



Enlightening Tourism.

A Pathmaking Journal



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EVALUATING THE INFLUENCE OF DESTINATION BRAND EXPERIENCE ON TOURIST BEHAVIORAL INTENTION

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ABSTRACT

The main objective of this research was to study the impact of destination brand experience on tourist behavioral intention. Sample area of the study included four essential tourism destinations of the Kashmir valley, India viz: Gulmarg, Pahalgam, Sonamarg and the famous Boulevard Road. The convenient sampling method was applied for sampling purposes and total responses obtained were 385 out of 450. SPSS 25.0 has been used to analyze data and study the overall impact of the destination brand experience on tourist's satisfaction and revisit intention. Several strategies are suggested that are based on the findings, like how to improve the different experiences. The results of the study demonstrate that tourists perceive a branded destination differently. The different kinds of experiences lead tourists dependent on destination. The different factors under brand experience that have been studied show how each factor contributes to tourists satisfaction and leads to their intentions in the future.

KEYWORDS

Destination Brand Experience, Behavioral Intention, Tourist Satisfaction, Destination Branding, Tourism Destination.

ECONLIT KEYS

L83, M3, M31

1. INTRODUCTION AND BACKGROUND

Tourism destinations have been one of the vital topics in current tourism academia because of the emergence of competitive global tourism markets. The basic concept behind implementing destination branding as a core marketing strategy was to differentiate one tourism destination from other potential competing tourism destinations and has appealed increasing interest to researchers worldwide (Singh & Mehraj, 2018). It has been seen that destination is always driven by the desire to lure more tourists and ultimately help in the upliftment of the economic status of that place. All the stakeholders that are in one way or the other involved in the industry and government at different levels have initiated in branding the destination (Kerr & Johnson, 2005). The destination in itself is a compound product, not least as it is an amalgamation of other tourism products *"also a concept based on perceptions that can be interpreted personally by consumers, and is dependent on their travel itinerary, the cultural background they possess, intention to visit"* (Buhalis, 2000, p. 97). A place branded as a tourist destination represents the sum of imagination and emotion, every country idealizes and infuses in tourists. It majorly affects on where different people make the decisions to travel. Therefore, it becomes necessary to attain emotional value with the tourists.

The primary thrust in this research is mapped by the kinship found between the three different variables, viz., destination brand experience, tourist satisfaction and behavioral intention. It shows how the place/ destination brand experience affects tourist satisfaction, which in turn affects behavioral intention. It also entails an assessment of the ability of locals at the place of destination to exploit the valuable experiences in order to enrich and enhance its performance for promotion of the place of destination. The components of brand experience, generated through sensory, behavioral, affective and intellectual experiences, all the factors impact destination branding directly and also provide means for improvement and thereby the development of the destination. There are different authors who have conducted research on the three variables collectively in many areas of tourist repute, be it international and national level (Barnes., Mattsson, & Sorensen, 2014) and suggest

that destination/ place brand experience is a vital determinant of tourists outcomes, mainly when we talk of satisfaction, and the intention to recommend, they further added that satisfaction among tourists plays an essential role in processing of tourists experience. Therefore, the purpose of this research was to determine whether destination brand experience is an essential determinant of tourist's satisfaction and intentions to revisit the same destination (Venkatachalam & Venkateswaran, 2010), taking in consideration the country – India, suggested that it requires a clear vision that would be based on stakeholders, competitor's and consumers research to become a brand over the world. Taking consumer goods for the case of marketing, branding has good potential to gain the customer loyalty, similarly depicting India as a brand should appeal the self-image of tourists and their lifestyle, thus promoting long term loyalty towards the destination.

The study focused on different famous destinations that have been identified as branded destinations, in the Kashmir province of the state of Jammu and Kashmir (India) for data collection. After this, the underpinning literature was examined, which helped discuss the want of incorporating experiential brand measures to get a clear idea of consumer/ customer evaluations and recommendations. Based on the research purpose, the general research objective that was framed was to study the relationship between the three constructs and study the dimensions of Destination Brand Experience therein, then determine the impact of brand experience on tourist's satisfaction and revisit intention and suggest strategies accordingly. This research has been set forth to study the relationship between destination branding and its factors with tourist satisfaction and behavioral intention.

2. REVIEW OF LITERATURE

2.1) DESTINATION BRANDING AND DESTINATION OR PLACE BRAND EXPERIENCE

Branding destination is a process that is used to the project-specific image of a destination that should not coincide with any competitive destinations or if compared with any other branded destination which has intrinsic value in it and has established

its fame globally over a while. Destination branding (DB) aims to collate all the ingredients/ characteristics and features associated with the place and present them as a holistic entity thereupon projecting it as a single brand identity. It comprises all the products as well as services that a destination offers, be it regarding sports activities, agriculture, art, celebrities, technology, and other attractions, etc. that originate from the destination or country. The primary purpose of capturing all the elements is just to project the quintessence of destination in unified way that a customer will be provided with a positive comprehension of what the particular destination stands for and then gain an audience's positive response towards the destination and desire to visit the destination and support it by buying the products that it offers. It has been seen that increases in the competition among the marketplace; marketers have already started focusing on different elements of the brands to achieve the competitive (Kaushik & Rahman, 2017).

