



**ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE
GRADUATE STUDIES
DEPARTMENT OF MARKETING MANAGEMENT**

**AN ASSESSMENT OF TOURIST DESTINATION BRAND IMAGE
PERCEPTION: THE CASE OF ADDIS ABABA CITY**

**BY
KEBEDE GIZACHEW**

**JUNE 2017
ADDIS ABABA**

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**A THESIS SUBMITTED TO THE SCHOOL OF COMMERCE GRADUATE
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Declaration

I, Kebede Gizachew, hereby declare to the Addis Ababa University College of Commerce School of Graduate Studies that, this thesis entitled “An Assessment of Tourists’ Destination Brand Image Perception: The Case of Addis Ababa City” is a product of my original research work. It was not submitted, in full or part, for the attainment of any academic degree elsewhere. This work has also accredited the views of the research participants. To the best of my knowledge, I have fully acknowledged the materials and pieces of information used in the study. The reporting procedures do comply with the expected standards and regulation of the University.

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Acronyms

CFA	Confirmatory Factor Analysis
DMO	Destination Marketing Organization
EFA	Explanatory Factor Analysis
ETO	Ethiopian Tourism Organization
ETOA	Ethiopian Tour Operators' Association
GTP	Growth and Transformation Plan
FDRE	Federal Democratic Republic of Ethiopia
MoCT	Ministry of Culture and Tourism
UNWTO	United Nations World Tourism Organization

Abstract

The main purpose of this research is to assess tourists' perception of the brand image of the Addis Ababa City. Data for the sample was collected from 393 tourists who visited Addis Ababa City between 11 April 2017 and 15 May 2017. Descriptive statistics, exploratory factor analysis (EFA), confirmatory factor analysis (CFA), and regression analysis were conducted to test the hypotheses. The results show that the cognitive destination image is a multidimensional construct. Also it is confirmed that both cognitive and affective destination brand image perceptions significantly contributes for conative destination brand image perception, i.e. the cognitive and the affective components of destination image can be used as a predictor of tourists' behavioral intentions toward destinations, such as intention to revisit and recommend for others. In terms of magnitude the affective destination brand image perception contributes more for the conative brand image perception than the cognitive brand image perception does.

This study found out that both the cognitive and affective destination brand images significantly and positively contribute to the conative destination brand image. The results of the regression analysis indicated that the cognitive destination brand image contributes significantly ($B=0.31$, $P<0.01$) to the conative destination image. The affective destination brand image also contributes significantly ($B=0.34$, $P<0.01$) to the conative image.

Based on the findings of the research it recommended that there should be a well-coordinated effort in building the brand image of the Addis Ababa City and the competitiveness of the city as a destination should be enhanced through marketing both the cognitive and affective destination image aspects. Also, there should be government-private-professional partnership in order to build the institutional capacity of the tourism sector of the Addis Ababa City.

Chapter One

1. Introduction

1.1 Background of the Study

Marketing is identifying and meeting human and social needs profitably through building demand for products and services. Good marketing is no accident, but a result of careful planning and execution using state-of-the-art tools and techniques (Kotler and Keller, 2012).

Branding is an aspect of marketing which creates value for customers. Kotler and Keller (2012) described brands as one of the most valuable intangible asset of a firm or an organization and building a strong brand is both an art and a science.

A brand is a product or service whose dimensions differentiate it in some way from other products or services designed to satisfy the same need. These differences may be functional, rational, or tangible—related to product performance of the brand. They may also be more symbolic, emotional, or intangible—related to what the brand represents or means in a more abstract sense. A strong brand commands intense consumer loyalty—at its heart is a great product or service (ibid).

Tourism is one of the ever growing services providing industry in which competition is growing even at the fastest rate than ever due to the global economic dynamism. Over the past six decades, tourism has experienced continued expansion and diversification becoming one of the largest, fastest-growing, and lucrative economic sectors in the world. Effective marketing is vital to tap this lucrative industry. As a result many big globally competitive service providing companies are spending millions of dollars for marketing purposes. For example, the current efforts of many service providing companies' such as the Turkish Airline, Qatar Airline, Zenith Bank, etc. sponsoring the travel show programs that focus on tourist destinations on BBC World Service and the CNN can be taken as a case in point.

Destination branding is a recent phenomenon which evolved in the early 1970s. A recent example of destination branding is Paris mayor's decision to define the city as a destination brand and to manage this brand for profit Kapferer (2008). Countries also think of themselves in brand terms competing in a number of markets, just as a conventional brand competes for profitable clients: in the private economic and financial investments market, various raw materials and agricultural markets, the tourism market, the immigration market and so on.

