BRANDING ETHIOPIA AS A TOURIST DESTINATION: DOMESTIC TOURISTS PERSPECTIVE

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This Paper is Submitted to Addis Abeba University School of Commerce for the Partial Fulfillment of M.A Degree in Marketing Management

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DECLARATION

I, Bisrat Mohammed, hereby declare that this study is my original piece of research conducted in partial fulfillment of the requirements for the Masters of Art in Marketing Management (MAMM) degree at Addis Ababa University School of Commerce.

Full acknowledgements have been made for all references of other people's work that have been cited and ideas adopted. No part of this thesis has either been presented whole or in part to any other institutions for any award. I take full responsibility for any errors that may be included in this report.

_____

Bisrat Mohammed

Statement of Certification

This is to certify that **Mr. Bisrat Mohammed** has carried out his research work on the topic entitled "**BRANDING ETHIOPIA AS A TOURIST DESTINATION: DOMESTIC TOURISTS PERSPECTIVE"** and it is his original work and is suitable for submission for the award of Master's Degree in Marketing Management.

Certified by:

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BRANDING ETHIOPIA AS A TOURIST DESTINATION: DOMESTIC TOURISTS PERSPECTIVE

By - Bisrat Mohammed

Approval by Board of Examiners

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List of Abbreviations/ Acronyms

AGFI - Adjusted Goodness of Fit Index

BAW – Brand Awareness

BAS – Brand Association

BL – Brand Loyalty

GFI - Goodness of Fit Index

CFI - Comparative Fit Index

AMOS - Analysis of Moment Structures

CBBE – Consumer Based Brand Equity

CFA - Confirmatory Factor Analysis

GDP – Gross Domestic Product

GTP - Growth and Transformation Plan

MCAT – Ministry of Culture and Tourism of Ethiopia

OAAS - Over All Brand Association

OAAW – Over All Brand Awareness

OABE – Over All Brand Equity

OABL - Over All Brand Loyalty

OAPQ - Over All Perceived Quality

PQ - Perceived Quality

RMR - Root Mean Square Residual

RMSEA - Root Mean Square Error of Approximation

SEM - Structure Equation Modeling

SPSS – Statistical Package for Social Science

UNWTO – United Nations World Tourism Organization

WEF - World Economic Forum

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Abstract

Purpose – *Although the branding literature emerged during the 1940s, research relating to tourism destination branding has only gained momentum since the late 1990s. There still exists a lack of theory that particularly addressing the measurement of the effectiveness of destination branding from domestic tourists perspective. The purpose of this paper is to test the effectiveness of Consumer-Based Brand Equity (CBBE) model for a country as a tourist destination.*

Design/methodology/approach *– A model of CBBE was adapted from previous marketing literatures and applied to the national context of Ethiopia. The model was tested by using structural equation modeling with data collected from a sample of Ethiopian citizens (n = 350).*

Findings *– The paper reports the results of an investigation into brand equity for Ethiopia as a tourist destination among its own citizens. The results indicate Ethiopia as a tourist destination is well known among its citizens but its tourist destinations quality is perceived to be very low. Despite this poor quality its citizens are still loyal to visiting the country's tourist attractions.*

Practical Implications – *The paper recommended that a standard CBBE model could provide enduring effective performance measures regardless of changes in staff, other stakeholders and budget.*

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

Tourism is an important sector in the economy of many countries (Ondicho, 2000). Its importance to the overall economy is a recognized fact. Its total contribution comprised 9% of global GDP (US $6.6 trillion) and generated over 260 million jobs i.e. 1 in 11 of the world's total jobs (UNWTO, 2013). This figure does not include the income generated indirectly from activities related to tourism. In addition to its sizable contribution to the national income it has become one of the economic sectors registering rapid growth worldwide. According to UNWTO (2013) the industry outperformed the entire wider economy in 2012, growing faster than other notable industries such as manufacturing, financial services and retail.

In many countries and its rapid expansion has been considered as an interesting possibility for sustainable development including poverty reduction in developing countries (Zappino, 2005). Because of this the emphasis that is placed upon tourism as a source of economic and social development is increasing.

While countries focus on international tourism because of its capacity for generating foreign exchange, something which many destinations urgently needed in their initial years of tourism development, domestic tourism was neglected both as an area of development and as a subject of research (Skanavis and Sakellari, 2011). Promotion of the tourism sector to people of the destination itself has, for many nations, become an additional extra within the overall destination growth strategy. Secondary attention is applied, along with secondary budget. It has been revealed by studies conducted by UNWTO when it is compared to international tourism, domestic tourism contribute as high as 60% of the total tourism income (UNWTO, 2013). Arguments have been forwarded by some authors that the emphasis that is given for the study and promotion of domestic tourism should have to be improved (Skanavis and Sakellari, 2011; Pierret, 2011; Wang and Qu, 2004).

Of all the methods and approaches that are adopted to promote tourism in general and domestic tourism in particular, building strong national brand for a destination is a very significant factor (Wang and Qu, 2004). A strong nation brand can be leveraged to market a country to its own citizens to promote domestic tourism (Balakrishnan, 2009). Domestic tourism keeps economic activity and cash flows within a nation and can help strengthen areas of a country which are highly dependent on the tourism industry during an economic downturn (Pierret, 2011). A successfully built destination brand can also help establish a greater base for tourism in general, as consumers might permanently increase their number of annual trips once they are aware of locations close by (Pike, 2005).

Ethiopia is as a country has been branded, intentionally or unintentionally, in good or bad ways (Kidane, 2010). To mention some of the bad ways, the name Ethiopia became almost synonyms with the word famine, drought, war etc. And also there are good ways in which Ethiopia is branded in the world's stage. These include being the origin of human being, its thirteen months of sunshine, its natural beauty, its diverse cultural heritage, its long and glorious history, being the symbol of African independence and pride etc. Even though the country has all these positive qualities the bad ones are always the ones that are being remembered by the world. Therefore a branding strategy that promote and emphasis the positive qualities of the country should have to be developed and implemented (ibid).

Most image building activities that are implemented in Ethiopia (even though they are not comprehensive branding strategies) are directed towards building the country's image for international tourists. The default thinking that is prevalent in the country is that domestic travelers simply do not offer the same degree of benefit to the local market. They pay in local currency, are sensitive to local pricing (and tourist-targeted price increases), are less awed by local attractions, and are locals themselves, really, so do not offer the same visitor excitement as foreigners (Forsyth and Dwyer, 2009). However this default thinking needs a serious reconsidering.

The domestic tourism destination branding activities should have to emphasize exploring one's own country as highly acceptable, fashionable, and affordable (Mendiratta, 2011). To create this mentality the use of destination branding by using Consumer Based Brand Equity (CBBE) model as a framework that is proposed by Aaker (1991, 1996) is very useful (Pike, 2010). The paper

tries to identify how this branding theory can be applied to the tourism destination context by taking Ethiopia as a test brand and evaluating its Consumer Based Brand Equity (CBBE) among its own citizens.

1.2. Statement of the Problem

Compared to its potential, the tourism sector in Ethiopia is by far in its infancy. According to UNWTO, (2013) the direct contribution of Tourism to GDP in 2012 was only 5.1% of GDP and this forecast is expected to rise by 4.3% in 2013. And the sector directly generated 4.3% of total employment in 2012 (1,085,500 jobs) and this figure is forecast to grow by 1.0% in 2013 to 1,097,000 jobs. Its contribution for the total export national earnings is 18% in 2009. Domestic tourism particularly contributed 2.1% of the total GDP and its growth rate for the year 2013 is expected to be 5%. Even when we compare it with other east African countries, its contribution to the socio-economic conditions of the country is so small. Especially the contribution of domestic tourism is very minimal. Because of this the Ethiopian government included tourism development as one of the area of emphasis in its five years Growth and Transformation Plan (GTP). By the Proclamation No 691/2003 Ministry of Culture and Tourism is given the mandate to promote the country's tourist attraction for domestic tourism market (Negarit Gazeta, 2010). To implement this policy direction the development of the excellent tourism sector strategies that are compatible with the policy direction is mandatory.

The first problem faced when developing a tourism strategy to build a destination brand is what type of framework to use in developing these strategies. Most of the country's branding activities that were implemented by the Ethiopian government are directed towards attracting international tourists. More often than not the contribution of domestic tourism for the development of the entire tourism industry is neglected. The characteristics of the domestic tourists are different from that of the international tourist. Most domestic tourist thought to possess basic awareness about the historical and natural attractions of the country and need branding activities that are focused on other dimensions of the Consumer Based Brand Equity. Using the strategy that is designed for international tourists on this group of tourists will not be effective. Because of this the strategic and policy intervention that are directed towards the domestic tourists should have to be different and developed separately. All tourism development strategies that are developed should have to be distinctive based on its intended target customer but compliment the desired

over all brand personality that is sought by the country. Therefore the need for framework (model) in the process of strategy development gives focus and saves unnecessary wastage of resource by giving selected goals for the efforts of the ministry.

The second problem is that, with regard to measuring the existing brand equity, it is essential to measure the effect of each dimensional element to find out the overall brand equity of the country. Understanding the relationship between each dimension helps to observe the effect of that element on the overall brand equity and assists in identification of priority actions that that are suitable for long term brand building and short term gains. If the actual relationship between each dimensional element is understood clearly policy and strategy makers can develop appropriate strategies and policies that treat the root cause of the unfavorable brand equity and improve on the positive ones rather than treating the symptom of the problems.

1.3. Research Questions

The existence of tourism potential by itself is not sufficient for the intended growth of the Ethiopian tourism sector. Focusing on international tourism alone is also not the complete answer. In order to evaluate the proposed research problems the following research questions will be forwarded:

RQ1: Is Consumer Based Brand Equity model appropriate for measuring and planning the brand equity of Ethiopia as a tourist destination for its own citizens (Domestic tourists)?

RQ2: What is the relationship between dimensions of Consumer Based Brand Equity?

RQ3: Which dimensions of the model will be useful for strategic decisions in domestic tourism context in Ethiopia?

1.4. Objectives of the Study

The main objective of this study is to measure the overall Consumer Based Brand Equity (CBBE) of Ethiopia as a tourist destination for its own citizens (domestic tourists).

Specifically the study will have the following specific objectives:

- To evaluate the suitability of the CBBE model for measuring the country's brand equity for domestic tourists
- To test the relationships among the proposed dimensions of destination CBBE in Ethiopian domestic tourism context.
- To identify which dimensions of CBBE has the most effect on the brand equities of the country.
- To provide recommendation on the most critical dimensions of CBBE that is appropriate to domestic tourism development.

1.5. Hypothesis of the Study

The study tried to test the relationship between the dimensions of Consumer Based Brand Equity on the overall brand equity of the Ethiopia as a tourist destination. Therefore the following four hypotheses were forwarded.

- **H1:** Brand awareness has a significant positive direct effect on brand equity.
- **H2:** Brand association has a significant positive direct effect on brand equity.
- **H3:** Perceived quality has a significant positive direct effect on brand equity.
- **H4:** Brand loyalty has a significant positive direct effect on brand equity.

1.6. Significance of the Study

It is a known fact that tourism has great contribution for the overall economic and social growth of a country. Depending on international tourism solely as a source of overall tourism income has an adverse effect if there is an economic down turn in other countries that affect international arrivals.

There are special characteristics that differentiate domestic tourism from international tourism:

- Domestic Tourism is much less sensitive to crises, whether economic, natural, health or political. It is therefore an excellent crisis shock-absorber, especially in the case of economic crises.