Similarly, the destination marketers should always bear in their minds that tourists keep looking for the destination that may provide a better experience and are related to the system of the destination whether wholly or partially, and match their specific demands and desires. Destination branding has gained currency as a new tool aiming at enhancing the marketability of a destination with special thrust on the peculiar features of a place, thus adding to the growth of a destination (Kavaratzis, 2004; Zenker & Martin, 2011). Branding destination is complex as a subject because it forms a maze that is linked between different services, products and corporate branding and also has many stakeholders, different customers with different tastes and various products that are offered (Balakrishnan, Nekhili & Lewis, 2008). Destination Branding forms and behaves like umbrella brand which entails the profusion of many different products that sometimes may or may not be associated to each other and have a variety of customers (Balakrishnan, 2008; Fan, 2006). Destination branding is usually apprehended and confined only to displaying image logos and taglines (Pike, 2005). The peculiarity of a destination projecting characteristics can be natural places, like landscape, heritage buildings and also include shopping malls, cultural attractions, and places of entertainment or entertainment as an entity in itself, or events that are organized so that more tourists and locals are lured (Parkerson & Saunders, 2005). The main goal of the agencies

dealing with the branding of a particular destination is to expand the favorable experiences. Brand Experiences are aimed at rousing "subjective, internal consumer responses (feelings, sensations, and cognitions) resulting in behavior that is elicited by stimuli related to brand which may form a part of the whole of a packaging, brand design and identity of a brand, communicating the brand, and environments" (Brakus, Schmitt, & Zarantonello, 2009, p. 53). Inferring from Schmitt's (1999) varied types of experiences; they are five in number that is: think, sense, relate, feel and act. Accordingly, there were four dimensions developed in brand experience by Brakus, Schmitt, & Zarantonello (2009) and were named: affective, behavioral, sensory, and intellectual experiences.

The Destination Brand Experience is often conceived from different delights of senses like smell, sound, taste and even sight (Balakrishnan, 2008). It also encompasses intellectual experiences that initiate an individual's process of learning or thinking regarding the branded destination. The experiences mentioned have been seen germinated out of behavior, which involved visitor's actions like participation in any cultural activity or anything alike (Brakus et al., 2009; Schmitt, 1999). The tool brand experience can also have a positive impact when a person shares his time with his dear ones and takes part in different activities that have intrinsic bearings (Brakus et al., 2009; Kim, Ritchie, & McCormick, 2010).

In the marketing concept of branding, destination brand experiences are also referred to as "scapes," connoted as the physical environment that tourist experience. Talking about "scapes" these can easily be generated by encouraging tourists to attain peculiar experiences (Hall, 2008; Julier, 2005). The different types of experiences that are created to gain the desired experiences are also labelled as "experience-scapes", defined as experiencing "contrived landscapes that are strategically arrived at and designed with a special thrust on marketability as key design strategy" (Hall, 2008, p. 237). "Experience-scapes" also form a significant portion in the overall package of brand experience as these are created to help prospective tourists to identify the destination as a brand.

2.2) TOURIST SATISFACTION

Satisfaction has been the focal point of every business operation, and it plays a very crucial role. It helps indicate the performance of the destination and the point of destination (Petrick, 2004). Talking about the tourist satisfaction, it is referred to the overall satisfaction of the tourists within the destination that ultimately is influenced by different parts of the tour, which includes accommodation, transport, restaurants and activities offered, etc. The destinations marketers, stakeholders as well as the service providers should take utmost care of the tourist satisfaction because of the emerging latest trends and competitive environment (Confente, 2015; Oh, Fiore & Jeung, 2007; Mohlmann, 2015; Sharma & Baoku, 2013; Sparks & Browning, 2010). It should be made sure that tourist satisfaction is a significant factor for the long term success of any destination which in turn will generate larger benefits for stakeholders that includes the industry itself, the tourists, as well as the local communities (Foster, 1999).

The most productive way to provide and increase customer satisfaction is to create a positive brand experience. Destination Brand Experience concept in the literature of marketing is studied in context to different experiences; it may be consuming experience, product or service experience, aesthetic and shopping experience or the overall customer experience. These types of experiences, when combined, create a brand experience (Zarantonello & Schmitt, 2010).

2.3) BEHAVIORAL INTENTION

Intention to behave (behavioral intention) comes from the Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB) which explains to us that the actual behavior can be predicted from the intention which is directly related to the behavior (Ajzen & Fishbein, 1977- in Ajzen, 1991). TRA and TPB are theories that explain the relationship between attitudes and behavior. It was propounded because of the difficulty in measuring the actual behavior.

Behavioral intention is described as attitude interaction that is purely a subjective norm and is perceived behavioral control, it comes from beliefs, and particular knowledge or previous information that a person possesses, which helps measure the actual behavior of consumers.

Behavioural intentions help study the actual behavior of tourists who have experienced the destination brand. It has been seen that, in order to measure the intentions to behave in future towards the product, spreading positive word of mouth about the product and recommending the same to others, repeat buying, all help to measure behavioural intention, Zeithaml et al. (1996), Opperman (2000) collates the intention to revisit the destination in understanding the value of past experience of destination brand in order to perceive future destination choices. In addition to it, Al Ziadat (2014) has found that the tourist's attitude towards visiting or re-visiting the same destination had a significant impact on intention to revisit destination.

3. THEORETICAL FRAMEWORK AND HYPOTHESES

Taking the above discussion in consideration, Destination Branding Experience including Tourist's Satisfaction and Behavioral Intention, the theoretical framework for this research (Fig.1) has been developed according to the literature that is relevant to examine the relationship between three variables. Brand experience is suggested to apply to all kinds of products and services, including complex experiential products such as tourism (Buhalis, 2000, Solomon et al., 2013). Though the tourism industry is also service oriented, the concept of brand experience applies here as well. Concepts of Destination Brand Experience had several dimensions to be effectively measured. Destination Brand Experience is measured by factors extracted from it. The definition of different factors is defined below:

Sensory Experience: It refers to the consumer's perception regarding the particular brand according to sight, smell, taste, sound and touch (Schmitt, 1999). The consumer of the brand gets multi-sensory impulses from brand-related stimuli that are different, such as colour, design and shape, hence generating a sensorial image of the particular brand (Holbrook & Hirschman, 1982).

