CBBE modelling. A second contribution of the study is to the emerging literature on the stopover phenomenon. The proposed definition of a stopover during long haul international air travel as being between one and three nights at an intermediary destination. One implication of this is that the wants and preferences of travellers during such a short stay might be different to that for a longer stay travel situation, and further research is required to help destination marketers adapt marketing communications to suit.

5.2. Managerial implications

The airline Emirates actively promotes a Dubai stopover online with a dedicated 120 page brochure (see Emirates, 2018). As discussed, a practical implication of the CBBE model is the potential to assess the effectiveness of past marketing communications, as well as provide indicators of possible future performance (Aaker, 1996). However, the means for items in *Destination brand image*, *Destination brand value*, and *Attitudinal destination brand loyalty* were all below the scale midpoint of 4. As indicators of possible future performance these results have practical implications for Dubai's destination marketers. While brand awareness and brand quality results were positive in both the French and Australian markets, Dubai needs to improve brand image and perceptions of value, recognising this needs to be a long term aim since perceptions of destinations change positively only slowly over time (Gartner & Hunt, 1987; Pike, Gentle et al., 2018). From a review of the destination branding literature, Pike (2009) found a lack of published research into brand performance measures over time. In this regard, the

findings provide benchmarks of perceptions of Dubai in France and Australia, at one point in time, and could be replicated at future points to monitor the effectiveness of Dubai's marketing initiatives to attract increased visitors.

For both samples, perceptions of Dubai were generally stronger for previous visitors than non-visitors, which is consistent with other studies (see for example Bianchi & Pike 2011; Konečnik, 2006). The implication here is that visitation positively influences perceptions. There is an efficacy in retaining existing customers rather than trying to attract a continual stream of new customers, because they are easier to reach and more profitable (Reicheld, Markey, & Hopton, 2000). While visitation to long haul destinations, such as Dubai in this case for French and Australian travellers, is usually infrequent (Martin & Woodside, 2008), loyal customers can be an effective source of word of mouth recommendations (Jones & Taylor, 2007). This is important given the proposition that organic image development has a stronger influence in decision making than those formed from marketing communications (Gunn, 1988). Another practical implication of this is that as the number of new visitors increases over time there should be an improvement in perceptions and increased attitudinal loyalty. Destination marketers should consider initiatives to stimulate word-of-mouth recommendations from previous visitors. Initiatives could be introduced at Dubai airport that target transit passengers to consider a stopover during future travel. Also, social media presents opportunities to capitalise on both visitors and transit passengers, this since the mass of user-generated online content now swamps the marketing communications of the tourism industry.

5.3. Methodological limitations and suggestions for future research

Academic research into the phenomenon of stopovers during long haul international air travel is in its infancy. More research is needed to understand the antecedents of stopover destination attractiveness and preferences, reasons for stopovers, preferred activities during a stopover, and the extent to which stopover destination choices are made based on airline schedules and/or airline prices versus destination preferences.

In terms of modelling destination CBBE, one limitation is destination brand awareness is measured using aided scale items. For example, in this study the destination name Dubai was presented to participants. This does not necessarily capture destination *salience*, which is more than awareness per se as it does not denote either availability or preference (Woodside & Sherrell, 1977; Milman & Pizam, 1995). Simply being aware of a destination does not necessarily lead to consideration during travel decision making. Also, destination image was limited to items related to four items measuring social and self-image. This does not fully capture the complex destination image construct, for which there is not yet an agreed scale index. With the elimination of *Destination brand quality*, the model does not explicitly capture perceptions of cognitive attributes commonly used in destination image studies, as well as affective evaluation items.

In terms of the mixed results for Dubai, given the relative newness of the destination as a stopover option, and the low level of visitation experience of Dubai by the survey participants, the concept of plot value (see Reynolds, 1965) might explain aspects of perceptions formation. Plot value posits that given a small amount of information an individual can construct a detailed image of destination through simple inferences. For example a consumer in the northern hemisphere who has little knowledge of New Zealand might incorrectly perceive the country to have a tropical climate by virtue of its location in the South Pacific. Thus, even though Dubai is a Muslim state with some openness to external influences (Henderson, 2006), a consumer in France or Australia, who has little knowledge of the emirate, might incorrectly consider it a risky destination because of the Middle East location adjacent countries involved in political conflicts such as Yemen, Iraq, Iran, and Saudi Arabia. This might explain the lower means for the

destination image items from both samples, particularly if news media reports from the Middle East region report more about the conflicts than good news stories. Alternatively, the findings might be potentially explained by theories around cultural differences and cultural distance (see for example Hofstede, 2001). Qualitative research could be useful to explore this aspect further, particularly given the influence of perceptions on decision making, along with the curious findings for stop-over destination salience among the French participants (see Table 4).

Contributions of the research team

Filareti Kotsi

- Secured the grant funding for the project
- Negotiated the online panel samples in the France and Australia
- Translated the survey into the French language
- Contributed to the research design and questionnaire design
- Contributed to the construction of the manuscript

Steven Pike

- Undertook the data analysis
- Contributed to the research design and questionnaire design
- Contributed to the construction of the manuscript

Udo Gottlieb

- Undertook the data analysis
- Contributed to the construction of the manuscript

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