- Due to its income redistribution effect (from tourists to local populations) and its various multiplier effects all throughout the value chain, it is an excellent tool for territorial development.

- It is an excellent instrument for easing social tensions either by allowing social categories of modest income to gain access to holidays and rest or by preventing situations where the same people (from the same countries) are always the tourists and with the same people receiving them

Consequently countries should have to give a fair share of attention for promoting domestic tourism as a source of growth and income in the sector.

Therefore promoting domestic tourism, by using brand building frameworks as a tool, has multidimensional benefits for the overall economy in general and the tourism sector in particular. This study contributes a lot in adopting this brand equity framework for domestic tourism context in Ethiopia. The main aim of this brand building activities have to be increasing domestic tourism revenue, expanding domestic tourism volume, enhancing efforts to address seasonality, promote equitable geographic spread of domestic travel, and entrench a culture of tourism among Ethiopians. For that reason the study has great contribution to the decision makers in the government and other stake holders in the county's tourism sector.

The importance of the research work can be seen as:

- Firstly, the study provides a framework for future strategy and policy development for concerned regional and federal government bodies.

- Secondly, it creates awareness among the policy makers and stakeholders on the status of the country's brand as it can be seen from the domestic tourists' perspective.

- Thirdly, even though the brand of the country for both domestic and international tourists is recognized as an important factor in developing the tourism sector, there are next to noon scholarly articles and minimal attempts to understand the brand of the Ethiopia in organized and systematic manner. So the study is expected to become one of the first papers prepared in the area of branding Ethiopia as a destination for tourism and pave the way for future researchers who wanted to conduct further studies in the subject area.

- Lastly, most previous studies, both domestically and internationally, approached the problem of destination brand by using the CBBE model from international tourists' perspective. Whereas this paper tries to understand and evaluate the applicability of the model from the domestic tourists' perspective. This will fill a key gap that exists in the destination branding literature.

1.7. Delimitation of the Study

The paper will designed to cover the overall Consumer Based Brand Equity of Ethiopia as a preferred tourist destination for its own citizens. Because of feasibility issues the paper is limited to measuring the brand equity hold by tourists (citizens) in and around Addis Abeba.

1.8. Organization of the Study

The paper is organized in five chapters.

The first chapter discuses the introduction part of the study that include Background of the Study, Statement of the Problem, Research Questions, Objectives of the Study, Hypothesis of the Study, Significance of the Study, Delimitation of the study and Organization of the Study.

The second chapter discusses the review of related literatures that are appropriate and relevant to the current study.

The third chapter presents the steps followed and methodology used for the collection, analysis and interpretation of the data that was uses to achieve the study objectives.

The fourth chapter presents the step by step data analysis, interpretation and discussion part of the study.

The fifth chapter presents the conclusion and recommendation of the study that are reached based on the result obtained from the research process.

CHAPTER TWO

REVIEW OF RELATED LITERATURES

2.1. Domestic Tourism

Domestic tourism comprises the activities of residents of a given country travelling to and staying in places only within that country but outside their usual environment (UNWTO, 2013). Pierret (2011) states that there are many special characteristics of domestic tourism that differentiated it from international tourism.

- Domestic tourists have better knowledge about the destination, its language, its customs, its laws, its climate, its cultural context. Because of this domestic tourist are more demanding than international tourists.
- Domestic destinations are relatively close geographically. As a result road transport plays more important role than other modes of transportation and domestic visits are more frequent than international visits.
- Cost of the visit is less than international tourism.
- Domestic Tourism is much less sensitive to economic, natural, health or political crises

These special characteristics make the approach that is used to handle issues related to domestic tourism different from that of international tourism (Pierret, 2011).

In recent years the importance of domestic tourism is increasing rapidly. It is common knowledge that in many countries domestic tourism is dominant when it is compared with international tourism flows in terms of both size and economic contribution (Pierret, 2011; Tribe, 1999). For example Australian domestic tourist expenditure has generally been four to five times

higher than the inbound international tourist spending (Huybers, 2003). And also it is estimated that out of the 4.8 billion tourist arrivals per year, 4 billion, or 83%, correspond to domestic tourism (UNWTO, 2008).

By realizing these contributions the Manila Declaration on World Tourism of 1980 stated that:

> *"Within each country, domestic tourism contributes to an improved balance of the national economy through a redistribution of the national income. Domestic tourism also heightens the awareness of common interest and contributes to the development of activities favorable to the general economy of the country. Thus, the development of tourism from abroad should be accompanied by a similar effort to expand domestic tourism".*

According to The World Economic Forum (2011), domestic tourism has proven to be more crisis-resilient than international tourism.

It is important to note that, in addition to its resilience to crises, from a policymaker's point of view, domestic spending directly supports the home economy because it originates from residents who would have otherwise spent their money abroad. Economically inbound tourism is regarded as an export, an addition to the national economic output, recorded as a credit in the current account. On the contrary, outbound tourism is viewed as an import, which is a leakage of a national economy and appears as a debit entry into the current account (Smeral & Witt, 1996, Tribe, 1999). Thus when a country is expanding its domestic tourism it is as if it is increasing export. In the longer run, domestic tourism may gain even more importance because domestic travelers will aim to avoid the increasing cost of long-haul travel and benefit from lower transport costs to domestic destinations.

Socially domestic tourism brings about an intermingling of people from diverse social and cultural backgrounds (Brian, 2002) thereby facilitating harmonious coexistence. Domestic tourism also assists in establishing a united sense of national pride in the country's unique endowment of natural resources, thereby bridging conflicts among tribes and other neighbors (Manono & Rotich, 2013). Promotion of domestic tourism among citizens will encourage them

to see attractions within their own country and enhance the formation and maintenance of a national identity through the viewing of national heritage sites (Mena, 2004).

Domestic tourism is playing an increasingly important role in emerging tourism economies (WEF, 2011).Recently the level of domestic tourism is rising faster than previously forecasted. The study conducted by Wu et al. (2000) attributed these major increases in share and contribution to the rise of per capital income and the availability of leisure time especially in developing countries.

In spite of its contribution, only recently researchers have started to concentrate on this area and its economic impact, as well as on its potential for reducing disparities in less developed world areas (Pierret, 2011; Wang and Qu, 2004). Similarly the sector is ignored by government policy, planning, and promotion efforts and the support given to the sector by the governmental bodies is very insufficient (Bui & Jolliffe, 2011). Arguments have been forwarded by some authors that the emphasis that is given for the study and promotion of domestic tourism should have to be improved (Skanavis and Sakellari, 2011; Pierret, 2011; Wang and Qu, 2004).

There are also counter arguments forwarded by the some researchers that the contribution of domestic tourism for the tourism sector in particular and the overall economy in general is not compatible with the exaggerated claim that is forwarded. Studies find that domestic tourist spent much less money in their own country than when they are visiting other countries (Wang and Qu, 2004). And also domestic tourists are more sensitive to tourist focused price increases (Pierret, 2011). Domestic tourism is regarded as being less profit-generating to the national economy if compared to inbound tourism since it does not generate foreign currency; it actually redistributes domestic currency spatially within boundaries of a country, and not all domestic tourists use commercial accommodation (McKercher, 2000). The hard currency generation capability of international tourism coupled with very urgent need for foreign exchange to finance different developmental projects is presented as a source of this lack of attention to the sector by the governmental bodies (Bolwell & Weinz, 2008).

In addition to these skepticisms about its contribution for the overall economic and social growth of a country, its effect is still difficult to measure due to the lack of commonly accepted and used definitions of domestic travel (Mustafa, 2012). The lack of research attention and practical

experience in the sector leads to small body of knowledge in how to promote and manage domestic tourism. This lack of existing body of knowledge prevents the development of capability of the government to provide the appropriate assistance for domestic tourists create very poor performance in the sector. Consequently domestic tourism is a poor and underestimated counterpart to international tourism.

Ethiopia has immense tourism potential owing to its natural, historical and cultural endowments. The country has a broad based tourism potential include natural tourist attractions like some of the highest and lowest geographical locations in the African continent with enormous biodiversity including many endemic species; a very ancient and well preserved historical traditions with stele, churches and castles of captivating beauty to witness that; an attractive cultural diversity of more than 80 nations and nationalities; and various ceremonies and rituals of the various religions which open a window on the authentic world of the Old Testament (Yabibal, 2010).

According to UNWTO, (2013) the direct contribution of Tourism to GDP in 2012 was 5.1% of GDP and this forecast is expected to rise by 4.3% in 2013. And the sector directly generated 4.3% of total employment in 2012 (1,085,500 jobs) and this figure is forecast to grow by 1.0% in 2013 to 1,097,000 jobs. Its contribution for the total export national earnings is 18% in 2009. Domestic tourism particularly contributed 2.1% of the total GDP and its growth rate for the year 2013 is expected to be 5%.

When it is compared to its potential and the overall abundance of tourism resources the tourism sector of Ethiopia is one of the countries that are performing poorly with regard to tourism in general and domestic tourism in particular (Mehiret, 2011). However, the reasons behind the sector's poor performance have not been studied in a comprehensive way by both the research community and the government policy making bodies.

For most of the past decades the tourism strategy and policy of the Ethiopian government emphasizes mainly on international in bound tourism. As a result of this the domestic tourism was ignored and it contribution to the country's economy neglected and unexploited. Recently, the current government of Ethiopia included, though with a small extent, in the Growth and Transformation Plan (GTP) of the country a policy direction about the development domestic

tourism as an important part of the tourism sector. In light of this, by Proclamation No 691/2003 the Ministry of Culture and Tourism is mandated to help citizens of the country to be organized in various forms and encourage them to visit the country's tourist attractions thereby promoting domestic tourism (MCAT, 2011).

Lack of attention by the government coupled with meager existence of research papers focused on the area created a knowledge gap. This results in significant shortage of valid and comprehensive body of knowledge on domestic tourism for valid and efficient decision making and policy and strategy development.

2.2. Branding

According to the American Marketing Association, a brand is a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and service of one seller or group of sellers and to differentiate them from those of competitors (Keller, 2008). Therefore, in line with this conceptualization the most accepted definition of branding states that: It is the act of bestowing a product/service offering of a company with the power of brand (Keller, 2001).

There is commonly accepted consensus regarding the significance of branding as a marketing strategy tool (Ekinci, 2003; Caldwell & Freire, 2004; Hutchinson & Alba, 1991; Warrington & Shim, 2000). Building a strong brand has many benefits for the organization that owns the brand (Aaker, 1991). Hence recently brand has developed into one of a company's most important assets, which makes effective management of the brand a key factor in corporate success (Moisescu, 2005).

The benefit of brands is double edged i.e. it benefits both for the firm and the customer. The benefits that are associated with building a strong brand for the firm include great customer loyalty, less vulnerability for the marketing actions of the competitors, favorable response for own marketing activities and licensing and brand extension opportunities (Keller, 2001; Aaker, 1991). Brands help consumers to identify and differentiate goods and services one supplier's products from the other one. By doing so brands reduce the cost and risk that is assumed by the customer.

Differentiation is one of the most significant and important competitive marketing strategy. Using brand is a powerful means of differentiation (Kapferer, 1997; Keller, 2003; Kotler, 1988; Pappu &Quester, 2006). Thus most companies relay on branding efforts to attract and maintain customers through identifying a distinctive position for their product/service offering in relation to their competitors (Keller, 1993). Brands also play an important role in establishing and maintaining relationships between customers and products by serving as a cue for intangible associations that are linked with that specific brand so as creating differentiation (Aaker, 1995).