Affective Experience: This type of experiences causes changes in the emotion that can be gentle in the form of moods or sometimes severe in the form of feelings and sentiments (Schmitt, 1999).

Behavioral Experience: It is referred to as the experience that results in bodily experiences, meaning that the consumer is physically involved in it.

Intellectual Experience: When a brand forces a consumer to think about particular things that appeal to its intellect. The consumer may be engaged to brand in terms of analytical, creative and imaginative thinking. This is done through the design of the product, revisions regarding it and the latest technology (Schmitt, 1999).

The conceptual framework developed for this research is represented below; it is developed to depict the kinship between three variables; brand experience, tourist satisfaction and behavioural intention. It also depicts that destination brand experience –comprising various factors has an either direct or indirect bearing on tourist satisfaction and ultimately on behavioural intention (Brakus et al., 2009; Uecharoenkit & Coehn, 2013; Hussein, 2018). It shows how brand experience affects tourist satisfaction, which in turn helps promote the destination by positive word of mouth and revisiting the destination (Hussein, 2018). Destination brand experience concept helps form the basis for assessing the capability of destination for local tourism destination and to identify and exploit all experiences as a means to improve its performance.

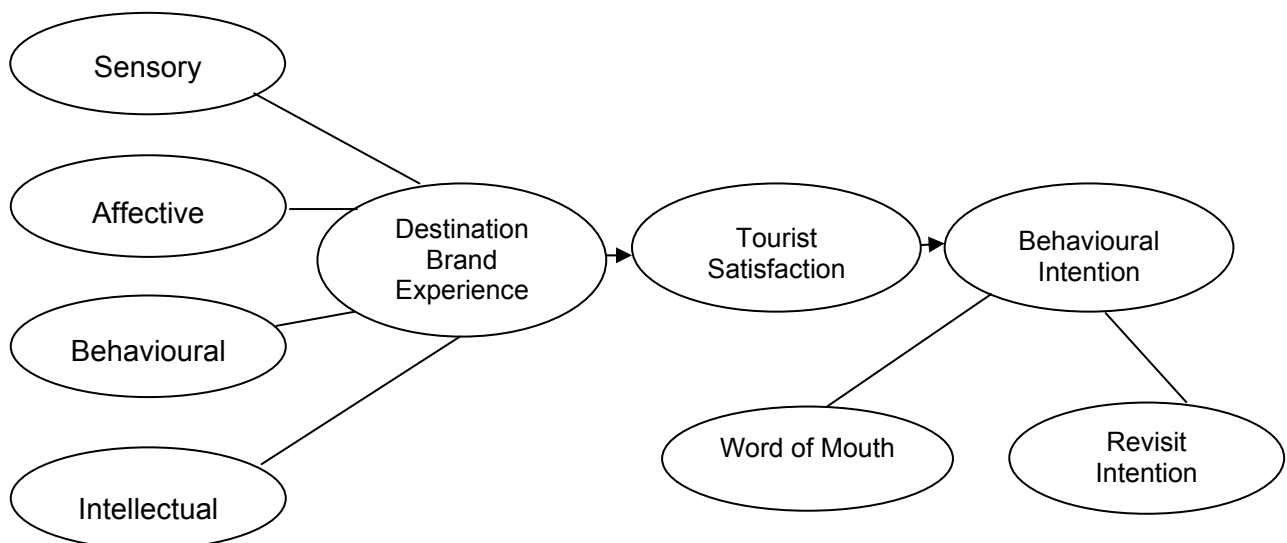


Fig. 1: Conceptual framework of destination brand experience, tourist satisfaction and behavioural intention.
Source: own elaboration.

The hypotheses developed for the current research are:

H1: Brand experience affects the tourist's satisfaction positively

Other research on the kinship between destination brand experience and tourist satisfaction has shown the positive relationship (Sahin, Zehir, & Kitapc, 2011; Taleghani, Largani, & Mousavian, 2011; Chinomona, 2013). Chen & Chen (2010) &

Barnes et al. (2014) also found the same results. Destination brand experience is an essential factor towards tourist's satisfaction.

H2: Tourist's satisfaction affects their revisits intention positively

It has been found in the literature, Zabkar et al. (2010) that there is a positive relationship between the tourist's satisfaction and intention to behave. Likewise, Berezan et al. (2013) & Mehraj (2017) found that the customer's level of satisfaction has a positive relationship with the revisiting intention

H3: Brand experience affects the tourist's intention to revisit positively

The overall interaction between the consumer and brand plays a vital role in examining consumer preferences and decisions of repurchase (Gentile et al., 2007, Mehraj 2017). Similarly, when a tourist would interact with a destination brand, it would help facilitate his future revisit intention.

