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CONSUMER-BASED BRAND EQUITY FOR DESTINATIONS AND APPLICATION OF
THE MODEL TO MULTIPLE CITIES: BURSA AND EDİRNE

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Consumer-Based Brand Equity for Destinations and Application of The Model to Multiple Cities Bursa and Edirne

Şehirler için Tüketici-Temelli Marka Değeri ve Bu Modelin Birden Fazla Şehre Uygulanması: Bursa ve Edirne

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1) Destination Brand   3) Brand Awareness   6) Brand Image

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                                 5) Brand Quality   8) Brand Experience

Anahtar Kelimeler (İngilizce)

1) Marka Şehir   3) Marka Bilinirliği   6) Marka İmajı

2)Tüketici-Temelli   Marka   4) Marka Değeri   7) Marka Sadakati
Değeri
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i

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ABBREVIATION LIST

CBBE: Consumer Based Brand Equity

CBBETD: Consumer-Based Brand Equity for Tourism Destinations

DBA: Destination Brand Awareness

DBV: Destination Brand Value

DBQ: Destination Brand Quality

DBI: Destination Brand Image

DBL: Destination Brand Loyalty

DBEX: Destination Brand Experience

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ABSTRACT

This research aims to measure the brand equity of a destination by adopting the Consumer-Based Brand Equity (CBBE) model. The dimensions of the CBBE were analyzed and the relationship of these dimensions was tested by the application of the CBBE model to the destinations Bursa and Edirne. The model was adopted from Boo and his friends' study (2009), so it was necessary to apply the model to multiple cities which are competitive with each other and in the same product category.

Brand awareness, brand image, brand quality, brand value, and brand loyalty dimensions were scanned in the literature based on destination and applied to both cities with a survey study. In this way, how brand awareness affects brand image and brand quality, on the other hand, how brand image and quality affect brand value and the effect of brand value on brand loyalty has been tested. In particular, it was mentioned in the model that destination brand image and destination brand quality has been combined under the name of the destination brand experience. And this new concept was mentioned that has affected the brand loyalty indirectly, by affecting the brand value directly. For the accuracy of this relationship, destination brand image and destination brand value connection, and destination brand quality and destination brand value connection were tested in this study.

KEY WORDS

Destination Branding, City Branding, Consumer-Based Brand Equity, Brand Awareness, Brand Value, Brand Quality, Brand Image, Brand Loyalty, Brand Experience.

ÖZET

Bu araştırma Tüketici-Temelli Marka Değeri (CBBE) modelini benimseyerek şehir markalarının marka değerini ölçmeyi amaçlamaktadır. Bu sebeple CBBE'nin boyutları analiz edilmiş ve bu boyutların ilişkisi, CBBE modelinin Bursa ve Edirne destinasyonlarına uygulanmasıyla test edilmiştir. Model, Boo ve arkadaşlarının çalışmasından (2009) alıntılanmıştır, bu sebeple benimsenen model birbirleriyle rekabette olan ve aynı ürün kategorisinde 2 marka şehre uygulanmıştır.

Tüketici-Temelli Marka Değeri ölçmek için kullanılan değişkenler olan marka bilinirliği, marka imajı, marka kalitesi, marka değeri ve marka sadakati boyutları literatürde destinasyon odaklı olarak taranmış ve farklı çalışmalardan alıntılanan alt öğeler ile oluşturulan anket çalışması ile her iki şehir için uygulanmıştır. Bu şekilde, marka bilirliğinin marka imajı ve marka kalitesini nasıl etkilediği, diğer yandan marka imajı ve kalitesinin marka değerine ne şekilde etki ettiği ve marka değerinin marka sadakatine olan etkisi test edilmiştir. Özellikle destinasyon marka imajı ve destinasyon marka kalitesinin alıntılanan modelde marka deneyimi olarak adlandırılması ile destinasyon marka deneyiminin de direk marka sadakatini değil de destinasyon marka değerini etkileyerek dolaylı olarak destinasyon marka sadakatini etkilediği belirtilmiştir. Bu ilişkinin doğruluğu için ise bu çalışmada ayrı ayrı destinasyon marka imajının ve destinasyon marka kalitesinin destinasyon marka değeri ile olan ilişkisi test edilmiştir.

ANAHTAR KELİMELER

Marka Şehir, Tüketici-Temelli Marka değeri, Marka Bilinirliği, Marka Değeri, Marka Kalitesi, Marka İmajı, Marka Sadakati, Marka Deneyimi.

1. INTRODUCTION

Brand Equity can be considered as a new term as this was first entered the academic literature in the beginning of 90's. This was specifically considered very important from the managerial side of the companies as this would give an opportunity to see the brands' perception in the consumers' minds. Afterwards, when CBBETD has become to the stage at the end of 90's to until today, not enough attention was given. Destinations or cities considered as under the state's responsibility and non-profit organizations so, they could not manage to attract the necessary attention in the academic literature.

Thinking academically or managerially, destinations deserve to have more importance. A fine branded place or destination attracts not only many tourists but also captivates people who are looking around for a good place to live in or to invest on. Attracting more people for touristic purposes or business purposes to the destination will provide more funds for the small and medium scale enterprises and quality workforce for the big scale enterprises also.

There are cities or places that have achieved this in our country and in the world. İstanbul is the most well-known city in our country for example. The president for İstanbul Chamber of Commerce, has defined İstanbul in his article in Journal of World Marketing Summit, as the queen of all cities and it is carrying this crown for 85 centuries according to him. It is possible to mention that, İstanbul still carries the power on hand by looking the numbers. The population of the city is over 15 million and it is bigger than 129 countries in the world. Besides, with more than 230 billion GDP, it would rank 46 out of 193 countries if the city were a country. (Avdagiç, 2018)

1.1.Bursa and Edirne Brands

Bursa and Edirne cities, similarly with each other, can be preferred for a cultural or religious trip by the local tourists in Turkey. Both destinations are famous for their historical places and mosques, natural beauties and gastronomic flavors. Bursa

was the first capital city of the Ottoman Empire while Edirne was the second. These were the reasons why Bursa and Edirne has been chosen for this research.

By reviewing the literature in this area, Boo et.al (2009) came out with some important assumptions for destination brand measurement. First, in order to measure a destination brand, Consumer-Based Brand Equity concept could be used; second, there have to be at least 2 competitive destinations in the same brand category; destinations have to be well known among the tourists and those destinations should be experienced by the respondents as tourists (Boo, Busser, & Baloglu, 2009). In this study, all these assumptions were appropriate except for the last one, respondents were observed that not all of them visited both destinations, but they have visited at least one of the destinations mentioned in the questionnaire.

2. LITERATURE REVIEW

2.1. Destination Brand

A brand is defined as 'a name, term, symbol, design or a combination of them identifying the goods and services of a seller or group of sellers, aiming to differentiate them among its' rivals' by the American Marketing Association (Kotler P. , Marketing Management, 2000). Successful brand names are often used to new product launches, to evoke emotions and to explain that they are promising the brands' value. The new product is aimed to identify with the brands' existing associations. Here, the intended result is to speed up consumers' knowing and learning process. Brands have values to the users, either emotional or social. A well-known brand name can increase the perceived benefit and attractiveness of a product. Consumers tend to pay lower prices for low brand equity or unbranded products. On the other hand, they tend to pay the premium for socially valued brands, branded products or those have high brand equity brands. Kotler and Gertner (2002) have tried to answer the questions of "can a country be branded" and "Is there any term such as country brand-equity" in their study. Country names can be thought as brands and help consumers appreciate the product and decide for the purchase. Researches have supported the notion that consumers are eager to buy

products from industrialized nations as a result of higher country-equity(Kotler & Gertner, 2002).

Researchers asked a question in the article (Kotler & Gertner, 2002) that why many tourists prefer to visit Greece instead of Turkey. Why Turkey, with its' superb archeological sites, longer coasts, and unpolluted waters, is not preferred among tourists. He claimed that this was most probably as a cause of a troubled image of Turkey. The country then hired a public relations firm to reposition its' image and promote the country worldwide (Kotler & Gertner, 2002).

Kotler mentioned another example of this issue in his speech (2018). Belgium example was intended to show another way of creating a destination brand. Authorities in Belgium have invited the most famous journalists from the U.S. to their country to stay one or two weeks in order to show how they live in Belgium and all the natural and historical beauties of the country. After their return to their country, those journalists gave place to Belgium in their newspapers and Sunday sections as "why not visit Belgium" or "Belgium has some beautiful things to share with the rest of the world". So, it is mentioned crucially important that to specify "who" should know "what" about your country (Kotler P. , 2018) . Lately, in 2018 Kotler also pointed out his thoughts as "the future of the world will be the city states" (Kotler P. , 2018). He has mentioned the common problem of the nations that worked with him as lack of "being themselves well-known". He indicated in his speech that for a city to market in anywhere, the GDP should be higher. Each city must market itself to be distinctive and unique at some specialty. True specialization is important to him and the government should participate in suggesting which cities are ready to be the leader for certain industries.

Tourist destinations or places are products, in which, both non-tourism and tourism products are produced by tourism industry. Besides, a tourist destination comprises of a combination of industries such as, entertainment, transportation, accommodation (hotels), and food and beverage services (restaurants)(Poonyth, Barnes, Suich, & Monamati, 2002; Smith & Massieu, 2005). Similarly, some of the researchers pointed out that , tourist destinations are generated from different

services of public and private sector, such as attractions, facilities and services, infrastructure, hospitality and cost variables (Kozak & Rimmington, 1998; Vassiliadis, 2008). Most of the researchers have the same idea about sustainability of tourism activities would only be possible by creating differentiation and marketers can achieve a dissimilar positioning among its alternative choice products features, in the minds of consumers (tourists, travelers or visitors) (Vassiliadis, 2008).

Kotler and Gertner (2002) stated that if the country has the natural beauties, rich archeological structures, and historical places, natural tourists would be drawn with this rich culture, but if the place or destination has few natural or historical attractions, then the city should make the investments on building new attractions or promoting events to attract tourists. It is also very important to have sufficient infrastructure, security, and services for the cities besides other attractions (Kotler & Gertner, 2002). Deciding to purchase an intangible product like a place or a destination and investing in them is based on faith. So, it is getting more important to have a good reputation or image for a place in the minds of customers. This will provide the trust that is needed for the purchase or investment. (Baker, 2007) As destinations have "limited public sector budget" and due to complexities, that has been mentioned previously, destination branding for increasing awareness and differentiation level will also be limited (Hankinson, 2001). In the marketing literature, it is not viable to lead a straight application of the principles of product brands to service brands(Aaker D. , 1991).

Zenker and Martin (2011) discussed Braun's (2008) definition in their study, in which city marketing is defined as 'the coordinated use of marketing tools supported by a shared customer-oriented philosophy, for creating, communicating, delivering, and exchanging urban offerings that have value for the city' s customers and the city's community at large' (p. 43) (Braun, 2008; Zenker & Martin, 2011). Zenker and Braun (2010) defined the place brand as 'a network of associations in the consumers' mind based on the visual, verbal, and behavioral expression of a place, which is embodied through the aims, communication, values, and the general

culture of the place's stakeholders and the overall place design' (p. 3) (Zenker & Braun, 2010). These researchers also mentioned that a place or city brand is the perception of given expressions in the minds of the target consumers, not the given expression (Zenker & Martin, Measuring success in place marketing and branding, 2011). Similarly, in Baker's study (2007) a destination brand is defined as the entire understanding, thoughts and feelings that consumers keep in their mind about a place (p.26).

In some cases, even when a country does not intentionally manage its' name as a brand, consumers will still have something in their minds related to that country and those things can be activated easily when they hear the name of that country. (Kotler & Gertner, 2002). Gartner and Ruzzier (2011) observed about the internal and external perspectives of brands in their study. They have mentioned also these topics have been mentioned by some other researchers also (e.g. de Chernatony and McDonald 2001; Konecnik and Go 2008). Internal perspective can be translated as the supply-side of the brand. How can an internal perspective occur for a brand? According to De Chernatony and McDonald (2001), the answer to this question is when the managers understand the brand perspective and underline the use of resources such as employees to communicate this with the consumers. An example of internal perspective can be shown as training courses for employees to strengthen the corporate culture and inspire the meanings and benefits of the brand again. As a result, all employees are expected to transfer these benefits to distributors or consumers. On the other side of the coin, an external perspective occurs on the customers' side, which means, the demand side, evaluates the brand and use it to improve their personal purchase decision.

