Customer-based brand equity: The Effect of Destination Image on Preference for Products Associated with a Destination Brand

by

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(ABSTRACT)

Due to highly competitive destination markets, destination branding techniques are becoming popular among destination marketers. The destination marketers tend to leverage their destination brand value to other products associated with the destination brand (referred to as brand extension).

This thesis investigated how customer-based brand equity for a tourist destination can be transferred to products associated with a destination brand. Specifically, the effect of destination image on preference for products associated with a destination brand was investigated. The relationship between destination image, consisting of a cognitive component and an affective component, and preference for products associated with the destination brand was examined. Also, the relationship between tourists' destination preference and preference for products associated with a destination brand was investigated.

Both cognitive image and affective image of destination are positively related with preference for products associated with a destination brand. It is revealed that preference for destination is also positively related to preference for products associated with a destination.

DEDICATION

To my parents: Hee-Jun Lim and Dong-Sook Im

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CHAPTER I

INTRODUCTION

Over the past decade, destination marketing of popular mass tourism sites has been increasingly competitive (Fyall et al., 2006). According to the World Tourism Organization, there were more than 903 million international tourists in 2007, resulting in a growth rate of 6.6% from 2006. Even though the overall global economy is uncertain, international tourism is expected to be strong (WTO, 2008). Many tourism organizations for countries, cities, and regions have emerged to promote their destinations.

Destination marketing tends to emphasize attributes of a destination, e.g. splendid resorts and hotels, unique culture, heritage and friendly people. These attributes are used so often they are no longer differentiators (Morgan, 2004). Many state destination organizations have created logos and slogans for their destinations to differentiate from others and promote themselves. Their slogans can be categorized by five different types: "1) Buy us because we are good, 2) Common attribute-based, 3) Unique attribute-based, 4) Exclusive appeal, 5) Average Joe and they are created toward their target markets." (Lee et al., 2006) A number of destination branding success stories were introduced in *Destination branding: creating the unique destination proposition*. These examples include New York, Tasmania, Australia, Canada, New Orleans, Louisiana, Texas, and Oregon (Morgan, 2004).

Currently, branding techniques have become "powerful tools" for tourist destination marketers because a brand can identify and distinguish the destination through a positive

image. The brand can create a positive identity and image of a destination that ties tourists to it emotionally (Cai, 2002; Gnoth et al., 2007).

As marketers examine branding, the concept of customer-based brand equity has been popular for strategic marketing because it measures the customer perspective on the brand. Positive customer-based brand equity means consumers react more favorably to the brand and are loyal to it. For this reason, destination marketers endeavor to build strong customer-based brand equity on their destination. Furthermore, marketers try to leverage the brand value to other products associated with the destination brand such as destination brand labeled agriculture products (referred to as brand extension) to enhance the value of the brand due to the difficulty of building awareness and a positive image for a new brand (Tauber, 1998). In this context, the destination brand plays as a corporate or umbrella brand rather than a product brand.

The 2002 Farm Security and Rural Investment Act was finally passed and requires meat, fruit, vegetables, and peanuts to be labeled with their country of origin (AMS, 2008). Inevitably, those products will have their own country of origin labeling. As a result of this, consumers may perceive the country name in the label as a brand.

There is a lack of research on the brand extension concept within the tourist destination context and little research on investigating customer-based brand equity for a destination (Konecnik & Gartner, 2007; Pike, 2007). Among the proposed dimensions of customer-based brand equity for a tourist destination, the image dimension has the most significant influence on building customer-based brand equity for a destination (Konecnik & Gartner, 2007).

Thus, investigating how customer-based brand equity for a tourist destination can be transferred to products associated with a destination brand can provide marketing tactics for destination marketers and stakeholders such as destination agricultural producers who use a destination brand as their product brand. According to an agritourism systems model, three stakeholders, agritourism providers, Destination Marketing Organizations (DMOs), and agritourists, should communicate and collaborate with each other for success in agritourism. Specifically, DMOs' role and their marketing tactics are important in that they link agritourism providers to potential agritourism visitors by marketing and promoting destinations (McGehee, 2007). Also, we can observe how the value and role of a destination brand can be further extended and contribute to products associated with a destination brand. This study investigates how destination image dimension of customer-based brand equity for a tourist destination can be transferred to products associated with a destination brand.

Statement of the Problem

Dimensions of customer-based brand equity for a tourist destination were identified by Konecnik & Gartner (2007) and Pike (2007). Those dimensions are destination awareness, image, quality, and loyalty. However, there is a lack of research on the relationship between customer-based brand equity for a tourist destination and preference for products associated with a destination brand and the relationship between destination preference and preference for the products.

The purpose of this study is to look at how customer-based brand equity for a tourist destination can be transferred to products associated with a destination brand. Specifically,

the effect of destination image, one of the major dimensions, on the products will be investigated. The destination image is structured by two components; cognitive image and affective image (Baloglu & McCleary, 1999).

Objectives

This study aims to achieve the following objectives:

1. Examine brand extension of customer-based brand equity for a tourist destination within the destination image dimension.

2. Explore how consumer preference of a destination affects the preference of products associated with a destination brand.

Research Questions

This study addresses the following research questions:

1. Does a relationship exist between destination image of customer-based brand equity for a tourist destination and tourists' preference for products associated with a destination brand?

2. Does a relationship exist between tourists' destination preference and tourists' preference for products associated with a destination brand?

Proposed Hypotheses

1. Destination image of customer-based brand equity is related to tourists' preferences for products associated with a destination brand (PPADB).

   a) Cognitive image is related to PPADB,

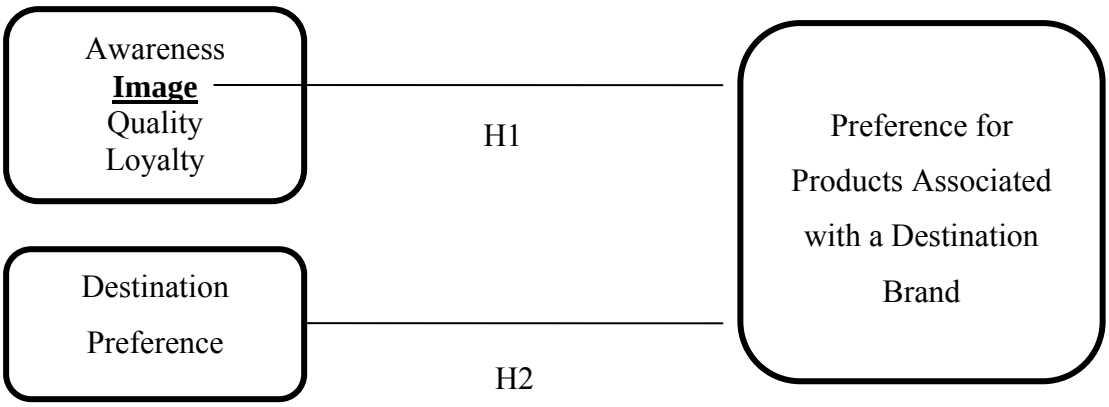
   b) Affective image is related to PPADB.

2. Tourists' destination preferences are related to the tourists' preference for products associated with a destination brand.

Proposed Model

Figure 1.1 shows the proposed model of this study. The model describes the relationships among the image of customer-based brand equity, destination preference and preference of destination brand products.

Figure 1.1 Proposed Model



Organization of the Study

Chapter I provided an introduction to the problem statement, the objectives of the study, the research questions, the proposed hypotheses and the proposed model. Chapter II presents a literature review related to brands/destination branding, customer-based brand equity, customer-based brand equity for a tourist destination, destination image of customer-based brand equity for a tourist destination, and brand extension. In chapter III, a summary of research objectives, research design, and methodology is discussed including employed research procedures and analysis. Chapter IV and V consist of a discussion of the data, summary, conclusions, and recommendations for future research.

CHAPTER II

REVIEW OF LITERATURE

Introduction

This chapter reviews the literature related to the study area, brands/branding, customer- based brand equity including destination image and brand extension within the context of products, services and tourism.

Brands/Branding

Branding has the propensity to distinguish one product from another by creating different brand elements, "name, logo, symbol, and package design" and it can create value for a firm resulting in financial profit (Keller, 1998). The American Marketing Association (2008) defined "a brand as name, term, sign, or combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of the competition." A brand for a new product is shaped by creating a new name, logo, or symbol and as a result of this it receives "awareness, reputation, and prominence in the marketplace" (Keller, 2002). Aaker's (1991) widely accepted definition of a brand is "to *identify* the goods or services of whether one seller or a group of sellers, and to *differentiate* those goods or services from those of competitors." (p.7)

A branding concept incorporating visitor experience into the process of branding is supported within a tourist destination context (Blain et al., 2005). Ritchie and Ritchie (1998) defined a destination brand as:

> *A name, symbol, logo and word mark or other graphic that both identifies and differentiates the destination; furthermore, it conveys the promise of a memorable travel experience that is uniquely associated with the destination; it also serves to consolidate and reinforce the recollection of pleasurable memories of the destination experience (p.103).*

Cai (2002) stated that "destination branding is a strategic combination of a consistent mix of brand elements to identify and distinguish a destination through positive image building and unlike typical goods and services, the name of a destination brand is relatively fixed by the actual geographical name of the place."(p.722)

Unlike product markets, a destination brand is more likely to be a corporate or umbrella brand because it allows the destination's individual operators' brands to have certain qualities or attributes (Gnoth, 2007). In other words, products associated with a destination brand carry not only the destination brand image but also the qualities and attributes of the products themselves. This kind of destination brand character is often considered brand extension and plays a significant role in building on the "halo effect," stating that consumers transfer their country image to the product when evaluating unfamiliar products and the country image serves as a halo directly and indirectly on the products (Han, 1989).

Keller (2002) classified the benefits of a "strong" brand into 4 different categories: product-related effects, price-related effects, communication-related effects and channel-related effects. Product-related effects of brand include consumer product evaluations,

consumer confidence, perceptions of quality, and purchase rate positively related to a brand name. If consumers are well aware of a brand, their attitude and their purchase intention toward the brand are increased. Price-related effects refer to the fact that brand leaders have higher priced positions and consumers have a lower level of price sensitivity toward those leaders. Communication-related effects refer to how the evaluation of brand advertising can be positively biased when consumers have positive feelings toward a brand which is a well-known and well-liked brand. The effect of the well-known brand, which is most likely to have competitive advantage in marketing activities, is the channel-related effect. Brands are valuable assets and tools influencing consumer behavior which includes awareness, choice, use, satisfaction, recommendation, trust and loyalty. They reduce information search costs and risk for consumers and deliver quality, values, promises, and lifestyle enhancement (O'cass & Grace, 2003; Kotler & Armstrong, 1996).

Keller (2002) summarized the benefits created by strong brand equity as follows (p.xii):

- *Improved perceptions of product performance*
- *Greater loyalty*
- *Less vulnerability to competitive marketing actions and marketing crises*
- *Larger margins*
- *More inelastic consumer response to price increases and more elastic consumer response to price decreases*
- *Greater trade cooperation and support*
- *Increased marketing communication effectiveness*
- *Licensing opportunities and additional brand extension opportunities*

Research on destination branding began to emerge after the first journal article on this subject was published in 1998 (Gnoth, 1998). The first book was published in 2002 (Pike, 2007). Studies on destination image have been plentiful. Even though many destinations have adapted branding strategies for marketing their products and services, there is no clear conceptualization on branding a destination (Gnoth et al., 2007). Tasci & Kozak (2006) discussed the concepts 'brand' and 'image'. They concluded that these are related concepts and brand is referred to as "a product of marketing activities of destination authorities" while image is considered as "more of a product of consumer perception" as it plays the role of a sub-concept of a destination brand. In other words, if the image of a destination is positive, the brand would be more effective in the market. The brand would influence awareness, choice, satisfaction, recommendation and loyalty. Many destination organizations use destination branding as their main strategy because a strong brand creates value added to the seller and buyer as it builds strong brand equity (Cai, 2002). Morgan et al. (2004) discussed many successful destination branding initiatives and suggested destinations can become brands which have "celebrity value" and "emotional appeal."

A destination brand is often considered as an umbrella brand since it affects local residents, potential travelers, and other destination stakeholders. Pechlaner et al. (2007) analyzed how a regional destination brand, the Alps, is perceived and used as an umbrella brand by tourism accommodation providers in the Alpine regions. They stated that the tourism accommodation providers have a positive attitude toward the Alps and they communicate and market themselves to customers with the images, values and characteristics of the Alps.

Pike (2005) discussed tourism destination branding as being more complex than the branding of other goods and services because 1) they have more multidimensional characteristics than consumer goods and services 2) of the heterogeneous market interests of the diverse stakeholders 3) of the impact of the politics of decision making 4) of the difficulty of balancing community consensus and brand theory 5) of the difficulty that destination marketing organizations (DMOs) have in forming a relationship with previous visitors due to the lack of visitors' contact details 6) of funding opportunities available for successful brand campaign by DMOs.

Customer-based brand equity

The concept of brand equity has been a popular and important marketing concept since 1980. The concept of brand equity, however, has been defined by various researchers for different purposes resulting in a number of definitions (Keller, 1998).

The Marketing Science Institute (1989) described brand equity in the perspective of customers as "...the value that is added by the name and rewarded in the market with better profit margins or market shares. It can be viewed by customers and channel members as both a financial asset and as a set of favorable associations and behaviors."

Aaker (1991) defined "brand equity as a set of brand assets and liabilities linked to a brand, its name and symbol add to or subtract from the value provided by a product or service to a firm and/or that firm's customers." His approach to brand equity is viewed as a managerial and corporate strategy perspective. He stated that the assets and liabilities linked to a brand's name or symbol can be grouped into five dimensions: brand loyalty, brand

awareness, perceived quality, brand associations, and other proprietary brand assets. He suggested that we can generate brand equity by strengthening those dimensions.

Keller (1998), who approached the concept of brand equity from the perspective of the consumer, defined "customer-based brand equity as the differential effect that brand knowledge has on the consumer or how customers respond to the marketing of that brand." He also suggested that as customers respond more favorably to a product whose brand is identified, the brand has positive customer-based brand equity and it exists when the consumer has a high level of awareness and familiarity and strong, favorable, and unique brand associations in their memory (Keller, 2002). The brand is established through the proper identity, the appropriate brand meaning, the right brand responses, and the appropriate brand relationships with customers by establishing six core brand values: brand salience, brand performance, brand imagery, brand judgments, brand feelings, and brand resonance (Keller, 2001)

Recent definitions of brand equity have evolved and include the added value of name and expand to a broad set of attributes that drives customer choice (Faircloth, 2001). Faircloth (2001) stated that "brand equity actually represents a product's position in the minds of consumers in the marketplace."

Faircloth et al. (2001) proposed a conceptual model to operationalize brand equity and partially confirm the brand equity theory of Aaker (1991) and Keller (1993) which suggests brand equity can be enhanced by creating a positive brand image and brand attitude. They suggested that positive brand image is a better predictor of brand equity than brand attitude and enhances brand equity by increasing purchase intentions and willingness to pay

premium prices. They recommended that the dimensions, the brand image and the brand attitude, or brand equity should be enriched and strengthened by brand equity management.

Yoo et al. (2000) also investigated the formation of brand equity by marketing elements. They suggested brand equity can be generated and increased by strengthening the dimensions of brand equity: brand loyalty, perceived quality, and brand awareness / associations. They also stated that these dimensions are positively related to brand equity.

Brand equity in the hotel industry has lately become a preferred topic (Kim et al., 2008). Brand-equity studies in the hospitality industry began to emerge from Cobb-Walgren et al. in 1995 (Kim et al., 2008). Cobb-Walgren et al. (1995) investigated relationships between consumer brand perception and brand preference and brand choice. They suggested that consumer's perception about the physical and psychological features of a hotel brand contribute to building their brand equity and that brand equity influences consumer preferences, purchase intentions, and brand choice. They also discovered that higher brand equity generates significantly higher preferences and purchase intentions.