4. RESEARCH METHODOLOGY

4.1) SAMPLING PLAN, PROCEDURE AND PATTERN

It is defined as the structure for the gathering and then analyzing the data (Bryman & Bell, 2007). According to Frazer & Lawley (2000), researchers have to make sure that the design adopted in this study, i.e., exploratory cum descriptive, was appropriate and fit for the objectives to be attained later. Sarantakos (2005) claimed that if a researcher wants to achieve the actual representativeness of samples, specific principles and methodological principles should be followed for sampling procedures. The sampling method adopted for the study is the convenience sampling method. It also revealed that one of the methods of sampling known as 'convenience sampling' was done by obtaining units or people conveniently available Zikmund (2003). In the first instance the pilot study which was undertaken to identify and select the tourist destination, the famous tourist's destinations identified as brand, were selected for sample area after studying each of them thoroughly and four of the destinations namely: Gulmarg, Pahalgam, Sonamarg and Boulevard Road, in Kashmir province of the state of Jammu and Kashmir, India were selected. The data has been collected from the mentioned sample area since these destinations have

high footfall when compared to other destinations and these have also been identified as brand places by the Department of Tourism, Jammu and Kashmir and also the vigorous the campaign arranged by the local FM station named Big 92.7 FM.

In order to attain set objectives of the study, the questionnaire had been designed in such a way that it determined what information was needed. At this stage, the questionnaire was developed, and pre-tested.

To conduct a pre-test for the study, the researcher distributed the self-administered questionnaires to the tourists that researcher is sure, are representatives of the population. The self-administered questionnaires were distributed to around 108 tourists at destinations. After pre-testing of the questionnaire, minor changes like change in the language of the statements was made because of the subtleties of the English language and pronunciation, for that it differed. At the end of the self-structured questionnaire, space was provided to pen down the suggestions if any.

4.2) SURVEY INSTRUMENT

Survey development: Self-administered questionnaire had been developed to study the kinship between three main variables: destination brand experience, tourist's satisfaction and behavioral intention as shown on the conceptual framework (Fig.1).The first set of 23 questions regarding destination brand experience in which some of the items were adapted from Brakus et al. (2009) and four questions were regarding Tourist's Satisfaction, and the rest of 8 questions were regarding the behavioral intention adapted from Beckman et al. (2013).

Sample respondents were advised to indicate the level of agreement on a five-point Likert-type scale, In this study, the sample respondents were asked to mark the statements on different scales, to evaluate the dimensions of brand experience, the brand experience scale by Brakus et al., (2009) was used. The factors of brand experience were each represented with relevant related statements. Rating for each statement was captured on a five-point scale that ranged from "1 strongly disagree to 5 strongly agree".

The tourist satisfaction was assessed with several statements that were ranked on the scale of “1 extremely dissatisfied, 5 extremely satisfied”. Finally, respondents’ Re-visit intention was evaluated with the statements rated as “1 extremely unlikely and 5 extremely likely” (Baker & Crompton 2000).

Content validity: The questionnaire that was developed for the research was studied by the panel of experts, i.e. 6 experts to determine the validity of items and appropriateness; same was later tested by asking twelve tourists so that effectiveness of measuring destination brand experience was verified.

4.3) DATA COLLECTION

In this study, a ‘convenience sampling method’ was used. The data has been collected from the mentioned sample area from April to June 2017. The distribution of the questionnaires was done with the help of the colleagues and the students of the department of tourism studies, Central University of Kashmir, India.

The survey was conducted at the four famous destinations of the Kashmir valley (Pahalgam, Gulmarg, Sonamarg, and Boulevard Road), Jammu and Kashmir, India. A total number of 450 questionnaires were distributed among the tourists. Out of the 450 questionnaires, 423 were received, and total 385 (91.01%) valid responses were considered for analysis of the study.

| S. No. | Name of the Tourist Destination | Questionnaires distributed | Questionnaires Received | Valid Response | Response Rate |
|--------------|---------------------------------|----------------------------|-------------------------|----------------|---------------|
| 01 | Gulmarg | 180 | 173 | 168 | 97.10% |
| 02 | Pahalgam | 135 | 128 | 114 | 89.06% |
| 03 | Sonamarg | 45 | 39 | 32 | 82.05% |
| 04 | Boulevard (Dal Lake) | 90 | 83 | 71 | 85.54% |
| Total | | 450 | 423 | 385 | |

Table 1: Data collected from tourists.
Source: own elaboration.

5. RESULTS

5.1) PROFILE OF THE RESPONDENTS

The demographic profile of the tourists included, where gender, age, occupation, marital status, educational level, annual income, and person(s) who have accompanied the respondent on the trip are given. It found that the majority of the respondents were male (n=242) followed by the female respondents (n=143). In terms of age, respondents of the age group 18-28 years accounted 51.7% (n=199), followed by 32.5% (n=125), 8.3% (n=32), 5.5% (n=21), 2.1% (n=8) between age groups from 28-38 years, 38-48 years, 48-58 years and above 58 years respectively. The occupation of the respondents revealed that 77 (20%) were students, 155 (40.3%) were employees, 67 (17.4%) were running their own business, 37 (9.6%) were professionals, and 49 (12.7%) were falling in other categories. The marital status revealed that 244 respondents were married comprising 63.4% of the overall responses, 129 (33.5%) were unmarried, and 12 (3.1%) divorced. As far as the level of education among the tourists is concerned, 19 respondents (4.9%) were undergraduate, 113 (29.4%) were graduate, 203 (52.7%) were, and 50 (13%) belonged to other categories.

According to the annual income measured in terms of INR (Indian Rupee) of the respondents, 22.9% accounted under the group whose income was below 3 lakhs/ \$ 4327 (n = 88), 53% accounted under 3-6 lakhs/ \$ 4327-\$ 8652 (n=204), 20.3% accounted under 6-9 lakhs/\$ 8652-\$12979 (n=78), 3.9% accounted under 9-12 lakhs/\$12979- \$17305 (n=15). On asking about the companions on the trip, the results disclosed that 60 (15.6%) respondents were accompanied by their friends, 298 (77.4%) were on a trip with the family, and their colleagues accompanied rest of 27 (7.0%).