In Ethiopia, tourism and travel has a long history and passed through a number of trajectories since ancient times. Its introduction goes back to the onset of the first and the end of the second millennium B.C since the time of Queen of Sheba's pilgrimage to Jerusalem to visit the wisdom of King Solomon which positioned the country as one of the world's fascinating tourist destinations. During that time, the Aksumite Empire began interaction with Ancient Kingdoms of Egypt, South Arabia, India, China, Greece and other European countries (Tesfaye, 2015), via trade (i.e. business travel) and other relations.

Ethiopia possesses well-diversified tourism resources with nine world heritages sites registered by UNESCO, which makes it the first (along with Morocco) in Africa. To name some, natural attractions that include some of the highest (Mount Ras Dashen which is 4626 m above sea level) and lowest places in Africa (the Danakil Depression and Dallol in Afar; which 150 m below sea level), the Great Rift Valley lakes along with immense wild life including some endemic ones, historical heritages such as the Axum obelisks, the rock hewn churches of Lalibela, the Gondar castles, the Walled city of Harar, Tia's carved standing stones, and diverse cultural heritages dubbed mosaic of more than 80 ethnic groups, various ceremonies and rituals of the Ethiopian Orthodox Church, and much more (Agumas, 2012; Tamir, 2014; Tesfaye, 2015; Mesele, 2009; Yabibal, 2010 and Kalkidan, 2015).

Ethiopia's earnings from the tourism sector had been sluggish until 2007. For instance, only 170,000 tourists paid visit to Ethiopia in the three consecutive years preceding the year 2006. Ethiopia made a significant gains for the first time in the year 2007 making \$176 million in revenue from 250,000 visiting tourists with roughly 50% increase from the year 2006 (Mesele, 2009). Since then, the sector has been growing progressively.

According to the Addis Ababa Culture and Tourism Bureau 920,000 tourists visited Ethiopia in the year 2016 and 3.4 billion USD was obtained from tourist receipt nationally. Of this 34.66% came for rest and relaxation, 18.68% for business, 16.09% in transit, 9.20% for education and conferences, 6.87% to visit family and friends and 14.48% for various other purposes. In the same year, 782,000 tourists visited Addis Ababa City enabling the city to earn 1.9 billion USD from tourist receipts. This implies that 55.9 percent of the total national tourism revenue goes to Addis Ababa City. According to the 2016 annual report of the National Museum of Ethiopia a total of 204,313 tourists visited the museum. Of this figure 102,580 were adult Ethiopians, 48,273 were youth Ethiopian students, and 53,460 were foreign visitors. The share of foreign visitors is 26 percent.

Addis Ababa, the capital city of Ethiopia was founded in 1886 by Emperor Menelik II and his wife Empress Taitu. The city has a characteristic of African appearance, with vegetation dominated by grass and flat-topped acacia trees (Tamir, 2014 and Mulu, 2015).

Addis Ababa City has 10 sub-cities and stands at the very heart of the country possessing around 150 registered cultural heritages. These include 35 historical churches; 2 mosques; 26 former public buildings; 72 residences of former notable personalities; 17 monuments, caves and bridges and 6 historical sites. Besides Addis Ababa is the capital of Africa, with more than 100 embassies and consular representatives (Mesele, 2009). Also it is a seat for the headquarters of the African Union (AU), the United Nations Economic Commissions for Africa (UNECA) and other international, continental and national organizations. It is also dubbed hub of international diplomacy and international conferences (Mesele, 2009; Tamir, 2014 and Mulu, 2015).

The rich and diversified tourist resources, if well marketed and branded as a destination as well, Ethiopia in general and Addis Ababa in particular would benefit a lot. To this end, this research will assess how the Addis Ababa City's brand image is perceived by various visiting tourists' as a tourist destination.

1.2 Statement of the problem

A brand is a real perception that resides in the minds of consumers. Branding a product or service is an aspect of marketing that has a number of benefits for both the customer (tourists) and manufacturer or originator of a product (tourist destination owners such as local governments, religious institutions, etc. and tourism service providers). Branding services is complex and difficult due to its very nature of intangibility and the involvement of a number of stakeholders as opposed to branding products (Sonnleitner, 2011 and Bierzynski, 2011).

The main argument of this study is tourist destinations of Ethiopia in general and the Addis Ababa City in particular are not well branded. For this reason Ethiopia as a country and the Addis Ababa City in particular are not attracting tourists as should be to generate revenue from the sector. Harnessing these untapped tourism resources demands a well-established brand image that clearly differentiates the city through effective marketing whereby is influencing the potential tourists' choice of purchase within the existing stiff competition.