Higher brand equity is likely to bring higher loyalty in the hotel industry (Kim et al., 2008). Strong brand equity tends to convey premiums such as more favorable customer response to price change, brand extension and licensing opportunities (Keller, 2001). Kim et al. (2003) examined the relationship between brand equity and a hotel firm's financial performance using the dimensions of customer-based brand equity (brand loyalty, brand awareness, perceived quality, and brand image). Kim et al. (2008) also investigated a direct relationship between hotel brand equity and customers' revisit intention with all dimensions of brand equity (brand loyalty, perceived quality, and brand awareness/association) and

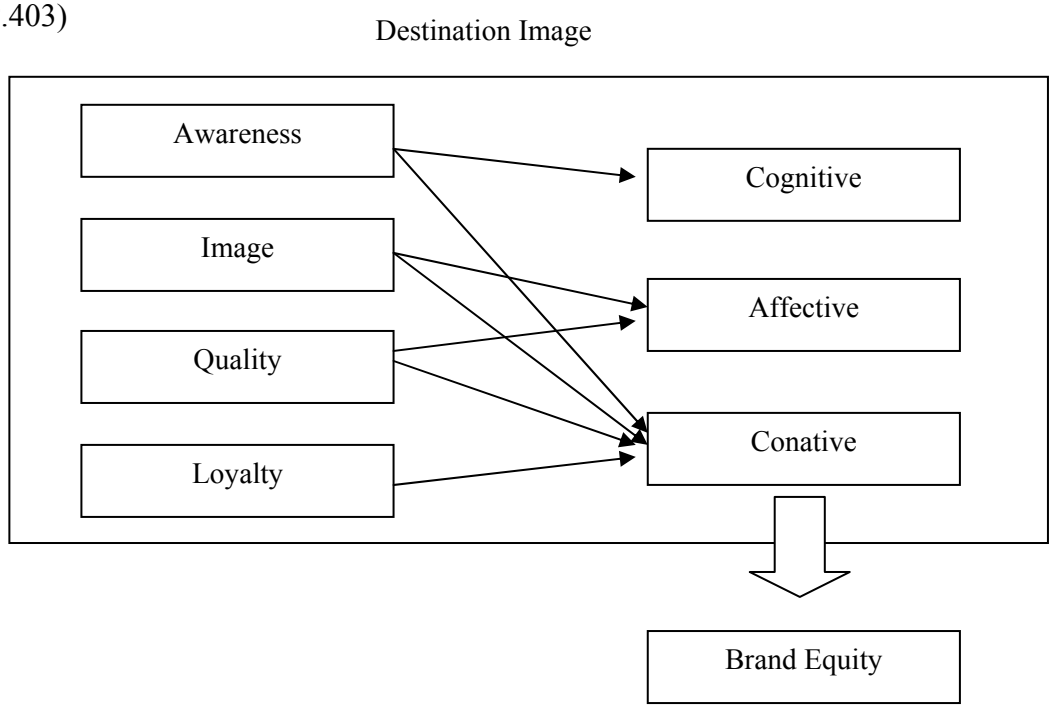
perceived value as a mediating role in building the brand equity in customer-based brand equity approach. Overall attitudinal loyalty to a specific hotel brand is considered customer-based brand equity and behavioral loyalty is cited as hotel revisit intention which results in brand equity. They found that brand equity perceived by customers can have significant influence on a hotel firm's financial performance. Brand loyalty and brand awareness / association increase revisit intension.

The brand equity concept was applied not only to the hotel industry but also to the airline industry. Chen & Change (2008) adapted the brand equity concept to the airline industry and examined relationships between brand equity, brand preference, and purchase intentions of international air passengers. They also investigated how switching cost has moderating effects on the relationship between brand equity and purchase intentions. They suggested that brand equity is positively related to both brand preference and loyalty and has significant effect on purchase intentions.

Researches on the brand equity concept and its dimensions have been mostly investigated within products and services context; the brand equity concept within a tourism destination context is currently in its infancy (Konecnick & Gartner, 2007; Pike, 2007). Konecnick & Gartner (2007) applied the customer-based brand equity concept to a destination and presented the concept from a tourist's perspective. Their conceptual model consists of four dimensions; awareness, image, perceived quality, and loyalty. Figure 2.1 is based on theoretical contributions from the concept proposed by Aaker (1991) and Keller (1993). According to this model, different components are affected by different dimensions. Awareness influences the cognitive component while image and quality dimensions influence the affective component. All dimensions appear to influence the connative component which

influences brand equity. They assumed that brand equity can be measured internally by both types of loyalty since all dimensions influence the connative component. They verified the proposed model of customer-based brand equity for a tourist destination empirically. They also suggested destination image is a core dimension of destination brand equity which explains the highest proportion of variance among the dimensions. However, they concluded that although the image concept in destination evaluation plays a significant role in destination evaluation, image is not the only dimension.

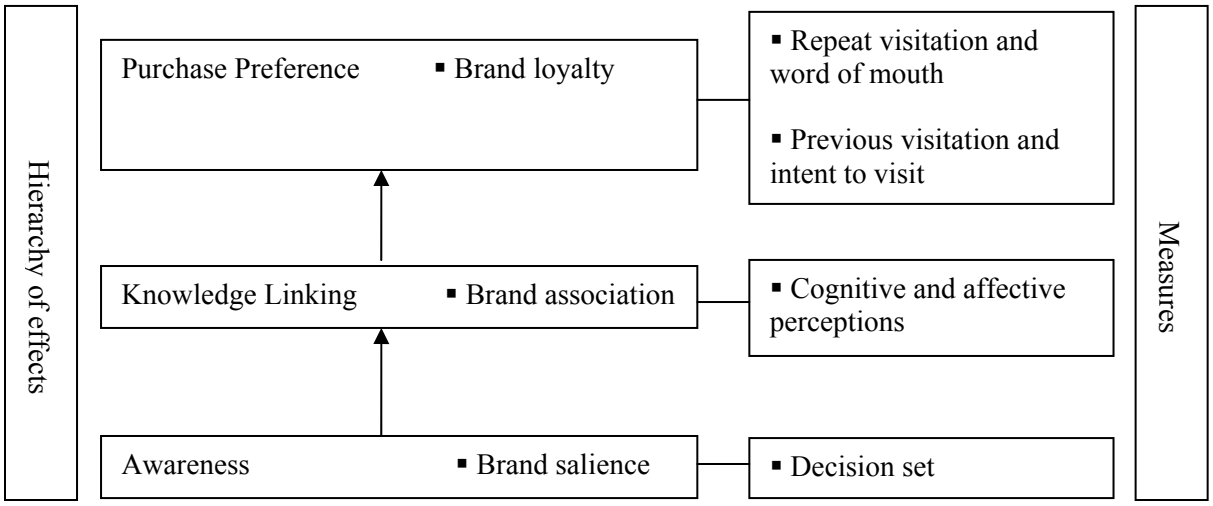
Figure 2.1 Brand Equity for a Destination Brand (Adaped from Konecnick & Gartner, 2007, P.403)



The concept of customer-based brand equity (CBBE) for a destination is also used to measure the effectiveness of destination brand campaigns by destination marketing organizers (Pike, 2007). Pike (2007) stated that CBBE, which is based on the value of the brand to the consumer, provides a link between past marketing efforts and future sales performance. He conceptualized CBBE for a destination as a hierarchy of brand salience,

brand associations, brand resonance and brand loyalty (Figure 2.2). He described brand salience as more than customers' general awareness of a brand. It affects how customers build their decision set. He also explained brand associations (brand image), cognitive and affective perceptions, as memory of the destination. He described brand resonance as a willingness to engage with the destination and brand loyalty represented by repeat visitation and word of mouth recommendations as the highest level of the hierarchy. As shown in Figure 2.2, all the dimensions of CBBE are operationalized to measure CBBE with repeat visitation and word of mouth, previous visitation and intent to visit, cognitive and affective perceptions and decision set. He suggested that the probability of brand resonance and loyalty can be increased by high levels of brand awareness (salience) and brand image (associations).

Figure 2.2 Customer-Based Brand Equity (CBBE) for a Destination (Adapted from Pike, 2007, p.56)



According to works on customer-based brand equity (CBBE) for a destination, the destination image dimension plays a vital role in CBBE for a destination (Konecnick & Gartner, 2007; Pike, 2007). In tourism, a brand image is very important as it is the source of its equity (Cai, 2002). The literature review on the destination image is presented hereafter.

Destination image

Research on destination image has been investigated extensively for the last three decades. Pike (2002) found 142 papers published between 1973 and 2000 and 120 from 2001 to 2007 related to destination image topics (Pike, 2007). Destination image generally refers to "the sum of beliefs, ideas and impressions that a person has of a destination" (Crompton, 1979, p.18). As Keller (1998) defined a brand image as "perceptions about a brand as reflected by the brand associations held in consumer memory" (p.93), Cai (2002) defines "the image of a destination brand as perceptions about the place as reflected by the associations held in tourist memory."

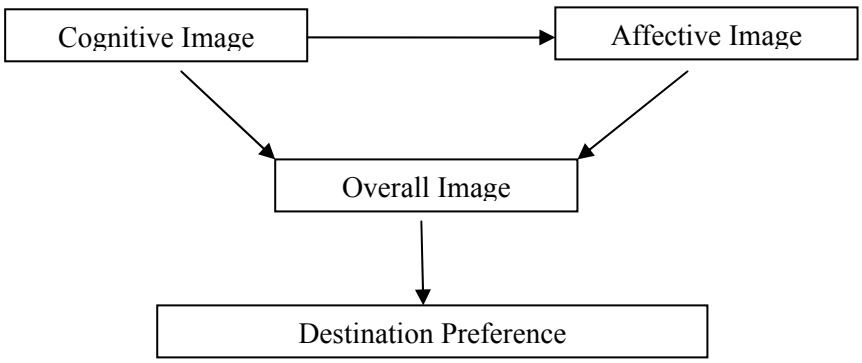
Gartner (1993) suggested a structure of destination image consists of cognitive, affective, and conative components while Baloglu and McCleary (1999) proposed and empirically examined the destination image construct composed of cognitive, affective, and overall image. Both cognitive and affective components in Gartner's and Baloglu and McCleary's structures are similar to the cognitive destination image in that the beliefs or knowledge about the destination's attributes and the affective destination image refer to the motives or feelings a tourist had for selecting a destination. Baloglu and McCleary's overall image of a place is shaped by the cognitive and affective evaluations while Gartner's destination image is formed through the hierarchical interrelation of three different components: cognitive, affective and conative.

More recently, Cai (2002) integrated destination images into a model of destination branding. This draws attention to the distinction between image formation and destination branding. He proposed that three components comprise a destination image: attributes, affective, and attitudes. The attributes refer to the destination's perceptual tangible and

intangible features; the affective component is defined as personal value and benefits desired from the attributes; and the attitudes indicate the overall evaluations of actions. He stated that image formation is not branding but the core of branding contributes to its formation. Therefore, marketing programs that link strong, favorable and unique destination images must be implemented in order to create a positive destination brand.

Lin et al. (2007) stated that destination image plays a vital role in shaping tourists' preferences and decisions to visit particular destinations. They displayed an integrated model of destination image formation and its influence on tourists' destination preferences. Their results suggested that the components of destination image (cognitive, affective and overall destination images) are antecedents of tourists' destination preferences (see Figure 2.3). They claimed that overall image is a critical predictor of destination preferences.

Figure 2.3 Integrated model of destination image and destination preference (Adapted from Lin et al.,2007, p.184)



Gallarza et al. (2002) reviewed the concept and measurement of destination image. They grouped 65 works into several topics: destination image formation process, assessment of measurement of destination image, destination image management policies, and the

multiple nature of the image. They feel that Gartner (1993) provides strong theoretical insights into destination image formation and Baloglu and McCleary's model (1999) is an excellent comprehensive approach to the topic of destination image formation process.

Brand Extension

Research on brand extension has been mainly investigated in the branding research area in terms of how firms should leverage brand equity (Keller, 2002). Rangaswamy et al. (1993) stated "brand extensions represent an opportunity for firms to use the equity built up in the names of existing brands in order to enhance marketing productivity." Swanminathan et al. (2001) stated that "Brand extension is a popular brand strategy which is to attach an existing brand name to a new product introduced in a different product category and can produce reciprocal effects that enhance or diminish the equity of the parent brand."

Keller (2002) stated that consumer evaluations of brand extensions are originated from categorization theory in consumer psychology. Consumers can easily transfer their existing attitude about a parent brand to the extension if the new brand extension is introduced with similarity. According to Aaker and Keller (1990), a perception of fit between the original parent brand and extension product categories leads to a more favorable extension evaluation. Lahiri and Gupta (2005) found that perceived quality, similarity, consumer innovativeness have an impact on successful brand extensions in consumer non-durables, durables and services. Among the aforementioned factors, perceived quality plays an important role in building successful extensions. They suggested that consumers evaluate a new offering by relying on a well known brand name by transferring the product and

service quality of the parent brand to the new one. They also stated that brand extension is accelerated more by innovators' adoption.

It was found that the brand extension strategy reduces advertising costs, entry barrier, risk and leverages brand equity (van Riel et al., 2001). Brand extension opportunities can be provided by building a strong brand (Keller, 2001). Brands with higher reputations can be extended more easily to other product categories than brands with a lower reputation (Park et al., 1991). Unsuccessful extensions, however, may affect brand equity negatively and weaken the positive associations with the original brand (John et al., 1998)

Aaker and Keller (1990) examined a relationship between perceived quality of the original brand and consumer attitude toward extensions in unrelated product categories. They suggested that the perceived quality of the original brand is transferred to the extension category when sufficient congruence between the original product category and the extension category exists (Aaker, 1990).

Van Riel et al. (2001) replicated Aaker and Keller's work (1990); "Consumer Evaluations of Brand Extensions," and applied it to the service area. They examined the differences between goods and services with regards to consumer evaluations of brand extensions and the transfer of customer-based brand equity to unrelated categories in a services context. They argued there is a difference between the formation of consumers' evaluations of service brand and non-service brand extensions. They found that the original brand can be used as a key indication to evaluate extensions. Brand extension strategies in a services context could be used most successfully when there is a significant congruence in the service delivery processes between the original brand and the extensions.

Swaminathan et al. (2001) stated a successful brand extension tends to be introduced with positive reciprocal effects which are moderated by category similarity. By using ACNielsen scanner panel data in the context of purchase behavior, they examined the reciprocal effects of extension trial on parent brand, the role of category similarity as a moderator of reciprocal effects and the impacts of parent brand experience on trial and repeat of a brand extension. They showed that positive reciprocal effects of extension trial exist and these positive effects lead to increased market share as the category similarity plays as a moderator to the positive reciprocal effects. The impacts of the parent brand experience exist on extension trial but not on repeat purchases.

Many hotel companies have tried to benefit from their brands' goodwill through brand extension; most major hotels have at least one brand extension as a successful hotel chain strategy (Jiang et al., 2002). Jiang et al. (2002) examined empirically whether brand extensions encourage guests to repeat their stay with a particular chain's brands. They argued that brand extensions can increase customer loyalty because it reduces risk. They also analyzed the relationship between extension and brand switching for both the business and leisure segments. They found that customer loyalty and repeat purchase can be boosted by brand extension.

Similar to brand extension, brand alliance and customer-based brand equity was investigated by Washburn et al. (2004). They examined how partners' customer-based brand equity among brand-allied companies affects consumers' evaluations on the search, experience, and credence attribute performance of the other allied brand. They suggested that making alliances with high-equity partners enhances consumer evaluations of the other

partner's customer-based brand equity because the high-equity value of the alliance partner elevates credence attributes of the other partners.

Gnoth (2002) stated that researches on "leveraging export products through tourism markets" are not available. He introduced a practical model that uses a network approach explaining how a country (the tourism destination brand) creates leverage for its products and services in export markets. He conceptualized a tourism system as interacting service providers within the international tourism destination and national brands context. In his four levels of brand extension, the attraction attributes are considered as core brand attributes and then reinterpreted in the tourism system. This leads to the second level of branding destinations; branding services. The services are supported by the secondary and primary industries and finally by those from non-tourist-related or supportive sectors. Table 2.1 shows all levels consisting of destination branding activity mentioned above.