Destinations are an aggregation of businesses including transportation and accommodation facilities etc. linked to each other not very strictly. Besides, they are offering the same product and competing for the same consumers (such as hotels or restaurants). In order to sell the benefits of the destination brand, individual businesses' consideration must be to sell their own brand first. Then, they can be committed to joint efforts, most often with their competitors. It is getting harder,

unfortunately, to do this unless a destination-wide internal brand perspective has been developed. The demand-side perspective, how consumers perceive the brand, on the other side, this may be problematic and hard, because destinations, especially if they are dependent on tour operators, cannot control to build their own brand. There would be unclear expectations that may result while the stakeholders of the destination are working against each other, for the same consumers. (Gartner &Ruzzier, 2011).

Stakeholders and partners of a city or place should adopt, support and give life to the brand at every critical point of contact with customers. If this is not the situation, then a brand means nothing more than a logo or slogan on a piece of paper (Baker, 2007). If the attitude "every time in touch" with the customers in every part of the place or city embraced throughout the destination by the partners, then it would be an opportunity to positively strengthen the brand through customer experiences (Baker, 2007).

The reality of the city and the opinions of outsiders about the city should match, if this is not the situation which means there is a gap, so it is getting clear that a strategy to fill this gap is needed. For example, the place or the city may have very positive image which would lead to customer disappointment or on the opposite the place may have negative image, and this would lead potential customers to spend their money and time for another city or place, and negative WOM (Baker, 2007).

From the customers' point of view, the city or a place is the only one entity. Consumers do not deal with about who produces the services that is given in that city (Moilanen & Rainisto, 2009). Consumers will take these services in consideration together and react to the whole image of the city that has been created in the minds of consumers (Moilanen & Rainisto, 2009). City brands may also suffer from its leaders because many of these leaders have inefficient qualifications for marketing and they also do not have the customer-focused viewpoint although they have the substantial influence over the process (Baker, 2007).

2.2. Differences between a single product brand and destination brand

Destination and product brands have similarities and differences in the marketing literature. Some of the researchers pointed out that the main doctrines of product brands cannot be fitted to service brands directly (Aaker, 1991). Possibility of transferring the product brand concept to tourist destinations has been considered in 2007 (Konecnik& Gartner, 2007). Morgan et al. in 2002 and Hankinson in 2005 indicate that different from consumer products, places or cities as a product are more complex. Cities can be both holistic existences or a single product (Hankinson, 2005). This means the city may have the overall fame as a historical place, but individually one of those elements may have its' own fame related to other reasons. Places are intangible products, and the consumers may experience these places differently from each other, as a result of this, places as a product can be gathered uniquely in the consumers' mind (Ashworth &Voogt, 1990). So, the marketing people cannot have the control over their destination products (Hankinson, 2005). He also pointed out that cities are multifunctional products that the same destination as a product may allow different opportunities such as sports, entertainment or cultural facilities. Despite the similarities and dissimilarities of products and services brands, Boo et. al (2009) and Ooi (2004) indicated that dissimilarities are always ignored by the researchers. Destinations are similar to products at the point of being defined as entities which bring up specific attributes to consumers' mind. The "Italy" brand example which is given in the article, mostly brings romance, history, and art to the mind and these attributes make the Italian brand strong. On the other hand, some destinations may have low awareness despite the many positive attributes that they have, and low awareness avert to be promoted in the correct way across the world. To summarize, countries have city brands like companies do have product brands. And measuring, analyzing and building those brands is very significant for a good marketing policy (Kotler P. , 2018).

It is obvious in the literature that product branding has some advantages compared with place branding. Konecnik and Gartner (2007) wondered if the product brand concept can be transferrable to tourist destinations (Boo, Busser, &

Baloglu, 2009). Parkerson and Saunders (2004) mentioned the most important advantages of product branding in his study. Those are: evaluation and choice are getting easier as the customers sample the product before decision making process for them. Customers know the promise and provenance of the product so, trust will increase for the product (Feldwick, 1991). Customers can make the identification process by spending less time, with evaluation of added value and guarantee (Murphy J. M., 1992).Recall of the product and coding the product in the customers' mind for the choice process is easier (Cohen & Basu, 1987).

By the way, different from the consumer products, cities are not individual and independent entities. A place or a city is very complex that cannot be formulated again or detailed under the conditions of underperforming or not being popular… (Baker, 2007). When it was reviewed the conceptualization of destination brand, it was seen that most of the researchers have the idea in common that tangible and intangible elements of destination brand should be emphasized (Boo, Busser, & Baloglu, 2009; Aaker D. , 1991; Murphy J. , 1998). Baloglu and Mc Clearly also mentioned in 1999 that customers notice the destination as a product and evaluate the characteristics of it through both cognitive and affective manners (Boo, Busser, & Baloglu, 2009).

Another point in destination brand studies which is mentioned by Keller in 2003, a brand is regarded as a continuation of its image in marketing. (Boo, Busser, & Baloglu, 2009) . Although destination brand studies mostly centered on the formulation and delivering of the brand image (Ooi, 2004). Hem and Iversen (2004) noted that image formation is not branding (Boo, Busser, & Baloglu, 2009).

Destinations have limited marketing budgets in general compared with consumer products or service brands' marketing resources. This will cause the pressure for the city stakeholders for challenging to develop a simple and strong positioning message which is expected to resonate with customers which is comprising the destination's various qualifications (Baker, 2007).

2.3. Consumer Based Brand Equity

It is mentioned in the marketing literature that brands have dimensions and understanding brand equity is possible by examining these dimensions (Aaker D. , 1991) (Yoo & Donthu, 2001). This is possible both for product and destination brands, and a new research area has come to the stage when these dimensions are identified and operationalized, to understand how these dimensions affect the destination brand equity (Gartner & Ruzzier, 2011). Gartner and Ruzzier (2011) mentioned that some researchers tested four dimensions for the brand equity studies. Those are awareness, image, quality, and loyalty and they are also the same in Aaker's (1991) and Yoo and Donthu's (2001) studies also. On the other hand, Boo Busser and Baloğlu in 2009 have added the value dimension to them. (Gartner & Ruzzier, 2011).

Brand equity has been studied from various perspectives in the literature (Aaker D. A., 1996; Keller, 2003; Lassar, Mittal, & Sharma, 1995; Yoo & Donthu, 2001). Yoo and Donthu also emphasized the arguments about the definition and measurement of brand equity (2001). When it is mentioned as "Consumer-based brand equity" "consumer-based" refers to measurement of brand equity from the consumer perspective. By measuring the cognitive and behavioral responses of consumers, the brand's "added value" can be assessed (Yoo & Donthu, 2001). It can be observed for a product or destination that brand equity is rising when it is differentiated among its rivals by the market. As the preference of a place or a city is optional and relatively expensive, places must set their discrepancies from their competitors on an experiential level in order to enhance their brand equity. (Gartner & Ruzzier, 2011). Two important aspects were mentioned as the marketing aspects and the financial aspects in marketing studies. It is also stated that the marketing aspects of "brand equity" refer to the decision-making and repurchase process of a brand, while financial aspects deal with the augmented price of branded products in comparison to unbranded products (Motameni & Shahrokhi, 1998).

It is accentuated in Yoo and Donthu's research (2001) that a CBBE scale can be useful to various aspects. They addressed Aaker's (1991) statement that it

makes available value to customers, which is possible by incrementation of explanation and engraving the information, the belief of decision making and satisfaction for their purchase. And brand equity is also important from the firm's side because it is upsizing the efficiency and effectiveness of marketing plans, the advantage of competition, monetary profits and brand extensions. Yoo and Donthu (2001) also mentioned about Keller's (1993) statement that he claimed "brand equity" offers the ability to control more consumers, improve the marketing communication and its' effectiveness, licensing opportunities and consumer's positive response to brand enhancement.

According to Taşçı's (2018) observation, CBBE studies can differ to some extent, for example, loyalty is considered as an element of CBBE in some studies (Boo, Busser, & Baloglu, 2009) (Yoo & Donthu, 2001)(Lee & Back, 2008) (Kashif, Samsı, & Sarufiddin, 2015). On the other hand, some other researchers accept loyalty as a consequence (Netemeyer, et al., 2004; Lin, 2015).

According to Konecnik and Gartner (2007), the name of a place can be thought parallel like the name of a firm producing and selling consumer products. And brand equity has been built from the factors (dimensions) that are responsible for brand value. They also are concerned about exploring the dimensions of the customer-based brand equity of a destination in their study in 2007. They have identified four dimensions as, awareness, image, quality, and loyalty. According to their study, some researchers may claim that the concepts of awareness, quality, and loyalty are immanent in the image dimension and it is urged for a treatment of image research statistically to allocate them. Although the image dimension is argued to contain other dimensions, the image is only a part of something more comprehensive if the full concept of equity for destinations is operational. They have tried to find in their paper whether a customer-based brand equity approach which is developed for product (and partially for services and organizations) brands can be transferred to destinations. Most of the researches and analyses in the literature are about image, besides the other dimensions have rarely been considered. (Konecnik & Gartner, 2007)

2.4. Consumer-Based Brand Equity Dimensions

2.4.1. Brand Awareness

According to Brunello (2014) and Macdonald and Sharp (2000) people are expanding to be more careful while choosing familiar and favorite brands. Therefore, if companies want to be a step further in their competition, they have to convince consumers to positively figure out and buy their products. Brand awareness is a key factor in influencing the purchase decision when they are willing to buy a product (Brunello, 2014). Aaker defined the awareness as "the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category" (page 61) (Aaker D. , 1991). He said, awareness provides a correlation between the product and the brand. He also composed a pyramid in order to define the levels of awareness. The bottom level belongs to unawareness in this pyramid, brand recognition placed just above the unawareness and accepted as the lowest level of the awareness of the brand. Consumers cannot recall the brand name without any assistance in this level. Brand recall stage is placed at above the brand recognition and consumers can recall the brand name when the product category was asked, and no aid is needed for this level. The first level of awareness is top of mind awareness and the first brand name comes into the customer's mind without any "aided recall" is accepted as in this level of awareness (Aaker D. , 1991).

Awareness is argued as the first and necessary step in consumer behavior studies according to some researchers (Konecnik & Gartner, Customer-Based Brand Equity for a Destination, 2007) (Keller, 1993). It is stated also that this is not adequate for the procurement or repurchase, but it leads to curiosity at least for the product(Fesenmaier, Vogt, & Stewart, 1993)(Konecnik & Gartner, 2007). Creating awareness allows brand recognition and brand recall having the brand name identity and connecting it with the product category (Aaker D. , 1991).

Brand awareness adds value to communication with the customer in several manners. First, it provides a bond that all other associations can be attached together, it makes possible to create a familiarity or liking with the brand. Then, it is a way of being present and promising that having the attributes of the brand name

behind the product. Besides, it provides to be considered in the "consideration set " of the consumers' choice process (Aaker D. , 1991). But Aaker also stated that it cannot create sales by itself. Specifically, for baby brands, it is very important to give consumers a "reason-to-buy" (Aaker D. , 1991). Steven Pike studied CBBE for the destinations and he described the awareness as an entry ticket to the market for the destinations, specifically with consumers having a lot of alternative destinations in their minds (2007). According to some researchers, awareness should be achieved at first and then a positive image should be targeted (Konecnik & Gartner, 2007; Milman & Pizam, 1995). Awareness has been studied in the issue of "decision making" process for tourism industry (Konecnik & Gartner, 2007; Goodall, 1993; Woodside & Lysonski, 1989). It is told in the literature that awareness has been accepted as the necessary step that can lead to trial and repurchase of the brand. It is not enough for the consumers just to be aware of the brand of course to purchase the brand but it arouses interest for the brand at least (Konecnik & Gartner, 2007). On the other hand, Keller mentioned that awareness would be enough in low involvement products.

Brand awareness is known that has considerable power on decision making process for a specific product category (Macdonald & Sharp, 2000) but they also argue that consumers' tendency is to refuse to change their buying habits. Even so, in order to hold the brand in the consideration set of the consumers, repeat advertisements would be useful (Macdonald & Sharp, 2000).

It is shown in the literature that brand awareness can be recognized from depth and width in Heofler's and Keller's study (2002). Depth implies how consumers recall or distinguish brand easily, and width represents analyses when consumers buy a product. If a product owns both specifications at the same time, consumers will think of that specific brand when they want to buy a product. This means that the product has a larger brand awareness (Hoeffler & Keller, 2002). According to Keller (1993), Brand awareness will influence buying decision through brand association, and it will benefit marketing activities when the commodity holds a positive brand image (Hoeffler & Keller, 2002).

