

Developing and Validating a Model of Tourism Brand Equity

Annu Dahiya*, Rajiv Kumar† & Sangeeta‡

Abstract

Advertising and advertising media is a huge industry that stimulates all other industries whether it is in the primary, secondary or tertiary sector. Advertising plays a very important role in the service sector as it gives to tangibles the attribute of service that will create positive attitude towards service and decrease the perceived risk concerned with promoting tourism through advertising. Ministry of India launches many campaigns to make India a strong brand in tourism. A huge budget is kept aside for promoting Indian tourism at domestic as well as in the international level. Whenever money is invested, its result becomes too crucial to measure for two reasons—first the effect of invested money and second, money works as magnet for more money and so how effectively this money performs this magnetic function also becomes important. There are a number of measures to evaluate the above said performance but this paper focuses on the specific measure of advertising that is called communication effect or also known as brand equity. Here a scale is designed and validated for measuring the communication effect of advertising and it is done with the help of first and second order confirmatory factor analysis. The result shows that a good model with some

* Department of Management Studies, Panipat Institute of Engineering & Technology, Panipat, Samalkha, Haryana, India; dahiya.annu05@gmail.com

† Haryana School of Business, Guru Jambheshwar University of Science and Technology, Hisar, Haryana; rajivtamak@rediffmail.com

‡ Department of Management Studies, Panipat Institute of Engineering & Technology, Panipat, Samalkha, Haryana, India; sangeetaturk@gmail.com

modifications in the proposed model was developed and validated that consists of five dimensions and forty-four items after removing two items from the proposed model. This scale has been validated to measure the brand equity of tourism as a brand. This model has a good model fit and fulfill all reliability and validity conditions.

Keywords: Communication effect, Brand awareness, Perceived Quality, Brand image, Purchase intention

1. Introduction

Advertising emerges as one of the vital forms of communication techniques to motivate and influence audiences in order to arrive at some actions. Advertising takes several forms starting from posting an advertisement in a newspaper to sharing the same in the media platform. Their prime purpose is to create a brand positioning in the minds of millions (Jefkins & Yadin, 2006). Advertising develops as an effective communication with the combination of various verbal and non-verbal elements and influences the customers to purchase the product of a particular brand (Belch & Belch, 1998).

Advertising leads to brand awareness, recall, knowledge and brand building. It helps in creating positive attitude towards the brand, brand image and to make consumers loyal to the brand, all of which leads to brand equity and is felt in brand extension, purchase intention and demand of a brand on premium price.

No doubt, the ultimate function of an advertisement is to stimulate sales but as the DAGMAR model suggests- there can be 52 different objectives for an ad. So it is not necessary that each ad is designed to get immediate sales. In hierarchical model of advertising, a number of objectives exist before sale. In this paper, the researchers are focused on ad impact that follow processing effect. These objectives are collectively known as brand equity or communication effect. This step is an important constituent of overall impact of any advertisement.

2. Communication Effect/ Brand Equity Dimensions

Endorsing the brand with power is a key objective of advertising communication. The power of a brand in the market is represented

by brand equity (Keller & Lehmann, 2003) with the dimensions of brand awareness, association, perceived quality and loyalty (Hananto, 2006). Brand equity is defined as positive and negative value added with a brand. It is the overall value of a brand (Aaker, 1991).

Brand awareness is the key objective of advertising communication and without it, building brand image and brand loyalty are not possible (Hoyer & Brown, 1990 and Keller, 1993). Advertising of a destination or place can create the nation's identity (O' Donohoe, 2011) and tourism advertising has a range of objectives starting from the awareness of potential tourists about a particular place as a tourist destination to actually getting them into the destination's fan club (Bulut, 2013).

This study demonstrates that brand awareness, brand association, perceived quality and brand loyalty are four dimensions of brand equity and that they collectively act as a measure of overall brand equity of the product. This study concurs with Aaker's concept of brand equity (Hananto, 2006). Brand awareness and association are treated as one factor or construct because there is not sufficient discrimination between these two constructs and due to the lack of discriminant validity, these two factors merged in to one. Brand equity consist of three dimensions, namely- brand awareness/association, perceived quality and brand loyalty. This model verify in different cultures and gets validation to some extent (Yoo & Donthu, 2001). Perceived quality, perceived value for cost, uniqueness and the willingness to pay premium price are the measures consumer based brand equity predicts. In addition to these measures, brand familiarity, popularity, organization association and image are also the measures of brand equity but these are not very good predictors (Netemeyer, Krishnan, Pullig, Wang, Yagci, Dean, Ricks & Wirth, 2004). Out of the four dimensions of brand equity (awareness, perceived quality, image & loyalty) awareness was found insignificant while the subcomponent of perceived quality has positive relation with brand loyalty and brand image. There is a positive significant relation found between brand image and brand loyalty (Kayaman & Arsali, 2007). Brand image is also a construct of brand equity (Shocker & Weitz, 1988). The consumer-based brand equity of a

destination is composed of brand awareness, perceived quality, brand image and brand loyalty (Pike, Bianchi, Kerr & Patti, 2010).