Table 2.1 Progression of destination branding activity (Adapted from Gnoth, 2002, p.271)

Level	Activity
1	Branding Attraction
2	Extending to Essential services
3	Extending to Support infrastructure
4	Extending to All export products

He suggested that brand extension to all export products can be successful when the three brand levels are reflected in tourist experiences. The attributes of these levels are frequently exposed to tourists throughout their destination experiences. A destination brand's image is beneficial because tourists associate their overall brand image with service brands (Gnoth, 2002).

Based on the review of the literature two hypotheses addressing the original research questions are stated below:

Hypothesis 1: Destination image of customer-based brand equity is related to tourists' preferences for products associated with a destination brand (PPADB).

Destination image is structured into two components (Baloglu and McCleary, 1999); cognitive image and affective image, therefore hypothesis 1 has sub-hypotheses:

H1a: Cognitive image is related to PPADB.

H1b: Affective image is related to PPADB.

Hypothesis 2: Tourists' destination preferences are related to the tourists' preference for products associated with a destination brand.

Summary

This chapter presented a literature review of brands/branding, customer-based brand equity, and the destination image of customer-based brand equity and brand extension. Based on the literature review, it is concluded that destination image, a dimension of customer-based brand equity for a destination, plays a core role in the formation of customer-based brand equity for a destination as it benefits not only tourists' destination preferences and choices but also destination brand products. Hypothesis 1 explored the relationship between the destination image of customer-based brand equity and the tourists' preferences for products associated with a destination brand. The second hypothesis examined the relationship between tourists' destination preferences and their preference for the products.

CHAPTER III

METHODOLOGY

Introduction

Chapter III discusses the methodology of this study. The objectives of this research, research questions and research hypotheses proposed in Chapter I and II are presented in this chapter. Pretest I and research design including pretest II are described. Sampling, data collection, data processing and data analysis, and reliability and validity are discussed.

Objectives

The objectives of this study are:

1. Examine brand extension of customer-based brand equity for a tourist destination within the destination image dimension.

2. Explore how consumer preference of a destination affects on the preference of products associated with a destination brand.

Research Questions and Research Hypotheses

The current study proposed two research questions from the literature review in chapter II. Two hypotheses were developed to examine the research questions.

Research Question 1

Does a relationship exist between destination image of customer-based brand equity for a tourist destination and tourists' preference for products associated with a destination brand?

Research Hypothesis 1: Destination image of customer-based brand equity is related to tourists' preferences for products associated with a destination brand (PPADB).

Hypothesis 1a: Cognitive image is related to PPADB.

Hypothesis 1b: Affective image is related to PPADB.

Research Question 2

Does a relationship exist between tourists' destination preference and tourists' preference for products associated with a destination brand?

Research Hypothesis 2: Tourists' destination preferences are related to the tourists' preference for products associated with a destination brand.

Pretest I

Pretest I was initially conducted to aid in developing the questionnaire. The purpose was to verify what products were associated with a particular destination. Two questionnaires were developed to conduct this study. One consisted of semi-closed end questions requesting

one group of students to match destinations to destination products. The other questionnaire used open-ended questions and asked the other group of students to write in products they associated with a destination. Thirteen states and thirteen products were selected based on the existence of products associated with destination brand. In other words, products having the name of destinations on their package or labels or using the name of destination as their brand were investigated and included in pretest I.

One undergraduate class was selected for pretest I. Thirteen students took the closed-ended survey and fourteen students took the open-ended. Thirteen destinations were tested. The survey is attached in Appendix I and the results are shown in table 3.1. Almost, 92% of the students matched Georgia to peaches in the closed-ended survey. In the open-ended survey, 92.9% of the students associated peaches with the destination, Georgia. More than 61% of the students associated Vermont with maple syrup in the closed-ended survey and 21% of those associated Vermont with maple syrup in the open-ended survey. More than half of the students associated Washington with apples in both closed-ended and open-ended surveys. Regarding Texas, 84.6% of the students associated Texas with beef in the closed-ended survey and 42.9% of those associated Texas with beef in the open-ended survey. A majority of the students matched Idaho with potatoes in both closed-ended and open-ended surveys. Seventy six percent of the students associated California with wine in the closed-ended survey while only 21.4% of the students associated California with wine in the open-ended survey. Regarding the rest of the states tested, the students failed to associate them with one common product.

Table 3.1 Result of products and states match survey (Frequencies)

Type	**Vermont**	**Georgia**	**Washington**	**Texas**	
Closed-Ended (13)	Maple syrup (61.5%)	Peaches (92.3%)	Apples (53.8%)	Beef (84.6%)	
Open-Ended (14)	Maple syrup (21.4%) Cheese (21.4%)	Peaches (92.9%)	Apples (50.0%)	Beef (42.9%)	
All (27)	Maple syrup (40.7%) Cheese (11.1%)	Peaches (92.6%)	Apples (51.9%)	Beef (63.0%)	
Type	**Virginia**	**Idaho**	**Michigan**	**California**	
Closed-Ended (13)	Ham (46.2%) Peanuts (23.1%)	Potatoes (92.3%)	Blueberries (15.4%) Peanuts (15.4%)	Wine (76.9%)	
Open-Ended (14)	Ham (21.4%) Peanuts (21.4%) Wine (21.4%)	Potatoes (85.7%)	-	Wine (21.4%)	
All (27)	Ham (33.3%) Peanuts (22.2%) Wine (14.8%)	Potatoes (88.9%)	-	Wine (48.1%)	
Type	**Maine**	**Oregon**	**North Dakota**	**New York**	**S. Carolina**
Closed-Ended (13)	Blackberries (30.8%) Cherries (23.1%) Maple syrup (15.4%)	Blackberries, Blueberries, Peanuts, Pecans (15.4% each)	Blueberries (15.4%) Peanuts (15.4%)	Maple syrup (15.4%) Peanuts (15.4%) Pecan (15.4%)	Blueberries (23.1%)
Open-Ended (14)	-	-	-	-	-
All (27)	Blackberries (14.8%)	-	-	-	-

Pretest II

Pretest II was conducted in three HTM classes totaling 31 students prior to giving the actual survey to discover any potential questionnaire problems (Zikmund, 2003).

Research Design

To investigate brand extension of customer-based brand equity for a tourist destination within the destination image dimension, four destinations and their products

associated with a destination brand were selected to cross-check the hypotheses. They are shown in Table 3.2. Three f the four destinations were selected by geographically closeness and existence of a common product associated with the destination. According to the result of the pretest I, Vermont, Georgia, Washington, Texas, Virginia, Idaho, and California were associated with one common product. Among them, three destinations which are geographically close to Virginia were selected; Georgia, Virginia, and Vermont. One other destination, South Carolina was added to cross-check the hypotheses. In other words, beef as a product associated with South Carolina is a dummy product.

Table 3.2 Selected destinations and products for pretest II

Destination(State)	Products associated with a destination brand
Georgia	Peaches
Virginia	Ham
South Carolina	Beef (Dummy product)
Vermont	Maple syrup

A self-administered questionnaire was used for this study. Survey items originated from the questionnaires developed by Konenick (2006) and Baloglu and McCleary (1999). However, only items evaluating destination image were chosen. For example, "Political stability" was removed because it is not applicable to domestic travel.

The questionnaire included items measuring overall image and destination image, consisting of cognitive image and affective image, of Georgia, Virginia, South Carolina, and Vermont. Fifteen items measured the respondents' evaluation of cognitive image and two items evaluated the respondents' affective image of the states. The items measuring destination image included:

- Cognitive Image
    - Beautiful mountains
    - Beautiful lakes
    - Good beaches
    - Lovely towns
    - Lovely cities
    - Modern health resorts
    - Interesting historical attractions
    - Good nightlife
    - Good entertainment
    - Good opportunities for recreation activities
    - Friendly people
    - Good weather
    - Interesting cultural attractions
    - Good shopping facilities
    - Good value for money

- Affective Image
    - Exciting atmosphere
    - Pleasant atmosphere

A seven-point Likert type scale for overall image and a five-point Likert type scale for the image of the destination were utilized. The scales included “Very Negative” to “Very Positive” for the seven-point Likert type scale and “Strongly disagree” to “Strongly agree” for the five-point Likert type scale.

Pretest II contained items to evaluate the tourists’ preference for a destination, products associated with a destination brand, the tourists’ previous experience and feeling about the products. Respondents were asked how likely they are to visit or revisit Georgia, Virginia, South Carolina, and Vermont for pleasure in the next five years and to purchase Georgia peaches, Virginia Ham, South Carolina beef and Vermont maple syrup (1=very

unlikely to 5=very likely). The scale ranged from very unlikely to very likely and greatly dislike to greatly like (1=very unlikely to 5=very likely and 1=greatly dislike to 5=greatly like).

Results from pretest II

Pretest II was conducted in three HTM classes totaling 31 students. Eighteen students received the survey excluding Vermont and thirteen respondents had the survey including Vermont because Vermont and maple syrup were added to the questionnaire after the first two HTM classes responded. Three respondents out of ten gave opinions about Vermont's image. The results indicated that most of the students didn't have any image of Vermont. The respondents who had more than a neutral intention to purchase products were evaluated because this study aims to investigate a destination brand effect. The respondents who had no purchase intention for general products will have no purchase intention for the products no matter which brand the product has.

Correlations between each destination's image and the designation's specified product purchase intention were reviewed. There is a positive correlation (r=.434) between Georgia image and Georgia peaches at the significance level of .030. However, no significant relationship between Virginia image -Virginia ham and South Carolina-South Carolina beef exists (see table 3.3). Due to the lack of data, it was not appropriate to analyze the correlation between Vermont and Vermont maple syrup.

Table 3.3 Pearson correlations for overall image and purchase intention of products

	Purchase intention of Georgia peaches
Georgia overall image	.434 (Sig. .030)
	Purchase intention of Virginia ham
Virginia overall image	.232 (Sig. .245)
	Purchase intention of South Carolina beef
South Carolina overall image	-.086 (Sig. .650)

Correlations were also reviewed for visit intention and purchase intention (see table 3.4). While the three correlations were not significant at $\alpha = .05$, the correlation coefficient of Georgia-Georgia peaches shows moderate correlation. Therefore, a correlation test between visit intention to Georgia and purchase intention of Georgia peaches was run with a one-tailed significance level because a researcher expects that the correlation would be positive. The correlation between visit intention to Georgia and purchase intention of Georgia peaches was significant at the level of .049.

Table 3.4 Pearson correlations for visit intention and purchase intention of products

	Purchase intention of Georgia peaches
Visit Intention to Georgia	.319 (Sig. .098)
	Purchase intention of Virginia ham
Visit Intention to Virginia	.025 (Sig. .903)
	Purchase intention of South Carolina beef
Visit Intention to South Carolina	.166 (Sig. .382)

After reviewing all the correlations, it was decided that Virginia was not appropriate as a target destination. Because most of the students are Virginia residents, this affects the variable, “intention to visit” as a tourist destination. Vermont is also inappropriate, because

most of the students didn't comment on the Vermont image attributes (mostly they marked 'no opinion').

Research Design

Three destinations and products were included in the final survey. Two destinations and products associated with a destination brand were included to investigate brand extension of customer-based brand equity for a tourist destination within the destination image dimension. One destination and one dummy product (not an existing product for the state) were also selected to be tested. They are shown in Table 3.5.

Table 3.5 Selected destinations and products

Destination(State)	Products associated with a destination brand
Georgia	Peaches
Florida	Oranges
South Carolina	Beef (dummy product)

The term, "Products associated with a destination brand" in this study is defined as products which carry a destination brand with the logo or are labeled with either country-of-origin labeling or state-of-origin labeling.

Georgia was ranked 9th among states visited by U.S. tourists in 2004 (TIA). Georgia uses a stylized rendering of a peach as their logo and has a state nickname, Peach State. They have the slogan "Put Your Dreams in Motion." The other target state, Florida's nickname is "the sunshine state." (Lee et al., 2006). South Carolina has the logo of a palm tree with a crescent

and the slogan of "Smiling faces, beautiful places." South Carolina has no logo concerning beef. All three destinations are geographically close to each other and Virginia.

A self-administered questionnaire was used for this study. The same items were used in the final survey to evaluate destination image as the pretest. The questionnaire consists of eight parts. Part I, III, and VI asked respondents if they had visited Georgia, South Carolina, and Florida. If they had visited the destinations, the respondents were asked the number of times. Questions were posed about the respondents' familiarity and overall image of Georgia, South Carolina, and Florida. Part II, IV, and VI included items measuring destination image of Georgia, South Carolina and Florida. Fifteen items measured the respondents' evaluation of cognitive image and two items evaluated the respondents' affective image of the state of Georgia, South Carolina and Florida. The items measuring the destination image included:

- Cognitive Image
    - Beautiful mountains
    - Beautiful lakes
    - Good beaches
    - Lovely towns
    - Lovely cities
    - Modern health resorts
    - Interesting historical attractions
    - Good nightlife
    - Good entertainment
    - Good opportunities for recreation activities
    - Friendly people
    - Good weather
    - Interesting cultural attractions
    - Good shopping facilities
    - Good value for money
- Affective Image
    - Exciting atmosphere

- Pleasant atmosphere

A seven-point Likert type scale for overall image and a five-point Likert type scale for the image of the destination were utilized. The scales included “Very Negative” to “Very Positive” for the seven-point Likert type scale and “Strongly disagree” to “Strongly agree” for the five-point Likert type scale.

Part VII of the questionnaire contained items to evaluate the tourists’ preference for a destination and products associated with a destination brand and to measure the tourists’ previous experience and feeling about the products. Respondents were asked how likely they are to visit or revisit Georgia, South Carolina and Florida for pleasure in the next five years and to purchase Georgia peaches, South Carolina beef and Florida oranges. There were also questions on the respondents’ previous experience with and feeling for Georgia peaches, South Carolina beef and Florida oranges. The scale ranged from very unlikely to very likely and greatly dislike to greatly like. Part VIII gathered demographic information about the survey respondents. The final survey can be founded in Appendix II.

Sampling Procedure

This study used a convenience sampling procedure to obtain completed questionnaires quickly and economically (Zikmund, 2003). Because factor analysis was used in this study, a minimum sample size required must allow for a five -to-one ratio of observations to variables. Since the cognitive image variables which were factor analyzed were fifteen, a minimal sample size to analyze these variables was 75. To gather at least 75 completed survey questionnaires, a sample of undergraduate students enrolled in two large

classes offered by the Department of Hospitality and Tourism Management were surveyed. The total number of questionnaires distributed to those classes was 318.

Data Collection

A self-administered questionnaire was distributed to the selected classes and collected during or after class. The survey included a cover letter and questionnaire. The cover letter addressed the importance of this research to gain the respondents' attention and cooperation. Students who participated in one class received one credit for the reward of participating. In the other class, students were only verbally encouraged to participate. In total, 296 questionnaires were collected from those classes.

Data Processing and Data Analysis

The Statistical Package for the Social Sciences (SPSS) was used to analyze the data. Descriptive statistics was generated. A factor analysis was conducted to refine the fifteen cognitive image variables. According to Hair et al. (2006), "Factor analysis is an independence technique whose primary purpose is to define the underlying structure among the variables in the analysis." (p.104) Factor analysis reduces a large number of variables into a set of variables that are highly intercorrelated (Hair et al., 2006). This study used VARIMAX rotation to extract factors. VARIMAX method is the most popular method and is applied when a study aims to simplify a factor structure. The VARIMAX method has been successful in obtaining an orthogonal rotation of factors as it separates the factors clearly

(Hair et al., 2006). Fifteen cognitive image variables were reduced to underlying dimensions using factor analysis with the VARIMAX method.

Multiple correlation analysis is applied when more than two variables exist (Myers & Mullet, 2003). Therefore, multiple correlation analysis was conducted to test a relationship between cognitive image and preference for products associated with a destination brand (PPADB), and a relationship between affective image and PPADB. The result of of the cognitive image factor analysis and two affective image variables were the independent variables in two separate multiple correlation analysis. PPADB was the dependent variable in both multiple correlation analysis. Simple correlation analysis was used to test a relationship between overall image and PPADB, and a relationship between destination preference and PPADB. Simple correlation analysis examines the relationship between two variables.