Keller (2002) classified the benefits of a "strong" brand into four different categories: product-related effects, price-related effects, communication-related effects and channel-related effects. Product-related effects of brand include consumer product evaluations, consumer confidence, perceptions of quality, and purchase rate positively related to a brand name. If consumers are well aware of a brand, their attitude and their purchase intention toward the brand are increased. Price-related effects refer to the fact that brand leaders have higher priced positions and consumers have a lower level of price sensitivity toward those leaders and this strength of the brand will have a direct contribution for the profitability of the company. Communication-related effects refer to how the evaluation of brand advertising can be positively biased when consumers have positive feelings toward a brand which is a well-known and well-liked brand. The effect of the well-known brand, which is most likely to have competitive advantage in marketing activities, is the channel-related effect. Brands are valuable assets and tools influencing consumer behavior which includes awareness, choice, use, satisfaction, recommendation, trust and loyalty. They reduce information search costs and risk for consumers and deliver quality, values, promises, and lifestyle enhancement (O'cass & Grace, 2003; Kotler & Armstrong, 1996).

Brand equity is a multi-dimensional construct that has many components (Aaker, 1991). For brand equity to provide a useful strategic function and guide marketing decisions, it is important for marketers to fully understand the sources of brand equity, how they affect outcomes of interest (e.g., sales), and how these sources and outcomes change, if at all, overtime. There is considerable debate regarding the definition of brand equity and its measurement (Yoo & Donthu, 2001). Malhotra et al (1999) states that in the area of brand evaluation and choice, future research should focus on further measurements of the brand equity construct. They proposed that a generally accepted measure could further the overall understanding of the strategic role of

brand equity in extending the brand and in financially benefiting the firm. While there are a number of approaches available to managers, it is still uncertain which approach is best, and the issues around the discount rate, growth rate and useful life have to be resolved (Kapferer, 1994). Because of this it is difficult to develop planning and measurement tools for brand equity. Furthermore the complexity branding increases with the diversity of stakeholder's and target customer's needs (Hatch and Schulz, 2003) and their conflicting objectives (Trueman et al., 2004).

The measurement of brand equity has been viewed from a variety of perspectives (Aaker 1991; Farquhar 1989; Sriv astava and Shocker 1991; Tauber 1988). Initial research into the measurements of brand equity originated from two areas: financial measurement of brand equity and customer based measurement of brand equity.

The financial treatment of brands has traditionally stemmed from the recognition of brands on the balance sheet (Barwise et.al., 1989, Oldroyd, 1994, 1998), which presents problems to the accounting profession due to the uncertainty of dealing with the future nature of the benefits associated with brands, and hence the reliability of the information presented. Tollington (1989) has debated the distinction between goodwill and intangible brand assets. Further studies investigated the impact on the stock price of customer perceptions of perceived quality, a component of brand equity (Aaker and Jacobson, 1994), and on the linkage between shareholder value and the financial value of a company's brands (Kerin and Sethuraman, 1998).

A customer-based perspective in the measurement of brand equity focuses on the experiences that consumers have with a brand. The stronger the brand, the stronger the customer's attitude toward the products or services associated with the brand. When customers experience a product or service, they gauge overall brand quality and tend to infer certain brand attributes. If these experience measures are positive and endure over time, brand loyalty typically results. Customer-based brand equity evaluates the consumer's response to a product that bears the brand name (Keller 1993, Shocker et al. 1994) when compared to unbranded product.

Although there are different proposed approaches to measure brand equity, most of them share the same core concept; almost all of them propose brand knowledge as the basis of brand equity. Therefore the real existing place of brand equity is in the mind of the customers and it shapes the

thoughts, feelings, images, beliefs, attitudes, experiences of the customers (Keller, 2003). Hence of all the perspectives that are discussed in the literature, the models that have expressed it from the customers' perspective are the most accepted.

2.3. Destination Branding

When a consumer think of taking a vacation there are almost infinite choices available to him/her. This makes the competition of tourism destinations for the mind and wallet share of the consumer very stiff. To break through this crowded market and information clatter destinations are using different methods. From these methods that are implemented by destinations, activities related to branding ones destination are gaining popularity among practitioners and researchers (Pike, 2010; Aziz, 2012).

Geographic locations, like organizations or products, can be branded and the goal of such branding is to make people aware of the location and then link desirable associations to create a favorable image to attract visits and businesses (Keller, 2003). To position themselves to be a prominent choice by the targeted customer tourist destinations can benefit greatly from well formulated branding strategies (Kemp et al., 2012). It has been revealed that intense global competition in the tourism industry forces destinations to develop strong, unique, and competitive destination brands (Hassan et al, 2011). Therefore building personality for a tourist destination by using branding techniques is vital to be competitive in the market (Ekinci, 2003). Effective destination branding provides tourists with an assurance of quality experiences, reduces visitor search costs and offers a way for destinations to establish a unique selling proposition (Blain et al., 2005). Destination branding aims to underpin the uniqueness of a tourist destination, show positive images to target markets, and support forming and developing positive images (Jalilv et al., 2010;Baker & Cameron, 2008). As tourism is high involvement product, branding helps consumer reduce the choice and minimize the risk in making decision (Clarke, 2000).

The most accepted definition of Destination brand, that is adopted from the overall definition of brand, states that it is a name, symbol, logo, word mark or other graphic that both identifies and differentiates the destination (Ritchie and Ritchie, 1998). Furthermore, it conveys the promise of a memorable travel experience that is uniquely associated with the destination. It also serves to

consolidate and reinforce the recollection of pleasurable memories of the destination experience (Pike, 2008). Cai Liping (2002) also defined destination branding as selecting a consistent element mix to identify and distinguish it through positive image building so as to influence how consumers perceive the destination in their minds. Thus destination branding is about combining all the attributes associated with the place under one concept, which expresses a unique identity and personality of the destination and differentiates it from its competition (Kaplanidou, 2003).

The complex characteristics of a destination present a challenge to branding (Cai, 2002; Dredge & Jenkins, 2003; Murphy, Pritchard, & Smith, 2000). Visitors perceive destinations as composite products, made up of several elements that include accommodations, catering establishments, tourist attractions, the natural environment, and cultural activities. Most tourism activities take place at a particular destination; therefore the destination itself forms a pillar of any modeling that is done for the tourism system (Pike 2004). In addition many organizations and groups have vested interests in which brand identities to be adopted (many of which may be in direct conflict with each other) and much more work is needed on how these interests interact and how a tradeoff is established. As a result destination branding is an extremely complex and highly political activity that can enhance a nation's economy, national self-image and identity (Gnoth, 2002). Some research results suggested that rather than promoting a single narrow identity, a destination brand should considered an umbrella identity that encompasses the desired basic identity of the stake holders (Lim, 2009). Umbrella destination branding provides opportunities for synergies such as targeted marketing activities within the same frame of reference (Giannopoulos et al., 2011).

It is a herculean task to develop a unique brand for destinations. It is even harder for destinations of developing countries, as socio-cultural characteristics may still be under development. It takes patience to establish brand reputations and building a powerful destination brand is a long-term effort (Mechinda et al., 2010). Many destination brands that emerge as winners are based on a vision that is founded on intensive stakeholder, consumer and competitor research, and expressed with care and discipline in everything that communicates the brand's personality.

With its ancient and complex history, tradition and ceremonies, Ethiopia has not only left the relics of a distinctive past in the form of tangible monuments, churches and castles, but has also held on tightly to its variety of rich, deep-rooted religious and secular traditions (Mehiret, 2011).

Its nature based tourism sites are very attractive and it ranks 37 in natural heritage Global ranking (WEF, 2011). This untapped nature based tourism potential include twenty national parks, four wild life sanctuaries, eighteen controlled hunting areas and two pilot projects community conservation areas. In terms of cultural heritage index Ethiopia ranks 38th on the Global Index (WEF, 2011). The country also has vast resources for adventure and Cultural Safari tourism. These cultural, historic and natural characteristics of the country can be exploited to contribute a great deal for building the country's image and contribute for the social and economic conditions of the country.

Even though Ethiopia have these various resources, heritages and glorious history, its recent image is suffering from the near past images of drought, famine, war and poverty that occurred in the country. In order to come out of poverty, the country needs to rebrand itself so as to improve the current negative image and affect the way it attract tourists (Getu, 2010). By considering this fact one of the core objectives of National Tourism Development Policy, that is operational since 2009, is developing marketing strategy and national tourism brand for the country in order to facilitate and boost the country's competitiveness in the sector.

Branding Ethiopia as tourist destination is not a simple task. There are many challenges encountered by the county when it is trying to change its brand. As any other brand in the market place the country faces difficulty in reaching the target market through different means marketing communication (Yabibal, 2010). There is so much amount of information that breaking through the information clatter is difficult. To achieve effective destination branding, marketers must be in the business of delivering impactful experiences, not merely coordinating media relations and constructing clever brand identities (Nigel and Pritchard, 2004).Additionally every destination in the market is competing for the customers mind and wallet share. Thus the major challenge faced by the Ethiopian tourism sector is strong competition at a global and regional level (Getu, 2010).

Even though the challenges faced by Ethiopia are enormous there is no substitute for developing its brand as a tourist destination, if it wants to be competitive in the market. When developing and promoting Ethiopia as tourist destination, distinctiveness is a characteristic that is more than important, it is essential (Sisay, 2013). This distinctiveness can be achieved by utilizing its

unique and untapped characteristics and formulating an authentic brand that represent the country as a whole.

2.4. Consumer-Based Brand Equity for Destinations

The concept of consumer-based brand equity (CBBE), offers potential value for brand effectiveness measurement (Aaker, 1991, 1996; Keller, 1993, 2003). CBBE provides an alternative to the financial accounting perspective, which views brand equity as a balance sheet intangible asset (Simon and Sullivan, 1993). Thus, the development of CBBE represents a shift from thinking about brand equity as an intangible financial asset on a firm's balance sheet and provides a framework for marketers to assess the effectiveness of past marketing efforts on branding. To date, however, few studies have reported applications of the CBBE model to a destination (Boo, Busser and Baloglu, 2009; Konecnik and Gartner, 2007).

Most previous researches conducted in the area focus on the building destination image. Hem and Iversen (2004) expressed that formulating a destination image is not by itself branding. Although destination image is one of the major dimensions of destination brand building, there still remains a critical missing link. Image building is one step closer, but not the full journey. Some researchers apply customer-based brand equity to tourist destinations (Konecnik and Gartner, 2007) and tested four dimensions of a destination's brand (i.e., awareness, image, quality, and loyalty) and found a significant positive relationship among the variables. Their conclusion was that all destination brand equities should have to be considered in order to effectively build and measure customer-based brand equity for a destination (Olins, 2002; Kotler & Gertner, 2002; Anholt, 2002; Papadopoulos & Heslop, 2002).

2.5. Conceptual Framework

There are two method for measuring customer-based brand equity, indirect and a direct approaches (Keller, 1993). The indirect approach tries to identify potential sources of such equity i.e. it attempts to measure sources of brand equity by measuring brand knowledge by using qualitative (Krishnan, 1996; Zaltman and Higie, 1995) and quantitative research methods (e.g. Keller, 1998; Lassar, Mittal, and Sharma, 1995). Whereas the direct approach focuses on consumer responses to different elements of the firm's marketing program. It attempts to more directly assess the impact of brand knowledge on consumer response to different elements of the

marketing program for the firm. The direct approach is useful in approximating the possible outcomes and benefits that arise from the differential response that creates customer- based brand equity. The implications of customer-based research suggest that measures of customers' brand perceptions are accurate reflections of brand performance in the marketplace. Strong, positive customer-based brand equity has a significant influence on the financial performance of the firms (Kim and Kim, 2004).