3. Brand Awareness

Brand awareness creates a place for brand in the consumers' mind (Stokes, 1974). Brand awareness is composed of two concepts-recognition and recall. Recognition refers to the confirmation that consumers were earlier exposed to a particular brand while recall means to get the brand name in a product category (Liu, Liston-Heyes & Ko, 2010), so the ability of recognizing and recalling a brand in a specific product category is known as brand awareness (Kotler & Keller, 2011). It is an intermediate measure of advertising effectiveness that informs about the place the brand gained in the mind of customer and it reflects the recall level as well as the interest of consumers in the particular product (Bergkvist, 2000). Brand awareness means consumers are able to recall and recognize a brand in a particular product category (Aaker, 1991). It is the tendency of consumer to choose a familiar brand for purchase (Hoyer & brown, 1990). High familiarity reflects high brand awareness (Liu, 2002). The possibility of purchase of a brand is high, if it is recalled spontaneously (Raddar & Huang, 2008). Leading brands achieve unaided awareness (recall) and other brands only achieve aided awareness or recognition (Romaniuk et al., 2004).

Marketing Managers strive towards creation of brand awareness but not in maintaining them. Brand awareness arises to be an arduous task while measuring its depth rather than size over the first time (Macdonald & Sharp, 2003). Advertising boosts the brand awareness (Sedaghat, Sedaghat & Moakher, 2012). Marketers use advertising for getting brand awareness, building good brand image and achieving high brand loyalty in the long run rather than for short-term objectives such as sales (Kelly, 1991). An effective brand awareness campaign has the power to convince consumers for trial of a new product and motivate them for repeat purchases that leads to boost in sales (Mckee, 2010). Brand awareness improves the performance of brand in the market (Huang & Sarigollu, 2012). Brand awareness affects the consumer's purchase decision (Hoyer & Brown, 1990 and Keller, 1993) may be through

the persuasion of perceived quality. In other words brand awareness form positive perceived quality and perceived quality influences purchase decision and reassure the perceived quality of the product (Aaker, 1992). Marketer use brand awareness as a tool for strengthening brand loyalty (Dhurup, Mafini & Dumasi, 2014). Brand equity is highly affected by brand awareness (Sasmita & Suki, 2015). The ability of customers to recall the brand ad is a move towards effective advertising (Goldsmith & Lafferty, 2002). Tourists being aware of Tourist destinations indicate success of the destination (Boo, Busser & Baloglu, 2009) because brand awareness is the vital objective of destination marketing (Jago, Chalip, Brown, Mules & Ali, 2003).

4. Perceived Quality

Perceived quality is the perception of consumer towards overall performance of product (Zeithaml, 1988). It is the consumers' opinion about overall worth/benefits of a brand or assessment regarding the superiority of the brand (Aaker, 1996; Ajzen & Fishbein, 1980 and Keller, 1993). It is a prime measure of product evaluation (Cronin, Brady & Hult, 2000) and an important construct of brand equity because it has a great impact on brand choice and purchase intention (Aaker, 1996; Ajzen & Fishbein, 1980 and Keller, 1993). Perceived quality is the subjective judgment about the expected attribute and feature of a product (Mendez, Oubina & Rubio, 2008). It can be formed on the basis of consumption experience (Cronin, Brady & Hult, 2000). If the product's performance will exceed the consumers' expectation, repurchase of product will be increased (Deng, Lu, Wei & Zhang, 2010). It can also be built with the help of brand advertising (Aaker & Jacobson, 1994; Moorthy & Zhao, 2000 and Yoo, Donthu & Lee, 2000).

In the service sector, perceived quality is the most important aspect of building a strong brand (Balaji, 2011). Perceived quality in tourism industry refers to a destination's infrastructure, accommodation, amenities, hospitality services and environment (Pike et al., 2010). It is a key constituent of the destination's brand equity (Konecnik & Gartner, 2007). Tourists expect two types of attributes from tourist destinations namely tangible and intangible.

The tangible attributes of a place include physical and materialistic aspects such as urban development, monuments, religious buildings, forests, national park and wild life sanctuaries, mountain, rivers, beaches and various type of sports facilities such as polo, golf and adventure sports etc. while intangible attributes are concerned with culture of the nation. It includes traditions, language, religion, folk dance and music, fair and festivals, handicrafts, skill, knowledge and expressions etc. (Mitsche, Vogt, Knox, Cooper, Lombardi & Ciaffi, 2013).

Consumer take perceived quality and perceived brand value for cost as similar or one thing that is antecedent to the purchase intention and actual purchase of the product. Brand awareness, brand familiarity, popularity, organization association and image consistency are also some good predictors of consumer's purchase intention and actual purchase (Netemeyer et al., 2004). The component of perceived quality has a positive relation with brand image and loyalty and a positive significant relationship exists between brand image and brand loyalty (Kayaman & Arasli, 2007). While Aydin and Ozer (2005) state that perceived quality is an essential condition for brand loyalty but not the sufficient condition for brand loyalty.