Multiple and simple correlation coefficients refer to a statistical measure of the covariation between variables and ranges from +1.0 to -1.0 indicating both the magnitude of the linear relationship and the direction of the relationship. The multiple and simple correlation coefficients indicating +1.0 mean a perfect positive linear relationship while the correlation with -1.0 implies a perfect negative linear relationship. If it is 0, there is no correlation between variables (Zikmund, 2003; Myers & Mullet, 2003).

Reliability and Validity

Reliability analysis measures how consistent results are yielded over time and across situations. It has two dimensions: repeatability and internal consistency. The destination image items measure the same basic idea of destination image in slightly different ways. All

the items of destination image should correlate highly with one another. Cronbach's alpha was applied to establish reliability (Zikmund, 2003). Cronbach's alpha provides the estimate of the degree of the inter-correlations among the items (Churchill, 1995; Nunnally, 1978).

The purpose of validity analysis is to measure the accuracy of what we intend to measure. There are different types of validity including face/content validity, criterion validity and construct validity (Zikmund, 2003). Face/content validity was confirmed by HTM faculty members and graduate students and criterion and construct validity was evaluated by pretest I and pretest II.

Summary

This chapter presented the methodology of current study. Two research questions and two research hypotheses were presented. To examine the hypotheses, a pretest I, a pretest II and research design including sampling, data collection, data processing, data analysis, reliability, and validity were discussed. The survey investigates brand extension of the state of Georgia, Florida and South Carolina as tourist destinations to Georgia peaches, Florida oranges and South Carolina beef as products associated with a destination brand.

The survey results, data analysis, and hypotheses testing are discussed in Chapter IV.

CHAPTER IV

RESULTS

Introduction

This chapter provides the results of the final survey conducted in two classes. The survey response and respondent profile is presented first. Data analysis is discussed by each destination including respondents' past visit experience and familiarity toward each destination, destination image, a destination and product evaluation for each destination, and the results of each destination's cognitive image factor analysis. Finally, the results of the hypotheses testing are presented.

Research Questions

1. Does a relationship exist between destination image of customer-based brand equity for a tourist destination and tourists' preference for products associated with a destination brand?

2. Does a relationship exist between tourists' destination preference and tourists' preference for products associated with a destination brand?

Survey response and Respondent profile

The in-class survey was conducted in two large undergraduate classes offered by the Department of Hospitality and Tourism Management in December of 2008. Two hundred and twenty surveys were collected in one class and seventy-six surveys were collected in the

other class, bringing the total number of surveys to two hundred and ninety-six. Almost 46% of the respondents were male and 54% were female with an average age of twenty. Almost 76% of the respondents were residents of Virginia. In terms of the respondents' year, it was almost equally distributed: Freshman-22.4%, Sophomore-30.8%, Junior-24.1% and Senior-22.4% (See table 4.1).

Table 4.1 Survey Respondents Profile

Respondent Characteristics	Number of Respondents	Percentage/Mean
Gender (*n* = 295)		
Male	135	45.8%
Female	160	54.2%
Age (*n* =296)		
Mean	296	20.05 (Std. 2.78)
Year (*n* = 295)		
Freshman	66	22.4%
Sophomore	91	30.8%
Junior	71	24.1%
Senior	66	22.4%
Graduate	1	.3%
State of Resident (*n* = 296)		
Virginia	227	76.7%
Maryland	26	8.8%
New Jersey	13	4.4%
Pennsylvania	12	4.1%

Respondent Characteristics	Number of Respondents	Percentage/Mean
Florida	2	.7%
Georgia	1	.3%
Other	15	5.0%

Data Analysis

This section presents descriptive information, results of factor analysis based on the cognitive image variables for three destinations, and the results of the hypotheses testing. The descriptive information and the results of the factor analysis are presented as follows; Georgia, South Carolina and Florida.

Descriptive Information and Factor Analysis by State

Georgia-all data

Previous visit experience and familiarity

Respondents were asked to indicate their previous visit experience and how many times they had visited Georgia. Fifty-four percent of the respondents had previous visit experience representing an average of 2.09 times (See table 4.2). They were also asked to indicate their familiarity with Georgia on a seven-point Likert scale (1=Not At All to 7=Very Familiar). Table 4.2 depicts the mean and standard deviation of the familiarity to Georgia (Mean is 2.50, Standard deviation is 4.166).

Table 4.2 Previous visit experience and familiarity toward to Georgia

Items		Frequency	Percent(%)
Previous Experience (Ever visited?)	No	134	45.3
	Yes	160	54.1
	Total	294	99.3
	Missing	2	.7
How many times?	Mean		2.09
	Std. Deviation		4.166
Familiarity	Mean		2.50
	Std. Deviation		4.166

Georgia's image

The table 4.3. depicts descriptive statistics of Georgia image. The eighteen items developed by Konenick (2006) and Baloglu and McCleary (1999) were adopted to measure individuals' attitudes toward the image of Georgia as a tourist destination. Respondents were asked to indicate their overall image of Georgia as a tourist destination on a seven-point Likert scale (1="Very Negative" to 7="Very positive" including "No Opinion" option).

- Georgia's overall image

Regarding Georgia's overall image, a mean of Georgia's overall image is 4.56 with a standard deviation of 1.012 (See table 4.3).

- Georgia's cognitive image

In the items of the cognitive image, "Good nightlife" and "Good entertainment" have the highest mean of 4.15 while "Beautiful mountains" has the lowest mean of 2.89. "Lovely town," "Lovely cities," "Interesting historical attractions," "Good weather," "Good shopping

facilities," "Friendly people," and "Interesting cultural attractions" have a mean above 3.60. "Beautiful lakes," "Good beaches," "Modern health resorts," and "Good value for money" have a mean below 3.50 (See table 4.3). The 15 items of cognitive image were analyzed using factor analysis to refine the cognitive image variables later in this section.

- Georgia's affective image

Regarding the affective image items, "Exciting atmosphere" has a mean of 3.73 and "Pleasant atmosphere" has a mean of 3.83 (See table 4.3)

Table 4.3 Descriptive statistics of Georgia's image

Images		N	Mean	Std.Deviation
Overall Image		243	4.56	1.012
Cognitive Image	Beautiful mountains	137	2.89	1.069
	Beautiful lakes	142	3.27	.908
	Good beaches	156	3.04	1.185
	Lovely towns	216	3.84	.797
	Lovely cities	225	3.75	.888
	Modern health resorts	104	3.41	.877
	Interesting historical attractions	191	3.92	.836
	Good nightlife	171	4.15	.875
	Good entertainment	197	4.15	.738
	Good opportunity for recreation activities	192	4.06	.721
	Friendly people	211	3.69	.773
	Good weather	235	3.89	.695
	Interesting cultural attraction	181	3.67	.822

Images		N	Mean	Std.Deviation
Cognitive Image	Good shopping facilities	170	3.99	.758
	Good value for money	145	3.46	.791
Affective Image	Exciting atmosphere	196	3.73	.878
	Pleasant atmosphere	210	3.83	.788

A destination and product evaluation for Georgia

Respondents were asked to indicate their visit intention to Georgia, purchase intention regarding peaches as general products, impression of Georgia peaches and purchase intention of Georgia peaches on a five-point Likert scales (1=Very Unlikely to 5=Very Likely and 1=Very unfavorable to 5=Very Favorable). Data concerning the respondents' past experience and how much they liked Georgia peaches were also collected. A five-point Likert scale was used for how much respondents liked Georgia peaches (1=Greatly Dislike to 5=Greatly Like including Never had them or don't know section).

The table 4.4 represents the result of the respondents' destination and product evaluation. The mean of the respondents' visit intention to Georgia is 2.80 with a standard deviation of 1.317. The item, "Purchase Intention of Georgia peaches" which is a dependent variable in this study, has a mean of 3.65 with a standard deviation of 1.178. The mean of the item, "Purchase Intention regarding peaches" and the mean of the item, "Impression of Georgia peaches" are 3.58 and 4.09 respectively (See table 4.4).

Table 4.4 Destination and product evaluation for Georgia (1=Very Unlikely to 5=Very Likely, 1=Very Unfavorable to 5=Very Favorable) (n=296)

Variables	Mean	Std. Deviation
Visit Intention to Georgia	2.80	1.317
Purchase Intention regarding peaches	3.58	1.235
Impression of Georgia peaches	4.09	.867
Purchase Intention of Georgia peaches	3.65	1.178

Georgia (Data excluding respondents who have no or little intention to purchase peaches)

This study aims to understand the effect of destination image on products associated with a destination brand. Therefore, it is necessary to exclude data from respondents who indicated their willingness to purchase peaches was less than “unlikely.” The respondents were excluded because we can't investigate a brand effect on consumer behavior without motivation for a general product. If consumers don't have a willingness to purchase general products, such as peaches, beef, and oranges, they don't have an intention to buy no matter what brand the general products are.

The descriptive statistics of the destination and product evaluation items from the respondents who have higher willingness than “Neither unlikely nor likely” to purchase the general products is presented in Table 4.5. The mean of the respondents' visit intention to Georgia is 2.89 with a standard deviation of 1.3. The item, "Purchase Intention of Georgia peaches" which is a dependent variable in this study, has a mean of 4.07 with a standard deviation of .835. The mean of the item, "Purchase Intention regarding peaches" and the mean of the item, "Impression of Georgia peaches" are 4.15 and 4.30 respectively (See table 4.5).

Table 4.5 Destination and product evaluation for Georgia (1=Very Unlikely to 5=Very Likely, 1=Very Unfavorable to 5=Very Favorable) (n= 229, Only Level of purchase intention regarding peaches >= 3)

Variables	Mean	Std. Deviation
Visit Intention to Georgia	2.89	1.3
Purchase Intention regarding peaches	4.15	.691
Impression of Georgia peaches	4.30	.726
Purchase Intention of Georgia peaches	4.07	.835

Table 4.6 shows the descriptive statistics of the past experience and liking of Georgia peaches. Almost 64% of the respondents had had Georgia peaches before and the mean likeness of Georgia peaches is 4.56 with a standard deviation of .674.

Table 4.6 Destination and product evaluation for Georgia peaches: previous experience

Items		Frequency	Percent(%)
Previous Experience	No	52	17.6
	Yes	189	63.9
	Don't know	55	18.6
	Total	296	100.0
Like Georgia peaches (n=207)	Mean		4.56
	Std. Deviation		.674

Georgia's cognitive image factor analysis

Prior to conducting a factor analysis, assumptions of factor analysis were tested. According to Hair et al. (2006), the value of the Bartlett test of sphericity has to be statistically significant so that it can be assumed that sufficient correlation exists among the variables. The value of the Measure of Sampling Adequacy (MSA) meets the greater than .50 benchmark for both the overall test and each individual variable. The variables with less than

a factor loading of .50 were excluded from the factor analysis. If one variable cross-loads on two factors in the rotated factor solution, which means that the variable has a high correlation with the other factors, the variables may be excluded from the factor analysis (Hair et al. 2006). “Interesting cultural attractions” and “Lovely cities” were deleted from the final factor analysis due to cross-factor loadings. “Good value for money” was also deleted from the final factor analysis because it factor-analyzed into one factor by itself.

After removing the three variables, four factors from VARIMAX rotation using eigenvalues greater than 1 were extracted. The value of MSA was .660 which was higher than the acceptable level of .50 and the percentage of explained variance increased to 69.081%. Table 4.7 shows the cumulative percent of variance for the four-factor solution. Table 4.8 displays the four-factor solution and associated variables with the final factor solution including factor loadings. Factor 1 had four items, factor 2 and factor 3 had three items, and factor 4 had two items.

Table 4.7 Extraction Results of five factors of Georgia Cognitive Image

Factors	Eigenvalues	% of variance	Cumulative % of variance
1	3.995	33.290	33.290
2	1.783	14.856	48.146
3	1.454	12.117	60.263
4	1.058	8.819	69.081

Table 4.8 VARIMAX Rotated Components Factor Matrix for Georgia Cognitive Image

Variables	VARIMAX rotated loadings			
	Factor 1	Factor 2	Factor 3	Factor 4
Good entertainment	.901			
Good nightlife	.891			
Good opportunity for recreation activities	.728			
Good shopping facilities	.685			
Friendly people		.824		
Lovely towns		.783		
Good weather		.740		
Beautiful lakes			.804	
Beautiful mountains			.700	
Good beaches			.652	
Interesting historical attractions				.818
Modern health resorts				.751

Cronbach's alpha was used to test the reliability of the four factors (Hair et al., 2006). Generally, .70 is the lower limit for acceptable reliability. However, it was reported that the adequate judging level of reliability coefficients have ranged from .50 to .90 (Helms et al., 2006). The Cronbach's alpha values are displayed in Table 4.9. They range from .517 to .864. Factor 1 had the highest score of .864 while factor 3 had the lowest score of .517.

Table 4.9 Cronbach's Alpha Scores for the Factor identified in the factor analysis for Georgia Cognitive Image

Factors	Items	Cronbach's alphas
Factor1	Good entertainment Good nightlife Good opportunity for recreation activities Good shopping facilities	.864
Factor 2	Friendly people Lovely towns Good weather	.694
Factor 3	Beautiful lakes Beautiful mountains Good beaches	.517
Factor 4	Interesting historical attractions Modern health resorts	.595

South Carolina (all data)

Previous visit experience and familiarity

Seventy five percents of the respondents commented that they had visited South Carolina. The respondents had visited South Carolina at an average of 4.85 times with a standard deviation of 8.524. They were also asked to indicate their familiarity with South Carolina on a seven-point Likert scale (1=Not At All to 7=Very Familiar). The table 4.10 displays a mean and a standard deviation of the familiarity of South Carolina (A mean is 3.44, and a standard deviation is 1.722).

Table 4.10 Previous visit experience and familiarity toward to South Carolina

Items		Frequency	Percent(%)
Previous Experience (Ever visited?)	No	73	24.7
	Yes	222	75.0
	Total	295	99.7
	Missing	1	.3
How many times?	Mean		4.85
	Std. Deviation		8.524
Familiarity	Mean		3.44
	Std. Deviation		1.722

South Carolina's image

Respondents were asked to indicate their opinions on the image items of South Carolina as a tourist destination. Those items were the same as the items of Georgia with a seven-point Likert scale (1=Very Negative to 7=Very positive including No opinion section).

- Overall image

The overall image item of South Carolina shows a mean of 5.32 with a standard deviation of 1.103.

- Cognitive image

"Good beaches" and "Good opportunity for recreation activities" have the highest mean of 4.43 and 4.35 while "Beautiful mountains" has the lowest mean of 2.76. "Lovely town," "Lovely cities," "Good nightlife," "Good entertainment," Friendly people," "Good weather," and "Good shopping facilities" have an above mean of 4.0. Items having less than a mean of 4.0 are "Beautiful lakes," "Modern health resorts," "Interesting historical attractions,"

“Interesting cultural attraction,” and “Good value for money.” The fifteen items of cognitive image were analyzed using factor analysis to refine the cognitive image variables of South Carolina later in this section.

- Affective image

The affective image items, "Exciting atmosphere" and "Pleasant atmosphere" have relatively higher means of 4.02 and 4.20 than the other cognitive items (See table 4.11).

Table 4.11 Descriptive statistics of South Carolina’s image (1= Strongly Disagree to 5=Strongly Agree)

Images		N	Mean	Std.Deviation
Overall Image		259	5.32	1.103
Cognitive Image	Beautiful mountains	148	2.76	1.109
	Beautiful lakes	161	3.45	.993
	Good beaches	252	4.43	.767
	Lovely towns	244	4.11	.778
	Lovely cities	233	4.03	.840
	Modern health resorts	111	3.84	.869
	Interesting historical attractions	185	3.84	.947
	Good nightlife	213	4.17	.890
	Good entertainment	226	4.25	.796
	Good opportunity for recreation activities	223	4.35	.713
	Friendly people	239	4.09	.792
	Good weather	256	4.27	.716
	Interesting cultural attraction	172	3.88	.887
	Good shopping facilities	206	4.01	.892
	Good value for money	175	3.81	.805

Images		N	Mean	Std.Deviation
Affective Image	Exciting atmosphere	226	4.02	.902
	Pleasant atmosphere	237	4.20	.743

A destination and product evaluation for South Carolina

Respondents were asked to indicate their visit intention to South Carolina, purchase intention regarding beef, impression of South Carolina beef and purchase intention of South Carolina beef on a five-point Likert scale (1=Very Unlikely to 5=Very Likely and 1=Very unfavorable to 5=Very Favorable). Data concerning the respondents' past experience and how much they liked South Carolina beef were also collected. A five Likert scale was used for how much the respondents liked South Carolina beef (1=Greatly Dislike to 5=Greatly Like including Never had them or don't know section).