The power of effective destination marketing, particularly branding is immense. A case in point is the recent 'VisitBritain' campaign in hosting the London 2012 Olympic Games which yielded £3.3 billion in

positive advertising of Britain in print and on television between January and June 2012 (Pike & Page, 2014). Destinations owners spend a considerable amount of money and time focusing on the most essential aspects of destination attributes and tourist motivators to create and boost a positive image in effect attracting a good number of tourists (Sonnleitner, 2011).

For tourists, the primary reason, to travel to destination is the functional benefit they get from the destination. A well branded destination can influence the tourists' perception (Ezeuduji, November, and Haupt, 2016). Thus, establishing distinctive brand image of the Addis Ababa City through effective marketing would positively influence the perception of tourists and motivate them visit the city. This in turn, benefits the city as well as the country in many ways, among others, such as attracting tourists, FDI, and creating jobs for its citizens.

According to Global Tourism and Travel Report (2015) Ethiopia is one of the low performing countries ranking 17th from Africa and 118th from 141 countries in the world in terms of overall tourist attraction and revenues from tourist receipts. Whereas, countries such as South Africa, Botswana, Kenya, and Uganda are at top with no much world heritage registered as Ethiopia does.

As argued by Keller (2005) brands are made, not born. For Addis Ababa City with all these opportunities and tourism resources at stake it is possible to create a distinctive brand image that would motivate tourists to make the city their chosen destination to visit. Thus, tourism destination branding is vital, for Addis Ababa City as well as the country as whole, in creating positive perception of the destination in the tourists' mind and to attract tourists by providing the reasons to visit creating a differential image.

1.3 Research Question

1.3.1 The general research question

How does the tourists' perception of the brand image of a destination contribute towards attracting tourists to the destination?

1.3.2 Specific research questions

- What is the relationship between cognitive, affective, and the conative brand image perception of tourists?
- Does tourist's cognitive brand image perception contribute to the conative brand image of the Addis Ababa City?

- How does a tourist's perception of the affective brand image contribute to the conative brand image of the Addis Ababa City?
- How does a tourist's perception of the affective brand image contribute to the conative brand image of Addis Ababa City?

1.4 Research objective

The general objective of this research is to assess the role of destination brand image perceptions of tourists on the Addis Ababa City and its attraction sites as a tourist destination.

Specific Research objectives

- To examine the relationship between destination brand image perception and tourist's interest to visit a destination
- To assess the effect of cognitive brand image perception on conative destination brand image perception
- To assess the effect of affective brand image perception on conative brand image perception
- To assess the role of destination brand image perception in influencing the tourists' decision making to visit Addis Ababa City and recommend for others
- To evaluate the opportunities and challenges of the Addis Ababa City tourism sector

1.5 Significance of the Study

As this research aims to assess the role of destination brand image perception of tourists' in attracting tourists to Addis Ababa City, it will contribute in the following major areas for stakeholders in the tourism sector through applying destination brand image perception construct.

First, it will serve as an input to policy makers in the tourism development sector by indicating the gaps in branding and image building of the Addis Ababa City and its tourist attraction sites. Second, it will contribute in the theoretical construct of destination branding and image building of cities. Third, it will contribute for stakeholders in the tourism sectors such as the Ministry of Culture and Tourism, Ethiopian Tourism Organization, Ethiopian Tour Operators Association, tourist service providing amenities, the hospitality sector (hotels, restaurants, resorts, etc.) in developing marketing strategies. Fourth, it will serve as base for future research in destination brand image perception.

1.6 Scope and Delimitation of the Study

Geographic limitation tourist attractions in Addis Ababa City & the generalizations are limited to Addis Ababa City tourist attractions, theoretical limitation (Associative network model of Keller in branding product brand for destination branding, this study is limited to investigate the link between tourists' perception of destination brand image (cognitive, unique, and affective images) and their response to destinations marketing efforts (overall destination image).

This study is limited to tourist destination brand image perception. To test the applicability of destination brand image perception in attracting tourists, the research will base and limited to selected tourist destinations in Addis Ababa City. To get evidence for the investigation structured questionnaires will be distributed to tourists' who stop at the National Museum of Ethiopia and the Addis Ababa University Ethnographic Museum which are most visited by tourists in April 2017.

This study will be using mix Keller's associative memory network model in building brand image and brand identity, Kotler's destination branding model, and Belch's advertising and promotional models to fit to tourist destinations brand image perception of the Addis Ababa City and its tourist attraction sites. Variables in branding theory such as brand awareness, customer based brand equity, and brand association will be discussed to show how each variable contribute to tourist's destination brand image perception.