By contrast with awareness, which is examined within selection processes of the place, destination image studies are mostly involved in the concept of familiarity. It is argued that this effects image evaluation both in both positive and negative ways (Mackay and Fesenmaier, 1997). It has been associated with a more realistic impression of a destination based on past experience. The image studies in the literature have found a positive relationship between familiarity and image (Baloglu 2001). It has often been assessed through prior experiences with a place, which is also considered as an inner information seeking process (Gartner and Bachri 1994; Gitelson and Crompton 1983) or under the circumstances of crucial inducement (Um and Crompton 1990; Konecnik & Gartner, 2007)

Brand awareness is known as the first and distinguishing dimension while establishing the consumer-based brand equity (Keller, 1993). He also mentioned awareness is related to the power of the consumers' ability to recognize the brand in different situations (Rossiter and Percy, 1987) Similarly with Aaker, D. (1991), Keller (1993) also stated that brand recognition and brand recall performance are measuring elements for the brand awareness, and these are related to the easiness of the brand that will come to mind(Keller, 1993). It is told by Keller (2003) study, that the first and important phase is the brand awareness to build strong brand equity and there are several ways of increasing this familiarity, first it can be possible by repeating exposure of the brand (brand recognition) and highlighting the strong associations suitable with the product category (brand recall). After having an adequate level of brand awareness, brands can give their interests on building a brand image(Keller, 2013).

2.4.2. Brand Value

An exact meaning of customer value has been equivocal to researchers in the literature. The doubtfulness of customer value is well indicated in the different descriptions presented by researchers. Widely used definition of customer value made by Zeithaml in (1988) as "the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given" (p. 14) which is general. Besides, a more detailed customer value definition was made by Monroe

in (1990), he said, "buyers' perceptions of value represent a tradeoff between the quality or benefits they perceive in the product relative to the sacrifice they perceive by paying the price" (p. 46). which is more focused and conceptualized (Oh, 2000)

It is hard to bring together different descriptions of customer value into one definition, but when we have looked at those definitions closer, some several common issues of the value concept can be seen. In the first place, value judgments in marketing are mostly subjective and cognitive (and emotional) evaluation given to a planned purchase. Secondly, these subjective and cognitive evaluation is relative that it affects the comparison processes in consumption situations. Third, consumer value focuses on (a) financial investment as "give" component, and (b) benefiting or quality of the product or service as the "take" component from the customer point of view. (Oh, 2000).

2.4.3. Brand Image

Keller (1993) defined brand image as the thoughts about a brand in the consumers memory shown by the brand associations. In consumers' memory, they have informational articulations which are linked to the brand and it includes the overall meaning of the brand for them. It is called the brand association and it has also distinguishing dimensions for brand knowledge. The favorability, strength, and uniqueness are those dimensions of brand associations which play a significant role, especially in decision making for high involvement decision settings. (Keller, 1993)

In order to have strong, positive and unique associations related to the brand in mind, it is important to create a positive brand image. Brand image is examined in Keller's (1993) study. He told it would not be possible to put forward a common and exact definition for brand image although this term has been studied enormously. Different forms of brand associations were examined in the marketing literature. One of them is to distinguish brand associations according to its' abstraction level. It can be classified into three major categories as attributes, benefits, and attitudes (Keller, 1993). He defined attributes as descriptive features which designate the product or service, and the opinions of consumers what the

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product or service provides with the purchase or consumption. Although the attributes have been categorized in several ways (Myers and Shocker, 1981), Keller (1993) distinguished them according to relationship levels with the product or service. Product-related attributes are the features necessary for the correct performing of the product or service. Therefore, those attributes are directly related to the physical qualification of the product or service. On the other hand, non-product-related attributes are the external features of the product or service in case of the purchase or consumption (Keller, 1993).

Consumers' personal values that have gained from a product or service attributes are called as benefits. This is also the thoughts of consumers what a product or service can do for them. Benefits are categorized into three manners as to their relationship with underlying motivations (Park, Jaworski and MacInnis, 1986). Those are functional, experiential and symbolic benefits. Functional benefits point more to the product-related attributes and they are actually the intrinsic advantages of a product or service. They are linked to basic needs such as physiological and safety (Maslow, 1970), and problem removal or avoidance (Fennell 1978; Rossiter and Percy 1987). Experiential benefits include the feelings in case of the usage of the product and service. These benefits correspond to product-related attributes in general and meet the experiential needs like sensory pleasure, variety or cognitive stimulation. Symbolic benefits, in contrast, are extrinsic and account for to non-product-related needs like social approval, personal expression or outer-directed self-esteem(Keller, 1993).

Brand attitudes are very important as they affect and form consumers' overall behavior for decision making and brand choice. The definition of attitudes has been made as consumers' overall evaluations by Wilkie (1986) in Keller's (1993) study. Consistent with the study of Zeithaml, (1988) on perceived quality, brand attitudes can be related to beliefs about product-related attributes and the functional and experiential benefits. Besides, these brand attitudes can also be related to symbolic benefits and beliefs about non-product-related attributes according to another study in the literature that belongs to Rossiter and Percy

(1987). This is also consistent with the functional theory of attitudes from Katz (1960) and Lutz (1991), which attitudes are mentioned as serving a "value expressive" function which allows individuals to express their self-concept. (Keller, 1993). The description of CBBE and the sources of brand associations or the attitudes in which they are formed are not related to each other according to Keller's (2013) study. In fact, the concern here is the strength, favorability and uniqueness of the brand associations. This makes it clear that brand associations can be formed in several ways by consumers other that marketing activities, such as direct experience, online investigation, WOM, commercial or non-commercial reports or media and their own thoughts or deductions from the brand itself, its' name or logo of a company, a place, a person or an event. So, marketers should consider these other sources of information also as a whole while managing and designing the communication strategies.(Keller, 2013)

Researchers could not achieve to discover a combining theory of destination image in literature, and instead, they choose to disaggregate image dimension in order to explain tourism decision process (Konecnik & Gartner, 2007). Konecnik and Gartner (2007) argued that image is only one dimension of CBBE for destinations and there are other dimensions which are isolated and behaved independently. Destination image concept was studied widely within other disciplines, for example geography, anthropology, and sociology in the literature which is mentioned also by Gallarza et al in 2002. But it could not be possible to have a unifying commonly accepted approach for this concept. It was mentioned in Konecnik and Gartner's study (2007) that, those studies suffer from the lack of a theoretical and conceptual framework for constituents of a destination's image (Fakeye and Crampton, 1991) formation process of them (Gartner, 1993) and its operationalization Echtner and Ritchie, 1993). Despite the development of those three issues in the last few years, these areas still need to be improved according to Gallarza et al (2002) also. The destination image is accepted to have an important role in tourists' destination behavior, especially concerning the evaluation and selection process (Echtner and Ritchie 1993; Gallarza et al 2002; Hunt 1975). But

it is also claimed that it is not always a real representative of a destination and its' offerings also (Um and Crompton 1990; Konecnik & Gartner, 2007).

Brand image for a destination is composed of the image resulting from the tourist's experience and, image promoted by the destination stakeholders or marketers. Formal marketing communication tools generate the big part of this composed brand image and developed for the specific destination. On the other hand, Berry and Parasuraman, 1991 pointed out the brand image is also influenced strongly by informal marketing tools like word of mouth. All these formal and informal influences create inner pictures or perceptions in consumers' minds representing the tourist's observations, feelings or experiences about the destination(Manhas, Manrai, & Manrai, 2016).

2.4.4. Brand Quality

It is not enough to achieve high quality, because actual quality must be turned into perceived quality by the company(Aaker D. , 1991). If the perceived quality is high, this improves the price, market share, and ROI according to studies in the marketing literature. In addition, high perceived quality was agreed as the superior competitive advantage in a survey, among the managers of business units(Aaker D. , 1991). Aaker (1991) mentioned different types of quality in his study also. He has mentioned these types of qualities as 1. Actual or objective quality (the extent to which the product or service delivers superior service), 2. Product based quality (the nature and quantity of ingredients, features or services included and 3. Manufacturing quality (conformance to the specification – the zero-defect goal) (P:85) However, he also claimed that perceived quality cannot be determined objectively in fact, because the quality is a perception and "what is important to customers" can change according to each customer(Aaker D. , 1991). He explains the perceived quality as "the perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives" (p:85) "Perceived quality generated values" have been mentioned as the reason to buy, differentiation (positioning), the price premium, channel member interest, and brand extension in Aaker's (1991) study. First, perceived quality is the

main reason for a product or a service to be found in the "consideration set" of the consumer before the purchase of that product or service. Besides, perceived quality is a way of differentiation and positioning in the minds of consumers. The brand can be positioned as super premium, premium, value or economy entry. Perceived quality is also a reason for the brand to be paid a high price premium. If the perceived quality of the brand is high, then the probability of consumers to pay price premiums for the brands will increase. Another generated value is the channel member interest to the brand, because the channel members are more motivated to distribute the well-regarded brands that consumers offer. In addition, perceived quality can be utilized for brand extensions. Using the well-known brand name will provide a strong entry for the new product categories (Aaker D. , 1991).

Using "price" for a "quality cue" will not result the same for all product categories. For the product categories that are difficult to evaluate, they tend to have the "price" as a "quality cue" more(Aaker D. , 1991). And according to Konecnik and Gartner (2007), considering the consumer-based brand equity for destinations, brand quality is assumed the most difficult issue to measure and operationalize. Some of the researchers in the literature searched for an answer to the question "what is quality really?" and tried to operationalize this notion by linking the quality and pricing to each other. The concept was also investigated under the title of destination development and the pointed idea of "the importance of price for quality dimension" has been adopted by many other researchers also, as it is mentioned in Konecnik and Gartner's study in 2007. So, it is generally accepted that the price as a very important issue for quality cues extrinsically. Konecnik and Gartner (2007) also remarked the lack of the topic of perceived quality in the destination development literature in their study. On the other hand, tourist's evaluation for a destination is covering the evaluation of products, services, and experiences as a whole. Hence, quality is an element which affects the consumer's behavior vitally (Konecnik & Gartner, 2007). In Aaker's study (1991), he has placed an example how perceived quality affects the sales in a hotel. In the example, although the pizza is not sold as a popular item in the hotels' records, they have observed many pizza boxes in the trashes. Then the hotel has changed the cards in the rooms, mentioning

that they can order pizza, but the hotel management mentioned another telephone number instead of room service number. This led to an increase in pizza sales in the room service. This is a good example of perceived quality because consumers perceived the "hotel room-service" as a poor kitchen for the pizza. When it is thought about service-based products, the most important for the consumers will be the sufficiency of the service supplier according to Aaker (1991).

2.4.5. Brand Loyalty

Aaker (1991) defined brand loyalty as "a central construct in marketing which is a measure of the attachment that a customer has to a brand" (p.39) This definition ground on a customer's reaction (to change buying habits or not) for a branded product specifically when the brand made a change with the product features or its' price. There is an inverse relationship with the loyalty and the customer reaction to a competitive action of the competitor's brand. That means when the brand loyalty increases, the exposure of the customers to competitive activities is lessening. Loyalty is mentioned in his study as directly linked to the future sales of the brand (Aaker D. , 1991). The brand loyalty is accepted as the main element of brand equity and if the consumers are unregistered for the brand and buy the brand with respect to price or according to features of the product then it is thought as the brand has the low equity (Aaker D. , 1991). He developed a pyramid in order to define the levels of loyalty which may help to measure the brand equity level for the brand. It is proposed in his study that there are 5 levels of loyalty and the bottom line belongs to indifferent consumers, they make their purchase according to small concerns and brand name has no importance. This level also called as switchers or price buyers (Aaker D. , 1991).Second level of the pyramid is for habitual buyers, they are thought as partly satisfied from the brand. That means, there is not any dimension of displeasure that is enough to induce an alteration particularly if this change needs any effort. If the competitors achieve to create a visible benefit for the habitual consumers, they probably switch their buying habits for that product category (Aaker D. , 1991). The third level of the pyramid involves "satisfied consumers" again with some differences, this time consumers have switching costs like time, money or performance risk at this level

related to switching. For attracting these consumers, competitors need to overcome these switching costs by offering something bigger to compensate switching costs. This group is thought as switching-cost loyal. There are consumers that are really like the brand in fourth level of the pyramid. It is hard to trace the liking as a feeling, but it is mentioned as having an association with the symbol, prior experience or high perceived quality for the brand in this study. However, people cannot explain why exactly they like something or someone, a long-term relationship may affect the liking even if there is a lack of a familiar symbol. Here in the fourth level there is an emotional attachment with the brand. At the top of the pyramid, there are committed consumers. They are bragging of being the user or buyer of a specific brand. The brand is very crucial for those consumers functionally or they want to have that brand only to express themselves in that way to others. These consumers are willing to affect others also to use that specific brand (Aaker D. , 1991).

