



The Relationship between Components of Customer-based Brand Equity for Destination Jaipur

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Abstract

Tourism sector is growing rapidly, thereby helping, development of the economies worldwide. In the present scenario there is a need to build a strong destination brand that is unique and stable. Concept of brand equity from consumer's perception is gaining a lot of momentum in the field of tourism in present times. This is mainly because of its effect on influencing the attitude and behaviour of the tourists. The research paper presents the concept of customer-based brand equity (CBBE) in the context to an Indian destination, Jaipur. The study focussed on the elements of destination awareness, image, perceived quality and loyalty. The results of the study indicated that awareness, image and quality play an essential role in improving destination loyalty of the tourists towards the destination.

Keywords: Destination Awareness, Image, Perceived Quality, Destination Loyalty, Consumer Based Brand Equity

JEL Classification: M3, Z3

Paper Classification: Research Paper

Introduction

With tremendous growth in destinations, strengthening of destination brands has become inevitable. The marketing corporations are applying new and improved means and measures to develop a destination brand. The main idea behind it is to create brand equity. Higher the brand equity, better are the prospects of a brand in terms of its growth. Also, brand equity gives an edge to the destination brand in comparison to their competitors. Different studies have used different dimensions of brand equity (Table 1) which are discussed in detail.

Tourism industry is one on the most important components of service sector, which contributes towards the development of the country. Foreign exchange is earned through tourism and it also leads to development of infrastructure. Also, tourism helps to tap the full potential of the natural and human resources present in the country. Further, tourism assists in creating employment and gives the manpower of the country a direction to earn their living. Countries now-a-days are using innovative strategies to promote the destination. Some of the successful campaigns are: "Incredible India"; "100% pure New Zealand"; "Malaysia- Truly Asia", etc. Countries are now conscious in developing and projecting their image in the strongest way possible. This helps to pull the prospective tourists towards the destination.



Brand equity plays an essential role to communicate the image, experience, quality, etc of a destination with the tourists. The most used model is that of Aaker (1991). The present study also focuses on the model adapted from Aaker (1991). This helps to identify the important elements of brand equity in context to a tourist destination.

Integration of Tourism and Marketing

Marketing plays a core role in developing tourism. Many studies have been conducted which have amalgamated the concept of tourism and marketing. In the study by Julie Vardhan (2008), she focussed on how marketing tactics helped to convert a desert destination (Dubai) to a dream land. It is a case study as to how a desert destination of Dubai was converted to one of the most popular destinations. The results of the study highlighted five main thrust areas which should be focussed upon by the destination marketers. The first thrust area focussed upon the reason of visit of the traveller. The marketer should be aware as to why the tourist intends to visit a specific destination. The reason could be outing, relaxing, family time, etc. The famous attractions that the destination has to offer are the second thrust area. These are the heart of the destination; thus, they should be very well managed. Third thrust area is the coordination between various stakeholders. This includes the balance between the public and the private sector. Both the sectors should be working together for the maximum benefit of the tourists. Next thrust area is the involvement of the local people of the destination. Local people should be contributing to improve the tourist inflow and should be benefiting from it as well. They can contribute through protection of environment, hospitality, etc. Last thrust area focuses on the role of the marketing organisation. The marketers should take into consideration the interest of all the people associated with the destination.

Another pioneer study that tried to amalgamate destination and marketing is the study by Baker and Cameron (2008). The study focussed on the “critical success factors” in the field of destination marketing. They identified various factors like image of the destination, involvement of the stakeholders, review policies, identity of the destination etc.

Some studies, in the past, also focussed on the nation’s branding strategy. Hankinson (2009) suggested that for building a strong brand for a nation, the marketers should focus on the partnership and communication with the stakeholders, coordination between various departments, experience with the brand, architecture of the brand, brand leadership and brand culture. All the above strategies were tested by taking opinions of the various managers at positions in the tourism industry of United Kingdom.