1.7 Definition of key Terms

Tourism is the activities of persons traveling to and staying in a place outside their usual environment for not more than consecutive year and staying at least 24 hours in the country visited for leisure, business and other purposes (Tamir, 2014; Henok, 2015; Mesele, 2009; and MoCT, 2009).

Brand is a product or service whose dimensions differentiate it in some way from other products or services designed to satisfy the same need (Kotler and Keller, 2012).

Brand Identity (Brand Elements): are the marks that visually and verbally present your brand, usually in the form of a name, logo, symbol, or a unique typestyle. It is a combination of many factors, including the name, logo, symbols, design, packaging, and performance of a product or service as well as the image or type of associations that comes to mind when consumers think about a brand encompassing the entire spectrum of consumers' awareness, knowledge, and image of the brand as well as the company behind it (Keller, 2013).

Destination Brand Image: is a set of beliefs about what your brand is and what it stands; for that exists in the customer's mind as a result of associations with you and your name. It is the perception in the mind of the customers about the brand and its associations (Fazli, 2012).

Brand integrity: is about fulfilling what is claimed through the positioning and differentiation of the brand. It is about being credible, fulfilling your promise, and establishing consumers' trust in your brand (Keller, 2013).

Brand Equity: the value of your brand as an asset is based on its qualities, reputation, and recognition as well as the commitment and demand it generates (Keller, 2013).

Destination image: a sum of associations and pieces of information connected to a destination, which would include multiple components of the destination and personal perception (Fazli, 2012).

1.8 Organization of the Study

This thesis consists of five chapters. Chapter one provides an overview of the study, including the background of the study, problem statement, research questions, objectives, significance, delimitation and limitation of the study, and definition of key terms.

Chapter two reviews literatures related to branding, customer based brand equity, and destination branding.

Chapter three presents research design and methodology. It discusses data sources, population of the study, sampling size and techniques, data collection instruments, procedures for data collection and analysis and the data analysis techniques.

Chapter four portrays data presentation, analysis, and interpretation on the data obtained while addressing the research questions and hypotheses.

Finally, chapter five will provide the summary of major findings, conclusions and recommendations. Finally, references and appendices are attached.

Chapter Two

2. Review of Related Literatures

In this chapter both the theoretical aspects related the study as well as the empirical researches on destination brand image will be reviewed.

2.1 Theoretical Review

Marketing, more than any other business function, deals with customers. The two fold goal of marketing is to attract new customers by promising superior value and keep and grow current customers by delivering satisfaction. According to the American Marketing Association Marketing

is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Scholars in the field define marketing both from social as well as managerial perspectives. According to a social definition, marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products and services of value freely with others (Kotler, 2002).

Managerially marketing is described as the art of selling products. According to Peter Drucker as cited by Kotler (2002):

the aim of marketing is to make selling superfluous. The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself. Ideally, marketing should result in a customer who is ready to buy

Marketing management takes place when at least one party to a potential exchange thinks about the means of achieving desired responses from other parties. Thus, marketing management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value.

Today, most marketers are seeking more than just a one-time exchange or transaction with customers. The focus of market-driven companies is on developing and sustaining relationships with their customers. This has led to a new emphasis on relationship marketing, which involves creating, maintaining, and enhancing long-term relationships with individual customers as well as other stakeholders for mutual benefit (Belch and Belch, 2003).

The movement toward relationship marketing is due to several factors according to Belch and Belch. First, consumers desire superior customer value supported by excellent customer service as well as want personalized products and services that are tailored to their specific needs and wants. Second, relationships marketing is often more cost-effective to retain customers than to acquire new ones. Marketers are giving more attention to the lifetime value of a customer because reducing customer defections by just 5 percent can increase future profit by as much as 30 to 90 percent (Belch and Belch, 2003).

The new wave of change has been witnessed in the tourism industry as well. New destination marketing strategies are increasingly focused on the creation of new products and services and establishing experiential and emotional elements as central to the visitor experience. However, these new products need to be marketed by building effective strategies for destination promotion directly in source markets as tourists are becoming more independent in their purchasing decisions and destinations need to recognize this and embrace it (Sterren and Mensink, 2012). It is also important to look at new ways of commercialization because the distribution model in the tourism industry has changed, and as a result there are multiple ways to “sell” what a destination has to offer.

There are a number theories and models developed by several marketing scholars and practitioners. These theories and models have been used and employed in different contexts for varying marketing purposes.

2.1.1 The Associative Network Model

Most brand association research is rooted in the Associative Network Theories (ANT), which is concerned with the organization of human semantic memory research on ANT emerged in cognitive psychology in the late 1960s. Cognitive psychologists generally believe that human knowledge is stored in memory and represented as associative networks (Chen, 2010).