According to the result of the respondents' destination and product evaluation, a mean of the respondents' visit intention to South Carolina is 3.60 with a standard deviation of 1.266. The item, "Purchase Intention of South Carolina beef" has a mean of 3.34 with a standard deviation of 1.068. A mean of the item, "Purchas Intention regarding beef" and a mean of the item, "Impression of South Carolina" are 4.06 and 3.27 respectively (See table 4.12).

Table 4.12 Destination and product evaluation for South Carolina (1=Very Unlikely to 5=Very Likely) (n=296)

Variables	Mean	Std. Deviation
Visit Intention to South Carolina	3.60	1.266
Purchase Intention regarding beef	4.06	1.210
Impression of South Carolina beef	3.27	.778
Purchase Intention of South Carolina beef	3.34	1.068

South Carolina (Data excluding respondents who have no or little intention to purchase beef)

As discussed in the previous section, this study aims to understand the effect of destination image on products associated with a destination brand. Therefore, data from respondents who indicated their willingness to purchase beef less than "unlikely" should be excluded. The descriptive statistic of the destination and product evaluation items from the respondents who indicated their willingness to purchase beef higher than “Neither unlikely nor likely” is presented in table 4.13. The mean of the respondents' visit intention to South Carolina is 3.61 with a standard deviation of 1.251. The item, "Purchase Intention of South Carolina beef" which is dependent variable in this study, has a mean of 3.56 with a standard deviation of .889. The mean of the item, "Purchase Intention regarding beef" and the mean of the item, "Impression of South Carolina beef" are 4.44 and 3.38 in order (See table 4.13).

Table 4.13 Destination and product evaluation for South Carolina (1=Very Unlikely to 5=Very Likely, 1=Very Unfavorable to 5=Very Favorable) (n=259, Only Level of purchase intention regarding beef >= 3)

Variables	Mean	Std. Deviation
Visit Intention to South Carolina	3.61	1.251
Purchase Intention regarding beef	4.44	.681
Impression of South Carolina beef	3.38	.696
Purchase Intention of South Carolina beef	3.56	.889

The respondents were also asked to indicate their past experience of South Carolina beef and their likeness of them. Table 4.14 displays descriptive statistics of the respondents' past experience and their liking of South Carolina beef. Only 25% of the respondents indicated that they had had South Carolina beef. Seventy five percents of the respondents expressed either "No experience" or "Don't know" on their past experience regarding South Carolina beef. The mean likeness of South Carolina beef is 3.89 with a standard deviation of .856.

Table 4.14 Destination and product evaluation for South Carolina beef: previous experience

Items		Frequency	Percent(%)
Previous Experience	No	62	20.9
	Yes	74	25.0
	Don't know	160	54.1
	Total	296	100.0
Like South Carolina beef (n=114)	Mean		3.89
	Std. Deviation		.856

South Carolina's cognitive image factor analysis

As discussed a factor analysis in Georgia section, the same procedure of Georgia factor analysis was applied to conduct South Carolina's cognitive image factor analysis. In a

first run of factor analysis, a value of Measure of Sampling Adequacy (MSA) was .868 which meets the requirement of factor analysis assumption. Since variables with less than a factor loading of .50 were excluded from the factor analysis, one item, "Interesting historical attractions" was excluded from the factor analysis. In addition, three items, "Good shopping facilities", "Lovely cities", “Good value for money” which cross-load on two factors in the rotated factor solution were excluded from the final factor analysis (Hair et al., 2006).

After removing the four variables, three factors from VARIMAX rotation using eigenvalues greater than 1 were extracted. The value of MSA was .813 which was higher than the acceptable level of .50 and the percentage of explained variance increased to 67.594% (Hair et al., 2006). Table 4.15 displays the cumulative percent of variance for the three-factor solution. Table 4.16 displays the three-factor and associated variables with the final factor solution including factor loadings. Factor 1 had five items, factor 2 had five items and factor 3 had two items.

Table 4.15 Extraction Results of three factors of South Carolina Cognitive Image

Factors	Eigenvalues	% of variance	Cumulative % of variance
1	5.089	46.261	46.216
2	1.217	11.068	57.329
3	1.129	10.265	67.594

Table 4.16 VARIMAX Rotated Components Factor Matrix for South Carolina Cognitive Image

Variables	VARIMAX rotated loadings		
	Factor 1	Factor 2	Factor 3
Good entertainment	.864		
Good nightlife	.848		
Modern health resorts	.755		
Good beaches	.636		
Good opportunity for recreation activities	.580		
Friendly people		.864	
Lovely town		.680	
Good weather		.674	
Interesting culture attractions		.623	
Beautiful lakes			.846
Beautiful mountains			.842

Cronbach's alpha was also used to test the reliability of the three factors extracted from South Carolina's cognitive image variables. All of the Cronbach's alpha values are higher than .70, the acceptable level generally. Factor 1 had .853 Cronbach's alpha value, the second factor had .729 and the third factor had .793 Cronbach's alpha value (See table. 4.17).

Table 4.17 Cronbach Alpha Scores for the Factor identified in the factor analysis for South Carolina Cognitive Image

Factors	Items	Cronbach's alphas
Factor1	Good entertainment Good nightlife Modern health resorts Good beaches Good opportunity for recreation activities	.853
Factor 2	Friendly people Lovely town Good weather Interesting culture attractions	.729
Factor 3	Beautiful lakes Beautiful mountains	.793

Florida (all data)

Previous visit experience and familiarity

Respondents were asked to indicate their previous visit experience and how many times they had visited Florida. Almost 90% of the respondents had past visit experience representing an average of 5.18times (See table 4.18). They were also asked to indicate their familiarity with Florida on a seven-point Likert scale (1=Not At All to 7=Very Familiar). Table 4.18 depicts a mean and a standard deviation of the familiarity with Florida. It shows that the mean is 4.12 with a standard deviation of 1.698.

Table 4.18 Respondent profile regarding Florida: previous experience

Items		Frequency	Percent (%)
Previous Experience (Ever visited?)	No	30	10.1
	Yes	265	89.5
	Total	295	99.7
	Missing	1	.3
How many times?	Mean		5.18
	Std. Deviation		6.665
Familiarity	Mean		4.12
	Std. Deviation		1.698

Florida's image

The respondents were also asked to indicate their opinion on the image items of Florida as a tourist destination. Those items were the same as the items of Georgia and South Carolina with a seven-point Likert scale (1=Very Negative to 7=Very positive including No Opinion section).

- Overall image

The overall image item of Florida has a mean of 6.13 with a standard deviation of .985 which is the highest mean among destinations examined.

- Cognitive image

"Good beaches" has the highest mean with 4.75 among the cognitive variables followed by "Good entertainment" with a mean of 4.78. "Good night life" and "Good opportunity for recreation activities" come next with a mean than 4.68. All image items have a higher mean than 4.00 except "Beautiful mountains", "Beautiful lakes," and "Good value for money." The

15 items of cognitive image were also analyzed using factor analysis to refine the cognitive image variables of Florida later in this section.

- Affective image

"Exciting atmosphere" and "Pleasant atmosphere" have a mean of 4.61 and 4.44 respectively. (See table 4.11).

Table 4.19 Descriptive statistics of Florida's image

Images		N	Mean	Std.Deviation
Overall Image		287	6.13	.985
Cognitive Image	Beautiful mountains	180	1.64	.908
	Beautiful lakes	203	3.48	1.082
	Good beaches	285	4.75	.506
	Lovely towns	270	4.27	.771
	Lovely cities	276	4.37	.809
	Modern health resorts	183	4.44	.643
	Interesting historical attractions	209	3.72	1.028
	Good nightlife	260	4.68	.530
	Good entertainment	281	4.74	.516
	Good opportunity for recreation activities	274	4.68	.548
	Friendly people	265	4.15	.870
	Good weather	285	4.57	.773
	Interesting cultural attraction	219	4.12	.898
	Good shopping facilities	250	4.52	.660
	Good value for money	227	3.70	1.017
Affective Image	Exciting atmosphere	278	4.61	.601
	Pleasant atmosphere	278	4.44	.702

A destination and product evaluation for Florida

Respondents were asked to express their visit intention to Florida, purchase intention regarding oranges as general products, impression of Florida oranges and purchase intention of Florida oranges on a five-point Likert scale (1=Very Unlikely to 5=Very Likely and 1=Very unfavorable to 5=Very Favorable). The respondents' past experience and likeness of Florida oranges were also asked on a five Likert scale (1=Greatly Dislike to 5=Greatly Like including Never had them or don't know section).

Table 4.20 displays descriptive statistics of the respondents' evaluation toward Florida and Florida oranges. A mean of the respondents' visit intention to Florida is 4.20 with a standard deviation of .955. The item, "Purchase Intention of Florida oranges" has the mean of 4.10 with a standard deviation of .969. A mean of the item, "Purchas Intention regarding oranges" and a mean of the item, "Impression of Florida" are 4.07 and 4.49 respectively.

Table 4.20 Destination and product evaluation for Florida (1=Very Unlikely to 5=Very Likely) (n=296)

Variables	Mean	Std. Deviation
Visit Intention to Florida	4.20	.955
Purchase Intention regarding oranges	4.07	1.004
Impression of Florida oranges	4.49	.703
Purchase Intention of Florida oranges	4.10	.969

Florida(Data excluding respondents who have no or little intention to purchase oranges)

Table 4.21 represents descriptive statistics of Florida and Florida oranges evaluation items from the respondents who indicated their willingness to purchase peaches higher than

“Neither unlikely nor likely.” The same reason was applied to here discussing the chosen respondents' evaluations. The mean of the respondents' visit intention to Florida is 4.23 with a standard deviation of .923. The item, "Purchase Intention of Florida oranges" which is a dependent variable in this study, has a mean of 4.29 with a standard deviation of .715. The mean of the item, "Purchase Intention regarding oranges" and the mean of the item, "Impression of Florida oranges" are 4.32 and 4.57 in order (See table 4.21).

Table 4.21 Destination and product evaluation for Florida and Florida oranges (1=Very Unlikely to 5=Very Likely, 1=Very Unfavorable to 5=Very Favorable) (n=269, Only Level of purchase intention regarding oranges >= 3)

Variables	Mean	Std. Deviation
Visit Intention to Florida	4.23	.923
Purchase Intention regarding oranges	4.32	.653
Impression of Florida oranges	4.57	.585
Purchase Intention of Florida oranges	4.29	.715

In the last part of the destination and product evaluation, the respondents were also asked to indicate their previous experience of Florida oranges and their liking of them. Table 4.22 displays descriptive statistics of the past experience and the likeness of Florida oranges. Almost 92% of the respondents indicated that they had had Florida oranges. Only 3.4% of the respondents reported either "No experience" on their past experience regarding Florida oranges. A mean of the likeness of Florida oranges is 4.56 with a standard deviation of .674.

Table 4.22 Destination and product evaluation for Florida oranges: previous experience

Items		Frequency	Percent (%)
Previous Experience	No	10	3.4
	Yes	273	92.2
	Don't know	13	4.4
	Total	296	100.0
Items		Frequency	Percent (%)
Like Florida oranges (n=272)	Mean	4.56	
	Std. Deviation	.674	

Florida's cognitive image factor analysis

As discussed factor analysis in Georgia and South Carolina sections, the same procedure of the factor analysis was applied to conduct Florida cognitive image factor analysis. In the first run of the factor analysis, a value of Measure of Sampling Adequacy (MSA) was .765 which meets the requirement of factor analysis assumption. The one item, "Beautiful mountains" shows negative factor loading with -.596 and its mean is 1.64. Since Florida has almost no mountains, it would not be an appropriate item evaluating cognitive image of Florida. Therefore, it should be excluded from the final factor analysis. One item, "Good weather" was excluded from the factor analysis because variables with less than a factor loading of .50 should be excluded from factor analysis.

After removing the two variables, four factors from VARIMAX rotation using eigenvalues greater than 1 were extracted. A value of MSA was .793 which was higher than acceptable level of .50 and higher than the previous MSA and the percentage of explained variance increased to 68.033% (Hair et al., 2006). Table 4.23 displays the cumulative percent of variance for the four factors solution. Table 4.24 displays the four factors and associated

variables with the final factor solution including factor loadings. Factor 1 had five items, factor 2 had three items, factor 3 had three items and factor 4 had two items.

Table 4.23 Extraction Results of four factors of Florida Cognitive Image

Factors	Eigenvalues	% of variance	Cummulative % of variance
1	4.941	38.005	38.0005
2	1.579	12.143	50.148
3	1.245	9.575	59.723
4	1.080	8.310	68.033

Table 4.24 VARIMAX Rotated Components Factor Matrix for Florida Cognitive Image

Variables	VARIMAX rotated loadings			
	Factor 1	Factor 2	Factor 3	Factor 4
Good entertainment	.840			
Good nightlife	.803			
Good beaches	.698			
Good shopping facilities	.646			
Good opportunity for recreation activities	.506			
Interesting culture attractions		.835		
Interesting historical attractions		.779		
Good value for money		.605		
Lovely cities			.854	
Lovely towns			.836	
Friendly people			.640	
Beautiful lakes				.905
Modern health resorts				.641

Cronbach's alpha was applied to test the reliability of the four factors extracted regarding Florida's cognitive image. Factor 1 had .751 Cronbach's alpha value, the second factor had .708, the third factor had .767 and the forth factor had .523 Cronbach's alpha values which are above the acceptable level of .50 (See table. 4.25).

Table 4.25 Cronbach Alpha Scores for the Factor identified in the factor analysis for Florida Cognitive Image

Factors	Items	Cronbach's alphas
Factor1	Good entertainment Good nightlife Good beaches Good shopping facilities Good opportunity for recreation activities	.751
Factor 2	Interesting culture attractions Interesting historical attractions Good value for money	.708
Factor 3	Lovely cities Lovely towns Friendly people	.767
Factor 4	Beautiful lakes Modern health resorts	.523

Hypotheses Testing

Hypothesis 1: Destination image of customer-based brand equity is related to tourists' preferences for products associated with a destination brand (PPADB).

Hypothesis 1a: Cognitive image is related to PPADB.

Hypothesis 1b: Affective image is related to PPADB.

Factor scores were used to represent cognitive image and the two affective variables were used to represent the affective image. Overall image of a tourist destination is an operationalized measurement for the destination image to validate Hypothesis 1a and 1b. Purchase intention of products associated with a destination brand is an operationalized measure for tourists' preferences for products associated with a destination brand in this study. Before conducting multiple and simple correlation analysis, data from respondents who indicated their purchase intention to the three general products, peaches, beef and oranges at the less than "Unlikely" level were excluded from the analysis.

Multiple correlation analysis was used to test hypothesis 1a and 1b because hypothesis 1a and 1b have multiple independent variables. Regarding testing hypothesis 1a, factor scores were extracted from the cognitive image factor analysis and applied in the multiple correlation analysis. According to Hair et al. (2005), "A factor score is computed based on the factor loadings of all selected variables." By using factor scores in any subsequent analyses, not only are all variables in the factor represented but also any problems caused by multicollinearity are avoided (Hair et al., 2005). The multiple correlation analysis was conducted by state. The cognitive image factor scores were independent variables and purchase intention of products associated with a destination was a dependent variable in the multiple correlation analysis. In terms of testing hypothesis 1b, two affective variables were the independent variables and purchase intention of products associated with a destination was the dependent variable. The results of the relationship between cognitive image and preference for products associated with a destination are shown in Table 4.26.

- Hypothesis 1a: Cognitive image is related to PPADB.