5. Brand Image/Attitude

Brand image is a meaningful association with the brand (Aaker, 1991). A set of beliefs about particular brand is known as brand image (Kotler & Keller, 2011). It has direct impact on customer satisfaction and is considered as a significant positive feature in competitive market (Porter & Claycomb, 1997). Highly satisfied consumers are more loyal (Chang & Wang, 2010). The reputation of a corporate house has positive effects on the company's product evaluation by the consumers. The consumers belonging to different cultures perceive the impact of corporate image and corporate loyalty in different ways (Souiden, Kassim & Hong, 2006).

Advertisement has the strongest effect on brand attitude and satisfaction. All communication variables, brand attitudes and satisfaction have significant relationships with brand re-use intention. (Grace & O' Cass, 2005). Brand sales increases when the

advertising of a brand manages enough to entice the target customers in terms of winning their trust (MacInnis, Rao & Weiss, 2002) and brand attitude that impact purchase intention of the brand (Mackenzie, Lutz & Belch 1986).

An individual's impression, feeling and belief about a destination is known as destination image (Myagmarsuren & Chen, 2011) and it is a building block of destination branding (Boo, Busser & Baloglu, 2009). In the tourism sector or with destination branding, brand image is not the sole measure but a very crucial measure of brand equity (Gartner, 2014). Brand image of tourism destinations are significantly influenced by different sources of information like advertising, tourism brochure and reviews of friends and relatives (Beerli & Martin, 2004).

6. Brand Loyalty and Purchase Intention

Oliver's (1997) definition of brand loyalty has the samereflected in consumers' choice set and intention to buy the brand. Aaker (1991) defines brand loyalty as consumers' feeling to be connected with a particular brand. Advertising has long term effects in terms of generating strong brand loyalty (Wood & Poltrack, 2015) while engaging online advertisements of tourism accelerate brand loyalty (Sever, Sever & Kuhzady, 2015). Destination brand awareness (Pike & Bianchi, 2013 and Vinh & Nga, 2015), destination perceived quality (Keller & Lehmann, 2003; Veloutsou, 2015 and Vinh & Nga, 2015), brand association (Andervazh, Khatami, Roshanmeydaan, Gholami Karimi, 2015) and brand image (Ebrahimi & Bagheri, 2015 and Vinh & Nga, 2015) are predictors of destination brand loyalty. Brand loyalty towards a destination is assessed through the intention of a tourist to revisit the destination and also recommend it to others (Myagmarsuren & Chen, 2011 and Pike & Bianchi, 2013). Destination brand loyalty is influenced by the length of stay of tourists on a particular destination (Paunovic, 2014). Brand loyalty results in lower marketing cost.

Purchase intention refers to consumers' judgment in favor of a particular brand after evaluating all brands of the consideration set of that product category (Hsu, 1987). It represents the consumers' willingness to buy a particular product or service in the near future

(Grewal, Krishnan, Baker & Borin, 1998 and Wu, Yeh & Hsiao, 2011). In other words it is a precedent footstep to actual buying (De Magistris & Gracia, 2008). Advertising campaigns also found success in influencing purchase intention (Andersson & Nilsson, 2000). Advertisements containing attribute based appeal and endorsed with positive consumer reviews increase purchase intention with attitude towards advertisement as the mediating factor (Li, Nagi & Xu, 2015). Purchase intention is affected by advertisement messages and persuasion (Adetunji, Nordin & Noor, 2014).

As the definition of advertising tells, it is a paid form of communication with an identified sponsor. The objective of advertising is achieved when that communication reaches the target segment. The need of a scale to measure the extent to which it reaches the potential consumer is felt. The necessity of this scale is realized when light on the expenditure of advertising is thrown. So to assess the worth of money spent on advertising a scale that measure its communication effect is required.

7. Objective of the study

The main objective of this paper is to develop and validate a scale that enable the measurement of the communication effect in advertising campaigns for leisure tourism.

7.1. Methodology

7.1.1 Sample and Procedure

Data has been collected through a structured questionnaire from tourists, both Indian and foreign citizens, who visit Indian tourism destinations. For data collection two methods are used- field survey and online survey. Tourists are approached on various tourist spots, hotels and restaurants with permission of hotel and restaurants authorities. After first interaction on these spots, tourists show their willingness on whether they want to be part of this survey and if they do, then what method they like to fill the questionnaire in (fill in hardcopy at the time or fill later through online mode). In accordance with the participants' choice, questionnaire has been shared with them. Tourists are also

approached through various social networking sites like tourist link, trip adviser and ways that help increase the number of online questionnaires. To increase the number of online responses some reminders have been given that contain requests to provide their valuable responses but even after a number of reminders, response level of online questionnaire is very low.

A total 1020 questionnaire responses have been received out of which only 706 were fit for the analysis of this study. Some respondents are found unengaged while others have never been exposed to any Indian tourism advertisement so they were unable to answer many questions.