5.2) RELIABILITY AND VALIDITY ANALYSIS

There were 23 variables put to the reliability test. The Cronbach's Coefficient Alpha has been used so that the reliability of variables can be measured. This value

for different factors is considered for the exploratory type of research only when the values are more than 0.60 De Vellis (1991, 2003) and Churchill (1979).

In order to measure the validity and reliability of the scale, Cronbach's Alpha, was used. With the help of reliability estimates, the consistency of the measurement scales was assured. Cronbach alpha values were 0.897 for sensory experience (SE), 0.806 for affective experience (AE), 0.746 for behavioural experience (BE) and 0.947 for intellectual experience (IE) in destination brand experience (DBE). In this study, the alpha values that are mentioned above for different factors came out to be more than the set standard that is 0.60, and this showed that the scale was reliable. Therefore, it can be said that all the scales of the DBE variable (SE, AE, BE & IE) are reliable and also showed the constructs that were put in possess enough content validity.

5.3) FACTOR ANALYSIS

To identify a priori dimensionality of Destination Brand Experience scale, EFA (exploratory factor analysis) was undertaken on the data for the sample and to assess the appropriateness of factor analysis of the data the test that was conducted was Kaiser-Meyer-Olkin (KMO) test and Bartlett's test of sphericity. The KMO value turned out to be 0.806, and Bartlett's test was significant at the 0.00 level. The four dimensions that were extracted by using the principle method of extraction while performing the exploratory factor analysis are: Sensory Experience (SE), Affective Experience (AE), Behavioural Experience (BE) and Intellectual Experience (IE).

| S. No. | Attributes | Factor Loading | | | | Mean |
|----------|---|----------------|--------|--------|--------|------|
| | | Factor | Factor | Factor | Factor | |
| | | 1 | 2 | 3 | 4 | |
| Factor 1 | Sensory Experience (SE) | | | | | |
| SE1 | This destination makes a strong impression on my visual sense or other senses | .740 | | | | 4.02 |
| SE2 | I find this destination interesting in a sensory way | .709 | | | | 4.06 |
| SE3 | This destination appeals to my senses | .690 | | | | 4.05 |

| | | | | | | |
|----------|---|------|------|------|------|------|
| SE4 | This destination helps reduce stress in me | .858 | | | | 3.95 |
| SE5 | I felt a sense of belongingness at this site | .881 | | | | 3.95 |
| SE6 | I felt emotionally involved in it | .938 | | | | 3.87 |
| | Overall Mean | | | | | 3.98 |
| Factor 2 | Affective experience (AE) | | | | | |
| AE7 | This destination induces feelings and sentiments in me | | .633 | | | 4.11 |
| AE8 | I have strong emotions for this destination | | .662 | | | 4.00 |
| AE9 | This destination generates emotional experiences | | .712 | | | 4.05 |
| AE10 | I experienced friendly local people at this destination | | .901 | | | 3.72 |
| AE11 | I rediscovered myself after visiting this destination | | .834 | | | 3.81 |
| | Overall Mean | | | | | 3.94 |
| Factor 3 | Behavioural Experience (BE) | | | | | |
| BE12 | I engage in physical actions and behaviour when I experience this destination | | | .665 | | 4.03 |
| BE13 | This destination results in bodily experiences | | | .729 | | 4.06 |
| BE14 | This destination is action oriented | | | .703 | | 4.02 |
| BE15 | The visit made me feel proud | | | .885 | | 3.76 |
| | Overall Mean | | | | | 3.97 |
| Factor 4 | Intellectual Experience (IE) | | | | | |
| IE16 | I engage in much thinking when I visit this destination | | | | .643 | 4.02 |
| IE17 | This destination makes me think | | | | .705 | 4.01 |
| IE18 | It helped me to think about my personal values | | | | .951 | 3.73 |
| IE19 | It helped me to think about my spiritual values | | | | .953 | 3.72 |
| IE20 | This destination stimulates my curiosity | | | | .687 | 4.00 |
| IE21 | I learnt about different cultures at this destination | | | | .944 | 3.72 |
| IE22 | I experienced new or different lifestyles | | | | .952 | 3.72 |
| IE23 | It contributed to my education, especially knowledge of history | | | | .958 | 3.74 |

| | | | | | | |
|--|--------------------------|--------|--------|-------|--------|------|
| | Overall Mean | | | | | 3.82 |
| | Eigen value | 3.685 | 2.811 | 2.091 | 6.911 | |
| | Total Variance explained | 16.021 | 12.222 | 9.091 | 30.048 | |
| | Reliability Alpha | .897 | .806 | .746 | .947 | |

Rotated Component Matrix**

Extraction Method: Principal Component Analysis with Varimax Rotation with Kaiser Normalization.

(**Rotation converged in 5 iterations)

KMO value: 0.806, Chi Square value: 8342.405, p-Value: 000

Table 2: Factor Analysis showing Dimensions of Destination Brand Experience (DBE).

Source: own elaboration.

