

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

KLADOU, Stella <<http://orcid.org/0000-0002-4144-8667>> and KEHAGIAS, John

Available from Sheffield Hallam University Research Archive (SHURA) at:

<http://shura.shu.ac.uk/10077/>

---

This document is the author deposited version. You are advised to consult the publisher's version if you wish to cite from it.

### **Published version**

KLADOU, Stella and KEHAGIAS, John (2014). Assessing destination brand equity: An integrated approach. *Journal of Destination Marketing & Management*, 3 (1), 2-10.

---

### **Copyright and re-use policy**

See <http://shura.shu.ac.uk/information.html>

Table 5 Regression Weights

Regression Path	Model 2				Model 3			
	Estimate	S.E.	C.R.	P	Estimate	S.E.	C.R.	P
AWA <--- AST	.201	.043	4.680	***	.169	.043	3.917	***
ASS <--- AWA	.725	.056	12.950	***	.683	.056	12.285	***
QUA <--- AWA	.766	.064	12.048	***	.473	.077	6.149	***
LOY <--- QUA	.601	.067	8.916	***	.654	.078	8.406	***
LOY <--- ASS	.289	.055	5.219	***	.232	.064	3.604	***
QUA <--- AST	N/A	N/A	N/A	N/A	.142	.031	4.511	***
QUA <--- ASS	N/A	N/A	N/A	N/A	.292	.076	3.847	***

\*\*\* denotes statistical significance at the 99% level

S.E.: Standard Error, C.R.:Critical Ratio, AST: assets, AWA: awareness, ASS: associations, QUA: quality, LOY: loyalty