The associative network is comprised of two elements: node and link between nodes. A node is a unit of information. It represents a concept that can be either an object such as a person, place or thing (e.g. “New York City”), or a proposition such as “New York has cultural attractions”. Association is created when two nodes are connected (e.g. “New York” and “Statue of Liberty”). Associations that are centered on a node are called the primary or first-order associations of that focal node (e.g. “cultural attractions” and “metropolitan” are first-order associations around the “New York City”). Further associations built on the primary associations are second-order associations (e.g. “museums”, “shopping” and “a wide range of selection” are the second-order associations to the “New York City” node) (Chen, 2010).

Collins and Loftus (1975) extended Quillian's (1969) model around the concept of "spreading-activation". The spreading of activation constantly expands, and the degree of spreading depends on the distance of between the to-be-activated-node to the first stimulus node. The farther the distance is, the weaker the association is (e.g. the "a wide range of selection"- "New York City" association is weaker than "Statue of Liberty"- "New York City").

2.1.2 Branding

Branding is an aspect of marketing which creates value for customers. Kotler and Keller (2012) described brands as one of the most valuable intangible asset of a firm or an organization and building a strong brand is both an art and a science. It requires careful planning, a deep long-term commitment, and creatively designed and executed marketing.

A brand is a product or service whose dimensions differentiate it in some way from other products or services designed to satisfy the same need. These differences may be functional, rational, or tangible—related to product performance of the brand. They may also be more symbolic, emotional, or intangible—related to what the brand represents or means in a more abstract sense. A strong brand commands intense consumer loyalty—at its heart is a great product or service (Kotler and Keller, 2012).

A brand is not born but made, (Kapferer, 2008), which is created over time through effective marketing work. The brand is not all, but is one aspect. It captures the fame but it is made possible by the business model. Keller (1998) as cited by (Kapferer, 2008), describes a brand as a set of mental associations (cognition), held by the consumer, which add to the perceived value of a product or service. These associations should be unique (exclusivity), strong (saliency) and positive (desirable). In other words, brand is the set of added perceptions.

Brands are conditional assets, according to Kapferer, for it is able to produce benefits over a long period of time. There are no brands without products or services to carry them. For brands, in order to deliver their benefits, they need to work in conjunction with other material assets such as production facilities. In essence, a brand is a name that influences buyers, becoming a purchase criterion (Kapferer, 2008).

In this world of attention economy, there is so much choice and opacity for consumers. However, consumers have no time and even if they did, they cannot be certain of being able to determine the right product or service for them. Hence, brands must convey certitude and trust (ibid).

Brands are a time and risk reducer. In fact where there is no risk there is no brand. The perceived risk could be economic (linked to price), functional (linked to performance), experiential, psychological (linked to our self-concept), or social (linked to our social image). This is why it takes time to build the saliency that is part of brand awareness, and this trust (trusted beliefs about the brand's unique benefits).

Brand power to influence buyers relies on representations and relationships. A representation is a system of mental associations (Kapferer, 2008). These associations are also called brand image. Beyond mental associations, the power of a name is also due to the specific nature of the emotional relationships it develops. A brand, thus could be said, is an attitude of non-indifference knitted into consumers' hearts. This attitude goes from emotional resonance to liking, belonging to the evoked set or consideration set, preference, attachment, advocacy, to fanaticism. Finally, designs, patents and rights are of course a key asset: they provide a competitive advantage over a period of time. In short, a brand exists when it has acquired power to influence the market (Kapferer, 2008). A brand is a living system made up of three poles: products or services, name and concept.

The brand concept (value proposition, i.e. tangible & Intangible)



Fig. 1 The brand system (source: Kapferer, 2008)

Strategic brand management combines the design and implementation of marketing activities and programs to build, measure, and manage brands to maximize their value. When talking of brands we are sometimes referring to a single aspect such as the name or logo, as do intellectual property lawyers. In brand management, however, we speak of the whole system, relating a concept with inherent value to products and services that are identified by a name and set of proprietary signs (that is, the logo and other symbols). This system reminds us of the conditional nature of the brand asset: it only exists if products and services also exist.

Brand assets are the sources of influence of the brand (awareness/saliency, image, type of relationship with consumers), and patents.

Brand strength is a brand equity outcome which is captured by behavioural competitive indicators: market share, market leadership, loyalty rates and price premium (if one follows a price premium strategy).

Brand value is the ability of brands to deliver profits. A brand has no financial value unless it can deliver profits.

2.1.3 Destination Brand Equity

The 1980s marked a turning point in the conception of brands, when it was realized that the real value lies outside, i.e. in the minds of potential customers (Kapferer, 2008). For decades the value of a company was measured in terms of its buildings and land, and then its tangible assets (plant and equipment).