7.1.2. Measures

Endorsing the brand with power is a key objective of advertising communication. Communication effect is a vital measure of advertising effectiveness. It includes different estimators such as brand awareness, brand attitude, purchase intention etc. (Rossiter & Percy, 1998). Power of a brand in a market is represented by brand equity (Keller & Lehmann, 2003). Advertising plays a crucial role in improving brand equity (Wangsa, 2008; Zohooriet al., 2013). The consumer-based brand equity of a destination is composed of brand awareness, perceived quality, brand image and brand loyalty (Pike et al., 2010). The present study includes brand awareness, perceived quality, brand image and brand loyalty and purchase intention as measures of brand equity/communication effect. Perceived quality is divided in to two sub-dimensions- perceived quality of core tourism resources (PQCR) and perceived quality of supportive tourism resources (PQSR). Brand loyalty and purchase intention are collectively treated as one dimension. These dimensions are adopted from a study titled 'Consumer-based brand equity for Australia as a long-haul tourism destination in an emerging market' by Steven Pike, Constanza Bianchi, Gayle Kerr and Charles Patti (2010) but this study extends the brand loyalty dimension as brand loyalty & purchase intention. These dimensions consists of 46 items, three for brand awareness, sixteen for perceived quality of core resources (divided into three category resources related to adventure sports, heritage and natural tourism), ten for perceived quality of supportive resources, nine for

brand image and eight for brand loyalty & purchase intention. These items were also evaluated on a five point likert scale ranging from strongly disagree=1 to strongly agree=5.

7.1.3. Data Analysis

This study focuses on designing and validating a measurement model. The construct communication effect of advertising is evaluated in two stages:

- 1) First order CFA
- 2) Second order CFA

Confirmatory factor analysis (CFA) is known as measurement model and its use is to check the validity of the proposed/theoretical model (Byrene, 2010). It validates the linkage between observed and latent variables. CFA is applied when the researcher has some knowledge regarding the latent variable's structure and this knowledge need to be supported by theory, empirical research or both. It is applied to extract the extent up to which observed variables are produced from and linked with the underlying latent factor. Before applying any test on data, the researcher needs to know about the normality of data. So, firstly the normality of data is checked. The initial first-order-model was appraised and te need of little amendment was felt. So, item no. B23 and B24 were removed from the questionnaire due to low standard loading and the Brand image was measured by seven items. After this amendment a satisfactory fit of first-order CFA was obtained and then this amended model was taken as the base for performing higher order CFA.

8. Confirmatory Factor Analysis for Communication Effect

Figure 1 shows the proposed model for communication effect of advertisements that hold forty six observed variables and ten latent variables. It is an over identified recursive model with 1081 sample moments and consists of 41 regression weights, 10 covariance, 46 variance and so a total of 107 parameters need to be estimated. It implies the degree of freedom for the model is 974 (1081-107). The goodness of fit indices of the proposed model is shown in table 1, Chi-Square $\chi^2= 2978.459$ with degree of freedom 974 which is

significant at $p < 0.001$. Normed Chi-square (χ^2/df) is 3.058 that is not less than 3, the limit defined for good fit (Harrington, 2009 and Hu & Bentler, 1999), and thus showed a poor fit. The value of GFI=0.834, AGFI=0.816, CFI=0.870 and TLI=0.862. The values of these indexes are greater than 0.9, the limit set for good fit (Hancock & Muller, 2006; Ho, 2006 and Malhotra & Dash, 2011). The next step is to focus on the value of RMSEA and RMR that are 0.054 and 0.051 respectively which are less than 0.08 standards for good fit (Hair et.al., 2015; Ho, 2006; Hooper, Coughlan & Mullen, 2008 and Malhotra & Dash, 2011).

Table 1: Fit Statistics Comparison of Proposed and Modified Model for Communication Effect

Fit Statistics	DF	P	CMIN /DF	GFI	AGFI	CFI	TLI	RMR	RMSEA
Proposed Model									
Chi-Square - 2978.459									
Value	974	.000	3.058	.834	.816	.870	.862	.051	.054
Modified Model									
Chi-Square - 2415.177									
Value	885	.000	2.729	.855	.838	.904	.900	.046	.050

Source: Primary data

Table 2 exhibits Standardized loading of observed variables, and informed both B23 (0.240) and B24 (0.137) had very low loadings. Proposed model is a poor fit with the data and for improving the model, amendments are required in the proposed model. Standardized loadings, modification indices and standardized residual covariance have been checked and the modifications have been made. Observed variable B23 and B24 were removed due to low standard loading and modification indices suggested a covariance between e13 and e14.

Modified model is shown in figure 2 with 44 observed variables, and 10 latent variables. It is an over identified recursive model with 990 sample moments and consists of 39 regression weights, 12 covariance, 54 variance, and so a total of 105 parameters need to be estimated. It implies the degree of freedom for the model is 885 (990-105).

Table 1 describes the values of goodness of fit indices of the modified model as Chi Square = 2415.177, $p < 0.001$, CMIN/df = 2.729, GFI=0.855, AGFI=0.838, CFI=0.904, TLI=0.900, RMSEA = 0.046, and RMR= 0.031. The result showed that the modified model is not an excellent fit to the data but is better than the proposed model. Complexity of the model is taken into account because it is assumed that complex models will have relatively poorer fit. Standardized loadings of modified model, revealed from table 3, lie in a range 0.633 to 0.818 and all these loadings are significant at $p < 0.001$. All the loadings of the modified model exist in the acceptable range.

