

## **Assessing destination brand equity: An integrated approach**

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Table 2 Construct reliability and validity

<b>Factor</b>	<b>Cronbach's alpha</b>	<b>Composite reliability</b>	<b>AVE</b>	<b>ASV</b>	<b>Convergent validity</b>
AST	.840	.841	.515	.087	.652-.771
AWA	.783	.828	.616	.423	.752-.805
ASS	.895	.900	.751	.396	.807-.923
QUA	.764	.778	.541	.461	.640-.815
LOY	.851	.858	.603	.464	.716-.827

*AST: assets, AWA: awareness, ASS: associations, QUA: quality, LOY: loyalty, AVE: Average Variance Extracted, ASV: Average Shared Variance*