Brand equity is the added value endowed on products and services which is reflected in the way consumers think, feel, and act with respect to the brand, as well as in the prices, market share, and profitability the brand commands (Kotler and Keller, 2012). Brand equity can be viewed from two perspectives: customer based and financial based.

Customer-based approaches view brand equity from the perspective of the consumer—either an individual or an organization— and recognize that the power of a brand lies in what customers have seen, read, heard, learned, thought, and felt about the brand over time. Customer-based brand equity is the differential effect brand knowledge has on consumer response to the marketing of that brand. A brand has positive customer-based brand equity when consumers react more favorably to a product and the way it is marketed when the brand is identified, than when it is not identified. A brand has negative customer-based brand equity if consumers react less favorably to marketing activity for the brand under the same circumstances (Kotler and Keller, 2012).

The financial approach measures brand value by isolating the net additional cash flows created by the brand. Kapferer (2008) describes brand equity simply as the financial value of brands. Accordingly brands have financial value because they have created assets in the minds and hearts of customers, distributors, prescribers, opinion leaders. The additional cash flows created by the brands are the result of customers' willingness to buy one brand more than its competitors', even when another brand is cheaper due to of the beliefs and bonds that are created over time in their minds through the marketing of the brand.

Destination branding is a recent phenomenon which evolved in the early 1970s. Countries began to think of themselves in brand terms competing in a number of markets, just as a conventional brand competes for profitable clients: in the private economic and financial investments market, various raw materials and agricultural markets, the tourism market, the immigration market and so on. A good recent example of

destination branding is Paris mayor's decision to define the city as a destination brand and to manage this brand for profit Kapferer (2008).

Tourism as one of the world's giant service rendering industry is facing tough competition, compelling it brand and differentiate itself from competitors that offer similar product to tourists. The competitive nature of the tourism industry has provided potential tourists with a broad range of destinations and tourist activities to choose from. Destination image is one of motivators in the travel and tourism industry. Therefore the attitude and images that tourists have towards a destination can strongly influence an individual buying decisions (Ezeuduji, November, and Haupt, 2016).

For tourists, the primary reason, to travel to destination is the functional benefit they get from the destination (Ezeuduji, November, and Haupt, 2016). Depending on the tourists' motivation to travel, this includes visiting attractions and sight-seeing, attending business events and conferences, for medical care or to visit friends and family as well as tangible elements of the tourist experience. The emotional benefits are the intangible benefits received during the visitor experience while at a destination. These are the additional benefits that a tourist did not expect to receive when deciding to travel to a destination.

Destinations that can offer tourists with these benefits that exceed their cost of travelling to these destinations will have tourists with increased levels of satisfaction and revisit intention (ibid).

According to Etchner and Ritchie (2003), as cited by Fazli (2012), functional characteristics are defined as directly observable or measurable characteristics such as price. These characteristics are more tangible. Psychological characteristics cannot be directly measured such as friendliness and atmosphere.

The attractiveness of a tourism destination is the opinions of visitors about the destination's perceived ability to the extent that they satisfy their needs (Fazli, 2012). Hence, the more a destination is able to meet the needs of tourists, the more the destination is perceived to be attractive and the more the destination is likely to be chosen in preference to competing destinations.

Destination brand image and brand quality are the major components that accounted for the most variance in brand equity. Consumer-based destination brand equity encompasses these four components: brand awareness, brand image, brand experience, and brand loyalty. But the effect of each component on brand equity varies across different market segments (Chen, 2010).

According to Konecnik and Gartner (2007) as cited by Chen (2010) a destination's name is a brand. When the name is mentioned, tourists start to form mental images about the destination. These images

have four dimensions - brand awareness, brand image, brand experience, and brand loyalty. They further argued that destination image is formed by “three distinctly different but hierarchically interrelated components: cognitive, affective and conative”. Cognitive components are internally accepted pictures of destination attributes (e.g. scenic natural attractions); affective components are motives that can be satisfied from visiting the destination (e.g. a person would feel satisfied by visiting the attractions); and conative components are actions and behavior after cognitive and affective evaluations (e.g. a person would like to go to visit those attractions).

According to Boo, et al. (2009), as cited by Chen (2010), destination brand equity has five components: brand awareness, brand image, brand quality, brand value, and brand loyalty. Noticeably, they did not consider brand association as a brand equity component either. Boo et al. proposed that the first three components are exogenous variables that influence the perception of brand value, the endogenous variable they defined as the perceived “value for money”.