Table 2: Standardized Loadings Comparison of Proposed and Modified Model for Communication Effect

	Construct and Scale item	Standardized loading (Proposed model)	Standardized loading (Modified model)
	Brand Awareness		
B1	India is the name that comes into my mind when I think of tourist destination/place	.753	.753
B2	I can quickly identify pictures of Indian tourist places in newspapers and magazines	.719	.719
B3	When I hear word "Incredible", I think of India as tourist destination	.747	.747
	Perceived Quality Core Resources (PQCR)		
	Heritage Tourism		
B5	Architectural design of the historical buildings make surprised me	.681	.681

B6	Plenty of museum add to my knowledge	.718	.718
B7	Seeing monuments makes me to feel ancient time	.746	.746
B8	Visit to religious places give an opportunity to live the culture of that place	.707	.707
B9	Folk dance and music reflect the picture of the society	.637	.637
Adventure Sports Tourism			
B10	Plenty of sites for adventurous spots are existing	.693	.714
B11	A variety of exciting adventurous activities are offered (hiking, biking, climbing)	.785	.810
B12	Sports activities are supervised by expert instructor	.833	.833
B13	Safety and security measures for adventure sports are good	.773	.726
B14	It has good rescue operations	.702	.646
Natural Tourism			
B15	It has variety of natural tourism attractions	.658	.658
B16	It gives an experience of unfamiliar/unknown aspect of the nature	.661	.661
B17	Put-forward an opportunity to learn culture of communities living in	.697	.697

	natural attractions (hill tribes)		
B18	Proposes a fresh environment that provides mental and physical relaxation	.724	.724
B19	The place holds beautiful natural sceneries (lakes, waterfall, and beaches)	.732	.733
B20	Shows lot of endangered species of plants and animals (national parks & wildlife sanctuaries)	.683	.683
	Perceived Quality Supportive Resources (PQSR)		
B26	Plenty of good restaurants are available	.716	.716
B27	Provide good value for money	.710	.712
B33	General price level of the products is moderate	.683	.681
B34	It feels comfort to travel by local vehicles	.709	.697
B35	Good frequencies of the public transport services are available	.712	.693
B36	A good range of accommodations are available	.771	.769
B37	It offers clean and clear accommodations	.750	.752
B38	Availability of good quality	.762	.767

	of Foods and beverages in the hotels		
B39	Hotel staff possesses welcoming nature	.736	.742
B40	It offers a break from routine life	.736	.739
	Brand Image		
B21	It is a safe place to visit	.777	.782
B22	People are friendly and hospitable	.707	.718
B23	It is a dirty place	.240	Removed
B24	It is too crowded for sightsee	.137	Removed
B25	Easy to get around the place	.634	.633
B29	It offers maps and brochures about the region	.734	.734
B30	It makes available an appropriate system to complain and to get information from authorities	.810	.811
B31	It present hygienic environment	.819	.818
B32	Propose proper sanitation in the public toilets	.751	.752
	Brand Loyalty and Purchase Intention		
B41	Indian tourism is more enjoyable than other tourist destination/place	.692	.692
B42	Indian tourism is associated with sincerity	.661	.661
B43	I am happy to visit India	.695	.695

B44	Indian tourism has a unique brand image	.705	.706
B45	It is very likely that I will visit India next time I need for a leisure tour	.800	.800
B46	I prefer India for vacation compared to other destinations	.794	.794
B47	I consider myself to be loyal to Indian tourism	.750	.750
B48	I will recommend the destination to others	.716	.716

Source: Primary data

Table 3 informs about the value of construct reliability (CR), Average Variance Explained (AVE), Maximum Shared Variance (MSV) and Average Shared Variance (ASV). Construct reliability of modified model for brand awareness = 0.78, PQCR = 0.83, PQSR = 0.92, Brand image = 0.75 and loyPInt = 0.76. Values of construct reliability for all constructs are more than 0.7. The Average Variance Explained (AVE) of modified model for all constructs is more than 0.5. It shows that more than fifty percent of the construct's variance is explained by its measures. Construct reliability is more than average variance extracted for all constructs. All three condition of convergent validity are fulfilled by the modified model. There are two conditions for discriminant validity check a) average variance extracted (AVE) should be greater than maximum shared variance (MSV) b) AVE should also be greater than Average square variance (ASV) (Hair et.al, 2015). The value of AVE is greater than both ASV and MSV for all constructs that indicates that the conditions of discriminant validity are also fulfilled and the modified measurement model demonstrates moderate fit with the data.