Recent studies also focussed on the role of internet in improving travel and tourism (Devillard & Bouzan, 2012). They highlighted that the message that is communicated through internet about a specific destination should be standardised. This is the key to destination branding. The strategy adopted by the travel operators should be similar throughout the promotion campaign to advertise its home country. It was observed that the role of the marketing should be to formulate a strategy that is consumer friendly, this will help in developing a strong image for the destination.

Marketing activities play an essential role in the growth of a tourist destination. It was asserted by various researchers that the destinations that succeeded are the ones that have strong destination brand and promotional strategies. These help to create a differentiation between the various destinations. The marketing mix and integrated communication are the pillars of the successful destination. This helps the tourists to know and be aware about the destination, as to what the destination has to offer. Sustainability tourism is on a high nowadays and is gaining

momentum. It is suggested that these activities effect the tourist destination, thus marketers inform the tourists about their choices and impacts on the destination. Also, destination marketing organisations helps the destinations to remain attractive and “stay long” (Ukaj, 2014).

Few researchers also tried to apply the concept of product life cycle to destinations (Omar Ghapar & Mohamed, 2014). This application was based on the model given by Butler (1980). Destination product cycle has the following stages: exploration (it means that the tourist destination is very less explored, and few adventure seekers visit the destination), involvement (it highlights the growth of tourism in the specific destination. Also, locals start to support the tourist activities and provide various facilities and services. Focus on promoting the destination through advertisement is also prevalent in this stage), development (a very well-defined tourist destination has emerged and there is a lot of growth opportunity. Extensive advertisement is done to pull the tourists towards the destination), consolidation (in this stage the rate of tourists coming to the destination reduces drastically. The marketers try to improve the footfall of the tourists through advertisement), stagnation (maximum number of the tourists that can visit the destination. The marketers focus on improving the repeat visits and manmade attractions are given more importance), decline (the tourist arrival reduces) and rejuvenation (finally a destination has to revive itself and has to opt for newer means to attract the tourists).

One of the pioneer studies in Indian market focussed on the uncertainty of the tourism industry (Venkatachalam & Venkateswaran, 2010). The study asserted that if the destination has to succeed then it has to be prepared for the uncertainties poised by political, legal, economic environment prevalent in the destination. Main reason behind this is that, these factors are beyond the control of the marketers. They identified crises as: place failure, resident failure, infrastructural failure, natural disasters, terrorism and human failure. They highlighted that in order to deal with these situations, formulation of a strong destination brand is essential. This will give the power to the destination to face any kind of challenges. It can be seen from the above discussion that marketing and destinations are completely integrated with one another. Good marketing strategy paves way for a strong destination brand, thus, it becomes important for the destination marketers to focus on all the important elements of the destination.

Review of Literature

Destination Brand Equity

Brand equity is one of the major areas which require attention of managers and marketing practitioners due to its significant role in building a strong position of the brand in the market. Brand equity is elaborated as the value addition by the brand on the specific product (Farquhar 1989). Aaker (1991) defined it as the assets and liabilities related to a brand, that either enhances the value or degrades it. Keller (1993) spoke about the marketing perspective of brand equity and highlighted that it is the differentiated effect of brand knowledge. Lassar, Mittal and Sharma (1995) elaborated brand equity as utility and desirability of a brand name. They stated that equity is the advantage that is associated with the consumption of brand. Clow and Baack (2005) suggested that brand equity is a set of unique characteristics of a product in the market, which helps a company to charge higher prices.

The concept of Brand equity is divided into two main elements: financial perspective and consumer-based perspective (Keller, 1993; Prasad & Dev, 2000). Monetary perspective defines it as value of brand in monetary terms (Simon & Sullivan, 1993). The customer perspective (CBBE) is comprised four main elements that are brand awareness, image, quality and loyalty. It was

also asserted by past studies that CBBE for hospitality industry is essentially a summation of favourable and not so favourable perception of the concerned customers (Bianchi & Pike, 2011).