On the other hand, Pike & Page (2014) stated that the consumer-based destination brand equity is a hierarchy of four assets: brand salience, brand associations, brand resonance, and brand loyalty. According to Pike brand loyalty is the highest level of the hierarchy which leads a tourist to repeat visitation and recommend for others via word of mouth.

Pike then defined brand salience as the Top-of-Mind (ToM) destinations, brand association as “anything linked in memory to the destination”; and brand resonance as the willingness to engage with the destination.

2.1.4 Tourists Perception of Destination Image

Customer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants (Kotler & Keller, 2012).

Various studies that demonstrate the impact of characteristics on post-purchased behavior of tourists. Image has also a great impact on tourist’s post-purchase behavior.

Destination images can affect travelers’ decision making and future behavior among a place as well as levels of satisfaction and experience recollection. Thus, perceived destination images are the basis of the evaluation or selection process and thus provide the link between motivations and destination selection (Fazli, 2012).

To understand tourists' differences in perceptions, images and motivations toward a destination is essential to comprehend and predict tourism demand and its impact on the tourism location. Finding out the significant roles of a destination image is an important issue that helps to improve destination policy toward destination image and attract more travelers to the destination.

According to (Rajesh, 2013; Lopes, 2011; Tasci & Gartner, 2007; Beerli & Martin, 2004), as cited by Ezeuduji, November, and Haupt, 2016, brand image is a multidimensional construct as it is influenced by a number of factors from the tourist's perspective, such as cognitive images (destination attributes), affective images (emotional evaluation of destination attributes), external information sources, socio-demographic characteristics, as well as by the direct experience of the tourist. The overall image of the destination is a combination of cognitive and affective components (Dominique and Lopes, 2011). Hence, the tourist combines all of these factors in order to form an overall image of a destination.

The overall destination loyalty is influenced by the perceptions that tourists have before traveling to the destination, the perceptions that tourists have towards the destination image as well as the overall satisfaction of experience received while at the destination. Hence destination loyalty comes from tourist perception, destination image and tourist satisfaction (Ezeuduji, November, and Haupt, 2016).

According to (Crompton, 1979; Reilly, 1990; Lawson & Baud-Bovey, 1977; Della Corte and Micera, 2007), as cited by Fazli (2012), image of a destination is the sum of ideas, beliefs, experiences recollections and impressions that a visitor has of a place. It is a total influence of all impressions, objective knowledge, bias, ideas and emotional thoughts that a person or group might have of a specific destination. They further defined image of a destination as sum of ideas, beliefs and impressions a place can make in actual and potential individual's minds.

Destination image is a composite construct, multi-faceted, which includes of interrelated affective and cognitive evaluation generate the overall image (Fazli, 2012). Conation is the likelihood of destination selection, or brand purchase, and can be interpreted as a propensity to visit a destination within a certain time frame". Both cognitive and affective components affect conative element of destination image (ibid).

2.1.5 Formation of Destination Image

Images play an essential role in destination choice matters and in this regard, as tourism services are intangible, and images are said to become even more important than reality (Sonnleitner, 2011).

Destination branding is a commonly accepted way to communicate a destination's unique identity through differentiating it from other competing destinations. Tourists can recognize a brand among others

when the brand is perceived distinctive, and when its unique differences make it hard to be replaced (Qu, Kim and Im, 2011).

In most conditions, places market commercial products, such as goods and service because it does not provide an explicit association with the position sought by the DMOs (Destination Management Organization) in travel markets (Pike & Page, 2017). According to Crouch (2011), as cited by Fazli (2012), a destination's awareness and image is formed and created by many and varied forms of information that shape the perceptions of tourism consumers.

To understand the perceived brand image it is necessary to assess three levels of market response, cognitive, (i.e. emotional and behavioral responses). Measurements of attitude in relation to a set of attributes are particularly useful because it makes it possible to build an image profile, using a perceptual map in addition to the "importance-performance" matrix (Dominique and Lopes, 2011).

As the result of a perceptual and cognitive process, the destination image is formed from several sources of information (reference groups, group membership, media, etc.). Thus, any person can build an image of any destination (in their mind) without ever having been there. In other words, the image of the destination will be based on historical, political, economic and social information which, in turn, will shape the image that the person already held (Dominique and Lopes, 2011).

Those image characteristics that were discussed in terms of cognitive and affective have significant roles in formation of a positive overall image. Moreover, tourist's opinions are influenced by those image characteristics. Thus, we can conclude that overall image of a place has a direct impact on visitor's future behavior based on their intention to revisit the destination or their positive word of mouth.