Table 3: Reliability and Validity Statistics Comparison of Proposed and Modified Model for Communication Effect

	Proposed Model				Modified Model			
	CR	AVE	MSV	ASV	CR	AVE	MSV	ASV
PQSR	0.919	0.531	0.250	0.195	0.918	0.529	0.261	0.198
Brand Awareness	0.784	0.547	0.401	0.249	0.784	0.547	0.401	0.251
PQCR	0.825	0.613	0.445	0.359	0.828	0.618	0.441	0.357
Brandimage	0.747	0.597	0.445	0.309	0.732	0.579	0.441	0.314
loyPInt	0.761	0.516	0.308	0.200	0.900	0.530	0.423	0.330

Source: Primary data

Higher Order Confirmatory Factor Analysis for Communication Effect

According to Percy and Rossiter's (1997) six-step sequence of advertising effectiveness, processing effect is followed by communication effect and it is concerned with brand related measures and purchase intention (Bergkvist, 2000). In this study, communication effect incorporate brand awareness, brand image, brand loyalty & purchase intention, perceived quality of core resources and perceived quality of supportive resources.

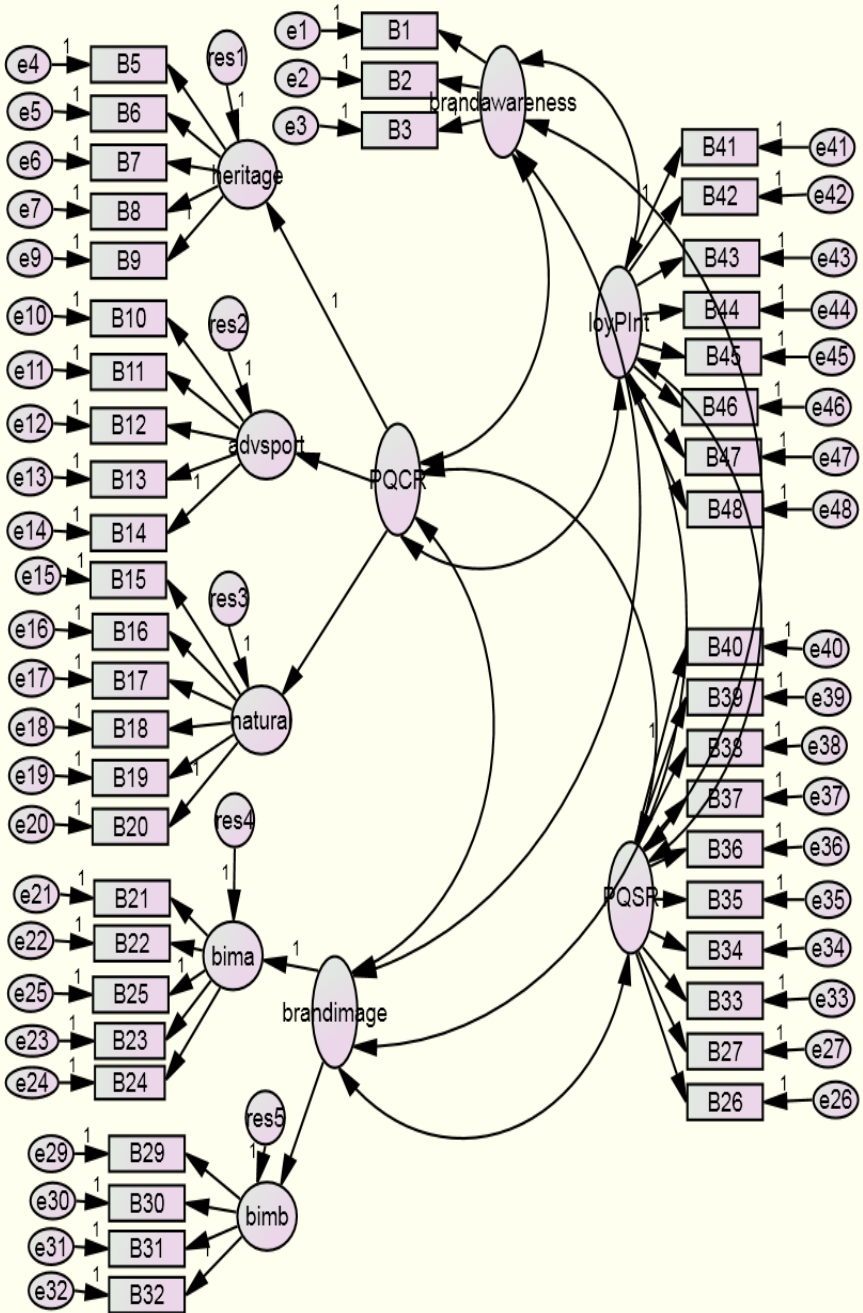


Figure 1: Proposed Model for Communication Effect

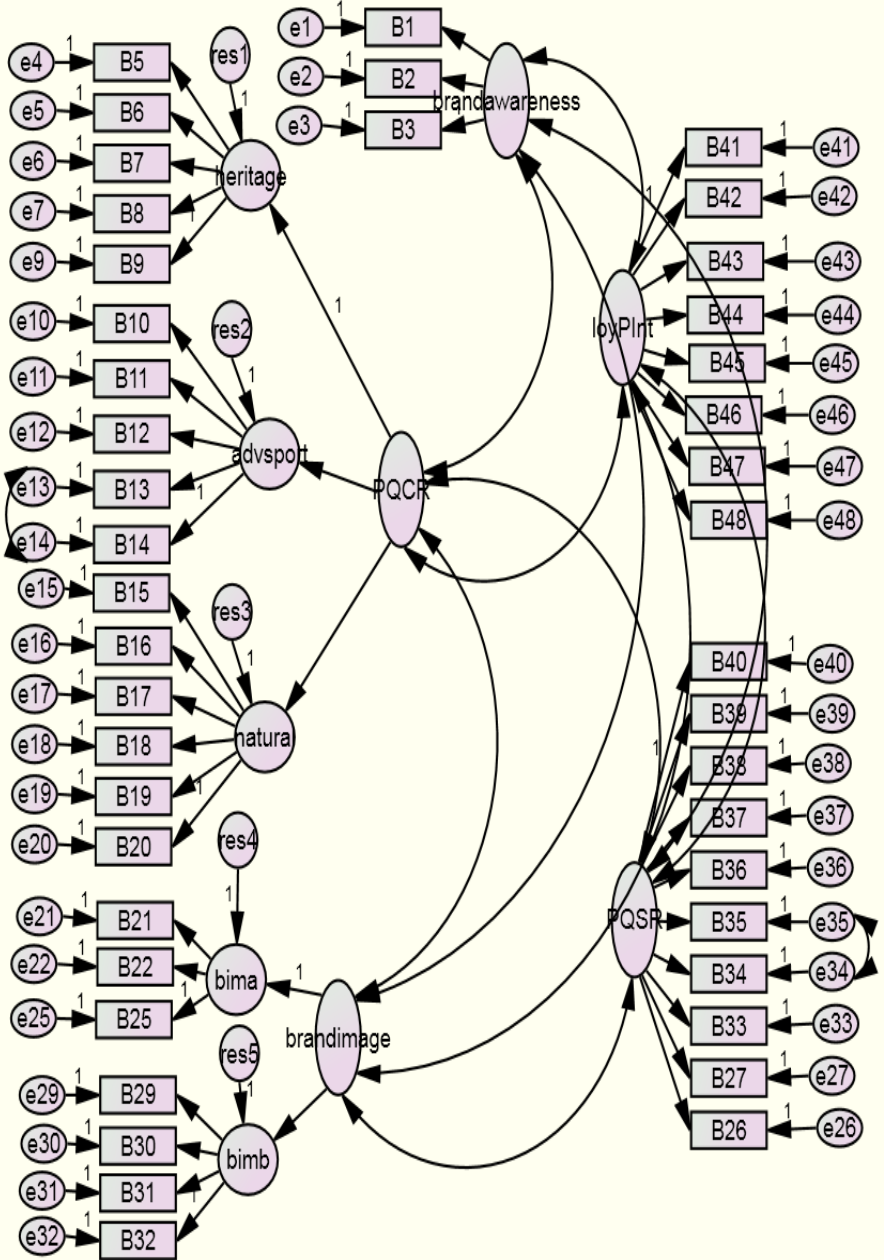


Figure2: Modified Model for Communication Effect

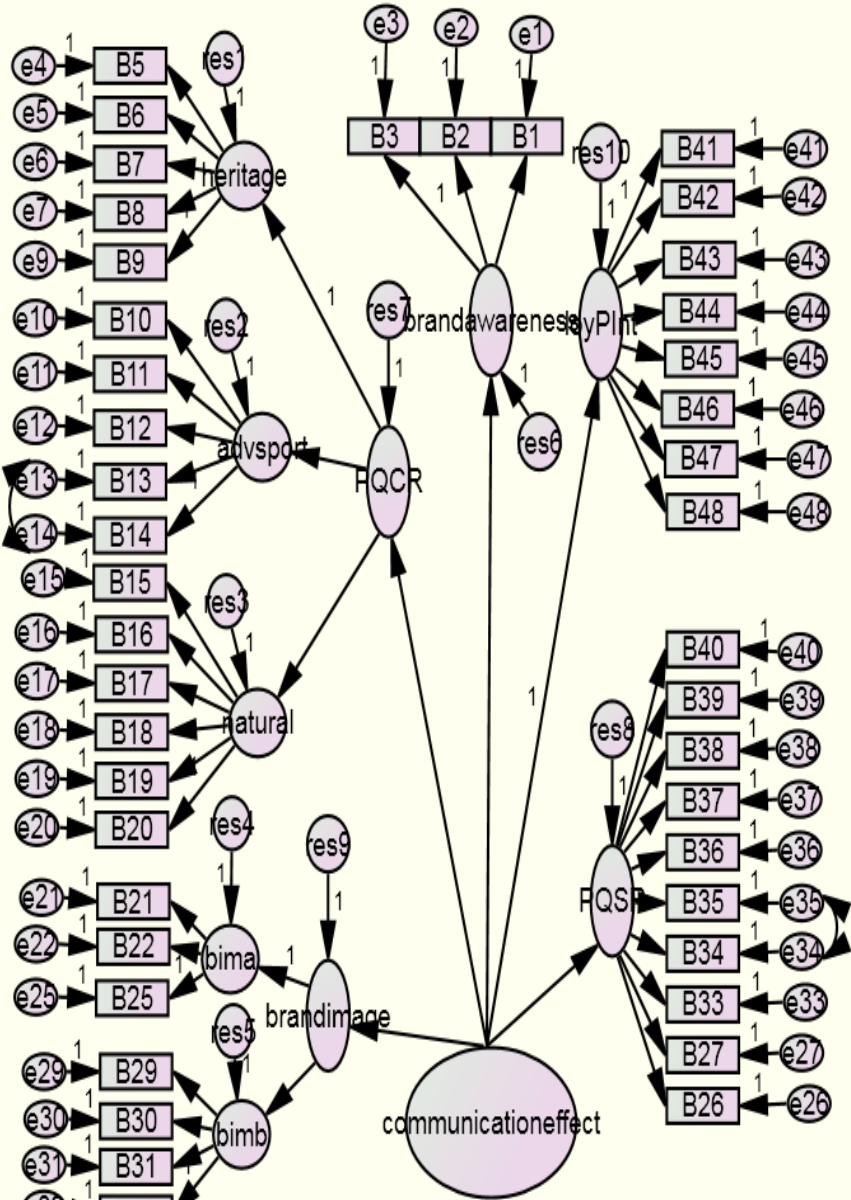


Figure 3: Higher Order CFA for Communication Effect

Higher order communication effect model is displayed in figure 3. As table 4 informs that normed Chi-square (χ^2/df) =2.749, GFI= .853, AGFI=.837, CFI= .903, TLI= .900, RMR= .049 and RMSEA= .05. The results of the previous and higher order CFA models are more or less the same, and a very minor difference between these is detected. Standardized loadings for brandawareness (.68), PQCR (.83), brandimage (.77), PQSR (.57) and loyPInt (.80) are good enough. The AVE of communication effect is .532 and α =.862, which shows good reliability and validity.

Table 4: Fit Statistics of Second Order Model for Communication Effect

Fit Statistics	DF	P	CMIN/DF	GFI	AGFI	CFI	TLI	RMR	RMSEA
Proposed Model									
Chi-Square-2446.872									
Value	890	.000	2.749	.853	.837	.903	.900	.49	.05