Destination Brand Awareness

Brand awareness is defined as the potential of a specific brand to recognise by the customer in a specific category of products (Aaker, 1991). Many researchers have further elaborated brand awareness as ability of a consumer to identify a specific brand (Torres, Augusto & Lisboa, 2015). In context of a tourism destination, brand awareness is the ability to recall a specific destination. Also, it has been elaborated by Konecnik and Gartner (2007) as the image that is present in the mind of the tourists. Most of the researchers assert that the main function of marketers in hospitality industry is to create awareness about the product. Romaniuk and Sharp (2004) highlighted that awareness of a brand is related to the brand being remembered by the customer at the time of purchase.

Brand awareness is the ability of the brand to stand out within a group of different brands (Guido, 1998). It is suggested that not all brands are able to create that effect of standing out. Only a few brands that have a strong positioning will be able to portray such prominence. Awareness is important regarding the positive branding decisions taken by the marketer (Kapferer, 2004; Keller 2003). It is suggested that awareness is a cornerstone of destination equity and needs to be given utmost importance.

Destination Image

Image of a destination is elaborated as the knowledge, feelings of an individual about a destination (Myagmarsuren & Chen, 2011). Crompton (1979) elaborated image of a destination as the summation of cognitive and affective features that are possessed by a specific destination. Destination brand image consists of the perceptions that are associated with a specific destination by the tourists (Pike, Bianchi, Kerr, & Patti, 2010). Image is the elaboration of a perception attached to brand. Image of a destination is formed by the tourists even if they don't wish to visit a specific destination (Hanlan & Kelly, 2005).

Fakeye & Crompton (1991) suggested that the image of a destination is formulated by three ways that are: non-tourist information (TV reports, articles), tourism-related data (brochure, website of the destination) and lastly, direct experience.

Perceived Quality

Perceived quality is elaborated by Aaker (1991) as the perception of the customers about the dominance of a specific product. Perceived quality is defined by Keller (2003) as the perception of customer about the overall quality of a product in relation to its alternatives and other purposes. In context of a tourist destination, brand quality takes into consideration perceptions of the tourists regarding the quality of a destination's infrastructure, facilities and amenities etc. (Stepchenkova & Li, 2014).

Zeithaml (1988) defined perceived quality as the overall perception of quality in comparison to the alternatives. It includes the facilities required to create a competitive advantage. It is concerned with the services and the intangible aspects of the destination. Destination quality is essential for destination marketing because they affect the tourist's destination selection, consumption, revisit intention and intention to recommend (Kim, Holland & Han, 2013)

Destination Loyalty

Destination loyalty is the epitome of tourism marketing elements that is directly related to the way a destination performs. Destination loyalty is seen as an influencer of actual behaviour of the tourists thus, a lot of importance is given to it (Kim et al., 2013). In case of destinations, loyalty is measured with the tourist's intent to visit again or recommend a destination (Faullant, Matzler, & Fuller 2008; Oppermann, 2000).

Studies on Consumer Based Brand Equity (Tourist Destination)

Several empirical studies have been done on the CBBE in context to tourism destinations. The first CBBE model that was applied to destinations was formulated by Konecnik & Gartner (2007). After this, many studies followed suit with intent to apply the elements of brand equity in context to destination; a few of these studies were Boo, Busser, and Baloglu (2009), Konecnik (2010), Myagmarsuren and Chen (2011) etc. Majority of studies which have applied CBBE to destinations have used Aaker's (1991) Model, which consists of four elements that are: awareness of the destination, quality with regard to specific destination, image of the destination and lastly, the destination loyalty.