Brand equity is a multidimensional concept and a complex phenomenon. Keller (2002) separated it into two components: awareness and association. Aaker (1991, 1996) grouped it into five categories: perceived quality, brand loyalty, brand awareness, brand association, and other proprietary brand assets such as patents, trademarks, and channel relationships. Among these five brand equity dimensions forwarded by Aaker, the first four represent customers' evaluations and reactions to the brand that can be readily understood by consumers (Barwise, 1993; Yoo and Donthu, 2001), so they have been widely adopted to measure customer-based brand equity in previous studies. Thus, we considered a brand to possess strong brand equity when customers have high brand-name awareness, maintain a strong, favorable and unique brand association, perceive that the brand is of high quality, and are loyal to the brand.

Among several brand equity models in the literature, this study uses the one constructed by David Aaker (1991), which is the most commonly cited. It has been empirically tested in a number of previous studies (Atilgan, Aksoy, and Akinci, 2005; Kim and Kim, 2004; Yoo, Donthu, and Lee, 2000). With Aaker's brand equity model, this study sets out to test the measurement of customer-based brand equity of Ethiopia as a tourist destination with domestic tourists.

The conceptual framework of the model is presented in the figure below.

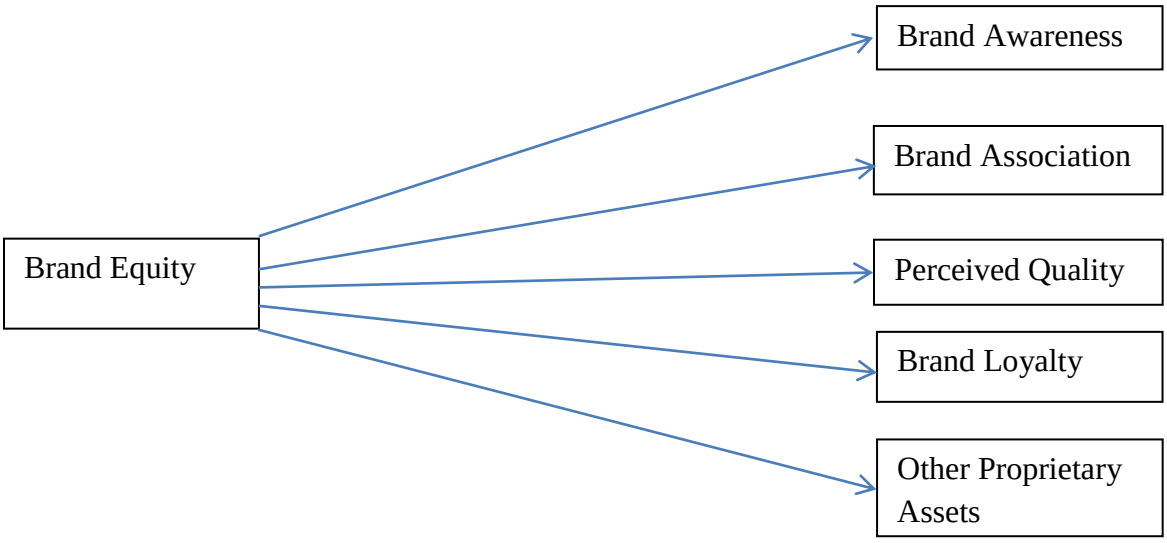


Figure 2.1 - Conceptual Framework of the Study

Source: Aaker (1995)

2.5.1. Brand Awareness

Brand awareness is an important component of brand equity. It refers to the ability of a potential visitor to recognize or recall a destination brand as a member of a certain product/service category (Aaker, 1991). It represents the strength of awareness of the destination for a given travel situation. According to Keller (1993), Brand awareness has three levels i.e. brand recognition, brand recall, and top of mind. While brand recognition which is lowest level based upon an aided recall, brand recall is based on unaided recall, and the first-named brand in an unaided recall test has achieved top-of mind awareness.

It is very important to form recognition of destination brand and make them feel that they are familiar with it. Brand awareness is the basic first step in the task of brand communication, whereby a destination communicates its attributes until a brand name is established with which to associate them. A consumer must first be aware of the brand in order to develop a set of associations (Washburn and Plank 2002). According to Aaker (1996), for new brands,

recognition can be important. For well-known brands recall and top-of-mind are more sensitive and meaningful. When consumers are unfamiliar with a particular country, they are reluctant to show trust to the consumer goods product image (Lee and Ganesh, 1999). The same can be valid for destinations as people are willing to go to a place where they have the awareness about the place (destination). Brand awareness can also be a sign of quality and commitment by letting consumers become familiar with a destination brand and helping them consider it (Aaker, 1991).

Thus, the following hypothesis is posited:

H1: Brand awareness has a significant positive direct effect on brand equity.

2.5.2. Brand Association

Brand association is anything linked in memory to the brand (Aaker, 1991). It is believed to contain the meaning of the destination for consumers. Based on information received from formal and non-formal communication or others (through word of mouth) people form an image of a particular destination in their minds. It represents the perceptions attached to the destination. Brand association can be seen in all forms and reflects characteristics of the destination or aspects independent of the destination itself (Chen, 2001). A set of associations, usually organized in some meaningful way, forms a brand image. Brand associations create value for the firm and its customers by helping to process/retrieve information, differentiate the brand, create positive attitude or feeling, provide a reason to buy, and provide a basis for extensions (Aaker, 1991). Customer-based brand equity occurs when consumers have a high level of awareness and hold some strong, favorable, and unique brand associations in their memories.

Based on this, then, the following hypothesis is posited:

H2: Brand association has a significant positive direct effect on brand equity.

2.5.3. Perceived Quality

Perceived quality is the "core/primary" facet across the CBBE framework (Aaker, 1996; Farquhar, 1989). It is not the real (objective) quality of the destination but the customer's perception of the overall quality or superiority of the destination with respect to its intended purpose, relative to alternatives whether they are direct or indirect substitutes (Zeithaml, 1988).

Objective quality refers to the technical, measurable and verifiable nature of the destination with processes and quality controls. High objective quality does not necessarily contribute to brand equity (Anselmsson et al. 2007). Since it's impossible for consumers to make complete and correct judgments of the objective quality, they use quality attributes that they associate with quality (Olson and Jacoby 1972, Zeithaml 1988). It is concerned with perceptions of the quality of a destination's infrastructure, hospitality service, and amenities such as accommodation. Perceived quality lends value to a brand in several ways: high quality gives consumers a good reason to buy the brand and allows the brand to differentiate itself from its competitors, to charge a premium price, and to have a strong basis for the brand extension (Aaker, 1991). Marketers have progressively accepted the significance of perceived quality in brand decisions (Morton, 1994). Kotler (1991) emphasize that there is strong connection among product and service quality, customer satisfaction, and company profitability. Research results show that perception of high quality services is directly related to the opinion of visiting a particular destination, and a perception of low quality of tourism services is related to the intention of choosing another destination (Olimpia, 2011). So since tourism is considered as a service its quality should have to be measured accordingly by considering all the dimensions of service quality measurements. The dimentiones that are included in the measurement include:

Tangibles - Appearance of the tourist attractions

Reliability - Ability to perform the promised service dependably and accurately without significant performance variation

Responsiveness-Willingness to help tourists and provide prompt service

Assurance - Knowledge and courtesy of people working at the tourist attractions and their ability to convey trust and confidence

Empathy - Caring, individualized attention the firm provides its customers.

Based on the above definition and the suggested relationship of perceived quality and brand equity in the literature, the following hypothesis is formulated:

H3: Perceived quality has a significant positive direct effect on brand equity.

2.5.4. Brand Loyalty

Brand loyalty is at the heart of brand equity. It is the major component of CBBE (Aaker, 1991). Researchers have been challenged to define and measure brand loyalty. From a behavioral perspective, it is defined as the degree to which a buying unit, such as a household, concentrates its purchases over time on a particular brand within a product category (Schoell and Guiltinan, 1990). From an attitudinal perspective, brand loyalty is defined as "the tendency to be loyal to a brand as demonstrated by the intention to buy it as a primary choice" (Oliver, 1997). And also the cognitive loyalty is closely linked to the highest level of awareness (top-of-mind), where the matter of interest also is the brand, in a given category, which the consumers recall first. Thus, a brand should be able to become the respondents' first choices (cognitive loyalty) and is therefore purchased repeatedly i.e. behavioral loyalty (Keller 1998).

This study conceptualizes brand loyalty on the level of attachment to the destination in terms of visitation, intent to visit and word-of-mouth referrals to others. In this context the current study of destination branding, if visitors are satisfied with a destination, they may develop an emotional relationship with a destination, and become advocates of it. Visitor may be willing to suggest this destination to others and by doing so; they are obviously showing their commitment. Positive word-of-mouth is one of the important elements that contribute to a brand (Sarkar, 2011). Price premium is also one of the basic indicators of loyalty (Aaker, 1996). Price premium is defined as the amount a customer will pay to visit a specific destination in comparison with the compotator offering similar benefits. It may be high or low and positive or negative depending on the two compotators involved in the comparison. According to Aaker (1991), brand loyalty adds considerable value to a destination because it provides a set of habitual visitors for a long period of time who are less price sensitive than casual visitors. Loyal visitors are less likely to switch to a competitor solely because of price; they also make more frequent visits than comparable non-loyal visitors (Bowen and Shoemaker, 1998).

Hence, the following hypothesis of the relationship between brand loyalty and brand equity is proposed:

H4: Brand loyalty has a significant positive direct effect on brand equity.

2.5.5. Over All Brand Equity

The other conceptualization states that Brand loyalty is a measure of the attachment that a customer has to a brand and which reflects how likely a customer will switch to another brand, especially when that brand makes change either in price or product features (Aaker, 1991). Therefore the study conceptualizes Overall Brand Equity by measuring the effect of the change in one or more of marketing elements on the loyalty or behavior of the customer.

CHAPTER THREE

METHODOLOGY OF THE RESEARCH

In the previous chapter various literatures that discuss about related topics were reviewed. Based on these review the research design that will be used as a blue print for the study, the sampling design on how to define the population and select a sample from it, development of data collection instruments with which the data was collected and determination of method of data analysis to test and achieve the researcher objectives was conducted. Thus this chapter presents the research design and methodology of the study.

The chapter is divided in to four parts. The first part presents the research design that concerns with the overall design of the research. The second part presents the sampling and sampling design that is adopted by the research. The third part discusses the steps and procedures followed to develop the instrument used to collect data. And the final part presents tools and techniques adopted to analyze the collected data.

3.1. Research Design

The research is designed in such a way that it made testing the hypothesized relationships between the dimensions possible. Therefore David Aaker's model of Consumer Based Brand Equity is used as a basis for the research design. A research framework was developed to achieve the research objective and test the hypothesized relationship between brand equity dimensions of Ethiopia as a tourist destination by taking all Ethiopian citizens as a population.

The research assesses the causal relationship between the brand equity dimensions. Thus it is a causal research model that tries to identify the cause and effect relationship between the dimensions.

The research used quantitative data to test the hypothesis i.e. it is a quantitative type of research. Aliaga and Gunderson (2000) define as Quantitative research as it is 'Explaining phenomena by collecting numerical data that are analyzed using mathematically based methods'.