Source: Primary data

9. Discussion and Conclusion

Communication effect includes different estimators such as brand awareness, brand attitude, purchase intention etc. (Rossiter & Percy, 1998). Some people like advertising while a large number of people remain neutral to advertising. Marketer should ensure communication effectiveness especially when branding is done through advertising campaigns (Liu, 2002). Marketing communication like advertising, sales promotions etc. make important contributions to the brand equity (Keller & Lehmann, 2003). Corporate societal marketing build brand equity through building brand awareness, enhancing brand image, establishing brand credibility, evoking brand feeling, creating a sense of brand community and eliciting brand engagement (Hoeffler & Keller, 2002). When brand clues are absent then presence or absence of corporate clues affect the brand quality, corporate advertising belief and attitude towards the brand and when brand clues are present, then presence or absence of corporate clues does not significantly affect brand quality, corporate advertised belief and attitude towards the brand. So corporate advertising passes on the brand

but effect is mediated by prior brand knowledge (Sheinin & Biehal, 1999). This study was conducted to create an understanding and validate the determinant of tourism advertisements' communication effect. The result informed that communication is an important criteria for measuring advertising effectiveness as suggested in the literature. A hypothetical model was formed that contains the dimensions of brand awareness, perceived quality core resources, perceived quality supportive resources, brand image and brand loyalty & purchase intention. The result showed that communication effect's five-factor measurement model (Brand awareness, Perceived quality of core resources, Perceived quality of supportive resources, brand image and loyalty & purchase intention) has reasonably good model fit, good construct reliability, fulfill the criteria of