5.4) DISCUSSION OF THE FACTORS OBTAINED

The four factors and their items are discussed below:

- i. **Sensory Experience (SE):** It refers to the consumer's perception of the brand according to smell, sight, sound, taste, and touch (Schmitt, 1999). These senses are proved to be the primary channels through which a particular brand can reach the mind of a consumer, thereby forming the perceptions and the value outcome (Hulten, 2011). It found that the items, *"this destination makes a strong impression on my visual sense or other senses* (mean=4.02), *"I find this destination interesting in a sensory way"* (mean=4.06), *"this destination appeals to my senses"* (mean=4.05), *"this destination helps reduce stress in me"* (mean=3.9558) *"I felt a sense of belongingness at this site"* (mean=3.95), *"I felt emotionally involved in it"* (mean=3.8701), the mean values showed that these items seemed important and were rated high. This factor accounted for 16.02% of the variance.
- ii. **Affective Experience (AE):** This type of experiences causes changes in the emotion that can be gentle in the form of moods or sometimes severe in the form of feelings and sentiments (Schmitt 1999). On studying this factor, it was observed that the items under this factor, *"this destination induces feelings and sentiments in me"* (mean=4.11), *"I have a strong emotion for this destination"* (mean=4.00), *"this destination generates emotional experience"* (mean=4.05), *"I experienced friendly local people at this destination"* (mean=3.72), *"I rediscovered myself after visiting this destination"* (mean=3.81) were essential and explained 12.22% of the total variance.

- iii. **Behavioural Experience (BE):** This refers to the involvement of the consumers in a way that a consumer is physically involved in the brand; this is done by introducing new ways of doing things, or a different lifestyle, and changes in behaviour. The items under the behavioural experience of the respondents, *"I engage in physical actions and behaviour when I experience this destination"* (mean=4.03), *"this destination results in bodily experiences"* (mean=4.06), *"this destination is action-oriented"* (mean=4.02), *"the visit made me feel proud"* (mean=3.76) seemed to be essential and explained 9.091% of the variance.
- iv. **Intellectual Experience (IE):** It is said that when consumers experience any brand be in terms of creative, analytical, and imaginative thinking, it is seen that it appeals to their intellect. It has been seen that brands influence the intellectual experience among consumers through, the design, updated technology and constant revisions. This type of experience is not limited to the products related to technologies (Schmitt, 1999). The items that comprised intellectual experience had different means, *"I engage in much thinking when I visit this destination"* (mean=4.02), *"this destination makes me think"* (mean=4.01), *"It helped me to think about my values"* (mean=3.73), *"It helped me to think about my spiritual, personal values"* (mean=3.72), *"This destination stimulates my curiosity"* (mean=4.00) *"I learnt about different cultures at this destination"* (mean=3.72), *"I experienced new or different lifestyles"* (mean=3.72), *"It contributed to my education, especially knowledge of history"* (mean=3.74) and the variance was 30.048%.

5.5) REGRESSION MODEL

The technique called simple linear regression was adopted as it provides the authentic interpretation of the (predictors) independent variables. In this study, the destination brand experience was the independent variable and tourist's satisfaction (TS), and the behavioral intention (BI) was the dependent variable.

| Model Summary | | ANOVA | | Standardized Coefficient | | | |
|---------------|-------------------|----------|--------|--------------------------|------|-------|---------|
| Model | R | R Square | F | Sig. | Beta | T | Sig. |
| | .617 ^a | .381 | 58.54 | .000 ^b | | | |
| DBE & TS | SE1 | | | | .325 | 7.60 | .000 |
| | AE2 | | | | .086 | 2.10 | .036 |
| | BE3 | | | | .221 | 5.33 | .000 |
| | IE4 | | | | .329 | 7.83 | .000 |
| H1:OBE & TS | .595 ^a | .356 | 210.05 | .000 ^b | .595 | 14.49 | .000*** |
| H2: TS & BI | .512 ^a | .262 | 136.29 | .000 ^b | .512 | 11.67 | .000*** |
| H3:OBE & BI | .419 ^a | .175 | 81.33 | .000 ^b | .419 | 9.01 | .000*** |

H1: a. Dependent Variable: TS (Tourist satisfaction), b. Predictors: (Constant), F4BE*, F3BE**, F2BE***, F1BE****

H1: a. Dependent Variable: TS (Tourist satisfaction), b. Predictors: (Constant), OBE (Overall Brand Experience)

H2: a. Dependent Variable: BI (Behavioral Intention), b. Predictors: (Constant), TS (Tourist Satisfaction)

H3: a. Dependent Variable: BI (Behavioral Intention), b. Predictors: (Constant), OBE (Overall Brand Experience)

F4BE: *factor4 Brand Experience (IE)

F3BE:** factor3 Brand Experience (BE)

F2BE:*** factor2 Brand Experience (AE)

F1BE:**** factor1 Brand Experience (SE)

Table 3: Regression Analysis Results.

Source: own wlaboration.

H1: Overall Brand experience affects the tourist's satisfaction positively

The regression analysis was then conducted on the overall brand experience (OBE) as an independent variable and tourist's satisfaction (TS) as a dependent variable. The simple correlation coefficient (R), coefficient of determination (R^2) and F ratio were examined. The ' R ' of the independent variable (brand experience: BI) on the dependent variable (tourist satisfaction, TS) is .595, which showed that the Destination Brand Experience (DBE) affects tourist's satisfaction (TS). Second, R^2 is 0.354, suggesting that the destination brand experience (DBE) variable explained 35.4% (approximately) of the variation of the overall tourist satisfaction (OTS). At last, the F ratio, which explained whether the results of the regression model could have occurred by chance, had a value of 210.05 (p value=0.000) and was considered significant. The regression model achieved a satisfactory level of goodness-of-fit in predicting the variance of overall tourist's satisfaction (OTS) concerning the overall destination brand experience (OBE).

In regression analysis, the beta coefficients could be used to explain the relative importance of destination brand experience in contributing to the variance in overall tourist's satisfaction (OTS). The beta coefficient of the independent variable brand experience (BE) was $\beta=0.595$, with $p\text{-value}=0.000$ (Table 3), explaining that when there is a change in one unit in the brand experience there will be 0.595 change in tourist satisfaction (TS). Hence, Hypothesis H1 is accepted.