Multi variant data analysis method Structure Equation Modeling (SEM) was used to analyze the data and identify the relationship between dependent and independent variables so as to test hypothesis forwarded and test the correlation between independent variables.

3.2. Sampling and Sampling Design

As it is defined in the scope, the study tests the proposed relationship between Consumer Based Brand Equity (CBBE) dimensions of Ethiopia as a tourist destination by taking citizens of the country as a test group. Thus the population of the study is the entire population of Ethiopia.

To select the sample from the population determining the sample size is the first step. In this research the data was analyzed by the multi variant Structural equation modeling technique. Sample size plays an important role in the estimation and interpretation of SEM results (Hair et al, 2006). There are few opinions forwarded by researchers with regard to the determination of sample size for a study that uses Structural Equation Modeling (SEM) technique for data analysis. According to Loehlin (1992) at least 100 cases are required for SEM to be effective and preferably 200. But there is no universally accepted way for determining the appropriate sample size for a study that uses Structural Equation Modeling.

Yet, since the early 1990s, researchers have referred to a widely accepted ad hoc rule of thumb requiring the choosing of 10 observations per indicator in setting a lower bound for the adequacy of sample sizes. Justifications for this rule of 10 appear in several frequently cited publications (Barclay, et al. 1995; Chin 1998; Chin, and Newsted 1999; Kahai and Cooper 2003). This rule was originally articulated by Nunnally (1967) who suggested that in SEM estimation 'a good rule is to have at least ten times as many subjects as variables.'

So this study used this currently widely accepted rule of 10 to determine the sample size. There are 25 indicators (factors) that are included in the data collection instrument. Thus by using the wildly accepted rule of 10 the lower bound of the sample size to get a reliable result was determined to be 250 respondents. By considering this lower bound sample size, the fact that having additional sampling units increase the reliability of the study and the high probability of not having 100% response rate, the sample size was determined to be well above the lower bound at 350 respondents.

To select the respondents the researcher used non probabilistic convenience sampling technique coupled with judgment sampling. As it is discussed in the Scope and Delimitation of the Study, due to lack of funding, the researcher limits the place of the research to Addis Abeba. Thus the potential respondents for the study were any person living in Addis Abeba.

3.3. Instrument Development and Procedure of Data Collection

To collect the information needed for the study, data collection instrument (questionnaire) was developed. The instrument contains questions for collecting general information such as Gender, Age, Income and Educational Level. In addition questions that are appropriate for collecting data regarding the different dimensions of brand equity were included. These dimensions are Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty and Overall Brand Equity.

Most of the instrument's questions were adopted from validated measurements from different previous researches (chiefly from Boo et al (2009), Konecnik & Gartner (2007) and Pike et al (2010)) with modification to fit the current study.

In line with the conceptualization in the literature review section of the research Brand Awareness was measured by four questions that measure overall brand awareness, brand recognition, brand recall and top of a mind awareness.

Brand Association is also measured with six questions that measure overall brand association, brand-personality association, brand-social value association, brand-self image association, brand-self concept association and brand feeling association.

Tough slightly different from average service, tourism is still a service. As evaluation of quality of any service Perceived Quality dimension of tourism must include all five elements. These are Tangibles, Reliability, Responsiveness, Assurance and Empathy. Therefore in including a question measuring overall perceived quality, the perceived quality dimension of the questionnaire included seven questions each measuring the above mentioned dimension of service quality.

The part that measures the Brand Loyalty dimension contains six questions that include choice of domestic tourism over other activities, positive word of mouth, future intention to visit and active advocacy to others. Each question in the instrument measures one of the dimensions of brand loyalty described above.

The Overall Brand Equity dimension of the instrument is composed of three questions that each measure different aspects Overall Brand Equity. As conceptualized in the literature review brand equity is the differential effect of knowing the brand on the behavior of the customer. Thus, these

aspects are customer's preference of visitation over other activities, change in customer's choice if marketing elements are changed and overall meaning of domestic tourism for the person. Hence the questions are aligned with the definition in the literature and capture the full essence of the overall brand equity of the country as a tourist destination.

Initially the instrument was developed in English. But the respondents were expected from all classes of the society that may or may not understand English. To make it suitable for all respondents the instrument was translated to Amharic by the researcher himself. To identify if there is a difference between the English and the Amharic translation and avoid unclearness and ambiguity the researcher asked his five class mates and colleagues to back translate the Amharic translated instrument to English separately. Based on the result obtained from this process the instrument was slightly modified to incorporate the feed backs. Thus through this process the final Amharic version of the instrument was developed.

After the instrument was developed the next steps was distributing the questionnaires and collect the data back in accordance with the sampling procedure and technique stated in the previous part. In line with this the locations for data collection were selected. To avoided concentration of the respondents in a single location the researcher tried to select respondents from different locations in Addis Abeba. This was achieved by selecting at least one location of data collection from each of the ten sub city in Addis Abeba. The researcher personally went to these selected places and administers the questionnaires.

After selecting the locations the next step is selecting the respondents. To select the respondents the researcher used non probabilistic convenience sampling technique coupled with judgment sampling. The researcher tried to make the sample to represent the population as closely as possible. Hence the selection of respondents was done in a way that reflects the characteristics in the population. It tried to include fairly proportional number of respondents that represent every gender and age group. First the researcher identifies a potential respondent and evaluates him/her visually to assess the age and gender of the respondent. Then those who were thought to be appropriate to the sampling criteria were approached and asked to fill the self-administered questionnaire. The filled questionnaires were personally retrieved by the researcher himself.

3.4. Methods of Data Analysis

Structure Equation Modeling (SEM) was utilized to test the proposed relationships between different dimensions of CBBE. SEM is a very general, powerful multivariate technique that incorporates other versions of a number of multivariate techniques. It is an extension of general linear models that simultaneously estimates relationships among multiple independent, dependent, and latent variables. The true strength of SEM is that it can be expressed in path diagrams, allowing researchers and their audience to understand the output of a structural equations model with a minimum of explanation.

In addition path diagrams show variables interconnected with lines that are used to indicate causal flow. They illustrate which variables cause changes in other variables. The other main advantage that the structural equations model has over other multivariate methods is that it includes the ability to handle latent variables in the analysis, with latent meaning 'present and capable of becoming, though not now visible, obvious, active, or symptomatic'. Thus SEM research makes more use of the data than is readily apparent. Most of the constructs that were studied in this research were latent variables that cannot be directly measured and their relationship was difficult to measure with other data analysis methods. Therefore Structure Equation Modeling (SEM) with Confirmatory Factor Analysis (CFA) was used to analyze the data collected through the research process.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

Based on the methods that are presented in the previous chapter the data analysis was conducted. This chapter presents the result of the data analysis and discussions of the finding of the research process.

Firstly the collected data was encoded in to SPSS. Then it went through coding and error correction to make it suitable for proposed technique of data analysis. After all the preparation was completed the data went through data analysis and the result of this analysis is presented in the next sections.

4.1. Demographic Characteristics

As discussed in the previous chapter the questionnaire was developed to collect all the relevant information that is required for the data analysis. Based on the sampling procedure 350 questionnaires were prepared and distributed for the selected respondents. Of these 350 questionnaires 317 were retrieved. This is 91% response rate. Of these 317 retrieved questionnaires 11 of them were rejected for not being appropriate for the intended data analysis because of the availability of significant missing data. This leaves 306 valid questionnaires that were appropriate for the analysis.

The characteristics of the sample is presented below using SPSS output.

Table 4.1 – Gender Composition of the Sample

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	146	47.7	47.7	47.7
	Male	160	52.3	52.3	100.0
	Total	306	100.0	100.0	

Source: SPSS Output

As presented in the above table 47.7% of the respondents were female and 52.3% were male. There is a slight difference between the ratios of the total population of Addis Abeba and that is observed in the sample. In the general population the percentage of females is slightly greater than that of the males. But this difference is slight and the sample proportion can be taken as a rough approximation.

Table 4.2 – Age Composition of the Sample

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20	13	4.2	4.2	4.2
	20-25	121	39.5	39.5	43.8
	26-30	99	32.4	32.4	76.1
	31-35	39	12.7	12.7	88.9
	36-45	23	7.5	7.5	96.4
	Above 45	11	3.6	3.6	100.0
	Total	306	100.0	100.0	

Source: SPSS Output

Majority of the respondents belong to the age group 20-25, that consists of 39.5% and 26-30 age group, which consists of 32.4%. Even though the majority of the respondents were from the above motioned age group the sample represents all age groups by incorporating 12.7% from 31-35, 7.5 from 36-45, 4.2% from below 20 and3.6 from above 45 age groups.

Table 4.3 – Education Composition of the Sample

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary School	19	6.2	6.2	6.2
	High School	13	4.2	4.2	10.5
	Diploma	43	14.1	14.1	24.5
	Degree	218	71.2	71.2	95.8
	Master's Degree and Above	13	4.2	4.2	100.0
	Total	306	100.0	100.0	

Source: SPSS Output

Most of the respondents have bachelor degree i.e. 71%. But there are also significant numbers of respondents from each group of educational level. There are 14.1% respondent who hold diploma, 10.5% has high school education and below and 4.2% have education level of masters and above.

Table 4.4 – Income Composition of the Sample

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 1000	18	5.9	5.9	5.9
	1000-2000	30	9.8	9.8	15.7
	2001-3000	50	16.3	16.3	32.0
	3001-4000	54	17.6	17.6	49.7
	4001-5000	43	14.1	14.1	63.7
	Above 5000	111	36.3	36.3	100.0
	Total	306	100.0	100.0	

Source: SPSS Output

Though the above5000 income group has fairly higher percentage, the sample represents all income groups somewhat proportionally. The above5000 income group consists of 36.3% of the respondents. The Below 1000, 1000-2000, 2001-3000, 3001-4000 and 4001-5000 income groups

represent 5.9%, 9.8%, 16.3%, 17.6% and 14.1% respectively. Thus all income groups were represented in the sample.

From the above presented demographic characteristics we can see that the sample included respondents from every gender, age, income and education group that is available in the population. Therefore we can conclude that the sample touches every part of the society and good representative of the population.

Table 4.5 – Descriptive Statistics of the Aggregated Variables

		OAAW	OAAS	OAPQ	OABL
N	Valid	306	306	306	306
	Missing	0	0	0	0
Mean		3.6283	3.6752	2.8016	3.8186
Std. Error of Mean		.04515	.04119	.03974	.04490
Median		3.7500	3.8000	2.8571	4.0000
Std. Deviation		.78985	.72045	.69519	.78549

Source: SPSS Output

From the above table we can see that the Brand Awareness, Brand Association and Brand Loyalty levels of Ethiopia as a tourist destination are above average and favorable. Ethiopia commands excellent Brand Loyalty with a mean level of 3.81 and possesses good Brand Awareness and Band Associations with mean levels of 3.62 and 3.67 on a 5 point Likert Scale.

4.2. Reliability and Validity of Measures

To analyze the data and test the proposed relationship between the constructs, structural equation modeling was employed for confirmatory factor analysis and path analyses. Accordingly the research followed the two-step approach recommended by many researchers (Anderson and Gerbing (1988), Boo et al (2009)). In the first stage, the measurement model was analyzed to ensure sufficient reliability and validity of the constructs. In the second stage, the hypotheses of the relationships between constructs were tested. Model fit criteria were used for both the measurement and the structural model to develop the acceptable model

Cronbach's alpha coefficients were used to examine the internal consistency (Reliability) of the items. The items that measure Brand Awareness have Cronbach's alpha coefficient of 0.72. For the items that measure Brand Association Cronbach's alpha coefficient was 0.74. For Perceived Quality, Brand Loyalty and Overall Brand Equity Cronbach's alpha coefficient were 0.77, 0.8

and 0.82 respectively. All the Cronbach's alpha coefficients were above recommended acceptable value of 0.70. Therefore the scales adopted for this study was proven to be reliable and all of the constructs were accepted. A total of twenty five items were retained for the five constructs in the study. The reliability test result is presented in the table below.

