

Assessing destination brand equity: An integrated approach

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Table 1 The items included in the questionnaire

	Code	Item	Reference
AST	AST1	What makes this city unique is its entertainment/ nightlife options	ATLAS, 2007; Evans, 2003
	AST2	What makes this city unique is its cultural festivals	ATLAS, 2007; Evans, 2003; McKercher <i>et al.</i> , 2006
	AST3	What makes this city unique is its traditions	ATLAS, 2007
	AST4	What makes this city unique is its cultural events	ATLAS, 2007; Brown <i>et al.</i> , 2004; Dimanche, 2002; Evans, 2003; Smith, 2004; Trueman <i>et al.</i> , 2004; van der Ark & Richards, 2006
	AST5	What makes this city unique is its street culture	Evans, 2003; van der Ark & Richards, 2006
	AST6*	What makes this city unique is its monuments/ heritage sites	ATLAS, 2007; Evans, 2003; Prentice, 1994
	AST7*	What makes this city unique is its cuisine	Horng <i>et al.</i> , 2011; Slater, 2004
	AST8*	What makes this city unique is its art centers	ATLAS, 2007; Evans, 2003
	AST9*	What makes this city unique is its contribution to world heritage	Evans, 2003; Trueman <i>et al.</i> , 2004
	AST10*	What makes this city unique is its museums	ATLAS, 2007; Evans, 2003; Grodach, 2008; Prentice, 1994
AWA	AWA1	Rome is a famous cultural destination	Boo <i>et al.</i> , 2009; Motameni & Shahrokhi, 1998; Oh, 2000
	AWA2	When thinking about culture, Rome comes to my mind immediately	Boo <i>et al.</i> , 2009; Kaplanidou & Vogt, 2003
	AWA3	The characteristics of this city come to my mind immediately	Arnett, Laverie & Meiers, 2003; Boo <i>et al.</i> , 2009; Pappu & Quester, 2006; Yoo & Donthu, 2001
	AWA4*	Rome has a good name and reputation	Boo <i>et al.</i> , 2009; Motameni & Shahrokhi, 1998
ASS	ASS1	The culture here is interesting	Aaker, 1991
	ASS2	I can trust Rome for a fulfilling cultural experience	Aaker, 1991
	ASS3	In Rome I can have an authentic cultural experience	Buhalis, 2000
	ASS4*	This city has a personality	Aaker, 1991
	ASS5*	My friends would think highly of me if I visited Rome	Lassar <i>et al.</i> , 1995; Boo <i>et al.</i> , 2009
	ASS6*	This cultural destination fits my personality	Lassar <i>et al.</i> , 1995; Boo <i>et al.</i> , 2009
	ASS7*	This city has a rich history	Aaker, 1991
	ASS8*	Rome has an exotic atmosphere	Buhalis, 2000
	ASS9*	The people here are hospitable	Buhalis, 2000
QUA	QUA1	I can rely on there being a good atmosphere	Aaker, 1991
	QUA2	Rome provides quality cultural experiences	Aaker, 1991; Boo <i>et al.</i> , 2009; Sweeney & Soutar, 2001

	QUA3	I admire the organization of the city's cultural aspects	Aaker, 1991
	QUA4*	This experience has increased my cultural knowledge	ATLAS, 2007
LOY	LOY1	I enjoy visiting Rome	Back & Parks, 2003; Baloglu, 2001; Boo <i>et al.</i> , 2009
	LOY2	Rome would be my preferred choice for a cultural holiday	Boo <i>et al.</i> , 2009; Keller, 2003; Odin <i>et al.</i> , 2001; Yoo & Donthu, 2001
	LOY3	Rome met my expectations	Aaker, 1991
	LOY4	I would recommend friends/ relatives to visit Rome	Arnett <i>et al.</i> , 2003; Boo <i>et al.</i> , 2009; del Río, Vázquez, & Iglesias, 2001

* These items were dropped during model optimization

Note: BE stands for Brand Equity, AST for assets, AWA for awareness, ASS for associations, QUA for quality, and LOY for loyalty