Table 4.26 Multiple correlation analysis results of cognitive image factors-PPADB

Destination-Product	R	R Square	Adjusted R Square	Std. Error of the Estimate	Sig.
Georgia Cognitive image factors vs. PPADB	.456	.208	.135	.802	.033*
South Carolina Cognitive image factors vs. PPADB	.336	.113	.071	.881	.055**
Florida cognitive image factors vs. PPADB	.378	.143	.111	.687	.002***

*p<.05; **p≈.05; ***p<.01

According to the results of hypothesis 1a, Georgia's cognitive image is related to preference for Georgia peaches (R= .456, p=.033). Georgia's cognitive image accounts for 20.8% of the variance in preference for Georgia peaches. Regarding South Carolina, it has a relationship with South Carolina beef (R=.336). This relationship is marginally accepted with .055 p-value. About 11% of the variance in preference for South Carolina beef is explained by the South Carolina cognitive image. Florida is positively related to preference for Florida oranges (R= .378, p= .002). Florida's cognitive image accounts for 14.3% of the variance in preference for Florida oranges.

- Hypothesis 1B: Affective image is related to PPADB.

In regard with the hypothesis 1b testing (Table 4.27), Georgia's affective image is not related to preference for Georgia peaches. However, the other two destinations have significant correlation with preference for their products associated with the destinations. South Carolina's affective image is related to preference for South Carolina beef (R= .187 at .03 of p-value). Florida's affective image is related to Florida oranges (R=.209 at .004 p-value).

Table 4.27 Multiple correlation analysis results of affective image factors-PPADB

Destination-Product	R	R Square	Adjusted R Square	Std. Error of the Estimate	Sig.
Georgia affective image vs. PPADB	.160	.026	.012	.829	.154
South Carolina affective image vs. PPADB	.187	.035	.025	.826	.030*
Florida affective image vs. PPADB	.209	.044	.036	.710	.004**

*p<.05; **p<.01

To validate the results presented for hypotheses 1a and 1b, correlations were calculated for the overall image of each destination and the purchase intention of the products associated with the destination. Both overall image and purchase intention were operationalized with one question. In table 4.28, the correlation coefficients indicating the relationship between the two variables indicate a significance level of .01. The correlation coefficient of Georgia image and Georgia peaches is positive and significant (r=280, p<.01). There is also a positive correlation (r=.183) between South Carolina image and South Carolina beef at the significant level of .01. The correlation coefficient of Florida image and Florida oranges is also positive and significant (r=.230, p<.01).

Table 4.28 Pearson Correlations for overall image and purchase intention of products associated with a destination brand

	Georgia peaches
Overall Image of Georgia	.280*
	South Carolina beef
Overall Image of South Carolina	.183*
	Florida oranges
Overall Image of Florida	.230*

* Correlation is significant at the .01 level

Overall, research hypothesis 1was supported.

Hypothesis 2: Tourists' destination preferences are related to the tourists' preference for products associated with a destination brand.

As mentioned in the previous section, the tourists' preference for products associated with a destination brand was operationalized using purchase intention of products associated with a destination. The tourists' destination preference was operationalized as destination visit intention. Table 4.29 displays the correlation coefficients indicating the relationship between visit intention and purchase intention. The correlation coefficient of visit intention to Georgia and purchase intention of Georgia peaches is positive and significant ($r=201$, $p<.01$). There is also a positive correlation ($r=.203$) between visit intention to South Carolina and purchase intention of South Carolina beef at the significance level of .01. The correlation coefficient of visit intention to Florida and purchase intention of Florida oranges is also positive and

significant (r=.232, p<.01). Therefore, hypothesis 2 is supported. The final output can be found in Appendix IV.

Table 4.29 Pearson Correlations for Visit Intention and Purchase intention to products associated with a destination brand

	Georgia peaches
Visit Intention to Georgia	.201*
	South Carolina beef
Visit Intention to South Carolina	.203*
	Florida oranges
Visit Intention to Florida	.232*

* Correlation is significant at the .01 level

Summary

Chapter IV presented the respondents profile and results of the data analysis. The data analysis was discussed by destination. The results of the past visit experience and familiarity with a destination, a destination's image, a destination and product evaluation were discussed by destination. Also, a factor analysis was conducted for each destination and resulted in reducing fifteen cognitive variables into three to four factors depending on the destination. Lastly, the results of the hypotheses tests were presented. According to the results of the hypotheses tests, both research hypotheses were supported.

Discussion of the results of the hypotheses tests and limitations of this study and recommendations for future research are presented in chapter V.

CHAPTER V

DISCUSSION

Introduction

Chapter V presents the discussion of pretest I, pretest II, and hypotheses tests. In addition, implications and limitations of this study are discussed, and recommendations for future studies and conclusions are provided.

Discussion

The purpose of this study was to investigate the effect of destination image on a product associated with a destination within customer-based brand equity for a destination. This is considered to be a brand extension of a destination brand. Three destinations and their products were selected from pretest I and pretest II for the final survey and used to test the hypotheses below:

Research Hypothesis 1: Destination image of customer-based brand equity is related to tourists' preferences for products associated with a destination brand (PPADB).

Hypothesis 1a: Cognitive image is related to PPADB.

Hypothesis 1b: Affective image is related to PPADB.

Research Hypothesis 2: Tourists' destination preferences are related to the tourists' preference for products associated with a destination brand.

This section provides a summary of the findings of the pretest I, the pretest II, and the final survey including the hypotheses tests.

Pretest I

In pretest I, seven destinations out of thirteen destinations were associated mainly with one destination product. Vermont was associated with maple syrup and Georgia was associated with peaches. Washington was related to apples and Texas was related with beef. Virginia was matched with ham and Idaho was matched with potatoes. Lastly, California was allied with wine. This procedure validated the destinations and their products tested in this study to be appropriate for the target sample, undergraduate students. From the results of pretest I, three destinations and their products were selected for pretest II; Georgia - Georgia peaches, Virginia – Virginia ham, and Vermont – maple syrup. South Carolina and South Carolina beef which is not an existing product were also added to the pretest for validation.

Pretest II

According to pretest II, Virginia and Virginia ham were not an appropriate destination and a product because most of the target sample were Virginia residents, which might bias the results of intention to visit a destination. In addition, Vermont and Vermont maple syrup were excluded from the final survey since respondents hardly have an image as a tourist destination towards Vermont. Georgia and Georgia peaches were found to be a destination match. It was decided that Florida and Florida oranges should be added in the final survey because it is a famous destination and a product that people can easily associate.

Final Survey

The final survey contained Georgia – Georgia peaches, South Carolina – South Carolina beef, and Florida – Florida oranges as target destinations and their products to examine the hypotheses in this study. Two hundred and ninety six completed surveys were collected from two undergraduate classes offered by the department of Hospitality and Tourism Management at Virginia Tech. The average age of the respondents was 20 and the majority of them were Virginia residents. More than half of them indicated that they had visited Georgia, South Carolina and Florida. Also, more than 60% of them indicated that they had had Georgia peaches and Florida oranges while only 25% of them indicated that they had had South Carolina beef.

Prior to the hypotheses testing, data from respondents who indicated a low willingness to purchase general products; peaches, beef and oranges were excluded from the hypotheses testing. If consumers don't have a willingness to purchase general products, they don't have an intention to buy no matter what brand the general products are. In this case, we can hardly investigate any brand effect on consumer behavior. In addition, factor analysis on cognitive image items was conducted by state and factor scores extracted were used to test hypothesis 1a.

Hypothesis 1

Destination image of customer-based brand equity is related to tourists' preferences for products associated with a destination brand (PPADB).

Hypothesis 1a: Cognitive image is related to PPADB.

Hypothesis 1b: Affective image is related to PPADB.

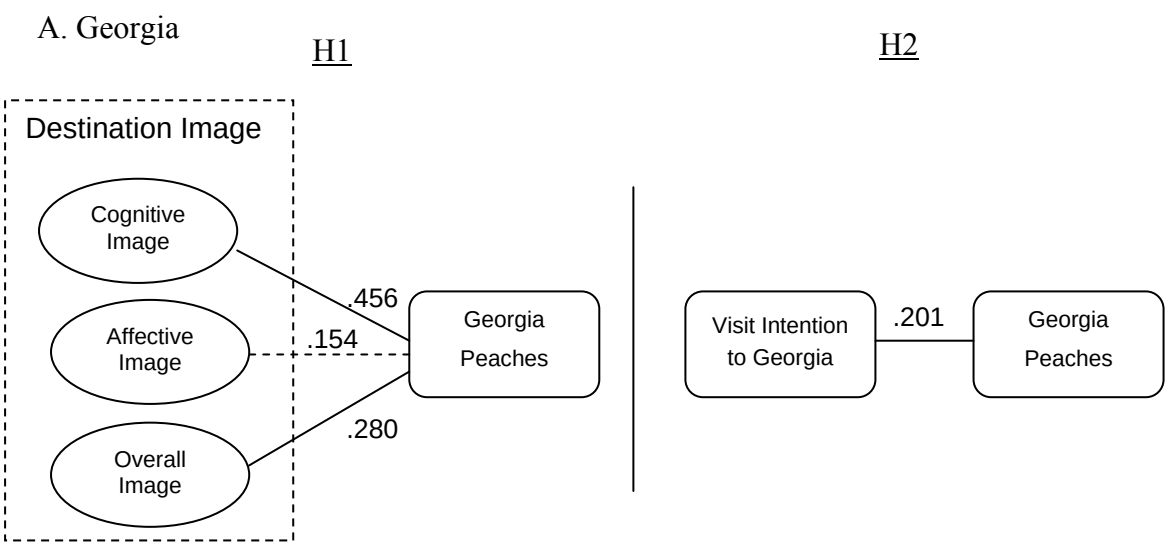
Since destination images are formed with cognitive image and affective image components (Baloglu and McCleary, 1999), two sub-hypotheses tested the relationship between destination image and preference for products associated with a destination brand (PPADB). To validate the study, 1) the relationship between overall image and PPADB was investigated; 2) three destinations and their products were included; 3) a non existing destination product was added. The two sub-hypotheses were supported across all of the destinations and their products tested in this study, only Hypothesis 1b regarding Georgia was not supported (see Table 5.1). There was a positive relationship between destination image and PPADB. The correlation coefficients between destination image and PPADB differed across different states. Since the correlation coefficients between cognitive destination image and PPADB were higher than those between affective destination image and PPADB, cognitive destination image is more positively related to PPADB (Refer to figure 5.1 for an overview of the findings).

Table 5.1 Summary of hypotheses testing

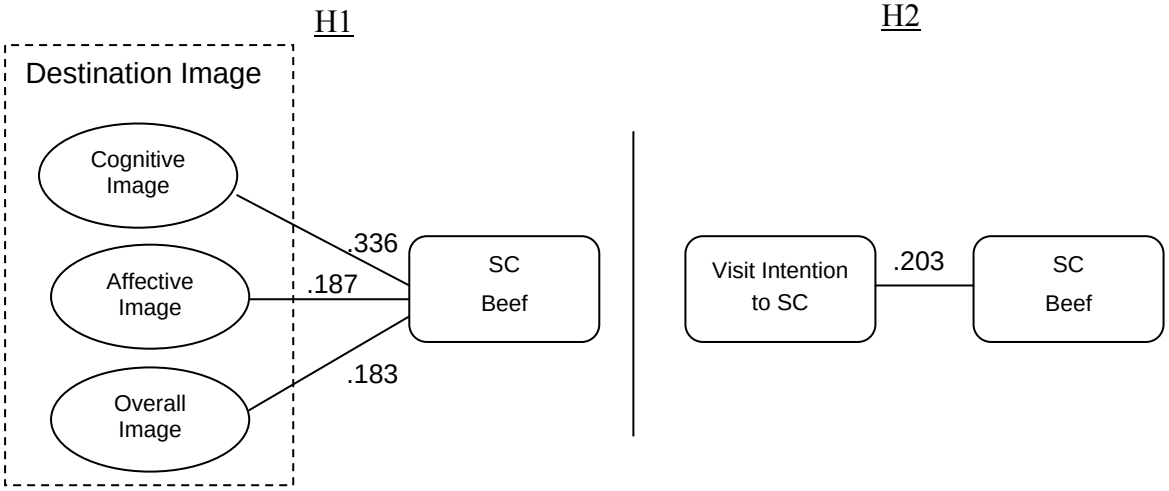
Research Hypotheses		Result
Hypothesis 1a	Relationship between Georgia's cognitive image and preference for Georgia peaches	Supported
	Relationship between South Carolina's cognitive image and preference for South Carolina's beef	Marginally Supported
	Relationship between Florida's cognitive image and preference for Florida's oranges	Supported
Hypothesis 1b	Relationship between Georgia's affective image and preference for Georgia peaches	Not Supported
	Relationship between South Carolina's affective image and preference for South Carolina's beef	Supported
	Relationship between Florida's affective image and preference for Florida oranges	Supported
Hypothesis 1	Relationship between Georgia's overall image and preference for Georgia peaches	Supported
	Relationship between South Carolina's overall image and preference for South Carolina's beef	Supported
	Relationship between Florida's overall image and preference for Florida's oranges	Supported
Hypothesis 2	Relationship between intention to visit Georgia and preference for Georgia peaches	Supported
	Relationship between intention to visit South Carolina and preference for South Carolina beef	Supported
	Relationship between intention to visit Florida and preference for Florida oranges	Supported

Figure 5.1 Models with correlation coefficients of destination brand extension)

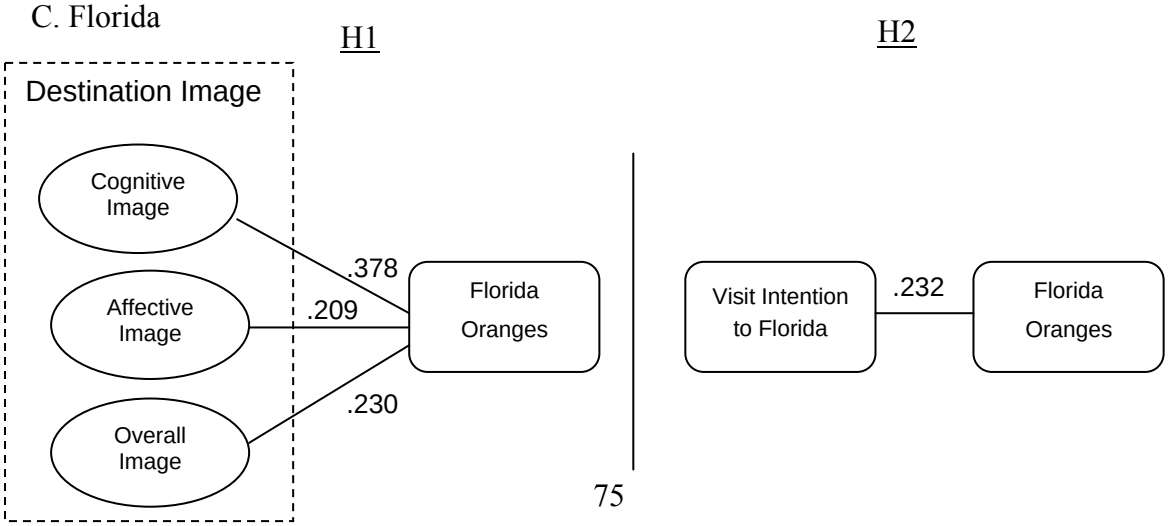
A. Georgia



B. South Carolina (SC)



C. Florida



According to the study of Lin et al. (2007), different image components (cognitive image and affective image) are responsible for the preference of a destination depending on the type of destination. Similar results were observed in this study. The affective image was related to PPADB significantly in the destinations; South Carolina-South Carolina beef and Florida-Florida oranges while it was not significant in Georgia-Georgia peaches. Depending on the type of destination, affective image plays a mediating role for shaping overall destination image (Lin et al., 2007). In this case, it is difficult to draw a connection between the destination's affective image and the products associated with the destination. This finding suggests that different image components influence preference for products associated with a destination brand. However, the cognitive image has a stronger influence on the products associated with a destination brand in each of the destinations tested. Regarding Georgia's result, the percentage of the respondents' previous experience with Georgia was the lowest among the three destinations. It is believed that the respondents' previous experience with Georgia may influence the relationship between Georgia's affective image and the preference for Georgia peach, resulting in no significant relationship between them.