In the study by Konecnik and Gartner (2007), they focussed on determining the CBBE of two famous destinations of Slovenia and Croatia. In their study, they highlighted that the image of the destination brand is the most important element. Further, Bianchi and Pike (2009) regarding CBBE for destination, focussed on Tourism Australia in Latin American market as a long-haul destination. The study highlighted that all the four elements that are brand salience, brand image, brand quality and brand loyalty were of equal importance. Gartner and Ruzzier (2011) studied the CBBE about the German tourist perception towards Slovenia. The study focussed on the first time and repeat visitor's perceptions.

Many researches in the past displayed an affirmative association between the awareness regarding a destination and image (Hankinson, 2005). In the study conducted by Yoo and Donthu's (2001), awareness is the antecedents of the quality in CBBE. Kim and Kim's (2005) study displayed that the awareness of a restaurant brand and quality have an affirmative influence on the performance of the firm. Also, a positive association between awareness of a destination brand and loyalty in context to a destination is highlighted in the past studies (Boo et al., 2009; Hankinson, 2005).

There have been numerous studies which elaborated the relationship between image of a destination and the perception of quality (Castro, Armario, & Ruiz, 2007). Chen & Tsai (2007) found that image of the destination is related to trip quality. Chang & Shin (2004) focussed on the relationship between destination image and the behaviour of tourists and concluded with positive results. Castro et al., (2007) highlighted that destination image positively influences loyalty. Also, the literature depicts that there is an affirmative association between quality and repurchase intentions (Chen & Tsai, 2007). Recent studies on the tourism based CBBE are depicted in Table 1.

Table 1: Recent Studies in CBBE in Tourism Context

Study	Variables taken	Destination covered
Chen & Myagmarsuren (2010)	<ul style="list-style-type: none"> • Destination Awareness • Destination image • Destination quality • Loyalty • Satisfaction 	Mongolia
Jraisat, Akroush, Kurdieh, AL-Faouri, & Qatu (2015)	<ul style="list-style-type: none"> • Brand Salience • Brand quality • Physical environment • Local people • Loyalty 	Dead Sea, Jordan
Pike, Bianchi & Lings (2016)	<ul style="list-style-type: none"> • Brand Salience • Brand Quality • Brand image • Brand value • Loyalty 	Chile and New Zealand
Kim, Ritchie, & McCormick (2016)	<ul style="list-style-type: none"> • Awareness • Destination image • Perceived quality • Destination association • Loyalty • Destination brand Equity 	Switzerland and Austria
Stojanović, Kokotović-Kanazir & Stojanović (2017)	<ul style="list-style-type: none"> • Social media use • Brand Awareness • Cognitive image • Affective image • Brand Quality • Customer Value • Word of mouth • E-word of mouth 	Valencia, Spain
Chekalina, Fuchs & Lexhagen (2018)	<ul style="list-style-type: none"> • Destination awareness • Functional attributes • Intangible attributes • Social attributes • Relaxation and escape • Summer experience • Exercise • Value for money • Loyalty • Resources • Value in use 	Swedish Mountain destination
Amelia (2018)	<ul style="list-style-type: none"> • Awareness • Destination image • Perceived quality • Destination quality • Loyalty • Destination brand Equity 	Beer Bintang in Surabaya
Tran, Nguyen, Tran Tran & Huynh (2019)	<ul style="list-style-type: none"> • Destination awareness • Destination image • Destination perceived quality • Destination brand loyalty • Overall destination brand equity 	Hoi An city, Vietnam

Hypotheses Construction

Destination awareness focusses on the ability of the brand to be remembered and being thought of by the consumer. It plays an important role in the selection of which brand is chosen by the customer in presence of other alternatives in the similar product category (Hankinson, 2005). Once a brand is retrieved in the consumers mind amidst different alternatives, it shows the real success of the brand. This develops a better probability that a brand will be chosen, as it is being thought of. If the awareness of a specific brand is high, automatically the expectation and image about it will also increase. Higher image will also lead to high satisfaction (Fakeye & Crompton, 1991).