H2: Tourist's satisfaction affects their revisits intention positively

The regression analysis was run on the variables, Tourist Satisfaction and as an independent variable and behavioural intention as a dependent variable. The simple correlation coefficient (R), coefficient of determination (R^2) and F ratio were examined. The ' R ' of the independent variable (destination brand experience, DBE) on the dependent variable (tourist satisfaction, TS) is .512, which showed that tourist satisfaction affects tourist's behavioural intention (BI). Second, R^2 is 0.262, suggesting that 26.2% (approximately) of the variation of the tourists' satisfaction (TS) was explained by behavioural intention (BI). At last, the F ratio, which explained whether the results of the regression model could have occurred by chance, had a value of 136.29 ($p\text{-value}=0.000$) and was considered significant. The regression model achieved a satisfactory level of goodness-of-fit in predicting the variance of behavioural intention (BI) about tourist satisfaction (TS).

In regression analysis, the beta coefficients could be used to explain the relative importance of destination brand experience (DBE) in contributing to the variance in overall behavioural intention (dependent variable). The beta coefficient of the independent variable brand experience was $\beta=0.512$, with $p\text{ value}=0.000$ (Table 3), explaining that when there will be a change in one unit in the tourist satisfaction; there will be 0.512 change in revisit intention.

Hence, Hypothesis H2 is accepted.

H3: Brand experience affects tourist's intention to revisiting positively.

The regression analysis was run on the variables on the overall brand experience (OBE) as an independent variable and behavioural intention (BI) as a dependent variable. The simple correlation coefficient (R), coefficient of determination (R^2) and F

ratio were examined. The 'R' of the independent variable (brand experience) on the dependent variable (tourist satisfaction) is .419, which showed that the brand experience affects tourist behavioural intention. Second, R^2 is 0.175, suggesting that the destination brand experience (DBE) variable explained 17.5% (approximately) of the variation of the behavioural intention. At last, the F ratio, which explained whether the results of the regression model could have occurred by chance, had a value of 81.33 (p -value=0.000) and was considered significant. The regression model achieved a satisfactory level of goodness-of-fit in predicting the variance of overall tourist's satisfaction (TS) concerning the overall destination brand experience (OBE).

In regression analysis, the beta coefficients could be used to explain the relative importance of destination brand experience in contributing to the variance in overall tourist's satisfaction (dependent variable). The beta coefficient of the independent variable Overall brand experience (OBE) was $\beta=0.419$, with p value=0.000 (Table 3) explaining that when there is a change in one unit in the Destination brand experience (DBE), there will be 0.419 change in tourist's intention to revisit positively. Hence, Hypothesis H3 is accepted.

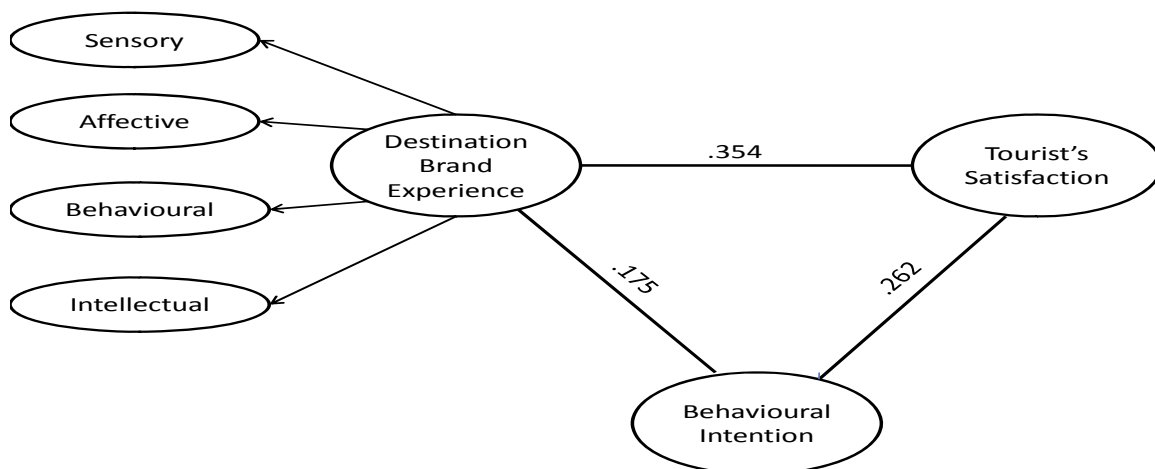


Fig. 2: Regression Model Fit.
Source: own elaboration.

6. CONCLUSION

This study framed while taking into consideration the rapid growth of competition among the tourists experiencing the destination as a brand. The main motive of this study was to identify the destination brand experience variables which had an impact on tourist's satisfaction and their intention to revisit the destination. The other objectives of the present study were, to explore the history and concepts of the Destination Brand Experience and its conceptual and practical relevance to the Jammu and Kashmir (J&K), India tourism industry and to suggest and recommend the strategies to enhance the destination brand experience of the tourists and their repeat visits at the selected destinations of the Jammu and Kashmir.

The results of this study reveal that tourists perceive a branded destination differently. The different types of experiences lead tourists to be dependent on the destination, which at the end encourages them to revisit the place or spread positive word of mouth about the destination place. The study came up with the conclusion and suggested some strategies that should be implemented in future to enhance the brand experience with in turn will leave tourists satisfied and revisit the destination. From this study, it has been emphasized that identification of different variables in brand experience adds to the overall satisfaction among the tourists who intend to revisit the same destination. The inter-relationship between the constructs should be clearly stated, which will help gain insights to different policy makers, allied stakeholders and even to the destination management organizations (DMO's). The strategies suggested would help in managing the brand experience of a destination and gain the promise of repeat visitation from the tourists. Besides, the repeat visitation is beneficial to the stakeholders as well as to the destination.