Brand loyalty is different from other dimensions as it is engaged to use or experience. It cannot exist without using or experiencing the brand before (Aaker D. , 1991).

Brand loyalty strategic value leads to reduced marketing costs, trade leverage, attracting new consumers and allows time to respond to competitive threads if it is properly managed and exploited (Aaker D. , 1991).

According to Aaker (1991), loyalty could arise from perceived quality or attribute associations in some cases, on the other hand, it would not be possible to explain all the cases with these factors so the relationship between them is ambiguous. He also finds out that, it is more possible to be loyal or to like something with the low perceived quality, and dislike something with high perceived quality. He put forward that if the loyalty exists for a product instead of a brand then, any equity cannot be stated there (Aaker D. , 1991).

Pike (2007) stated in his study that there are a lot of studies about brand loyalty, but this is not the situation for the destination brand studies (Pike, 2007). He tried to measure destination brand loyalty in his study by word-of-mouth (WOM) recommendations, and by repeat visits. DBL is also a good forecaster for future tourism choice (Konecnik& Gartner, 2007). In contrast with this study, it was

claimed that repeat purchases or repeat visits of the same destination brand cannot be a representative for the DBL, because customer loyalty to a single product/service brand is different from customer loyalty to an overseas destination brand. (Bianchi & Pike, 2011; Martin & Woodside, 2008). Researchers showed three excuses for this; first of all, the density of buying a destination product is not so high due to distance mostly; second, tourists prefer to buy multi-destination travels instead of one single destination; and third, as many researchers agreed there are many other determinants in addition to loyalty(Yang, Xiaoming, & Li, 2015). Consequently, Yang et al. asserted that attitudinal loyalty is more reflective than behavioral loyalty for the destination brands.

2.5.Brand Experience

According to Gartner and Ruzzier (2011) one of the main differences between destination and product brands is the experiential factor (Gartner & Ruzzier, 2011). The cost of travel is nonrefundable, so the risk is increasing with the increase of these travel costs. As it is an experiential and different for each consumer, the major concern is the promise of the destination and how this promise is delivered to travelers for the destination brands(Boo, Busser, & Baloglu, 2009)(Gartner & Ruzzier, 2011).

Many researchers agree that the theory of experience marketing provides a convenient academic view for CBBETD (Yang et al). According to Berry (2000) customers' experiences occupy a significant role in brand building and customer experiences can be controlled and improved to some extent. Meyer and Schwager (2007) mentioned that this is essentially important to build brand loyalty and competitive advantage for the companies. Likewise, it is specifically significant for destinations as each consumer has different feelings about the same destination. As a consequence, it is significant to comprehend how the tourists' experienced through direct or indirect contact with the city or the place, influences CBBETD. Although the brand experience topic is very important, there are very few researches exists in this topic. (Yang, Xiaoming, & Li, 2015).

Tourist experience concept has been considered in different perspectives in the marketing literature. Manhas, Manrai&Manrai (2016) mentioned these perspectives as consumption experience, experimental marketing, co-creation experiences. They used tourist experience as a marketing tool which aimed to inform us about tourists and visitor behavior in their study. Most of the researches have studied to figure out and define the meaning of the experience. But, to have a joint understanding of experience is not possible because of its specification to a situation (Manhas, Manrai, & Manrai, 2016). Consumers have a lot of product and service alternatives (options) today, compared to a couple of several years ago. However, it is getting harder to satisfy these consumers. Companies are making their investments on product variety, but they are not able to discriminate themselves from others. Although the growth and creating value for the management is getting more important, the definition of value and value creation are changing quickly from the product-centric view to personal experiences. Active, informed, empowered and networked consumers in touch with companies are increasingly co-creating value for firms. The mutual effect between the consumer and the company is the new path for creation and extraction of the value. Value is shifting to experiences, so the market is becoming a place for conversation and interaction among consumers, consumer communities and companies. This accessibility, transparency, and understanding of risk benefits is fundamental to the next practice in value creation(Prahalad & Ramaswamy, 2004).

Pine and Gilmore (1999) defined the experience as a business approach which is connecting "memorable events" to "economic offerings" to bond the consumer with the brand. In Schmitt's (2008) study, the experience is defined as special occasions that come off with reactions to some stimulus. These definitions can be an indicator that memorable events are created by businesses on purpose, hoping to engage customer's feelings according to some researchers(Manhas, Manrai, & Manrai, 2016).

By adopting Berry's (2000) point of view, Yang et al. mentioned that customer experience plays an important role not only for building product brands

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but also for building service brands. In 2011, tourism experience research papers were having limited insights according to some researchers, those papers were inadequate to explain the connection between tourism experience and CBBETD sufficiently. So, it won't be wrong to say that consumer experience and CBBETD relationship is still unclear. One of the definitions of the consumer experience to a destination is made by the researchers Meyer and Schwager (2007) as "the tourists internal and subjective response to the direct or indirect contact with the destination". And according to Berry (2000), direct contact essentially takes place in the time of service delivery. Actually direct contact makes reference to direct communication with the frontline personnel at the destination for tourists and measured by perceived destination service performance. On the other hand, indirect contact makes reference to communication with the destination brand and obtained in two ways; first by DMOs as public communication and second from potential or past tourists such as WOM.(Yang, Xiaoming, & Li, 2015). It is told that customer experience has different roles in brand equity development as it is shown in previous studies by various researchers. They also claim that brand awareness, brand associations, and brand loyalty are directly affected by the experience while the indirect impact of the experience affects only brand awareness and brand associations (Berry, 2000; Biedenbach&Marell, 2010). Berry (2000), by going a little further, claimed that communication can help brand awareness go larger and strengthening brand meaning for existing customers but do nothing for a weak service.(Yang, Xiaoming, & Li, 2015)

In the tourism industry, the tourist experience constructs typically approached by service providers, marketers for destinations and organized to design and create the experiences for consumers to make their experiences memorable and co-create the re-visit a specific destination. Prahald and Ramaswamy (2004) mentioned the interaction between consumers and destination service providers results with the co-creation of the prominent experience. In the earlier stages, the decisions of offerings for the market were taken by the service providers. This has changed over time to include consumers desire and needs. Today, consumer satisfaction is kept in mind by marketers while developing a product or service and

marketers also try to build a unique brand image or personality for the destination and differentiating it from rivals. (Prahalad & Ramaswamy, 2004). They also pointed out that, the destination can be viewed as a product. This consideration is also a way to new sources of competitive advantage for organizations and service providers.

Manhas et al. claimed that tourists choose a specific destination for a visit according to its mental or emotional image than physical characteristics of the place. Besides, pre-experiences of the tourists affect their choices. Tourists mainly seek for "experiences" accompanied by goods and services to consume. Based on this information and as mentioned by Richards also in 2001, tourists' destinations began to be positioned as "experiences". We can see that the main points in the travel and tourism studies are "experience" and destination positioning. Manhas et al. mentioned the "authentic tourist experience" of his colleague McConnell (1989) and the perception of tourism destinations as a means to a platform for the authenticity that cannot be found in the daily life of the tourists in their study.(Manhas, Manrai, & Manrai, 2016).

According to Brakus (2009), studies are mainly on product attributes and category experiences, and there are very little studies focusing on experiences provided by brands. When consumers seek and consume a specific brand, they are also exposed to utilitarian attributes of the products, with other brand-related stimuli, such as brand-identifying colors, shapes, some kind design elements and/or brand characters. These brand-related attributes can become visible in brands' design and identities, (such as name logo or signage), in its' packaging and communication at the market (such as adds or websites) and in its' environment that meets with the customer (such as stores or events). The stimuli that have been mentioned here, forms the main source of the consumers' internal and subjective response to the "brand experience". Further, brand experiences may vary with their power and consistency as well as their valence as positive or negative. According to some researchers, brand experience may occur spontaneously and lasts shorter in this situation. On the other hand, other brand experiences which are happened on

purpose, last longer. In the end, those long-lived brand experiences, are stored in consumers' mind and expected to affect consumer satisfaction and loyalty.

2.6. Conclusion to the Literature

A destination may become a brand by differentiating itself among its' rivals. In contradistinction to a product brand, destination brand is a combination of services that is provided by different stakeholders of that city. Stakeholders of the city should cooperate with each other in a harmony, which may be difficult in some points. This is the reason that cause a destination more difficult to become branded. By the way, consumer-based brand equity is measuring the brand's equity from the customer point of view, so it is also getting more complicated to measure the equity of destination brand.

It is stated that if the country has natural beauties, rich archeological structures, and historical places, tourists would be fascinated with this rich culture, but if the place or destination has few or no natural or historical attractions, then the city should make the investments on building new attractions or promoting events to attract tourists.

Brand associations were studied in different forms in the marketing literature. One of them is distinguishing them according to abstraction levels. Three major categories mentioned for brand associations as attributes, benefits, and attitudes were investigated. Attributes were defined as descriptive features which characterize the product or service, and consumers opinions for product/service providing with the purchase. Benefits are the values attached to the product by the consumers and they can be distinguished to 3 categories related to the underlying motivations. Those can be mentioned as functional, experiential and symbolic benefits. On the other hand, according to Keller (1993), it is difficult to describe all the relevant "attributes" and "benefits" accurately with the multiattribute models for consumer preferences. So, brand attitudes were taken part as a "value-expressive" function in the literature, that allows consumers to express their self-concept.

Internal and external perspectives have occurred for a brand were analyzed in the literature. Internal perspectives can be explained as supply-side of the brand while external perspectives as demand-side. Being a city brand requires to be adopted and supported at every communication level with the customers. This is also very important to touch to customers every time for positively strengthening of the brand with the customers' experiences. It is also another point mentioned in the literature that the identity and image of the destination in the customers' mind should meet with the destination brands' reality.

It was also observed and mentioned that consumers are noticing the destination as a brand and evaluate the characteristics of it through cognitive and affective manners according to some researchers. On the other hand, destination brand studies in the literature mostly focused on the formulation of the brand image and delivering that formulation to the customers, but it is also pointed out by the opposite side researchers that image formulation should not be considered as branding.

3. METHODOLOGY

Research objective, research design, questionnaire design, measurement of independent and dependent variables, and sampling with data collection of the research is reported in this part of the study.

3.1. Research Objective and Design

3.1.1. Research Objective

CBBE for destinations, the relationship and interactions of its' dimensions with each other investigated in this research. The aim of this study is to re-evaluate and test the relationships of DBI and DBQ variables which are found highly correlated to each other in Boo et. all's (2009) study, with the DBV and DBL variables. They combined DBI and DBQ variables in their study and gave a new name to this combination as Destination Brand Experience (DBEX). They claimed, DBEX has been affected from awareness and effects to value variable, and then influence the loyalty variable indirectly.

As the DBI and DBQ variables were studied separately in the literature, it has been studied whether these variables have direct influence on DBV and indirect influence on DBL on an individual basis in our research. While doing this, it has been attempted to test the validity of a CBBE model across different destination brands: Bursa and Edirne.

3.1.2. Research Design

Consumer Based Brand Equity concept and its' measurement for destinations emerged only in the beginning of the years 2000 (Konecnik and Gartner, 2007; Boo, Busser, Baloğlu, 2009; Pike, 2005). Destinations are more multi-dimensional than product brands, so the application of this model to destinations also bring some arguments about the implications. Boo, Busser and Baloğlu (2009) made their research by implementing the CBBE model to multiple destination, similarly there are two destinations has been chosen which are well known and close to each other with their features and characteristics: Bursa and Edirne.

It is mentioned that brand equity concept needs to be measured in comparison with others in the same brand category (Boo, Busser and Baloğlu, 2009). Bursa and Edirne are destinations can be preferred for a cultural and historical vacations by the tourists and both destinations are similar to each other with their historic structures, special gastronomic flavors and natural beauties. Considering these issues, these destinations were chosen for this research.