In the past studies, destination image is defined in terms of cognitive and affective aspects. Fakeye and Crompton (1991) focussed on the tourists visiting the destination for the first-time, repeat visitors and the non-visitors in order to understand the difference in perceptions regarding the destination image. The study focussed only on the cognitive aspect of the destination image. Etchner and Ritchie (1991) included both cognitive and affective elements of the destination image to get a more holistic picture regarding the destination. Additionally, Obenour, Lengfelder, and Groves (2005) used a combination of both physical / tangible aspects and people / feelings aspect of the destination. Past studies elaborated that awareness of the destination indeed affects the image (Fakeye & Crompton, 1991; Obenour et al., 2005). Thus, it can be hypothesized:

H₁: Higher the destination awareness, positive will be the destination brand image

The customers are loyal to the brands that they are fully aware about. Indicating that the brands that come to their minds primarily, they display a high degree of involvement in them. Many researchers in the past have tried to gauge the association between the awareness of the brand and loyalty. They were successful in establishing this relationship (Boo et al., 2009). In the study by Hankinson (2005), destination brand awareness positively and significantly influenced the destination loyalty. Thus, it can be hypothesized:

H₂: Higher the destination awareness, higher will be the destination loyalty

Destination awareness pertains to the recall effect regarding the brand. It means, when a specific product category is being talked about whether the customer recalls a specific brand or not (Keller, 1993). It is being observed that majority of the customers have around 2-4 brands in their decision set. When it comes to the selection of a specific destination, the decision is based on intentional and non-intentional modes of awareness. Intentional being the brochures, websites, etc. and non-intentional being textbooks, TV programmes, newspapers, etc. This information helps the tourist to take the decision. Thus, it is observed that destination awareness is the core for the tourist decision making. It helps the tourist to choose the best alternative (Pike et al., 2010). Past studies have also asserted that higher the awareness regarding a destination, better will be the perception of quality with respect to the destination (Pike et al., 2010). Thus, it is hypothesized as follows:

H₃: Higher the destination awareness, better will be the destination perceived quality

Most of the researchers have focussed on the relationship between image of the destination and perception of tourists towards the quality. Majority of studies concluded with an affirmative relationship between these constructs, wherein the former influences the latter (Castro et al., 2007). The study by Chen and Tsai (2007) found that the perceived image of the destination and quality of the trip are positively associated. Thus, the following hypothesis is proposed.

H₄: Stronger the destination brand image, higher will be the destination perceived quality

As discussed earlier, the image of a destination consists of cognitive and affective dimensions. Cognitive includes the tangible aspects like monuments, infrastructure, environment, hotels, restaurants etc. Whereas, the affective components include the feelings and emotions of the tourists regarding the destination. Researchers that wish to focus on the holistic picture of the destination focus on both these aspects (Gartner, 1993). It is being asserted by the researchers that the feelings, emotions and physical characteristics pertaining to the destination influences the loyalty of the tourists. The composite image formulated by the cognitive and the affective factors influence the tourist’s decision making and long-term relationship with the destination. Also, about the destination, the image influences the consumption behaviour (Baloglu & McCleary, 1999).

Stock (2009) in the study stated that for a destination brand to be successful the destination marketers need to first and foremost make the tourists aware about the destination, such that they are motivated to visit it. Secondly, marketers need to do value addition in the products that are produced in the country so that the tourism can be further pushed. Thirdly, motivate the foreign investors to invest money in tourism industry, so that the development of infrastructure and necessities can further take place and lastly, the residents of the destination should be given opportunity to showcase their talent. This can be enhanced by giving them appropriate resources in terms of money, tools, finance etc. This will help the destination to pull international tourists. Main aim should be to attract them and achieve their loyalty. Loyalty is of two types: attitudinal (intention to purchase a specific product) and behavioural (word-of-mouth, referral and repeat purchase). Past studies posit that positive image of the brand leads to improvement in the loyalty towards the destination (Pike et al., 2010). Thus, it can be hypothesized:

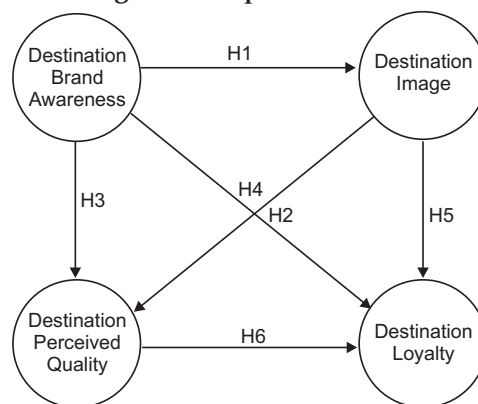
H₅: Stronger the destination brand image, higher will be the destination brand loyalty

Destination perceived quality is a strong pillar of destination equity. It gives a sense of direction to the various stakeholders involved in the product planning and execution (Aaker, 1996; Keller, 2003). Loyalty of the customers have been the very objective of the organisations. Same is the case with the destination marketers. It has been elaborated by various researchers that perceived quality of the destination influences the loyalty of the tourists towards it. Loyal customers are the most important to a destination as there is no cost to retain them and they will also provide a positive word of mouth to the prospective tourists. Loyal customers are keen on re-visiting the destination and know what to expect (Boo et al., 2009). Thus, the following hypothesis is proposed:

H₆: Higher the destination perceived quality, higher will be the destination brand loyalty

Complete model is depicted in Figure 1.

Figure 1: Proposed Model



Data Analysis

The destination awareness and perceived quality were captured on a 7-point Likert scale. In the study items adapted from Boo et al. were used (2009). Twenty-seven items adapted from Basaran (2016) were used to measure destination image. Finally, behavioural intention was operationalized using two statements adapted from Chen and Tsai (2007).

Data was collected from tourists visiting Jaipur. Tourists were approached at famous tourist locations like Hawa Mahal, Johari Bazar, Amer Fort etc. In total, 600 questionnaires were distributed, out of which 332 usable responses were collected. The collected data were first edited and coded and then analysed with the help of multiple regression using SPSS 21 software.

Results and Interpretation

Regression results between Destination Awareness and Destination Image

Firstly, test was conducted to gauge the impact of destination awareness on destination image of the destination. Results indicated that awareness explains 41.7% of variation in destination image. Also, awareness positively and significantly influences destination image in case of destination Jaipur. Results are reported in Table 2 below

Table 2: Destination Awareness and Destination Image: Regression Results

	β	P-value
Dependent variable:		
Destination Awareness		
Independent variables		
Constant	2.640	.000
Destination Image (β_1)	.646*	.000

Note: Significance level: * $p < 0.01$, ** $p < 0.05$, *** $p < 0.10$

Regression Results between Destination Awareness and Destination Loyalty

Subsequently, test was conducted to find out the impact of destination awareness on destination loyalty. Results indicated that awareness explains 20.9 % of variation in destination loyalty. Also, it can be seen that awareness positively and significantly influences destination loyalty in case of destination Jaipur. Results are reported in Table 3 below.

Table 3: Destination Awareness and Destination Loyalty: Regression Results

	β	P-value
Dependent variable:		
Destination Awareness		
Independent variables		
Constant	2.528	.000
Destination Loyalty (β_1)	.457*	.000

Note: Significance level: * $p < 0.01$, ** $p < 0.05$, *** $p < 0.10$

Regression Results between Destination Awareness and Destination Perceived Quality

Further, test was conducted to find out the impact of destination awareness on destination quality. Results indicated that awareness explains 18.3% of variation in destination quality. Also, it is demonstrated that awareness positively and significantly influences destination quality in case of destination Jaipur. Results are reported in Table 4 below

Table 4: Destination Awareness and Destination Perceived Quality: Regression Results

	β	P-value
Dependent variable:		
Destination Awareness		
Independent variables		
Constant	3.400	.000
Destination Perceived Quality (β_1)	.427*	.000