Hypothesis test 1a regarding South Carolina-South Carolina beef was supported marginally (R=.336, *p*=.055). Even though the relationship between overall image of South Carolina and preference for South Carolina beef is significant at the.01 level, the correlation coefficient is .183 which is the lowest value among the three destinations examined. This result is consistent with brand extension theory that a brand can be extended more easily if there is perceived similarity or category similarity between an original parent brand and extension products (Aaker & Keller, 1990; Keller, 2002; Swaminathan et al., 2001). According to Van Riel et al. (2001) if a significant congruence in service delivery processes

between original brand and extended brand exists, brand extension could be successful. This suggests that factors such as image similarity and image congruence between destination image of destination brand and their products associated with a destination brand moderate the relationship between the destination image of destination brand and their products associated with the destination brand.

Hypothesis 2

Tourists' destination preferences are related to the tourists' preference for products associated with a destination brand (PPADB).

As presented in Table 5.1, hypothesis 2 was supported across three destinations. Visit intention to Georgia was positively related to PPADB (operationalized as intention to purchase Georgia peaches). Visit intention to South Carolina is also related to purchase intention to South Carolina beef. The same result was discovered in the relationship between Florida and Florida oranges. According to the results of hypothesis 2, tourists' destination preferences were positively related to the tourists' preference for products associated with a destination brand.

From the discussion above, destination image has an effect on not only tourists' destination preferences but also the tourists' preferences for products associated with a destination brand. The tourists' destination preference is also related to PPADB. In conclusion, it is suggested that the effect of destination image in customer-based brand equity for a tourist destination can be transferred to not only a destination itself but also products associated with a destination brand, known as brand extension.

Implications

Brand extension research has been pervasive in products and services areas whereas the brand extension concept has not been given attention in the tourist destination context. The purpose of this study was to examine the brand extension concept within destination context. This is the first time the brand extension concept allied with destination image is integrated and tested within a tourism context. Although Gnoth (2002) proposed a model on how export products can be leveraged through the tourism market and introduced the brand extension concept within tourism, this study examined the destination brand extension concept empirically.

Destination marketers should recognize that a destination brand for a tourist destination can be extended to products associated with a destination. Even though tourism destination branding is very complex (Pike, 2005), marketers should consider whether their brand is extendable when creating and managing their brand. Well-created and designed destination brands will be important to attract tourists to their destination. Also, it will create additional value for the destination by extending their brand to other products associated with the destination. As Gnoth (2002) suggested, tourists' experience in a destination plays an important role for a successful destination brand extension. Tourists' experiences with the extended products in destinations influence their preference for the extended products. For a successful destination brand extension, the following recommendations are suggested.

- Destination marketers should endeavor to build positive destination image.
- Producers / manufacturers that use a destination brand should collaborate with destination marketers in building of a positive destination image.

- Since destination's affective image influences destination brand extension, the affective image which is congruent with the image of products associated with a destination brand should be implemented and promoted.
- Co-promoting events for a destination brand and products associated with the destination brand are suggested.
- As Gnoth (2002) suggested, tourists' experience is a key success factor for a destination brand extension. Producers/manufacturers that use destination brand should develop their brands/places as tourist attractions so that tourists can experience them.

Limitations

This study has some limitations. The first limitation concerns the sampling frame used in this study. This study used a convenience sample. By nature of convenience sampling, this study can't represent an entire population. Students may not be a target market for products associated with a destination brand; Georgia peaches, South Carolina beef, and Florida oranges. In other words, not all of the students may be direct consumers for purchasing the products and students are not usually sensitive to brand but to price. This might influence the evaluation of purchase intention for those products.

A second limitation is in regard to survey design. The image items used were taken from the existing literature which tested different destination settings and the same image items were applied to all three destinations. According to destination image literature, image items forming overall image vary for each destination.

The last limitation is that this study only used three destinations and three products. It is possible that if one destination with more than one product associated with a destination or various destinations and products were selected, the results would be different.

Recommendations for Future Studies

This study used a student sample and only three destinations and products to investigate research hypotheses. For future research, this study should be replicated within a broad setting. Also, more destinations and products should be used. By replicating this study, not only with the sample from the target market but also with different destinations and products, more precise results regarding destination brand extension are expected.

According to brand extension literature, there are several moderating factors such as perceived quality and similarity, goal congruence, knowledge about products and past experiences between original brand and extended brand (Aaker & Keller, 1990; Keller, 2002; Swaminathan et al., 2001). However, those factors were not included in this study. It would be interesting to investigate what factors have moderating effects on a relationship between tourist destination brand and products associated with a destination brand. Some factors may influence destination brand extension positively and some factors may have a negative effect.

In addition, destination image carries not only image as a tourist destination but also holistic image of destination by itself. People sometimes associate one destination with one particular image or product. From the particular image, individuals categorize the image with products which are congruent with the particular image. If there is image congruence between the destination and products associated with a destination image, people can easily transfer

their existing image to extended products. It would be attractive to investigate what kind of factors influence people to transfer their existing image to products associated with a destination brand positively or negatively and examine how further the brand is extended. For example, Texas is usually associated with beef. A consumer may extend the association with beef to cattle and cows. In this case, the consumer can easily relate Texas with Texas milk since milk usually associates with cows or cattle. In contrast, the consumer may not associate their existing image toward Texas with Texas pork since Texas is more congruent with beef.

This study only examined the effect of designation image on customer-based brand equity for a destination. There are four dimensions of customer-based brand equity for a destination; destination awareness, image, quality, and loyalty (Konecnik & Gartner, 2007). As the customer-based brand equity for a destination consists of four dimensions, the multidimensionality of the customer-based equity for a destination should be considered to understand destination brand extension.

Conclusions

This thesis examined brand extension within a tourist destination context. Destination image of customer-based brand equity influences destination preferences and its effect is extended to products associated with a destination. Specifically, cognitive image and affective image of destination were positively related with preference for products associated with a destination brand. It is revealed that preference for destination is also related to preference for products associated with a destination brand.

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Appendix I

Pretest I Survey

State - Product Survey I

I am working on my master's thesis and need some help. Would you please fill out the following survey for me? (It will only take a minute)

Please write in what products you would associate with the following list of states.

For example: If you were to hear the state of Florida mentioned – oranges or orange juice might come to mind.

Please write in what products come to mind when the following states are mentioned (I have already completed Florida as an example).

There are no right or wrong answers!

State	Products
Florida	**Oranges, orange juice**
Vermont	
Georgia	
Washington	
Virginia	
Texas	
California	
Idaho	
Michigan	
Maine	
Oregon	
North Dakota	
New York	
South Carolina	

Thank you very much!!!!

State - Product Survey II

I am working on my master's thesis and need some help. Would you please fill out the following survey for me? (It will only take a minute)

Often times when a state is mentioned a certain product comes to mind. For example, you might associate oranges or orange juice with the state of Florida.

In the space provided by the name of each state, please put the number of the product you would associate with that state.

There are no right or wrong answers!

Please match the following states to the following products associated with the states.

States	**Products associated with the states**
Vermont _____	1. Apples
Georgia _____	2. Beef
Washington _____	3. Blackberries
Virginia _____	4. Blueberries
Texas _____	5. Cherries
California _____	6. Ham
Idaho _____	7. Honey
Michigan _____	8. Maple syrup
Maine _____	9. Peaches
Oregon _____	10. Peanuts
North Dakota _____	11. Pecans
New York _____	12. Potatoes
South Carolina _____	13. Wine

Appendix II

Cover letter and Survey

Dear Respondent,

I am Yu Mi Lim, a graduate student in Hospitality and Tourism Management at Virginia Tech and currently doing research on customer-based brand equity and its effect for my Master's thesis.

With your instructor's permission, I have come to your class to conduct this survey. I guarantee that your responses will not be identified with you personally and are totally anonymous. This study will be useful for the tourism and hospitality industry to provide better service to travelers like you.

I would greatly appreciate you taking the time to complete this survey. The survey itself will take only about 10 – 15 minutes of your time.

Your kind participation will be highly appreciated. Thank you very much for taking your time to complete this survey. If you have any questions or concerns about completing the questionnaire, please let me know.

Sincerely,

Yu Mi Lim
M.S. Candidate
Phone: (540) 808-7651
Email: yumi@vt.edu

Pamela Weaver, Ph.D.
Professor

Part I. Please answer the following questions about the state of **Georgia**.

Have you ever visited the state of **Georgia**? □Yes □No

If yes, how many times? Number of visits ( )

How familiar are you with the state of **Georgia**?

Not At All						Very Familiar
1	2	3	4	5	6	7

Please respond to the following questions about **Georgia**.

	Very Negative						Very Positive	No Opinion
	1	2	3	4	5	6	7	
Overall image of Georgia as a tourist destination								
The general image of products from the state of Georgia								

Part II. Please express your opinion from a tourist point of view, concerning **Georgia.**

Georgia has…	Strongly Disagree				Strongly Agree	Don't Know
	1	2	3	4	5	
Beautiful mountains						
Beautiful lakes						
Good beaches						
Lovely towns						
Lovely cities						
Modern health resorts						
Interesting historical attractions						
Good nightlife						
Good entertainment						
Good opportunity for recreation activities						

Georgia has…	Strongly Disagree				Strongly Agree	Don't Know
	1	2	3	4	5	
Friendly people						
Good weather						
Interesting cultural attractions						
Good shopping facilities						
Good value for money						
Exciting atmosphere						
Pleasant atmosphere						

Part III. Please answer the following questions about the state of **South Carolina**.

Have you ever visited the state of **South Carolina**? □Yes □No

If yes, how many times? Number of visits ( )

How familiar are you with the state of **South Carolina**?

Not At All						Very Familiar
1	2	3	4	5	6	7

Please respond to the following questions about **South Carolina**.

	Very Negative						Very Positive	No Opinion
	1	2	3	4	5	6	7	
Overall image of South Carolina as a tourist destination								
The general image of products from the state of South Carolina								

Part IV. Please express your opinion from a tourist point of view, concerning **South Carolina**.

South Carolina has…	Strongly Disagree				Strongly Agree	Don't Know
	1	2	3	4	5	
Beautiful mountains						
Beautiful lakes						
Good beaches						
Lovely towns						
Lovely cities						
Modern health resorts						
Interesting historical attractions						
Good nightlife						
Good entertainment						
Good opportunity for recreation activities						
Friendly people						
Good weather						
Interesting cultural attractions						
Good shopping facilities						
Good value for money						
Exciting atmosphere						
Pleasant atmosphere						

Part V. Please answer the following questions about the state of **Florida**.

Have you ever visited the state of **Florida**? □Yes □No

If yes, how many times? Number of visits ( )

How familiar are you with the state of **Florida**?

Not At All						Very Familiar
1	2	3	4	5	6	7

Please respond to the following questions about **Florida**.

	Very Negative							No Opinion
	1	2	3	4	5	6	7	
Overall image of Florida as a tourist destination								
The general image of products from the state of Florida								

Part VI. Please express your opinion from a tourist point of view, concerning **Florida**.

Florida has…	Strongly Disagree				Strongly Agree	Don't Know
	1	2	3	4	5	
Beautiful mountains						
Beautiful lakes						
Good beaches						
Lovely towns						
Lovely cities						
Modern health resorts						
Interesting historical attractions						
Good nightlife						
Good entertainment						
Good opportunity for recreation activities						
Friendly people						
Good weather						
Interesting cultural attractions						
Good shopping facilities						
Good value for money						
Exciting atmosphere						
Pleasant atmosphere						

Part VII. Destination and product evaluation.

How likely is it that you will visit or revisit the following states **for pleasure** in the next **5 years**? Please check the appropriate box.

	Very Unlikely	Unlikely	Neither Unlikely nor Likely	Likely	Very Likely
Georgia					
South Carolina					
Florida					

Given the opportunity, how likely are you to purchase the following products?

	Very Unlikely	Unlikely	Neither Unlikely nor Likely	Likely	Very Likely
Peaches					
Beef					
Oranges					

What type of impression do you have of the following products?

	Very Unfavorable	Unfavorable	Neither Unfavorable nor favorable	Favorable	Very Favorable
Georgia Peaches					
South Carolina Beef					
Florida Oranges					

Given the opportunity, how likely are you to purchase the following products?

	Very Unlikely	Unlikely	Neither Unlikely nor Likely	Likely	Very Likely
Georgia Peaches					
South Carolina Beef					
Florida Oranges					

Have you ever had Georgia peaches? □ Yes □ No □ Don't know

Have you ever had South Carolina beef? □ Yes □ No □ Don't know

Have you ever had Florida oranges? □ Yes □ No □ Don't know

If yes, how much did you like them?

	Greatly Dislike	Dislike	Neither Dislike nor Like	Like	Greatly Like	Never had them or don't know
Georgia Peaches						
South Carolina Beef						
Florida Oranges						

Part VIII. About you

1. What is your age? ( ) years

2. Gender: □ Male □ Female

3. Indicate your year in College.

□ Freshman □ Sophomore □ Junior □ Senior □ Graduate Student

4. Indicate your state of residence.

□ Virginia □ Maryland □ DC □ S. Carolina □ Georgia □ New York □ Other (please specify:)

Thank you very much for your cooperation!

Appendix III

IRB Approval Letters

A. Initial Approval Letter

VirginiaTech

Office of Research Compliance
Carmen T. Green, IRB Administrator
2000 Kraft Drive, Suite 2000 (0497)
Blacksburg, Virginia 24061
540/231-4358 Fax 540/231-0959
e-mail ctgreen@vt.edu
www.irb.vt.edu
FWA00000572(expires 1/20/2010)
IRB # is IRB00000667

DATE. November 13, 2008

MEMORANDUM

TO: Pamela A. Weaver
Yu Mi Lim

FROM: Carmen Green

SUBJECT: **IRB Exempt Approval:** "Customer-based Brand Equity: The Effect of Destination Image on Preference for Products Associated with a Destination Brand" , IRB # 08-705

I have reviewed your request to the IRB for exemption for the above referenced project. The research falls within the exempt status. Approval is granted effective as of November 13, 2008.

As an investigator of human subjects, your responsibilities include the following:

1. Report promptly proposed changes in the research protocol. The proposed changes must not be initiated without IRB review and approval, except where necessary to eliminate apparent immediate hazards to the subjects.

2. Report promptly to the IRB any injuries or other unanticipated or adverse events involving risks or harms to human research subjects or others.

cc: File

B. Amendment Approval Letter

VirginiaTech

Office of Research Compliance
Institutional Review Board
2000 Kraft Drive, Suite 2000 (0497)
Blacksburg, Virginia 24061
540/231-4991 Fax 540/231-0959
e-mail moored@vt.edu
www.irb.vt.edu

FWA00000572(expires 1/20/2010)
IRB # is IRB00000667

DATE: December 5, 2008

MEMORANDUM

TO: Pamela A. Weaver
Yu Mi Lim

FROM: David M. Moore

SUBJECT: **IRB Amendment 1 Approval:** "Customer-based Brand Equity: The Effect of Destination Image on Preference for Products Associated with a Destination Brand" , IRB # 08-705

This memo is regarding the above referenced protocol which was previously granted approval by the IRB on November 13, 2008. You subsequently requested permission to amend your IRB application. Approval has been granted for the requested protocol amendment, effective as of December 4, 2008.