3.2. Sample Selection and Data Collection

A survey was conducted to test the hypothesis relationships among variables in the presented conceptual model. Data were collected from September 2018 to February 2019 from 230 people who have different backgrounds and ages between 21 and 76. Samples were selected randomly for this study, as the studied brands were destinations, local people who had visited studied destinations were expected to answer the questions.

The questionnaire has been prepared with google forms and sent to respondents via e-mail, other social media platforms and some of them were replicated and distributed by hand. Statistical Package for Social Sciences (SPSS) program has been used for making the evaluations needed in the study.

3.3. Questionnaire Design

Respondents were expected to answer the first part at the beginning of the questionnaire whether they have seen Bursa and Edirne, and the second part includes demographic information about the respondents age, gender, education level and income level. In the third part of the questionnaire, respondents are expected to answer 28 questions aiming to measure CBBE for Bursa and Edirne separately. CBBE for destinations similarly with CBBE for products has five sub-dimensions which are Destination Brand Awareness (DBA), Destination Brand Image (DBI), Destination Brand Quality (DBQ), Destination Brand Value (DBV) and Destination Brand Loyalty (DBL).

There are 7 questions to measure the DBA variable, 6 questions to measure DBV and DBI variables, 4 questions to measure DBQ variable and 5 questions to measure DBL variable in the questionnaire. Those items were measured on 5-point likert scale ranging from 1=Strongly disagree, 2=Disagree, 3=Neither agree nor disagree, 4=Agree to 5=Strongly agree.

3.4. Theoretical Framework of Research

Boo et al.'s (2009) CBBE model in the destination brand context composed by awareness, image, quality, value, and loyalty. There have been found high correlation between quality and image components, so Boo et al. combined these separate components into a unique component of "destination brand experience". Influenced by awareness, this new component will influence consumer value, which then will influence loyalty. Starting from this point, below hypothesis were tested in this research:

H1. Destination Brand Awareness influence the Destination Brand Image and Destination Brand Quality directly.

H2. Destination Brand Image and Destination Brand Quality had a positive effect on Destination Brand Value

H3. Destination Brand Image and Destination Brand Quality did not influence DBL directly, they effect Destination Brand Value and DBV had a positive effect on DBL.

Measurement of Independent and Dependent Variables

In this study, already advanced and confirmed scales, adopted from the literature, are used to measure both independent and dependent variables. The questionnaire has been prepared in Turkish language which is thought to be more appropriate for local people. Items that were demanded to be questioned, were translated into Turkish since the sample of this research were composed of Local people in Turkey, at the end 230 responses were collected to analyze the interactions of independent variables, with the dependent variable.

Table 1 *Measurement of Destination CBBE Dimensions*

Brand Equity Dimensions			
Main dimensions		**Items**	
Destination Brand Awareness	1	This destination has a good name and reputation	Motemani and Shahrokhi 1998, Oh 2000, Boo et al. 2009
	2	This destination is famous for historical places widely	Motemani and Shahrokhi 1998, Oh 2000, Boo et al. 2009
	3	This destination is famous for natural beauties mostly	Motemani and Shahrokhi 1998, Oh 2000, Boo et al. 2009

	4	This destination is famous for gastronomic flovours mostly	Motemani and Shahrokhi 1998, Oh 2000, Boo et al. 2009
	5	The characteristics of this destination come to my mind easily	Arnett et al. 2003; Yoo and Donthu 2001, Boo et al. 2009
	6	I think of this destination for a cultural and historical travel purchase	Keller, 2009
	7	I remember this destination easily	Pike, 2007
Destination Brand Value	1	This destination has reasonable prices	Ambler et al. 2002, Sweeney and Soutar 2001, Boo et al.2009
	2	I get much more value than my money's worth by visiting this destination	Lassar et al. 1995, Dodds et al. 91, Boo et al. 2009
	3	The benefit I get when I visit this destination is more than the labor and effort	Dodds et al. 1991, Boo et al. 2009, Oh, 2000
	4	The historical places in this destination are national asset for Turkey	Motemani and Shahrokhi 1998
	5	Natural beauties of this destination are national asset for Turkey	Motemani and Shahrokhi 1998
	6	The gastronomic flovours in this destination are national asset for Turkey	Motemani and Shahrokhi 1998
Destination Brand Image	1	The image of this destination brand fits my personality	Lassar et al. 1995, Boo et al. 2009
	2	My friends would think highly of me if I visited this destination	Lassar et al. 1995, Boo et al. 2009
	3	The Image of this destination is consistent with my own self image	Sirgy et al. 1997, Grace and O'Cass 2005, Boo et al 2009

	4	Visiting this destination reflects who I am	Sirgy et al. 1997, Grace and O'Cass 2005, Boo et al 2009
	5	Visiting this destination makes me feel better	Keller, 2009
	6	I think visiting this destination provides a good reputation for me	Keller, 2009, Dyson et al. 1996
Destination Brand Quality	1	From this destination offerings, I can expect superior performance	Lassar et al. 1995, Boo et al. 2009
	2	This destination performs better than similar destinations	Lassar et al. 1995, Boo et al. 2009
	3	I would like to visit this destination again considering the prices are higher	Keller 2009
	4	This destination provides a quality experience	Aaker 1991, Sweeney and Soutar, 2001, Boo et al 2009
Destination Brand Loyalty	1	I would like to visit this destination again within the next year	Keller 1993 and 2009
	2	I enjoy visiting this destination	Baloğlu 2002, Back and Parks 2003, Boo et al. 2009
	3	This destination would be my preferred choice for a vacation	Keller 2003, Odin et al. 2001, Yoo and Donthu 2001, Boo et al. 2009
	4	I would recommend to visit this destination to my friends	Pike 2007, Arnett et al. 2003, Boo et al. 2009
	5	Overall I am loyal to this destination	Keller 2003, Odin et al. 2001, Yoo and Donthu 2001, Boo et al. 2009

4. RESEARCH FINDINGS

4.1. Descriptive Statistics

The first and second part of this questionnaire need to be evaluated by descriptive statistics. The first part is about visiting the designated destinations, and second part includes age, gender, education levels, and income levels of the respondents.

4.1.1. Visit of the designated destinations

The first part of the questionnaire aimed to evaluate the visit percentage of the designated cities. It is seen that both destinations have been visited to a large extent. On the other hand, the research shows us that respondents who have visited Bursa (213 in 230) are more than the respondents who have visited Edirne (173 in 230).

Table 2 *Visit of the Designated Destinations*

Visit Bursa?				Visit Edirne?		
	N	%			N	%
Yes	213	92,6087		Yes	173	75,2174
No	17	7,3913		No	57	24,7826
Total	230	100		Total	230	100

4.1.2. Age

Samples' ages are ranged from 21 to 76 in this research. 66 of all respondents ages are between 21 and 35 (%28,6957), 94 of them are between 36 and 50 (%40,8696), 41 of them are between 51 and 55 (%17,8261), and 9 of them are between 66 and 80 (%3,913) years old according to the research. 20 of all respondents (%8,696) refused to enter their ages.

Table 3 Age Representation of the Sample

Age		
	N	%
21-35	66	28,6957
36-50	94	40,8696
51-65	41	17,8261
66-80	9	3,913
Missing	20	8,696
Total	210	91,3043

4.1.3. Gender

It is shown the gender of the respondents are 59,565% of them as female and 33.913% of them as male in the research.

Table 4 Gender Representation of the Sample

Gender		
	N	%
Female	137	59,565
Male	78	33,913
Missing	15	6,5
Total	230	100

4.1.4. Education Levels

Education levels of the sample are ranging from High School degree, to Doctorate degree. Majority of the sample with 87 people, have bachelor's degree (37.83% of all), where 58 people have master's degree (25.22% of all), 46 people have high school degree (20,00% of all) and 19 people have Doctorate degree (8.26% of all). 15 people (6,52%) from the sample prefer not to mention their education level while 5 of them (2.17%) have mentioned their education level as "other" which is including primary school and middle school degrees.

Table 5 *Level of Education Representation of the Sample*

Level of Education		
	N	%
High School degree	46	20,00
Bachelor's student or degree	87	37,83
Master's student or degree	58	25,22
Doctorate student or degree	19	8,26
Other	5	2,17
Missing	15	6,52
Total	230	100

4.1.5. Income Levels

Income levels of the sample are ranging from 0-1.500 Turkish Liras to 9.500+ Turkish Liras. Majority of the sample with 66 people have 3.001-4.500 TL income (28.7% of all), where 45 people have 4.500-6.000 TL income (19.57% of all), 39 people have 1.501-3.000 TL income (16.96% of all), and 22 people have

6.001-7.500 TL income (9,57%). Besides, 21 people of the sample have 7.501-9.000 TL income (9,13%) and again 21 people of them have 9.001+ TL income (9,13% of all).

Table 6 *Level of Income Representation of the Sample*

Level of income (Turkish Liras)		
	N	%
0 TL - 1.500 TL	8	3,48
1.501 TL - 3.000 TL	39	16,96
3.001 TL - 4.500 TL	66	28,70
4.501 TL - 6.000 TL	45	19,57
6.001 TL - 7.500 TL	22	9,57
7.501 TL - 9.000 TL	21	9,13
Over 9.001 TL	21	9,13
Total	230	100,00

4.1.6. Marital Status

Majority of the sample have "married" Marital Status (146 of all, 63,478%), while 75 of them have "single" status (32,609%). On the other hand, 9 of the respondents (3,913% of all) didn't mention their marital status.

Table 7 *Marital Status Representation of the Sample*

Marital Status		
	N	**%**
Single	75	32,609
Married	146	63,478
Missing	9	3,913
Total	230	100

4.2. Factor Analysis and Reliabilities

In social sciences, the relationship between the concepts are investigated and the attitudes and behaviors showing these concepts are transformed into expressions since the reactions cannot be measured directly (Durmuş, Yurtkoru, & Çinko, 2016). At the beginning of the factor analysis for each concept, the researcher decides whether the data set collected by the surveys is suitable for making factor analysis (Durmuş, Yurtkoru, & Çinko, 2016). These statistical adequacies are called Keiser- Meyer-Olkin (KMO) and Bartlett's test of sphericity. KMO shows the homogeneity of variables and correlations between variables. The lower limit for KMO is generally agreed upon is 0.50. Besides, Bartlett's test gives the statistical significance of the inter-correlation between variable, and the upper limit for the value of p is generally agreed upon at 0.05 (Hair, Black, Babin, & Anderson, 2006).

Factor analysis in this study was performed with Bursa data and reliability tests were applied for both Bursa and Edirne.

4.2.1. Factor Analysis and Reliabilities for Awareness

Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett test of sphericity tests were performed to test the convenience of data for conducting factor analysis for Awareness. Result of the tests (KMO=0,910, χ^2Bartlett test 1275.412,

df=21 and p=0.000) were satisfactory. The diagonals of the anti-image correlation matrix were all over 0.50, supporting the implication of each item in the factor analysis. Following these measurements, component analysis and varimax rotation was performed. Cronbach's coefficient alpha was estimated to be reliable as 0,938 for Bursa and 0,940 for Edirne which tests the internal consistency of factors. One dimension was found as a result of the analysis, and its total variance explained is 42,508%.

Table 8 *Factor and Reliability Analysis for DBA*

Construct /Item	Factor Loading	Reliability Bursa	Reliability Edirne	Variance Explained
Content Value				42,508%
Factor _1_Awareness		0,938	0,940	
B_awareness_3	0,897			
B_awareness_1	0,886			
B_awareness_2	0,882			
B_awareness_7	0,873			
B_awareness_5	0,854			
B_awareness_4	0,829			
B_awareness_6	0,763			
Kmo and Bartlett's Test=		0,910		
Sig=		0,000		

4.2.2. Factor Analysis and Reliabilities for Value

Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett test of sphericity tests were performed to test the convenience of data for conducting factor analysis for Value. Result of the tests (KMO=0,870, χ^2Bartlett test 1114,475, df=15 and p=0.000) were satisfactory. The diagonals of the anti-image correlation matrix were all over 0.50, supporting the implication of each item in the factor analysis. Following these measurements, component analysis and varimax rotation was performed. Cronbach's coefficient alpha was estimated to be reliable as 0,930 for Bursa and 0,940 for Edirne which tests the internal consistency of factors. One

dimension was found as a result of the analysis, and its total variance explained is 30,313%.