Table 4.6 – Reliability Test Result

	Reliability Statistics	
Dimensions	**No of Items**	**Cronbach's Alpha**
Brand Awareness	4	.717
Brand Association	5	.740
Perceived Quality	7	.772
Brand Loyalty	6	.807
Overall Brand Equity	3	.819

Source: SPSS Output

4.3. The Measurement Model

Confirmatory Factor Analysis with Amos 21 Graphics software (SEM package) was performed with five constructs to test the measurement model. When performing the confirmatory factor analysis cross loading was witnessed between some of the items of the scale. Because of this five items were omitted from the measurement model. Three items ("Ethiopia offer high quality service for tourists", "Tourist destinations in Ethiopia has high quality infrastructure" and "Ethiopia provides high quality tourism service consistently") were omitted from Perceived Quality dimension. And one item ("When I am thinking of taking a holiday, visiting various tourist attractions of Ethiopia comes to my mind immediately") from Brand Awareness and one item ("The image of Ethiopia as a tourist destination is consistent with my own self-image") from Brand Association were omitted from the final analysis.

After these adjustments were made the Confirmatory Factor Analysis was conducted again and very good model fit was achieved. To be acceptable model during the Confirmatory Factor Analysis the CMIN/DF should be between 1 and 4, the Goodness of Fit Index (GFI) should have to be more than 0.9. The Adjusted Goodness of Fit Index (AGFI) should be more than 0.9. The Comparative Fit Index (CFI) should have to be more than 0.95. The Root Mean Square Residual

(RMR) should be less than 0.08 to have a good model fit. The Root Mean Square Error of Approximation (RMSEA) should be less than 0.08 to have a good model fit but it is preferred to be less than 0.05 to have a great (excellent) model fit.

The Model Fit statistics from AMOS 21 output indicated that the modified model that excluded the five items satisfied the recommended values and achieve an excellent model fit (CMIN/DF = 1.609; GFI = 0.924; AGFI = 0.898; CFI = 954; RMR = 0.62, and RMSEA = 0.045).

To test the validity of the constructs the standardized regression weights for the measurement model were evaluated. The result of this analysis is presented in the table below.

Table 4.6 – Standardized Regression Weights for the Measurement Model

Questionnaire Item	Designation	Latent Variable	Estimate
The characteristics of Ethiopia as a tourist destination come to my mind quickly	BAW3	BrandAwareness	.625
I can identify tourist attractions of Ethiopia when I see them on promotions.	BAW2	BrandAwareness	.741
I have heard about tourist attractions of Ethiopia	BAW1	BrandAwareness	.809
Visiting tourist attractions in Ethiopia reflects who I am	BAS5	BrandAssociation	.650
My friends would think highly of me if I visited tourist attractions in Ethiopia	BAS3	BrandAssociation	.581
Visiting different tourist attractions in Ethiopia fits my personality	BAS2	BrandAssociation	.577
Ethiopia has a good name and reputation as a tourist destination	BAS1	BrandAssociation	.542
I can depend on the services provided by Ethiopian tourist attractions	PQ7	PercivedQuality	.646

Questionnaire Item	Designation	Latent Variable	Estimate
Professionals working at Ethiopian tourist attractions treat each tourists with care and by giving individual attention	PQ6	PercivedQuality	.665
Professionals working in Ethiopian tourist attractions have good knowledge	PQ5	PercivedQuality	.827
When there is a complaint the service providers in Ethiopian tourist attractions respond quickly	PQ4	PercivedQuality	.611
I like talking about tourist attractions of Ethiopia with my friends	BL6	BrandLoyalty	.644
I like visiting tourist attractions of Ethiopia	BL5	BrandLoyalty	.683
Ethiopia as a tourist destination provides more benefits than other vacation activities	BL4	BrandLoyalty	.618
In the future, I intend visiting tourist attractions in Ethiopia	BL3	BrandLoyalty	.576
I would advise other people to visit tourist attractions in Ethiopia	BL2	BrandLoyalty	.734
Visiting tourist attractions in Ethiopia is my preferred choice for a vacation	BL1	BrandLoyalty	.566
Visiting Ethiopian tourist attractions is more than a vacation to me	OABE3	OverallBrandEquity	.772
If there is holyday activity similar, I prefer visiting Ethiopian tourist attractions	OABE2	OverallBrandEquity	.747
If the price of visiting Ethiopian tourist attractions increases I still continue to visit them	OABE1	OverallBrandEquity	.808

Source: AMOS Output

As presented in the above table all factors that were retained in the model have good factor loadings. All factor loadings were significant at 99% level of significance, and varied from 0.54 to 0.81, satisfying the convergent validity criterion for the items in the model to be accepted as valid.

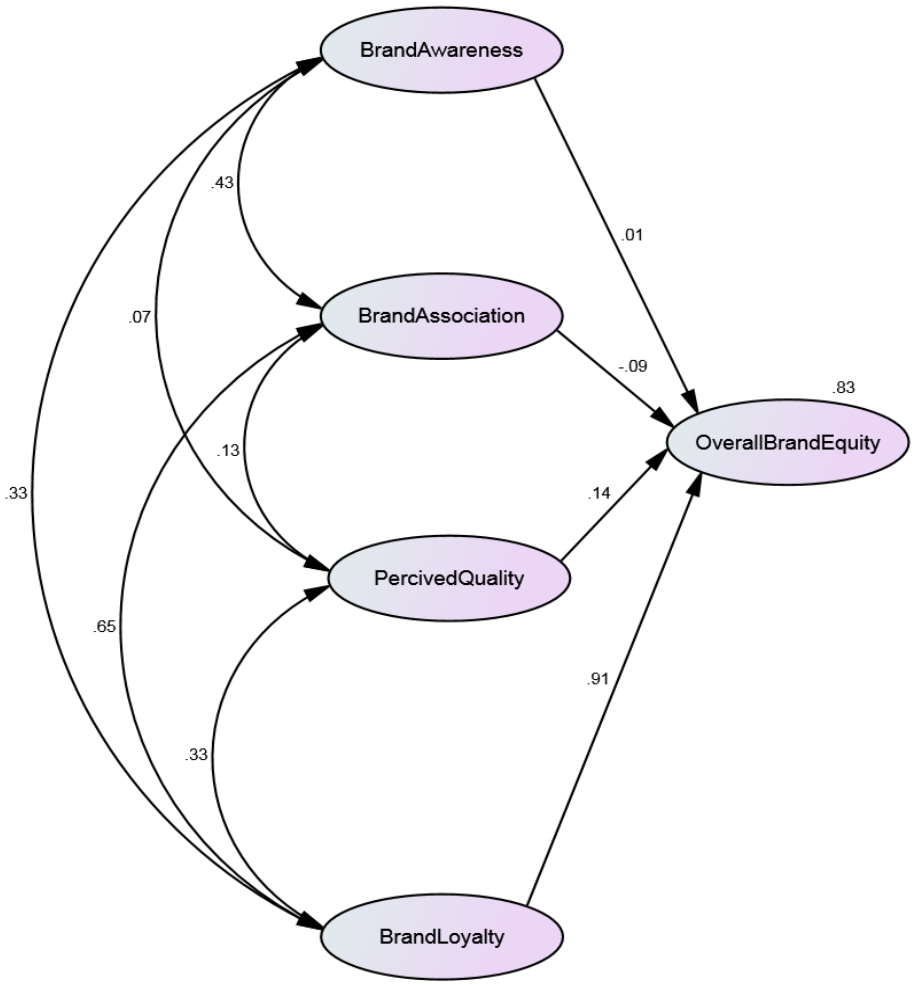
4.4. The Structural Model

In line with the hypotheses a structural equation model was developed to evaluate the statistical significance of the proposed relationships between overall brand equity and its dimensions. Based on the hypothesis Perceived Quality, Brand Awareness, Brand Association, And Brand Loyalty were all taken as the exogenous variables, and brand equity was the endogenous variable. Here, all of the four exogenous variables were proposed to be inter-correlated.

First the assessment of model fit was conducted. Based on this result all of the fit measures indicated that the structural model was reasonably acceptable (CMIN/DF = 1. 1.776; GFI = 0.913; AGFI = 0. 886; CFI = 0.94; RMR = 0. 067, and RMSEA = 0.05).

Apart from the model's general fit for the data, its parameters were tested to decide whether to accept the proposed relationships between exogenous and endogamous constructs. Although the four exogenous constructs (perceived quality, brand awareness, brand association, and brand loyalty) were proposed to have a direct causal relationship with overall brand equity, the estimated model results supported only two of the four hypotheses.

Figure 4.1- The Result of Structure Model of the study



Source: AMOS Output

Table 4.8 – Structure Model Result Summery

Relationship in the Model			Estimate	S.E.	C.R.	P-Value
OverallBrandEquity	<---	BrandAwareness	0.007	0.084	0.118	0.906
OverallBrandEquity	<---	BrandAssociation	-0.088	0.14	-0.997	0.319
OverallBrandEquity	<---	PercivedQuality	0.14	0.073	2.577	0.01
OverallBrandEquity	<---	BrandLoyalty	0.908	0.15	8	***

Source: AMOS Output

The estimated value of the first hypothesis is 0.007, which shows the relationship between Brand Awareness and Overall Brand Equity. Estimated value shows positive but very minimal relationship between these variables. If Brand Awareness increases, the Overall Brand Equity will increase in same direction but with a very minimal amount. In addition the P-value is greater than 0.05 and as such the relationship between the two variables in addition to being very minimal it is also statistically insignificant. Thus the first hypothesis that proposes positive and significant relationship between Brand Awareness and Overall Brand Equity was rejected.

The hypothesis that proposes a positive and significant relationship between Brand Association and Overall Brand Equity is also rejected because its p-value is greater than the threshold level of 0.05. Estimated value of this relationship is -0.088. This value shows that there is negative and weak relationship between the two variables. Therefore the relationship between Brand Association and Brand Equity was proven to be neither significant nor positive. Thus the second hypothesis was rejected.

The fourth hypothesis that proposes significant positive relationship between Perceived Quality and Overall Brand Equity was accepted. The Reason being that, p-values of the relationships is less than 0.05, i.e. 0.01. Though the relationship between the two variables proven to be significant, it was not strong. The estimated coefficient 0.14 indicates that there is a weak but positive relationship between Perceived Quality of Ethiopia as a tourist destination and its Overall Brand Equity. Hence the hypothesis that proposes the existence of statistically significant positive relationship between the two variables was proven to be correct and the hypothesis was accepted.

The last hypothesis that proposed the existence of positive and statistically significant relationship between Brand Loyalty and Overall Brand Equity was tested and the result prompted the acceptance of the hypothesis. The P-value that is significantly less than 0.01 indicated that there is statistically significant relationship between the two variables. The estimated factor loading value of 0.91 that is associated with the hypothesized relationship indicated that it is a very strong and positive relationship. Thus the fourth hypothesis was proven to be correct and was accepted.