Note: Significance level: * $p < 0.01$, ** $p < 0.05$, *** $p < 0.10$

Regression Results between Image of the destination and perception of destination Quality

Furthermore, test was conducted to find out the magnitude of impact of image of the destination on perceived quality. Results indicated that image explains 37.1 % of variation in perceived quality. Also, it was found that image of a destination positively and significantly influences destination perceived quality. Results are reported in Table 5 below

Table 5: Destination Image and Destination Perceived Quality: Regression Results

	β	P-value
Dependent variable:		
Destination Image		
Independent variables		
Constant	1.701	.000
Destination Perceived Quality (β_1)	.609*	.000

Note: Significance level: * $p < 0.01$, ** $p < 0.05$, *** $p < 0.10$

Regression Results between Image of the Destination and Loyalty of the Destination

Test was conducted to find out how the destination image is associated with the destination loyalty. Results displayed below indicate that image explains 31.1 % of variation in loyalty (results are displayed in Table 6 below). It can also be seen that image positively and significantly influences destination loyalty in case of destination Jaipur.

Table 6: Destination Image and Destination Loyalty: Regression Results

	β	P-value
Dependent variable:		
Destination Image		
Independent variables		
Constant	.855	.045
Destination Loyalty (β_1)	.558*	.000

Note: Significance level: * $p < 0.01$, ** $p < 0.05$, *** $p < 0.10$

Regression Results between Perception of Destination Quality and Loyalty towards Destination Jaipur

Finally, test was conducted to find out the how the perceived quality of the destination influences loyalty towards the destination. Results indicated that perceived quality explains 49.2% of variation in loyalty (results are displayed in Table 7 below). Also, there is an affirmative association between perceived quality of Jaipur and destination loyalty.

Table 7: Destination Perceived Quality and Destination Loyalty: Regression Results

	β	P-value
Dependent variable:		
Destination Perceived Quality		
Independent variables		
Constant	.392	.217
Destination Loyalty (β_1)	.702*	.000

Note: Significance level: * $p < 0.01$, ** $p < 0.05$, *** $p < 0.10$

Summary and Conclusion

In the present paper, customer-based brand equity model adapted from Aaker (1991) propose which comprises awareness of the tourists towards the destination, image, perception of quality and loyalty towards the destination Jaipur. Based on the thorough literature review, six hypotheses were determined. Results indicated that all six of the hypotheses were accepted. It can be observed that destination awareness is a crucial element for building strong destination image, positive perception of quality and destination loyalty. Also, destination image is important to achieve positive perceived quality. Positive image and perceived quality induce destination loyalty. Our study provides major implications for marketing practitioners.

The marketers should focus on improving awareness, image and perceived quality regarding the destination. Destination awareness and image can be enhanced by the tourist destination Jaipur by using eco-friendly technology. Organising large scale exhibitions and fairs can improve the tourist inflow to the specific destination. It basically includes the creation and development of festivals, events and conferences. This will improve the image of the destination which will lead to positive perception of quality thereby leading to loyalty. Also, natural cultural attraction, infrastructure, value for money and good quality and variety of food plays an essential role in tourism industry. Good quality infrastructure, easy accessibility, high quality food, fruits and vegetables is the essence of a destination. This should be focussed upon, as it will lead to destination awareness, in turn, leading to positive image and behavioural intentions. All the organisations and companies involved in the tourism should make use of these findings to create strong brand equity. Thus, the destination marketing organisations that want to formulate positive brand equity should focus on awareness of the brand, highlighting the image, improving perception of quality and strengthening loyalty.

It is essential to acknowledge some limitation of the study. This study is based on the investigation of a single destination, Jaipur. Results cannot be applied universally for the entire tourism industry. Also, random sampling is impossible in case of tourist destinations. Future researchers should try and develop a combination design which includes qualitative and quantitative techniques so that it better represents the population.

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