The viability and visibility of the local tourism industry should be highlighted more towards the target segment of the tourists as well as to the potential tourists. This can be done with the active plan of marketing and promoting the uniqueness of tourist destination, thus showcasing destination as a brand.

7. IMPLICATIONS AND SUGGESTIONS

The study revealed that the items under different factors in brand experience have different mean values. This leaves a gap that needs to be filled by Government,

DMO's (destination management organization), and other stakeholders. They should pay attention to destination brand experience in terms of sensory, affective, behavioral, and intellectual experience.

Sensory Experience: It was noted that the different items that underwent the mean examination had different values. Some of the items that rated low on mean had values starting from 3.87. It was seen that the destination should be able to make a strong impression on the minds of tourists and should appeal the senses. It was also observed that the tourists did not seem emotionally involved in it. Some of the suggestions thus provided below are entirely based on improving results.

1. The government should set policies for tourism development, such as for the development of infrastructure, design, and decoration of specific locations so that tourists instantly identify the city. This would create the right image of the place and sensory experience for tourists.

2. The sensorial experience of tourists can be improved by adding distinctive elements to the destination that may appeal to all the five senses—sight, sound, touch, smell, and taste. This can be attained by setting a destination apart from other destinations like, including vivid colours, open-air architecture or landscape, heritage sites, musical and cultural events, gaudy markets, local food vendors, etc. By incorporating such unique elements to a destination makes that destination attractive, worth remembering, and enjoyable, leading to a significant preference for that destination as compared to other destinations.

3. For this, the government should cooperate with private organizations in terms of prescribing a vision and planning for tourism activities development to impress tourists and give them a pleasant experience.

Affective Experience: On analyzing this factor, the lowest mean value found was 3.75. It was seen that tourists had a little experience of friendly local people at the destination, and did not rediscover one's self much, it also showed that the tourists had not much strong emotion for the destination. The strategies suggested below will help improve the grey area in different ways:

1. Whenever tourist experiences a destination for the first time, the destination should evoke strong emotions in his mind. This aims to strike an emotional connection with tourists and can be achieved by displaying surprising images of tourists at

the destination may it be; natural landscapes, mountains, lakes, waterfalls and alpine meadows at different destinations. This will help explore, connect and feel like a part of the destination instead of being a mere visitor.

2. Sensitize local people to cooperate with tourists and behave cordially, for tourism is the primary source of income at the destination.

3. There should be a brand campaign which would associate tourist with the destination like ' "Love Kashmir", "Me and Kashmir", "Kashmir - the place of my choice", etc. This will help tourist feel like he is a part of a place and welcomed to the place. The thought behind this campaign would be to inspire a personal endorsement by putting up a human aspect to the destination, which in turn will lead tourists to have an emotional connection towards the place.

Behavioural Experience: Studying the behavioural experience of the tourist, it was seen that the tourist did not feel proud in visiting the destination as it had a low mean. It was also identified that tourist had little involvement in physical actions at the destination. Based on the low mean of different items and to attain the high behavioural experience, the brand managers should not only create secure sensory and affective experience but need to make the destination a place that creates a positive behavioral experience as well. Tourist becomes involved in the destination and will feel that the destination has engaged him physically and mentally. This can be done by following ways:

1. The destination should be developed as a place that can attract tourists and offers them physically interactive experiences.

2. DMO's should take into consideration the strategies such as participation of tourist in cultural activities like; roun dance, farming, performing local activities like; saffron picking, wicker willowing, participate in carpet/shawl weaving, paper mache making, making of copperware.

Intellectual Experience: Analysing this factor, there were almost four items that had a low mean. It showed that tourists need to experience more lifestyles, think about personal values, and think about spiritual values. This aspect of the experience can be improved by:

1. The destination should be considered as places with relaxed an atmosphere with ample opportunities to engage tourists in activities that leave a mark on one's intellect.
2. This can be achieved when tourists get to learn about different cultures when they participate.
3. Visit different historic places and get to know the historical background.
4. Visit activity-based museums. This could lead to an intellectual experience that would develop a memorable experience when compared to other destinations.

From the data analysis, it can be inferred that the tourist satisfaction and behavioural intention have a significant role to play in building the brand experience and brand experience affects both in different ways. The tourists that are satisfied with the visit to this destination and enjoy at the destination, they are likely to revisit the destination soon. Certain things need to be considered which would enhance satisfaction among tourist; the first thing is the improvement in providing quality services at discounted rates, allotting guides to the tourists that can provide information regarding historic places and specific markets, providing them information regarding the satellite destinations or other adventure sites. In this way, a tourist would feel satisfied in a way that he has visited a maximum number of places and has not been cheated by the host community. The satisfaction would lead to revisiting intention among the tourists and spread the positive word of mouth.

8. FUTURE RESEARCH

The future research regarding this area should have a primary focus on antecedents and long-term consequences of brand experiences. The research should be done in a way that it would seek to examine the brand experience scale for the full range of destination brands in broader variety of countries and varied types of destinations that would represent the range of Destination Brand Experience profiles, e.g. adventure holidays, creative tourist activities or any other novel activities involved in tourism, that are likely to exhibit more exceptional Behavioral Experience. In future research, the larger samples should be taken into account so that the effect of different respondents on Destination Brand Experience can be studied.

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