Some of the hypothesized relationships were not supported by the result of the data analysis. This doesn't mean they don't have an effect on the endogenous variable. An exogenous construct can have an effect on an endogenous construct even if the two do not have a direct statistically significant relationship. The effect can be indirect through other mediating construct. These can be seen from the correlation between the exogenous variables

Table 4.9 – Correlations between the Exogenous Variables

Correlation	Estimate	P
BrandAwareness <--> BrandAssociation	0.431	***
BrandAwareness <--> PercivedQuality	0.066	0.362
BrandAwareness <--> BrandLoyalty	0.328	***
BrandAssociation <--> PercivedQuality	0.133	0.09
BrandAssociation <--> BrandLoyalty	0.654	***
PercivedQuality <--> BrandLoyalty	0.326	***

Source: AMOS Output

As it can be seen from the above table except the relationship between Brand Awareness and Perceived Quality and Brand Association and Perceived Quality all the others have statistically significant positive correlations. Especially the relationship between Brand Association and Brand Loyalty had a correlation coefficient of 0.65. Thus this relationship is the strongest in the table.

From this result we can infer that Brand Association and Brand Loyalty have very strong relationship. Since Brand Loyalty has a very significant and strong positive relationship with Overall Brand Equity and Brand Association's strong relation with Brand Loyalty makes its

effect indirect but strong on Overall Brand Equity. Thus building brand association has indirect but significant effect on overall brand equity.

4.5. Discussion

Promoting one's own tourist attractions to the world is a critical factor to be successful in the hyper competitive tourism industry. From these promotional methods Brand building activities are being implemented in many countries to develop the attractiveness of the country for its international as well as domestic tourists. In line with this thinking the study quested to identify the major factors that affect consumer based brand equity by using David Aaker's CBBE model as a research framework. This model is the most widely adopted by researchers and practitioners alike. Thus the study used this model to evaluate Ethiopia's Brand Equity as a tourist destination from domestic tourists, both potential and actual, perspective.

The finding of this study does not support all the proposed relationships that are identified in the Aaker's model of CBBE. From the proposed relationships, the one that exist between Brand Loyalty and Overall Brand Equity was the strongest. This indicated that of all the constructs that are proposed by the model this relationship is the most significant and strong one. Because of this when formulating a tourism development strategy and programs that are targeted to domestic tourists, the policy making body's first emphasis should be on developing brand loyalty.

In addition to the relationship between Brand Loyalty and Overall Brand Equity, there also exist a significant positive but slightly less strong relationship between Perceived Quality of the tourist destinations and Overall Brand Equity. From this we can understand that building the perceived quality of tourist detonations should also get its fair share of attention if brand equity is to be built effectively.

The other relationships that are proposed by the model were proven to be insignificant. Hence Brand Awareness and Brand Association do not have strong and significant direct impact on the brand of the country. Thus building of a good Brand Awareness and creation of favorable Brand Association doesn't necessarily guarantee success of efficient brand equity creation for the Ethiopian tourism industry when promoting it to the domestic tourists.

When the inter correlation between the exogenous construct evaluate it is found out that there is high degree of correlation between Brand Association and Brand Loyalty. This indicates that

even though Brand Association does not have a positive direct effect on Overall Brand Equity it has a significant indirect effect through Brand Loyalty.

Therefore it should be noted that creating an excellent perceived quality and excellent Brand Loyalty is the basis for any brand building activity that focuses on domestic tourists. In addition since building Brand Association has an indirect but positive and strong effect on brand equity it should have to receive its share of consideration when a brand is being built.

The empirical result helps tourism management professionals to prioritize their limited resource when building the brand of the country as a tourist destination and maximize the benefit that is reaped from this limited resource.

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

5.1. Conclusion

Although the branding literature emerged during the 1940s, research relating to tourism destination branding has only gained popularity since the late 1990s. There remains a lack of theory that addresses the measurement of the effectiveness of a destination brand. One of the reasons for this is that when compared to products, destination brands are far more multi-attributed and multidimensional. Branding a destination necessitates the development of a brand identity that incorporates the sense of place experienced by the host community and visitors, from a diverse range of natural and cultural resources, commercial attractions and amenities. The diverse interests of stakeholders such as local tourism businesses and travel intermediaries require careful consideration, if a united cooperative approach to selling the destination is to be achieved.

The determinants of customer based brand equity for Ethiopia as a tourist destination from domestic tourists' perspective were evaluated by using David Aaker's CBBE model. In addition to the determinants of CBBE, the inter correlation between the exogenous constructs of the model was also assessed. The model includes five latent constructs. These are Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty and Overall Brand Equity. These constructs were represented by twenty five items.

The study found out that the Ethiopia's brand as tourist destination has good brand awareness among domestic tourists. But the domestic tourists perceive Ethiopia as having a poor quality tourism service. Even though considered possessing poor quality, vast majority of domestic tourists still are loyal and continue to visiting and intended to visit tourist attractions of Ethiopia. This critical evidence indicates that Ethiopia should work towards improving the services provided by tourist attractions of the country by investing in tourist infrastructures and the skills and capabilities of tourism related professionals. The government should also build on the existing loyalty of the domestic tourists by lunching different loyalty scheme and at the same

time work towards improving the quality of service that is provided at the tourist attractions of the country.

By using structure equation modeling technique the study evaluates the proposed hypotheses that suggested the existence of significant and positive relationship between the exogenous constructs and the endogenous construct. From the proposed relationships two of them i.e. between Perceived Quality and Overall Brand Equity and Brand Loyalty and Overall Brand Equity were proven to be correct and the hypotheses accepted. Based on the data analysis result the other two hypotheses i.e. the ones that suggest there is a strong and positive relationship between Brand Awareness and Overall Brand Equity and Brand Association and Overall Brand Equity were proven to be statistically insignificant and the hypotheses rejected. This implies that when preparing policies and strategies more focus should be placed up on maintaining and improving the existing brand loyalty of Ethiopian citizens and improving the perceived quality of the tourist attractions of the country by making more investment on the development of infrastructures and the skill and capabilities of tourism service providing professionals in order to have a significant and positive impact on the overall brand equity of the country.

The correlation between the exogenous constructs revel that there is as significant correlation between all the constructs. Especially the correlation between Brand Awareness and Brand Loyalty, in addition to being significant, is very strong. Thus the exogenous constructs that were found to have no direct and significant effect on Consumer Based Brand Equity affect indirectly by through Brand Loyalty. This implies that when preparing policies and strategies the importance of Brand Awareness and Brand Association must not be forgotten. This is because these two constructs have indirect but strong effect on the overall brand equity of the country.

The study presents different theoretical and practical implications.

Firstly, it contributes for the wider understanding of the Consumer based Brand Equity by examining its measurements and dimensions from destination branding perspective by taking domestic tourists as a test group.

Secondly, it breaks down the components of these constructs and measures the relationship between each sub construct with the other one. By doing so it reveals the individual sub

construct level interaction between them and provide an excellent insight for researchers and practitioners alike.

Thus the conclusion gives the governmental and non-governmental bodies that are responsible for the development of Ethiopian domestic tourism strategies a key framework to develop and implement tourism promotion strategies. More specifically the study shades light on the recently neglected destination branding concept and its application to promote domestic tourism in the country by identifying which dimension of the CBBE is most relevant and effective to develop the country's destination brand.

In addition the study provides a framework to measures, analyze and track any strengthening or weakening of market perceptions in relation to brand objectives of the country at various points in time.

5.2. Limitations of the Study

The major limitation of the study is the sample. Because of lack of funding the sample was only selected from Addis Abeba. There might be difference between the population characteristics of Addis Abeba and other parts of the country. Because of this the finding that is identified through the research process may not be generalizable for the entire country.

Researchers and practitioners who wish to conduct similar study in the area should have to incorporate residents of different parts of the country in their sample to have a result that can be generalizable to the overall population.

5.3. Recommendations

Based on the results of the study the researcher forwards the following recommendations for practitioners and future researches.

Firstly, Customer Based Brand Equity Model gives practitioners a structured method to evaluate the promotion effort they were conducting to increase the tourism culture of domestic tourist. In spite of changes in staff, other stakeholders or budget, standard CBBE instrument offers efficient performance measures for the destination branding activities of the country. In addition, it helps them to plan their effort by understanding which construct have the most effect in creating the desired out come so as to minimize cost and maximize the desired benefit. Therefore we

recommend that destination brand building professionals use this model as a framework to plan and evaluate their brand building activities but they must do so with caution.

Secondly, since the positive and statistically significant direct relationship between them and The Overall Brand Equity was proven to be correct, the researcher recommends special focus should have to be placed up on the improvement of Perceived Quality and Brand Loyalty of the country. But we suggest that when focusing on promoting and strengthening Perceived Quality and Brand Loyalty, practitioners should not underestimate the indirect effects Brand Awareness and Brand Association have on the brand equity of the country through other mediating variables.

Lastly the researcher recommends future researchers to conduct other related studies in the area by considering the limitations such as expanding the area of the sampling to incorporate other parts of the country.

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Appendix A

Original English Questionnaire

Addis Abeba University School of Commerce, Masters of Marketing Management

Dear Sir/Madam

My name is Bisrat Mohammed. I am a post graduate student at Addis Abeba University School of Commerce. I am writing my masters thesis titled **"Branding Ethiopia as A Tourist Destination: Domestic Tourist Perspective"**. This questionnaire is designed to assess/measure the Consumer Based Brand Equity (CBBE) of Ethiopia as a tourist destination for its own citizens. Therefor I kindly request you to take some time and respond all the questions honestly.

I would like to assure you that the information you provided in this questionnaire will be kept confidential and will only be used for academic propose.

If you have any question regarding the questionnaire please contact me at Phone No. **0911508768** of Email address **meshemex@gamil.com.**

Your cooperation is very crucial for the success of this research.

I thank you in advance for your cooperation.

Instruction

- There is no need to write your name
- Please use an **"X"** mark to select the option that best represent your response

Part 1 – Background Information

1.1. Gender — Male ☐ Female ☐

1. Age — Below 20 ☐ 20 – 25 ☐ 26 – ☐ 31 – 35 ☐ 35 – 45 ☐ Above 45 ☐

2. Level of Education — Primary School ☐ High School ☐ Diploma ☐ First Degree ☐ Master's Degree and above ☐

3. Monthly Income — Below Br. 1000 ☐ 1000 – ☐ 2000 – 3000 ☐ 3000 – 4000 ☐ 4000 – 5000 ☐ Above 5000 ☐

Part 2

1. I have visited tourist attractions of Ethiopia previously Yes ☐ No ☐
2. Brand Equity Dimensions

No		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
2.1	**Brand Awareness**					
2.1.1	I have heard about tourist attractions of Ethiopia					
2.1.2	I can identify tourist attractions of Ethiopia when I see them on promotions.					
2.1.3	The characteristics of Ethiopia as a tourist destination come to my mind quickly					
2.1.4	When I am thinking of taking a holiday, visiting various tourist attractions of Ethiopia comes to my mind immediately					
2.2	**Brand Association**					
2.2.1	Ethiopia has a good name and reputation as a tourist destination					
2.2.2	Visiting different tourist attractions in Ethiopia fits my personality					
2.2.3	My friends would think highly of me if I visited tourist attractions in Ethiopia					
2.2.4	The image of Ethiopia as a tourist destination is consistent with my own self-image					
2.2.5	Visiting tourist attractions in Ethiopia reflects who I am					
2.3	**Perceived quality**					
2.3.1	Ethiopia offer high quality service for tourists					
2.3.2	Tourist destinations in Ethiopia has high quality infrastructure					
2.3.3	Ethiopia provides high quality tourism service consistently					
2.3.4	When there is a complaint the service providers in Ethiopian tourist attractions respond quickly					
2.3.5	Professionals working in Ethiopian tourist					

	attractions have good knowledge					
2.3.6	Professionals working at Ethiopian tourist attractions treat each tourists with care and by giving individual attention					
2.3.7	I can depend on the services provided by Ethiopian tourist attractions					
2.4	**Brand Loyalty**					
2.4.1	Visiting tourist attractions in Ethiopia is my preferred choice for a vacation					
2.4.2	I would advise other people to visit tourist attractions in Ethiopia					
2.4.3	In the future, I intend visiting tourist attractions in Ethiopia					
2.4.4	Ethiopia as a tourist destination provides more benefits than other vacation activities					
2.4.5	I like visiting tourist attractions of Ethiopia					
2.4.6	I like talking about tourist attractions of Ethiopia with my friends					
2.5	**Overall Brand Equity**					
2.5.1	If the price of visiting Ethiopian tourist attractions increases I still continue to visit them					
2.5.2	If there is holyday activity similar, I prefer visiting Ethiopian tourist attractions					
2.5.3	Visiting Ethiopian tourist attractions is more than a vacation to me					

Thank You Once Again!!