As an investigator of human subjects, your responsibilities include the following:

1. Report promptly proposed changes in the research protocol. The proposed changes must not be initiated without IRB review and approval, except where necessary to eliminate apparent immediate hazards to the subjects.
2. Report promptly to the IRB any injuries or other unanticipated or adverse events involving risks or harms to human research subjects or others.

cc: File

Appendix IV

SPSS output

Descriptives (all data)

Georgia

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Number of G.visits	287	0	25	2.09	4.166
Familiar	292	1	7	2.50	1.384
Overall image	243	2	7	4.56	1.012
Products image	219	2	7	4.74	.977
Beautiful mountains	137	1	5	2.89	1.069
Beautiful lakes	142	1	5	3.27	.908
Good beaches	156	1	5	3.04	1.185
Lovely towns	216	1	5	3.84	.797
Lovely cities	225	1	5	3.75	.888
Modern health resorts	104	1	5	3.41	.877
Interesting historical attractions	191	1	5	3.92	.836
Good nightlife	171	1	5	4.15	.875
Good entertainment	197	2	5	4.15	.738
Good opportunity for recreation activities	192	2	5	4.06	.721
Friendly people	211	1	5	3.69	.773
Good weather	235	2	5	3.89	.695
Interesting culture attractions	181	1	5	3.67	.822
Good shopping facilities	170	1	5	3.99	.758
Good value for money	145	1	5	3.46	.791
Exciting atmosphere	196	1	5	3.73	.878
Pleasant atmosphere	210	2	5	3.83	.788
Valid N (listwise)	46				

South Carolina

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Number of SC.visits	282	0	80	4.85	8.524
Familiar	293	1	7	3.44	1.722
Overall image	259	1	7	5.32	1.103
Products image	216	1	7	4.91	1.201
Beautiful mountains	148	1	5	2.76	1.109
Beautiful lakes	161	1	5	3.45	.993
Good beaches	252	1	5	4.43	.767
Lovely towns	244	1	5	4.11	.778
Lovely cities	233	1	5	4.03	.840
Modern health resorts	111	1	5	3.84	.869
Interesting historical attractions	185	1	5	3.84	.947
Good nightlife	213	1	5	4.17	.890
Good entertainment	226	1	5	4.25	.796
Good opportunity for recreation activities	223	1	5	4.35	.713
Friendly people	239	2	5	4.09	.792
Good weather	256	2	5	4.27	.716
Interesting culture attractions	172	1	5	3.88	.887
Good shopping facilities	206	1	5	4.01	.892
Good value for money	175	2	5	3.81	.805
Exciting atmosphere	226	1	5	4.02	.902
Pleasant atmosphere	237	1	5	4.20	.743
Valid N (listwise)	62				

Florida

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Number of FL.visits	286	0	50	5.18	6.665
Familiar	296	1	7	4.12	1.698
Overall image	287	1	7	6.13	.985
Products image	264	1	7	5.84	1.029
Beautiful mountains	180	1	5	1.64	.908
Beautiful lakes	203	1	5	3.48	1.082
Good beaches	285	1	5	4.75	.506
Lovely towns	270	1	5	4.27	.771
Lovely cities	276	1	5	4.37	.809
Modern health resorts	183	2	5	4.44	.643
Interesting historical attractions	209	1	5	3.72	1.028
Good nightlife	260	3	5	4.68	.530
Good entertainment	281	2	5	4.74	.516
Good opportunity for recreation activities	274	3	5	4.68	.548
Friendly people	265	1	5	4.15	.870
Good weather	285	1	5	4.57	.773
Interesting culture attractions	219	1	5	4.12	.898
Good shopping facilities	250	2	5	4.52	.660
Good value for money	227	1	5	3.70	1.017
Exciting atmosphere	278	2	5	4.61	.601
Pleasant atmosphere	278	1	5	4.44	.702
Valid N (listwise)	92				

Experience on destination and products

Statistics

		Ever visited Georgia	Ever visited South Carolina	Ever visited Florida	Have you ever had Georgia peaches?	Have you ever had South Carolina beef?	Have you ever had Florida oranges?	Gender	Indicate your year in College.	Indicate your state of residence.
N	Valid	294	295	295	296	296	296	295	295	296
	Missing	2	1	1	0	0	0	1	1	0

Ever visited Georgia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	134	45.3	45.6	45.6
	Yes	160	54.1	54.4	100.0
	Total	294	99.3	100.0	
Missing	System	2	.7		
Total		296	100.0		

Ever visited South Carolina

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	73	24.7	24.7	24.7
	Yes	222	75.0	75.3	100.0
	Total	295	99.7	100.0	
Missing	System	1	.3		
Total		296	100.0		

Ever visited Florida

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NO	30	10.1	10.2	10.2
	Yes	265	89.5	89.8	100.0
	Total	295	99.7	100.0	
Missing	System	1	.3		
Total		296	100.0		

Have you ever had Georgia peaches?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	52	17.6	17.6	17.6
	Yes	189	63.9	63.9	81.4
	Don't know	55	18.6	18.6	100.0
	Total	296	100.0	100.0	

Have you ever had South Carolina beef?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	62	20.9	20.9	20.9
	Yes	74	25.0	25.0	45.9
	Don't know	160	54.1	54.1	100.0
	Total	296	100.0	100.0	

Have you ever had Florida oranges?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	10	3.4	3.4	3.4
	Yes	273	92.2	92.2	95.6
	Don't know	13	4.4	4.4	100.0
	Total	296	100.0	100.0	

Destination and product evaluation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
How likely is that you will visit or revisit the state of Georgia for pleasure in the next 5 years?	296	1	5	2.80	1.317
How likely is that you will visit or revisit the state of South Carolina for pleasure in the next 5 years?	296	1	5	3.60	1.266
How likely is that you will visit or revisit the state of Florida for pleasure in the next 5 years?	296	1	5	4.20	.955
How likely are you to purchase peaches given the opportunity?	296	1	5	3.58	1.235
How likely are you to purchase beef given the opportunity?	296	1	5	4.06	1.210
How likely are you to purchase oranges given the opportunity?	296	1	5	4.07	1.004
What type of impression do you have Georgia peaches?	296	1	5	4.09	.867
What type of impression do you have South Carolina Beef?	296	1	5	3.27	.778
What type of impression do you have Florida Oranges?	296	1	5	4.49	.703
Given the opportunity, how likely are you to purchase Georgia peaches?	296	1	5	3.65	1.178
Given the opportunity, how likely are you to purchase South Carolina beef?	296	1	5	3.34	1.068

Given the opportunity, how likely are you to purchase Florida oranges?	296	1	5	4.10	.969
How much did you like Georgia peaches?	207	1	5	4.36	.886
How much did you like South Carolina beef?	114	1	5	3.89	.856
How much did you like Florida oranges?	272	1	5	4.56	.674
What is your age?	296	8	55	20.02	2.785
Valid N (listwise)	98				

Demographics

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	135	45.6	45.8	45.8
	Female	160	54.1	54.2	100.0
	Total	295	99.7	100.0	
Missing	System	1	.3		
Total		296	100.0		

Indicate your year in College.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Freshman	66	22.3	22.4	22.4
	Sophomore	91	30.7	30.8	53.2
	Junior	71	24.0	24.1	77.3
	Senior	66	22.3	22.4	99.7
	Graduate student	1	.3	.3	100.0
	Total	295	99.7	100.0	
Missing	System	1	.3		
Total		296	100.0		

Indicate your state of residence.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Virginia	227	76.7	76.7	76.7
	Maryland	26	8.8	8.8	85.5
	DC	1	.3	.3	85.8
	Georgia	1	.3	.3	86.1
	New York	4	1.4	1.4	87.5
	New Jersey	13	4.4	4.4	91.9
	Pennsylvania	12	4.1	4.1	95.9
	Ohio	1	.3	.3	96.3
	Other	9	3.0	3.0	99.3
	Florida	2	.7	.7	100.0
	Total	296	100.0	100.0	

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
What is your age?	296	17	55	20.05	2.698
Valid N (listwise)	296				

Descriptives (data excluding)

Destination and product evaluation

Georgia

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
How likely is that you will visit or revisit the state of Georgia for pleasure in the next 5 years?	229	1	5	2.89	1.300
How likely are you to purchase peaches given the opportunity?	229	3	5	4.15	.691
What type of impression do you have Georgia peaches?	229	1	5	4.30	.726
Given the opportunity, how likely are you to purchase Georgia peaches?	229	1	5	4.07	.835
How much did you like Georgia peaches?	173	1	5	4.57	.676
Valid N (listwise)	173				

South Carolina

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
How likely is that you will visit or revisit the state of South Carolina for pleasure in the next 5 years?	259	1	5	3.61	1.251
How likely are you to purchase beef given the opportunity?	259	3	5	4.44	.681

What type of impression do you have South Carolina Beef?	259	1	5	3.38	.696
Given the opportunity, how likely are you to purchase South Carolina beef?	259	1	5	3.56	.889
How much did you like South Carolina beef?	103	1	5	3.96	.862
Valid N (listwise)	103				

Florida

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
How likely is that you will visit or revisit the state of Florida for pleasure in the next 5 years?	269	1	5	4.23	.923
How likely are you to purchase oranges given the opportunity?	269	3	5	4.32	.653
What type of impression do you have Florida Oranges?	269	3	5	4.57	.585
Given the opportunity, how likely are you to purchase Florida oranges?	269	2	5	4.29	.715
How much did you like Florida oranges?	253	1	5	4.62	.610
Valid N (listwise)	253				

Factor analysis

Georgia

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.995	33.290	33.290	3.995	33.290	33.290	2.898	24.152	24.152
2	1.783	14.856	48.146	1.783	14.856	48.146	2.213	18.439	42.591
3	1.454	12.117	60.263	1.454	12.117	60.263	1.648	13.729	56.320
4	1.058	8.819	69.081	1.058	8.819	69.081	1.531	12.761	69.081
5	.829	6.906	75.987						
6	.709	5.908	81.895						
7	.652	5.431	87.326						
8	.498	4.150	91.476						
9	.397	3.308	94.784						
10	.266	2.218	97.003						
11	.248	2.069	99.071						
12	.111	.929	100.000						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix[a]

	Component			
	1	2	3	4
Good entertainment	.901			
Good nightlife	.891			
Good shopping facilities	.728			
Good opportunity for recreation activities	.685			
Friendly people		.824		
Lovely towns		.783		
Good weather		.740		
Beautiful lakes			.804	
Beautiful mountains			.700	
Good beaches			.652	
Interesting historical attractions				.818
Modern health resorts				.751

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

South Carolina

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.089	46.261	46.261	5.089	46.261	46.261	3.263	29.664	29.664
2	1.217	11.068	57.329	1.217	11.068	57.329	2.459	22.357	52.021
3	1.129	10.265	67.594	1.129	10.265	67.594	1.713	15.573	67.594
4	.852	7.744	75.338						
5	.572	5.198	80.536						
6	.532	4.837	85.372						
7	.448	4.068	89.441						
8	.403	3.666	93.107						
9	.333	3.025	96.132						
10	.303	2.756	98.888						
11	.122	1.112	100.000						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix[a]

	Component		
	1	2	3
Good entertainment	.864		
Good nightlife	.848		
Modern health resorts	.755		
Good beaches	.636		
Good opportunity for recreation activities	.580		
Friendly people		.864	
Lovely towns		.680	
Good weather		.674	
Interesting culture attractions		.623	
Beautiful lakes			.846
Beautiful mountains			.842

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Florida

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.941	38.005	38.005	4.941	38.005	38.005	2.974	22.880	22.880
2	1.579	12.143	50.148	1.579	12.143	50.148	2.368	18.212	41.092
3	1.245	9.575	59.723	1.245	9.575	59.723	2.097	16.128	57.220
4	1.080	8.310	68.033	1.080	8.310	68.033	1.406	10.813	68.033
5	.890	6.843	74.875						
6	.698	5.368	80.243						
7	.595	4.578	84.822						
8	.535	4.117	88.938						
9	.391	3.008	91.947						
10	.360	2.772	94.719						
11	.302	2.326	97.045						
12	.204	1.568	98.613						
13	.180	1.387	100.000						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix[a]

	Component			
	1	2	3	4
Good entertainment	.840			
Good nightlife	.803			
Good beaches	.698			
Good shopping facilities	.646			
Good opportunity for recreation activities	.506			
Interesting culture attractions		.835		
Interesting historical attractions		.779		
Good value for money		.605		
Lovely cities			.854	
Lovely towns			.836	
Friendly people			.640	
Beautiful lakes				.905
Modern health resorts				.641

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Regression
Georgia

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	GA_Factor Score_Cog4, GA_Factor Score_Cog2, GA_Factor Score_Cog3, GA_Factor Score_Cog1[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Given the opportunity, how likely are you to purchase Georgia peaches?

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.456[a]	.208	.135	.802

a. Predictors: (Constant), GA_Factor Score_Cog4, GA_Factor Score_Cog2, GA_Factor Score_Cog3, GA_Factor Score_Cog1

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.403	4	1.851	2.880	.033[a]
	Residual	28.271	44	.643		
	Total	35.673	48			

a. Predictors: (Constant), GA_Factor Score_Cog4, GA_Factor Score_Cog2, GA_Factor Score_Cog3, GA_Factor Score_Cog1

b. Dependent Variable: Given the opportunity, how likely are you to purchase Georgia peaches?

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.043	.115		35.132	.000
	GA_Factor Score_Cog1	.327	.120	.369	2.717	.009
	GA_Factor Score_Cog2	.126	.113	.152	1.119	.269
	GA_Factor Score_Cog3	-.026	.115	-.031	-.229	.820
	GA_Factor Score_Cog4	.236	.116	.275	2.029	.049

a. Dependent Variable: Given the opportunity, how likely are you to purchase Georgia peaches?

South Carolina

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	SC_Factor Score_Cog3, SC_Factor Score_Cog2, SC_Factor Score_Cog1[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Given the opportunity, how likely are you to purchase South Carolina beef?

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.336[a]	.113	.071	.881

a. Predictors: (Constant), SC_Factor Score_Cog3, SC_Factor Score_Cog2, SC_Factor Score_Cog1

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.229	3	2.076	2.676	.055[a]
	Residual	48.875	63	.776		
	Total	55.104	66			

a. Predictors: (Constant), SC_Factor Score_Cog3, SC_Factor Score_Cog2, SC_Factor Score_Cog1

b. Dependent Variable: Given the opportunity, how likely are you to purchase South Carolina beef?

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.634	.108		33.641	.000
	SC_Factor Score_Cog1	.244	.113	.258	2.151	.035
	SC_Factor Score_Cog2	.039	.108	.043	.357	.722
	SC_Factor Score_Cog3	.179	.115	.186	1.550	.126

a. Dependent Variable: Given the opportunity, how likely are you to purchase South Carolina beef?

Florida

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	FL_Factor Score_Cog4_woBM, FL_Factor Score_Cog3_woBM, FL_Factor Score_Cog2_woBM, FL_Factor Score_Cog1_woBM[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Given the opportunity, how likely are you to purchase Florida oranges?

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.378[a]	.143	.111	.687

a. Predictors: (Constant), FL_Factor Score_Cog4_woBM, FL_Factor Score_Cog3_woBM, FL_Factor Score_Cog2_woBM, FL_Factor Score_Cog1_woBM

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.337	4	2.084	4.420	.002[a]
	Residual	49.987	106	.472		
	Total	58.324	110			

a. Predictors: (Constant), FL_Factor Score_Cog4_woBM, FL_Factor Score_Cog3_woBM, FL_Factor Score_Cog2_woBM, FL_Factor Score_Cog1_woBM

b. Dependent Variable: Given the opportunity, how likely are you to purchase Florida oranges?

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.321	.065		66.197	.000
	FL_Factor Score_Cog1_woBM	.227	.067	.306	3.398	.001
	FL_Factor Score_Cog2_woBM	.063	.068	.084	.936	.351
	FL_Factor Score_Cog3_woBM	.029	.068	.038	.422	.674
	FL_Factor Score_Cog4_woBM	.142	.066	.193	2.142	.034

a. Dependent Variable: Given the opportunity, how likely are you to purchase Florida oranges?

Correlations

Georgia

Correlations

		Overall image	Given the opportunity, how likely are you to purchase Georgia peaches?
Overall image	Pearson Correlation	1	.280**
	Sig. (2-tailed)		.000
	N	187	187
Given the opportunity, how likely are you to purchase Georgia peaches?	Pearson Correlation	.280**	1
	Sig. (2-tailed)	.000	
	N	187	229

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

South Carolina

Correlations

		Overall image	Given the opportunity, how likely are you to purchase South Carolina beef?
Overall image	Pearson Correlation	1	.183**
	Sig. (2-tailed)		.006
	N	228	228
Given the opportunity, how likely are you to purchase South Carolina beef?	Pearson Correlation	.183**	1
	Sig. (2-tailed)	.006	
	N	228	259

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

Florida

Correlations

		Overall image	Given the opportunity, how likely are you to purchase Florida oranges?
Overall image	Pearson Correlation	1	.230**
	Sig. (2-tailed)		.000
	N	260	260
Given the opportunity, how likely are you to purchase Florida oranges?	Pearson Correlation	.230**	1
	Sig. (2-tailed)	.000	
	N	260	269

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