Table 9 *Factor and Reliability Analysis for DBV*

Construct /Item	Factor Loading	Reliability Bursa	Reliability Edirne	Variance Explained
Content Value				30,313%
Factor_2_Value		0,930	0,940	
B_value_4	0,888			
B_value_5	0,884			
B_value_6	0,870			
B_value_3	0,849			
B_value_2	0,840			
B_value_1	0,831			
Kmo and Bartlett's Test=	0,870			
Sig=	0,000			

4.2.3. Factor Analysis and Reliabilities for Quality

Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett test of sphericity tests were performed to test the convenience of data for conducting factor analysis for Quality. Result of the tests (KMO=0,809, χ^2Bartlett test 561.466, df=6 and p=0.000) were satisfactory. The diagonals of the anti-image correlation matrix were all over 0.50, supporting the implication of each item in the factor analysis. Following these measurements, component analysis and varimax rotation was performed. Cronbach's coefficient alpha was estimated to be reliable as 0,897 for Bursa and 0,927 for Edirne which tests the internal consistency of factors. One dimension was found as a result of the analysis, and its total variance explained is 14,034%.

Table 10 *Factor and Reliability Analysis for DBQ*

Construct /Item	Factor Loading	Reliability Bursa	Reliability Edirne	Variance Explained
Content Value				14,034%
Factor _4_Quality		0,897	0,927	
B_qual_2_exp_8	0,932			
B_qual_3_exp_9	0,870			
B_qual_4_exp_10	0,869			
B_qual_1_exp_7	0,829			
Kmo and Bartlett's Test=		0,809		
Sig=		0,000		

4.2.4. Factor Analysis and Reliabilities for Image

Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett test of sphericity tests were performed to test the convenience of data for conducting factor analysis for Image. Result of the tests (KMO=0,896, χ^2Bartlett test 1100,789, df=15 and p=0.000) were satisfactory. The diagonals of the anti-image correlation matrix were all over 0.50, supporting the implication of each item in the factor analysis. Following these measurements, component analysis and varimax rotation was performed. Cronbach's coefficient alpha was estimated to be reliable as 0,932 for Bursa and 0,947 for Edirne which tests the internal consistency of factors. One dimension was found as a result of the analysis, and its total variance explained is 35,502%.

Table 11 *Factor and Reliability Analysis for DBI*

Construct /Item	Factor Loading	Reliability Bursa	Reliability Edirne	Variance Explained
Content Value				35,502%
Factor _3 _Image		0,932	0,947	
B_image_4_exp_4	0,925			
B_image_3_exp_3	0,918			
B_image_6_exp_6	0,866			
B_image_2_exp_2	0,848			
B_image_1_exp_1	0,818			
B_image_5_exp_5	0,815			
Kmo and Bartlett's Test=		0,896		
Sig=		0,000		

4.2.5. Factor Analysis and Reliabilities for Loyalty

Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett test of sphericity tests were performed to test the convenience of data for conducting factor analysis for Loyalty. Result of the tests (KMO=0,873, χ^2Bartlett test 862.496, df=10 and p=0.000) were satisfactory. The diagonals of the anti-image correlation matrix were all over 0.50, supporting the implication of each item in the factor analysis. Following these measurements, component analysis and varimax rotation was performed. Cronbach's coefficient alpha was estimated to be reliable as 0,924 for Bursa and 0,936 for Edirne which tests the internal consistency of factors. One dimension was found as a result of the analysis, and its total variance explained is 21,825%.

Table 12 *Factor and Reliability Analysis for DBL*

Construct /Item	Factor Loading	Reliability Bursa	Reliability Edirne	Variance Explained
Content Value				21,825%
Factor _5_Loyalty		0,924	0,936	
B_loyalty_2	0,921			
B_loyalty_4	0,903			
B_loyalty_1	0,896			
B_loyalty_5	0,868			
B_loyalty_3	0,797			
Kmo and Bartlett's Test=		0,873		
Sig=		0,000		

4.3.Regression Analysis

Regression analysis is the method which is used most frequently in social sciences in order to give a reliable explanation to the dependent variable by the help of independent variable or variables (Durmuş, Yurtkoru, & Çinko, 2016). It explains the relationship between dependent and independent variables, so the researcher aims with this analysis, to observe and identify the influence of the variables on research topic of interest. Identifying the dependent and independent variables is important before the analysis, so the researcher develops the hypothesis about the relation or interrelation of independent variables with the dependent variables at first. Researchers make multiple regression analysis to identify the relationship between one dependent and 2 or more independent variables, on the other hand, if there is one dependent and one independent variable then simple regression analysis should be fallowed.

The research model of this study can be seen as in figure 1 mentioned below:
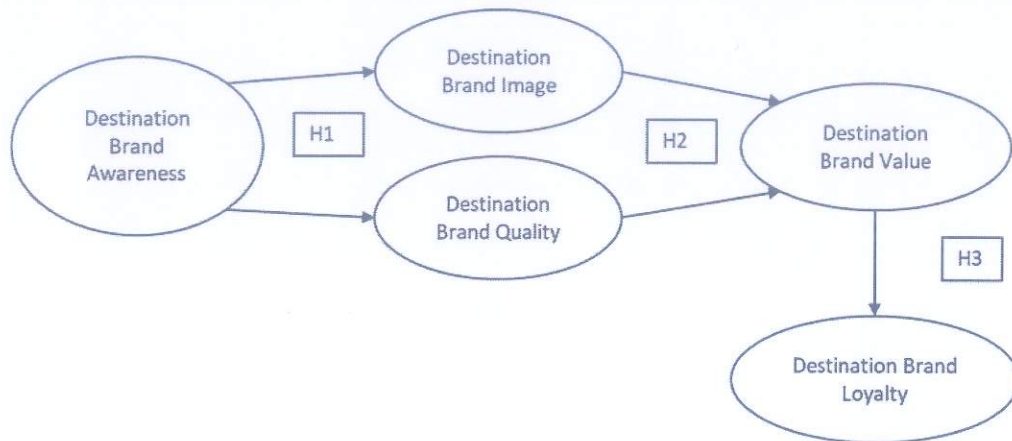

Figure 1 *Research Model*

4.3.1. Regression Analysis for H1

The first hypothesis in this research claims that "Destination Brand Awareness (DBA) influence the Destination Brand Image (DBI) and Destination Brand Quality (DBQ) directly". Those two dimensions were identified as Brand Experience in the Boo et. al.'s research (2009), the relationship between the DBA and DBI, and between DBA and DBQ variables have been analyzed for Bursa and Edirne Destinations. To find these relationships, simple regression analysis was made for Bursa and Edirne separately.

As reflected **Table 13,** Awareness of Bursa have contribution on image of Bursa, in other words, it is possible to say awareness affect the Image of Bursa dependent. Content Value was explained by Awareness of Bursa (β=0.640, and p= 0,000 for Image of Bursa dependent and β=0.694, and p= 0,000 for Quality of Bursa dependent).

Table 13 *Regression Analysis for H1 Bursa*

Dependent Variable:
Image_Bursa

	B	Std. Error	Beta	t	Sig.
(Constant)	0,185	0,285		0,648	0,518
Awareness_Bursa	0,719	0,072	0,640	10,024	0,000

R2=0,409

F=100,485

p =0,000

Dependent Variable:
Quality_Bursa

|	B	Std. Error	Beta	t	Sig.
(Constant)	0,636	0,232		2,742	0,007
Awareness_Bursa	0,682	0,058	0,694	11,681	0,000

R2=0,481

F=136,487

p =0,000
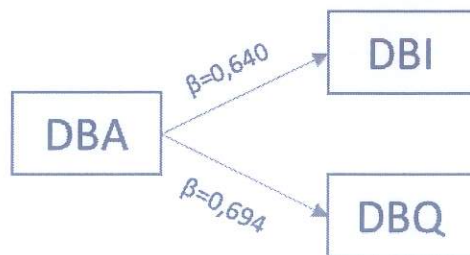
Figure 2. shows the results of simple linear regression analysis that was made to measure the correlation between DBA-DBI and DBA-DBQ for Bursa.

Figure 2 *Regression of H1 for Bursa*

As reflected **Table 14,** Awareness of Edirne has contribution on image of Edirne, in other words, it is possible to say Awareness of Edirne affects the Image of Edirne dependent. Content Value was explained by Awareness of Edirne (β=0.705, and p= 0,000 for Image of Edirne dependent and β=0.761, and p= 0,000 for Quality of Edirne dependent).

Table 14 *Regression Analysis for H1 Edirne*

Dependent Variable:
Image_Edirne

	B	Std. Error	Beta	t	Sig.
(Constant)	-0,177	0,266		-0,665	0,507
Awareness_Edirne	0,831	0,068	0,705	12,214	0,000

R2=0,497
F=149,176
p =0,000

Dependent Variable:
Quality_Edirne

	B	Std. Error	Beta	t	Sig.
(Constant)	0,184	0,222		0,830	0,408
Awareness_Edirne	0,819	0,057	0,761	14,411	0,000

R2=0,509
F=207,67
p =0,000
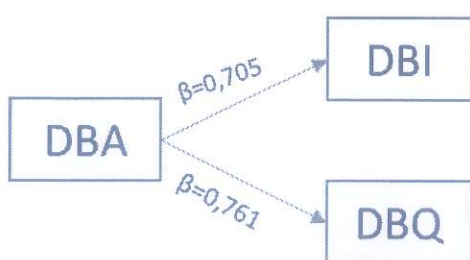
Figure 3 shows the results of simple linear regression analysis that was made to measure the correlation between DBA-DBI and DBA-DBQ for Edirne

Figure 3 *Regression of H1 for Edirne*

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4.3.2. Regression Analysis for H2

The second hypothesis in this research claims that "Destination Brand Image and Destination Brand Quality had a positive effect on Destination Brand Value". This hypothesis tested in order to check these two dimensions as Brand Experience has effect on Value dimension. For this reason, the relationship between the DBI and DBV, and between DBQ and DBV variables have been analyzed for Bursa and Edirne Destinations. To find these relationships, multiple linear regression analysis was performed for Bursa and Edirne separately with stepwise method.

As reflected **Table 15,** Quality of Bursa has contribution on Value of Bursa, in other words, it is possible to say Quality of Bursa affects the Value of Bursa dependent. On the other hand, Image of Bursa excluded from the analysis (p=0,199). Content Value was explained by DBQ of Bursa (β=0.731, and p= 0,000 for DBV of Bursa dependent).

Table 15 *Regression Analysis for H2 Bursa*

Dependent Variable:
Value_Bursa

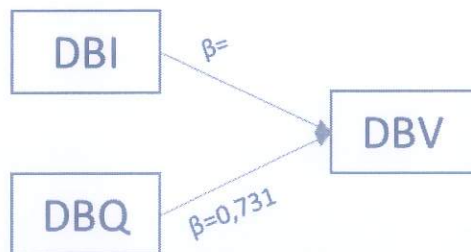|	B	Std. Error	Beta	t	Sig.
(Constant)	1,524	0,186		8,206	0,000
Quality_Bursa	0,696	0,054	0,731	12,794	0,000

R2=0,534
F=163,691
p =0,000

Figure 4 *Regression of H2 for Bursa*

The relationship between DBI and DBV was found insignificant according to the multilinear regression analysis that has been performed. On the other hand, the results show that DBQ variable has a huge influence on DBV variable for Bursa.

Besides, as reflected **Table 16,** DBQ variable for Edirne has contribution on DBV variable for Edirne, in other words, it is possible to say DBQ for Edirne affects the DBV for Edirne dependent. Content Value was explained by DBQ for Edirne (β=0.717, and p= 0,000 for DBV for Edirne dependent). And similar with Bursa destination, DBI variable for Edirne was excluded from the analysis (p=0,145).

Table 16 *Regression Analysis for H2 Edirne*

Dependent Variable:
Value_Edirne

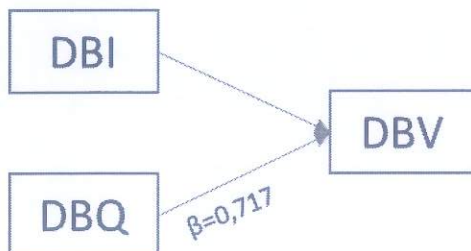|	B	Std. Error	Beta	t	Sig.
(Constant)	1,790	0,167		10,697	0,000
Quality_Edirne	0,618	0,049	0,717	12,687	0,000

R2=0,514

F=160,949

p =0,000

Figure 5 *Regression of H2 for Edirne*

Similar with Bursa Destination, the relationship between DBI and DBV was found insignificant according to the multilinear regression analysis that has been performed with Edirne destination data set. On the other hand, the results show that DBQ variable has a big influence on DBV variable too for Edirne.