convergent and discriminant validity and the scale is valid and reliable for measuring communication effect of advertising in the Indian tourism industry. All five dimensions are relevant, second dimension is perceived quality of core resources, which further includes three dimensions named- heritage resources, natural resources and adventure sports. Third dimension brand image also carry two dimensions named brand imagea and brand imageb. Two items were removed from the dimension (brand imagea) due to low standard loading of these items and forty-four items were included in the Scale. A good scale to measure brand equity of leisure tourism has been developed and validated with some modifications in the proposed model. Higher-order measurement model was also found to be a good fit. As extracted from the literature, communication effect is preceded by processing effect in hierarchy-of-effect. The next step is to analyze how processing effect of ad influence communication effect in tourism industry or in other words study the relationship of processing and communication effect by using structural equation modeling (SEM).

10. Limitations of the Study

The research always has scope for improvement and no study can be perfect. Even after being well organized, the present study is prone to some limitations and these are mentioned below:

- Questionnaire has been formulated in English language only, while numerous foreign tourists were French and Spanish speakers who could not participate in the survey.
- This study includes only tourists as the sample unit for survey.
- A large number of tourists were approached but several tourists showed disinterest in the survey especially those who belonged to Japan, Russia, China, Hong Kong Thailand etc.
- Most of the respondents were approached during their tour experience of that day and the mental status of respondents at the time of response biased their responses.
- Study analyzed very few measures of advertising effectiveness.

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