Appendix B

Amharic Version of the Questionnaire

አዲስ አበባ ዩኒቨርሲቲ ንግድ ስራ ትምህርት ቤት

የተከበሩ የጥናቱ ተሳፊ

ስሜ ብስራት መሀመድ ይባላል። በአዲስ አበባ ዩኒቨርሲቲ ንግድ ስራ ትምህርት ቤት የድህረ ምረቃ ተማሪ ስሆን የማስተርስ ዲግሪ መመረቂያ ጥናታዊ ጽሁፌን በማዘጋጀት ላይ እቶኛለሁ።መመረቂ□ □ሁኞ □ምያጠናው "**ለሀገር ውሰጥ ቱሪስቶች የኢትዮጵያን የቱሪስት መስህቦች ገጽታ አንዴት መገንባት ይቻላል**" በሚል ርዕስ ላይ ነው።ስለሆነም ይህንን መጠይቅ ጊዜ ሰጥተው በጥንቃቄ አንዲሞሉልኝ በአክብሮት አጠይቃለሁ።

ለ□ህ መ□ጁቅ □ምሰጡት ምላሽ በሚስጥር እንደሚያዝና ለዚህ ጥናታዊ ጽሁፍ ማዘጋጃነት ብቻ እንደሚውል ላረጋግጥሎት እ□□ለሁ።

ይህንን መጠይቅ ሲሞሉ ግልጽ ያልሆነሎት ነገር ካለ በስልክ ከቁጥር **0911508768** ወይም በኢሜይል meshemex@gmail.com በማንኛውም ሰአት ቢያቀርቡልኝ ልረዳዎት ዝግጁ መሆኔን ልገልጽሎት እ□□ለሁ።

□እርሶ ትብብር ለጥናቱ መሳካት ወሳኝ መሆኑን ላስታውሶት እ□□ለሁ።

ስለሚ□ትርጉልኝ ትብብር በቅድሚ□ አመሰግናለሁ።

መመሪ□

- ስሞትን መጻፍ አስፈላጊ አይደለም።
- ከተዘረዘሩት አማራጮች መካከል በሚፈልጉት አማራጭ ትይዩ የ "X" ምልክት በማድረግ ጁምረ□።

□ል 1

1.1.□ታ	ወንድ	☐	ሴት	☐		
1.2.እትሜ	ከ20 አመት በታች	☐	20 - 25	☐	26 - 30	☐
	31 - 35	☐	36 - 45	☐	ከ45 በላይ	☐
1.3.የትምህርት ደረጃ፡	□መ□መሪ□ □ረጃ	☐	ሁለተኛ □ረጃ	☐	□□ሎማ	☐
	□መ□መሪ□ □□ሪ	☐	ሁለተኛ ዲግሪና ከዛ በላይ			☐
1.4.□ርሃዊ ክፍ፡	ከ1000 ብር በታች	☐	ከ1000 - 2000	☐		
	ከ2001 - 3000	☐	ከ3001 - 4000	☐		
	ከ4001 - 5000	☐	ከ5000 ብር በላይ	☐		

□ክል 2

2.1. ከዚህ በፊት የኢትዮጵያን የቱሪስት መስህቦች ጎብኝቼ አውቃለሁ

አዎ ☐ **አይደለም** ☐

2.2. □ዞ□ታ ዘርፎች

ተ.ቁ.		በ□ም አልስማማም	አልስማማም	ሃሳብ የለኝም	አስማማለሁ	በ□ም አስማማለሁ
2.1	**የቱሪስት መስህቦች እወቅና**					
2.1.1	ስለ ኢትዮጵያን የቱሪስት መስህቦች ሰምቼ አውቃለሁ					
2.1.2	የኢትዮጵያን የቱሪስት መስህቦችን የሚገለጽ ማንኛንም ነገር ሳይ በቀላሉ መለየት እችላለሁ					
2.1.3	የኢትዮጵያን የቱሪስት መስህቦች ባህሪያት ወደ አእምሮዬ በቶሎ ይመጣሉ					
2.1.4	□እረፍት ጊዜዬን ለማሳለፍ ሳስብ የኢትዮጵያን የቱሪስት መስህቦች መጎብኘት በመጀመሪያ ወደ አእምሮጵ ጁመ□ል					
2.2	**የቱሪስት መስህቦች ያላቸው ተያያዥነት**					
2.2.1	የኢትዮጵያን የቱሪስት መስህቦች ጥሩ ስምና እወቅና አላቸው					
2.2.2	የተለያዩ የኢትዮጵያን የቱሪስት መስህቦችን መ□ዘበኘት ከኔ ማንነት ጋር ይሄዳል					
2.2.3	የኢትዮጵያን የቱሪስት መስህቦች ብጎበኝ ጉዋደኞቼ ለኔ ጥሩ አመለካከት ይኖራቸዋል					
2.2.4	የኢትዮጵያን የቱሪስት መስህቦች ስለመጎብኘት ሳስብ □ሩ ስሜት ይሰማኛል					
2.2.5	የተለያዩ የኢትዮጵያን የቱሪስት መስህቦችን መ□ዘበኘት አኔ ስለራሴ ከማስበው ጋር ይሄዳል					
2.3	**የቱሪስት መስህቦች ጥራት**					
2.3.1	የኢትዮጵያን የቱሪስት መስህቦች ለቱሪስቶች ከፍተኛ ጥራት ያለው አገልግሎት ይሰጣሉ					
2.3.2	የኢትዮጵያን የቱሪስት መስህቦች ከፍተኛ ጥራት ያለው መሰረተ ልማት አላቸው					
2.3.3	የኢትዮጵያን የቱሪስት መስህቦች የሚሰጡት አገልግሎት ጥራት ከጊዜ ወደ ጊዜ የማይቀያየር ነው					
2.3.4	በቱሪስቶች የቀረበ ችግር ካለ የኢትዮጵያን የቱሪስት መስህቦች ውስጥ አገልግሎት ሚሰጡት ባለሞዎች በአፋጣኝ ምላሽ ይሰጣሉ					
2.3.5	የኢትዮጵያን የቱሪስት መስህቦች ውስጥ አገልግሎት ሚሰጡት ባለሞያዎች በቂ እውቀት አላቸው					

2.3.6	**የኢትዮጵያን የቱሪስት መስህቦች ውስጥ አገልግሎት ሚሰጡት ባለሞያዎች ሁሉንም ቱሪስት አንደየፍላጎቱና በጥሩ ሁኔታ ያስተናግዳሉ**					
2.3.7	**የኢትዮጵያን የቱሪስት መስህቦች በሚሰጡት አገልግሎት እተማመናለሁ**					
2.4	**ለቱሪስት መስህቦች □ለ ታማኝነት**					
2.4.1	**የኢትዮጵያን የቱሪስት መስህቦች መጎብኘት ከሁሉም በላይ የምመርጠው የእረፍት ጊዜ ማሳለፊያ ነው**					
2.4.2	**ሌሎች ሰዎች የኢትዮጵያን የቱሪስት መስህቦች አንዲጎበኙ እመ□ራለሁ**					
2.4.3	**ወደፊት የኢትዮጵያን የቱሪስት መስህቦች ለመ□ብኘት አስባለሁ**					
2.4.4	**የኢትዮጵያን የቱሪስት መስህቦችን መጎብኘት ከሌሎች የእረፍት ጊዜ ማሳለፊያዎች የተሻለ ጥቅም አለው**					
2.4.5	**የኢትዮጵያን የቱሪስት መስህቦችን መጎብኘት አወዳለሁ**					
2.4.6	**ከጉዋደኞቼ ጋር ስለ ኢትዮጵያ የቱሪስት መስህቦች ማውራት እ□□ለሁ**					
2.5	**አጠቃላይ ገጽታ**					
2.5.1	**ተመሳሳይ የሆነ የእረፍት ጊዜ ማሳለፊያ ቢኖር እንኩዋን የኢትዮጵያን የቱሪስት መስህቦችን መ□ብኘትን እመር□ለሁ**					
2.5.2	**የኢትዮጵያን የቱሪስት መስህቦችን □መ□ብኛ □አ□ ተመሳሳይ ከሆኑ የእረፍት ጊዜ ማሳለኝ□ሞች ቢበል□ እንኩዋን መጎብኘቴን አላቆምም**					
2.5.3	**የኢትዮጵያን የቱሪስት መስህቦችን መጎብኘት ለኔ ከእረፍት ጊዜ ማሳለፊያ በላይ ነው**					

ስለ ትብብሮት በድጋሚ አመሰግናለሁ!!

Appendix C

Reliability Test Result

Brand Awareness

Case Processing Summary

		N	%
Cases	Valid	306	100.0
	Excluded[a]	0	.0
	Total	306	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.717	4

Brand Association

Case Processing Summary

		N	%
Cases	Valid	306	100.0
	Excluded[a]	0	.0
	Total	306	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.740	5

Perceived Quality

Case Processing Summary

		N	%
Cases	Valid	306	100.0
	Excluded[a]	0	.0
	Total	306	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.772	7

Brand Loyalty

Case Processing Summary

		N	%
Cases	Valid	306	100.0
	Excluded[a]	0	.0
	Total	306	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.807	6

Over All Brand Equity

Case Processing Summary

		N	%
Cases	Valid	306	100.0
	Excluded[a]	0	.0
	Total	306	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.819	3

Appendix D

Model Fit Summary for Confirmatory Factor Analysis

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	54	250.926	156	.000	1.609
Saturated model	210	.000	0		
Independence model	20	2264.825	190	.000	11.920

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.062	.924	.898	.687
Saturated model	.000	1.000		
Independence model	.330	.386	.321	.349

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.889	.865	.955	.944	.954
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.045	.034	.055	.802
Independence model	.189	.182	.196	.000

Appendix E

Model Fit Summary for the Structural Model

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	50	284.199	160	.000	1.776
Saturated model	210	.000	0		
Independence model	20	2264.825	190	.000	11.920

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.067	.913	.886	.696
Saturated model	.000	1.000		
Independence model	.330	.386	.321	.349

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.875	.851	.941	.929	.940
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.050	.041	.060	.457
Independence model	.189	.182	.196	.000