4.3.3. Regression Analysis for H3

The last hypothesis claimed in this research is "DBI and DBQ did not influence DBL directly, they effect DBV and DBV had a positive effect on DBL". In order to find this relationship simple regression analysis was performed for each destination respectively, Bursa and Edirne.

As reflected **Table 17,** Value of Bursa has contribution on DBL for Bursa, in other words, it is possible to say DBV for Bursa affects the DBL for Bursa dependent. Content Value was explained by Value of Bursa (β=0.765, and p= 0,000 for Loyalty of Bursa dependent).

Table 17 *Regression Analysis for H3 Bursa*

Dependent Variable:
Loyalty_Bursa

	B	Std. Error	Beta	t	Sig.
(Constant)	0,237	0,226		1,052	0,295
Value_Bursa	0,830	0,058	0,765	14,313	0,000

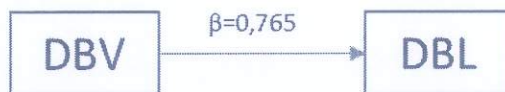R2=0,586

F=204,849

p =0,000

Figure 6 *Regression of H3 for Bursa*

Table 18 shows that Value of Edirne has contribution on Loyalty of Edirne, in other words, it is possible to say Value of Edirne affects the Loyalty of Edirne dependent. Content Value was explained by Value of Edirne (β=0.705, and p= 0,000 for Loyalty of Edirne dependent).

Table 18 *Regression Analysis for H3 Edirne*

Dependent Variable:
Loyalty_Edirne

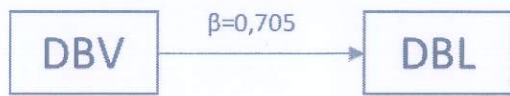|	B	Std. Error	Beta	t	Sig.
(Constant)	0,060	0,276		0,218	0,828
Value_Edirne	0,862	0,070	0,705	12,244	0,000

R2=0,497

F=149,926

p =0,000

Figure 7 *Regression of H3 for Edirne*

After performing the simple and multilinear regression analysis to our data set for Bursa and Edirne, the emergent research model can be seen as below figures.
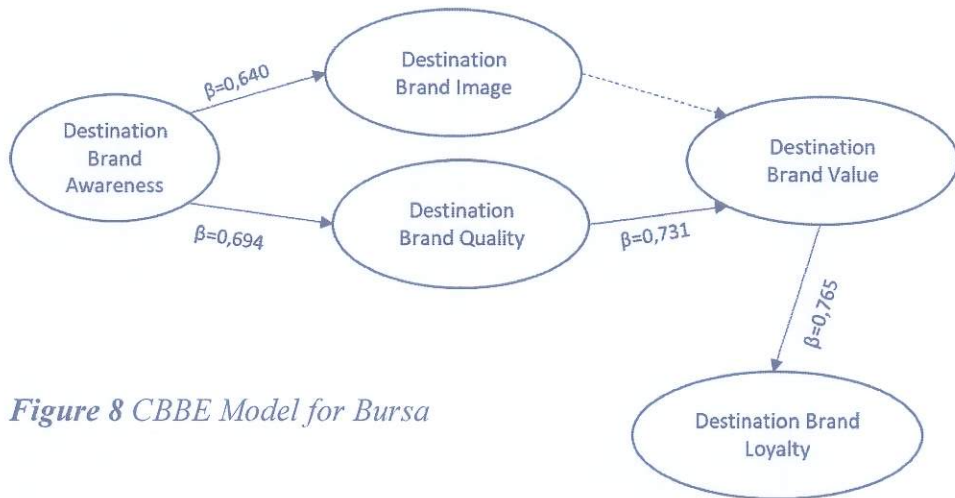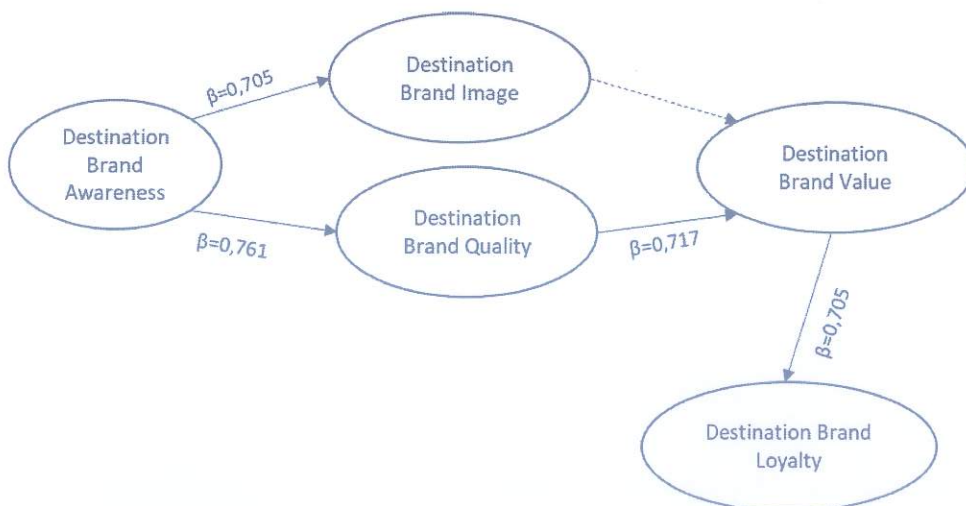

Figure 8 *CBBE Model for Bursa*

Figure 9 *CBBE Model for Edirne*

5. CONCLUSIONS

This study aims to find out how the variables of CBBE model affect to each other mainly. In order to test and re-evaluate the relationship of Destination Brand Image

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(DBI) and Destination Brand Quality (DBQ) variables which are found highly correlated to each other in Boo et. all's (2009) study, with the Destination Brand Value (DBV and DBL) variables. Destination Brand Experience (DBEX) which was accepted as the combination of DBI and DBQ has been investigated on an individual basis in this study. The relationship between Destination Brand awareness (DBA) and DBI, DBA and DBQ; the relationship between DBI and DBV, the relationship DBQ and DBV were examined. Furthermore, the relationship between DBL dependent variable and DBV independent variable at the end was investigated in this research.

This study was conducted with 230 people with the different backgrounds and different ages of between 21 and 76, on a large extent (94 in 230) respondents were between 36 and 50 (%40,8696). The random sampling method was selected for this study, as the studied brands were destinations in Turkey, local people were asked to answer the questionnaire. Respondents were expected to have visited the studied brands. It is seen that both destinations have been visited to a large extent, the research shows us that respondents who have visited Bursa (213 in 230) are more than the respondents who have visited Edirne (173 in 230). 59,565% of respondents were female and 33.913% of them were male in the research. Majority of the sample were married (146 of all, 63,478%). Most of the respondents were well educated in this study. Majority of the sample with 87 people, have bachelor's degree (37.83% of all), where 58 people have master's degree (25.22% of all), 19 people have Doctorate degree (8.26% of all). while 5 of them (2.17%) have mentioned their education level as "other" which is including primary school and middle school degrees. Majority of the respondents have middle-high income level with 3.001-4.500 TL income (28.7% of all).

The data collection period was between September 2018 and February 2019. After this period, the data were carried out to Statistical Package for Social Sciences (SPSS) in order to test and analyze the gathered data. In Social Sciences, to find out the relationship between the structures which were investigated and the attitudes and behaviors showing these structures have to be converted into expressions since

the reactions cannot be measured directly (Durmuş, Yurtkoru, & Çinko, 2016). On the other hand, Keiser-Meyer-Olkin (KMO) and Bartlett's test of Sphericity tests were performed before the factor analysis in order to check the statistical proficiency of the data set. The lower boundary of the ratio accepted is 0,50 for the KMO tests, which proves the convenience of the data set. Which means if the data set have the smaller ratio than 0.50, it shows the inconvenience of the data set for the factor analysis. (Durmuş, Yurtkoru, & Çinko, 2016). Besides, Bartlett's test gives the statistical significance of the inter-correlation between variable, and the upper limit for the value of p is generally agreed upon at 0.05 (Hair, Black, Babin, & Anderson, 2006). After performing factor analysis, reliability analysis needed to be found for each dimension of the model. Cronbach's Alpha is indicated as the value of the correlation between the questions for each dimension. It shows the reliability level of the related factors and Cronbach's Alpha measurement is accepted reliable when it is over 0.70 for the related factor (Durmuş, Yurtkoru, & Çinko, 2016).

Consumer Based Brand Equity (CBBE) have 5 sub-dimensions according to the literature and items for those dimensions were selected from different studies investigated by different researchers as mentioned in methodology part. Factor analysis in this study was performed for all these sub-dimensions with Bursa data set, and reliability tests were applied for both Bursa and Edirne data sets. Concepts in this research were tested by performing factor and reliability analysis and found out all of them are highly adequate with KMO ratio over 0.50 and reliable with the ratio of over 0.70 Cronbach's Alpha for Bursa and Edirne respectively.

H1.   Destination Brand Awareness influence the Destination Brand Image and Destination Brand Quality directly.

Simple Regression Analysis was executed in order to analyze the relationship between DBA and DBI, and relationship between DBA and DBQ. Two different simple regression analyses were performed for both Bursa and Edirne destinations in this study.

According to analyses that conducted for both Bursa and Edirne destinations, it was found out that DBA is directly correlated with DBI (β=0.640, p= 0,000; β=0.705, p= 0,000 respectively), and DBQ (β=0.694, p= 0,000; β=0.761, p= 0,000 respectively) variables. It was comparatively tested and accepted that destination brand awareness influences the image and quality of a destination directly. Purchasing behavior in the hospitality sector is made by blindly in most cases, specifically in the first place, so DBA is accepted as a main of a brand's presence in the minds of consumers. Then DBI and DBQ which are accepted as Destination Brand Experience (Boo et.al, 2009) affected directly from the destination brand awareness. Research results also feeding this hypothesis, which means by increasing DBA, destination brand management can achieve to increase the DBI and DBQ of a destination.

H2. Destination Brand Image and Destination Brand Quality had a positive effect on Destination Brand Value.

For the second hypothesis multilinear Regression Analysis was used in order to analyze the relationship between DBI and DBV, and relationship between DBQ and DBV. Two different multilinear regression analyses were performed for both Bursa and Edirne destinations.

Conducted analyses show that DBQ has direct influence on DBV for Bursa and Edirne destinations respectively (β=0.731, p= 0,000; β=0.717, p= 0,000 respectively); on the other hand, DBI variable found as "not significant" on DBV variable for both destinations (DBI for Bursa p=0,199 and DBI for Edirne p=0,145). It was comparatively tested and found from the analyses that DBQ variable influences the DBV variable for both destinations directly. Nevertheless, DBI variable does not have a significant effect on DBV variable. For the managerial record, it is assumed that increasing the quality of destinations instead of the image of the destination would make a huge difference in increasing the value of the destination.

H3. Destination Brand Image and Destination Brand Quality did not influence DBL directly, they effect Destination Brand Value and DBV had a positive effect on DBL.

Simple Regression Analysis was carried out in order to analyze the relationship between DBV and DBL. Two different simple regression analyses were performed for both Bursa and Edirne destinations in this study. According to these analyses it was seen that DBV variable has direct positive influence on DBL variable for Bursa and Edirne respectively (β=0.765, p= 0,000; β=0.705, p= 0,000 respectively). It was comparatively tested and accepted that destination brand value influences the loyalty of a destination directly. Although the awareness is accepted as the key for the purchase of the destination, increasing the repurchase of the destination is based on increasing the value of the destination in the consumers' mind.

5.1.Managerial Implications

A destination brand differs from a product brand that, it is a combination of the services offered at that destination. It is very important that all the stakeholders of a destination work together to provide being better branded among competitors.

