

Building destination brand attachment: The role of cognitive, affective components and destination brand stereotypes

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Abstract

This study aims to investigate the relationships between destination brand stereotypes and destination brand attachment. Two cognitive (i.e., destination brand awareness and perceived quality) and two affective (i.e., ideal self-congruence and enduring culture involvement) components are proposed as the drivers of destination brand stereotypes which, in turn, influence destination brand attachment. Based on a survey of 612 respondents, the research model is evaluated using structural equation modelling (SEM). The results show support to the conceptual framework. Cognitive and affective components, contribute in building destination brand attachment both directly and indirectly with the mediation of destination brand stereotypes.

Keywords: Destination brand attachment, Destination brand stereotypes, Destination brand awareness, Perceived quality, Ideal self-congruence, Enduring culture involvement

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