As a result of this research, it obviously seems that destination brand awareness influences the image and quality of a destination directly. This is which means if the consumers negatively aware of this destination then the image and quality perception will also be negative. An example was given in Kotler and Gertner's study (2002) that a movie named "Midnight Express" was spread around the world and Turkey's image was affected negatively as a human rights violator. It has created awareness but in a bad manner, and the authorities of Turkey had to do something to correct this bad image and a public relations firm hired to promote the country worldwide and to change the bad image of the country. According to Boo et al. (2009) DBI and DBQ which are accepted as Destination Brand Experience affected directly from the destination brand awareness. The research results also feeding this hypothesis, which means by increasing DBA as intended in a good way, destination brand management can achieve to build the DBI and DBQ of a

destination brand in the minds of consumers. On the other hand, Boo et al. mentioned that Destination Brand Experience, which is thought as a combination of the DBI and the DBQ, affects the DBV. But this wasn't supported in this study. According to the research results, DBI has no effect on DBV, but DBQ has been seen to affect DBV. For the stakeholders, it is significant to increase the quality of the destination to increase the loyalty of that destination via increasing the value of the destination. Destination Brand Image is also a highly investigated area in destination marketing, and it is known from many studies that it has an effect on Destination Brand Loyalty. In this research, it was aimed to see if it affects the DBL over DBV. It is assumed as a result of this study, that increasing the quality of destinations instead of the image of the destination would make a huge difference in increasing the DBV and so DBL.

In order to make a difference based on this study on the way of being a brand, some important observations on the basis of Bursa will be mentioned below.

Bursa is one of the most crowded cities in our country with its advanced industry. The first capital of the Ottoman state is the center of the automotive industry now, famous for its' cultural and natural beauties. Located on the Silk Road, Bursa has always been an important trade city with its' strategic location. At the same time, this historical city that carries the spatial and architectural features of Byzantine, Ottoman, and Republican periods characteristics of being a cradle of civilizations.

The latest formal population belongs census made in year 2000 in TUIK's page but according to informal information, Bursa's population was estimated as 2,936,803 according to 2017 data. This population consists of 1,470,341 men and 1,466,462 women, and the percentage of the population is 50.07% male, 49.93% female. The population density is 270 / km2 in Bursa, which has a surface area of 10,882 km2 (https://www.nufusu.com, 2019).

The table showing population growth is as follows.
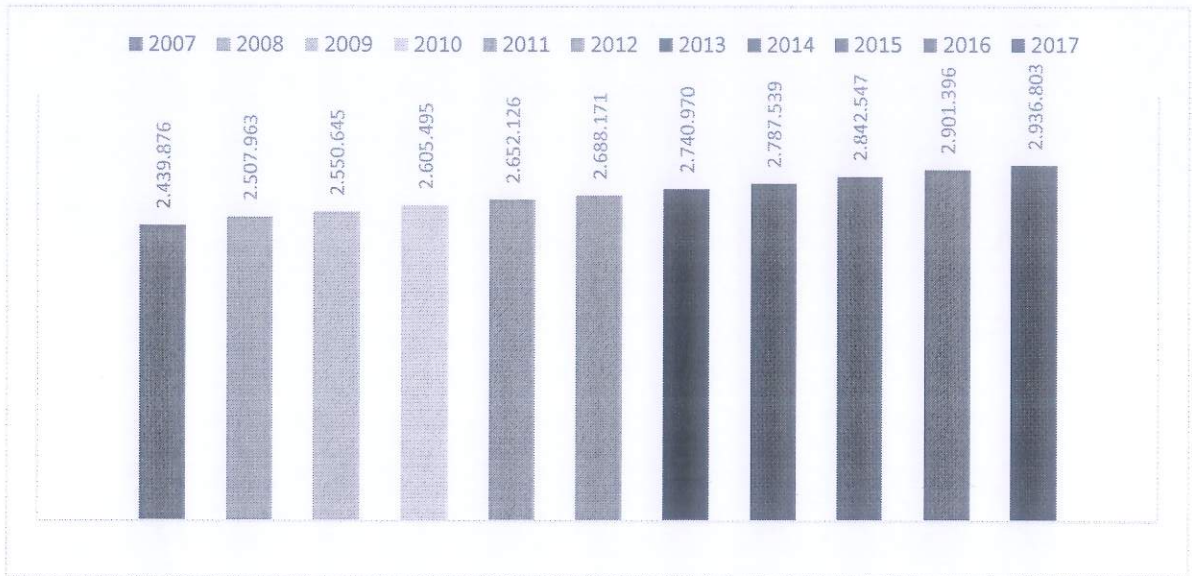

Table 19 *Population growth over the years*

It is seen from the table_19 above that the population growth is reducing in recent years. This means the city is losing its popularity to attract people to live in here. The reasons behind this consequence could be a different research topic. But having high destination brand-equity would also be a great opportunity to regain popularity.

Bursa has a big potential for differentiating itself among competitors and branding in several ways. However, this should be determined as a goal and all the stakeholders in the city should work together by making an organizational plan. In order to develop tourism in this region, winter sports, hot springs, and health tourism, districts placed at the seaside with lots of natural beauties should be brought forward. Furthermore, the proximity of Bursa to its' neighbor provinces would support the potential of this city on a large scale.
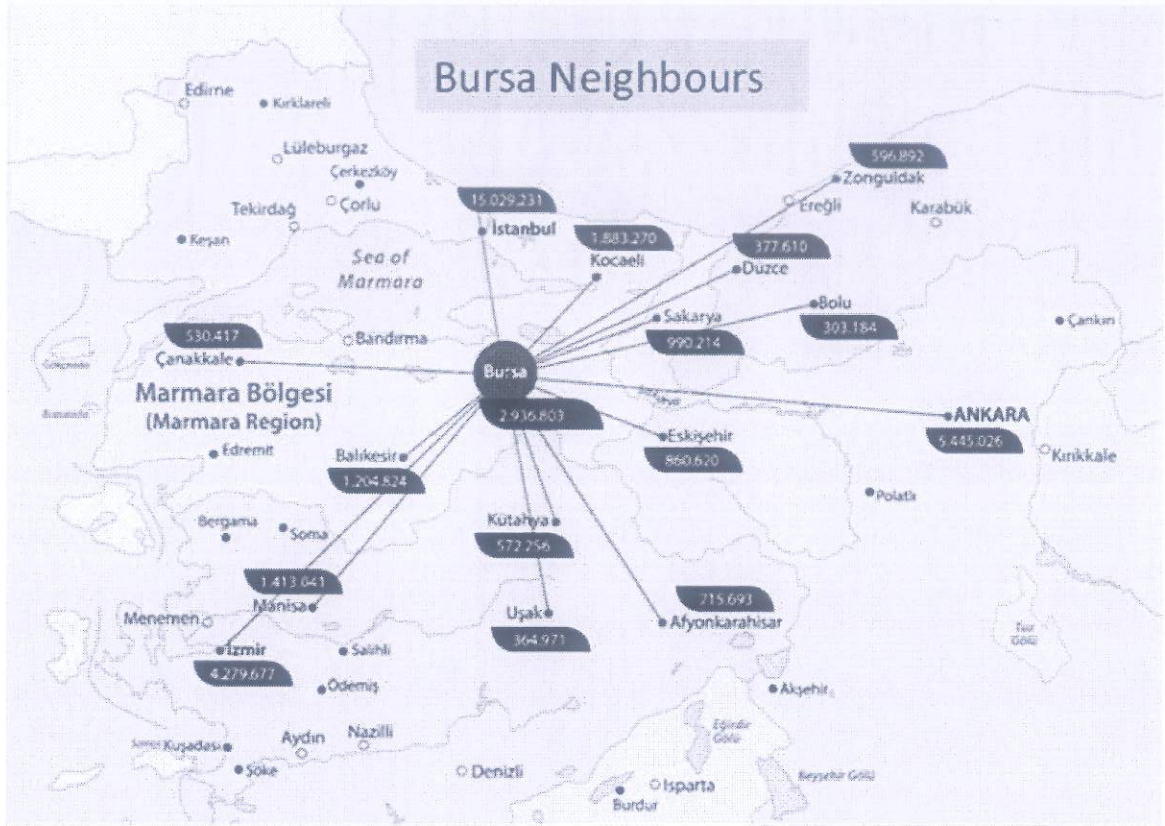
*Figure 10. The population of neighbor provinces of Bursa
(https://www.nufusu.com, 2019)*

It is known that a large-scale university founded in Bursa is believed that would make a great difference in the city. Because Bursa has been located at a very strategic point which is at the center of the population of 35 million, and transportation can easily be provided with a wide variety and fast public transportation to the city. Become "a destination brand" for Bursa in industry and in education would be a great opportunity to attract Turkey's young and smart population to the city.

Universities tend to be established in technologically, culturally and economically developed provinces to a large extent on the basis of supply and demand equilibrium. Another reason for this is because education is convenient to develop in these cities.

Bursa is a city that has already developed industry and is open to foreign investments. These features are important opportunities for the universities to be

located in this kind of destinations. Become a branded city in education means more funds for local people living in that destination, small and middle scale enterprises and big scale enterprises gain more qualified manpower.

On the other hand, It will be possible to diversify and revitalize tourism by making use of effective use of the districts located on the coastal strip of Bursa and improve sea transportation in this region. Effective sea transportation is in use at the moment in this region but, excessive traffic density of the scaffolds in the town center leads to many complaints, so it is important for this region to solve this traffic jam.

This region is also famous for old wooden houses built in "Rum district", where with steep avenues to the sea are located. Pichiretu, an Italian architect, had planned this neighborhood so well, that one can see the sea from each of these houses built in this district. Some of these houses were renovated but it is known that the renovation of this historic old wooden houses in this district cost so high.

Trilye is a small and old Rum village near to Mudanya, also famous for its' historic buildings especially. This region attracts many local tourists and a few foreign tourists. To make use of these wooden houses in Mudanya, and Trilye village to tourism and trade as in the case of Eskişehir would add high value to Bursa.

Archaeological structures were found in the building excavations in Mudanya but it is known that these excavations did not continue archeologically. Research and excavations in the archaeological sense will be also an opportunity to gain new values for the region.

Bursa is also known for its therapeutic thermal waters and it is known that the thermal springs in this region are good for allergic diseases such as asthma, urticaria, and eczema. It would give a great opportunity, to make use of these special waters in the hotels. These facilities should be increased in Bursa and not only hotels, but also special health facilities would be promoted.

Uludag, another attraction center in Bursa, had been a favorite district for winter sports enthusiasts for a long time, on the other hand, recently it is seen that the former popularity has been lost with the proliferation of competitors in this field. The district and winter sports theme have to be revived with different activities and needs to be invested and supported more. This region should always be kept alive and evaluated with different activities to be held in Uludağ. It is thought that this region should have the capacity to host world famous organizations should be evaluated much better.

These features are thought to be an opportunity for the branding of Bursa. The use of this potential of the city will enable Bursa to place among the few high brand equity cities in the world.

As Kotler told crucially important, for a city to market itself in anywhere the GDP should be high, and to specify "who" should know "what" about your country (Kotler P. , 2018). Each city must market itself to be distinctive and unique at some specialty. He insisted that true specialization is important, and the government should participate in suggesting which cities are ready to be the leader for certain industries.

6. LIMITATIONS AND FUTURE RESEARCH

A branded destination can be defined as a combination of all the tangible and intangible services offered in that specific destination in general. Thus, measuring the brand equity of a destination is much harder and more complex than a normal product. There are some examples of measuring the brand equities of destination brands like normal products, but it is still confusing to measure some of the sub-dimensions of the consumer-based brand equity of a destination brand. Research constructs and items were investigated and adopted from the literature while designing the questionnaire. However, some of the constructs were still confusing to measure. For example, Destination Brand Quality tried to be measured by the price of the destination brand, on the other hand, the quality is not always

correlated with the price of a multiplex destination brand. It is also not easy for destinations to build a brand identity and brand image which means to become a brand not only a city.

For this research, 2 competitive destination brands needed to be chosen in the same category, therefore, 2 places nearby İstanbul in the Marmara Region were picked up: Bursa and Edirne. On the other hand, it has been considered that these two cities are preferred by the tourists who are seeking for a cultural and historical vacation. Bursa and Edirne are similar to each other with many characteristics and historical structures. The respondents were chosen randomly for this study among local people from Turkey.

Image variable effect on value variable didn't result significantly in this research. There may be several reasons for this different result; cultural differences, desire to buy a cultural and historical vacation of the local tourists in Turkey should be considered. By the way, the living conditions of the respondents and income levels of the respondents may affect the results of the analyses. The research model which was mentioned in Boo et al.'s (2009) study was aiming to measure the brand equity for the 2 of the most well-known gambling destinations. Those are the places people who like gambling goes several times in one year. On the other hand, the research model was adopted to this study and aimed to measure the CBBE for the 2 well-known cities in Turkey for a cultural and historical vacation. But it might be arguable that how often the tourists visit these cities for cultural and historical reasons in one year.

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