2.2. Empirical Review

According to Zenker and Braun (2010) place brand is a network of associations in the consumers' mind based on the visual, verbal, and behavioral expression of a place, which is embodied through the aims, communication, values, and the general culture of the place's stakeholders and the overall place design.

Keller (2013) argues that a product with no unique differential value to its customer is classified as a commodity or a generic version of the product and thus, price becoming the only basis for competition. These differences may be rational and tangible (related to product performance of the brand) or more symbolic, emotional, and intangible (related to what the brand represents).

According to Chen (2010) destination brand image and brand quality are the major components that accounted for the most variance in brand equity. Consumer-based destination brand equity encompasses these four components: brand awareness, brand image, brand experience, and brand loyalty. But the effect of each component on brand equity varies across different market segments

Destination image is a composite construct, multi-faceted, which includes of interrelated affective and cognitive evaluation generate the overall image (Fazli, 2012). According to (Crompton, 1979; Reilly, 1990; Lawson & Baud-Bovey, 1977; Della Corte and Micera, 2007), as cited by Fazli (2012), image of a destination is the sum of ideas, beliefs, experiences recollections and impressions that a visitor has of a place. It is a total influence of all impressions, objective knowledge, bias, ideas and emotional thoughts that a person or group might have of a specific destination. They further defined image of a destination as sum of ideas, beliefs and impressions a place can make in actual and potential individual's minds.

Creating a powerful destination image is a way to compete with other destinations with similar attributes and gain competitive advantage among them. In addition; locations with recognizable images and positive perceptions of tourists are more likely to be chosen, moreover; a strong and clear destination image can influence visitor's satisfaction, their intentions to revisit the destination in the future and having positive word of mouth to recommend the place to their family and friends (Fazli, 2012).

Many researchers mention three significant components for image, which are "cognitive", "affective" and "unique image" (Fazli, 2012). A cognitive or perceptual component, also known as the designative component is "beliefs and knowledge about the perceived attributes of the destination". Affective image is the component that deals with the emotional reaction of travelers to a destination or product. "Affective or evaluative component is the individual's feelings towards the destination".

Qu, Kim, and Im (2011) mentioned that because of the competitive environment in tourism industry, marketers must more focus on establishing a strong and positive image for locations. They claimed that destination image has various dimensions that have influence on tourist's future behavior. Therefore; tourist's intentions to revisit a destination will rise significantly. The overall image of a destination which is one of the most important assets to gain unique and successful destination branding is positively influenced by cognitive, affective and uniqueness of image components (ibid).

Tourists who visit a certain destination would develop certain impression before, during, and after the visit decision. In this regard, the total image of a destination is an essential mediator between brand associations and tourists future behavior where a unique image component have the second largest impact on the overall image formation, following the cognitive evaluations (Aziz, Fefallonitis, and Friedman, 2012). The destination itself can be considered as a brand made up of the image of the combined tourism goods, services and experiences available.

The main purpose of this study is to assess the role of destination brand image perceptions of tourists on Addis Ababa City as a tourist destination. Thus, the first question of the research will be raised: **What is the relationship between cognitive, affective, and the conative brand image perception of tourists?**

Tourism is the activities of persons traveling to and staying in a place outside their usual environment for not more than consecutive year and staying at least 24 hours in the country visited for leisure, business and other purposes (Tamir, 2014; Henok, 2015, Mesele, 2009 and MoCT, 2009).

For tourists, the primary reason, to travel to destination is the functional benefit they get from the destination (Ezeuduji, November, and Haupt, 2016). Depending on the tourists' motivation to travel, this includes visiting attractions and sight-seeing, attending business events and conferences, for medical care or to visit friends and family as well as tangible elements of the tourist experience. The emotional benefits are the intangible benefits received during the visitor experience while at a destination. These are the additional benefits that a tourist did not expect to receive when deciding to travel to a destination.

Destinations that can offer tourists with these benefits that exceed their cost of travelling to these destinations will have tourists with increased levels of satisfaction and revisit intention (ibid).

According to Dominique and Lopes (2011) perceived brand image is necessary to assess three levels of market response; cognitive, emotional and behavioral responses. As the result of a perceptual and cognitive process, the destination image is formed from several sources of information (reference groups,

group membership, media, etc.). Thus, any person can build an image of any destination (in their mind) without ever having been there. In other words, the image of the destination will be based on historical, political, economic and social information which, in turn, will shape the image that the person already held (Dominique and Lopes, 2011).

Destination image is a composite construct, multi-faceted, which includes of interrelated affective and cognitive evaluation generate the overall image (Fazli, 2012). According to (Crompton, 1979; Reilly, 1990; Lawson & Baud-Bovey, 1977; Della Corte and Micera, 2007), as cited by Fazli (2012), image of a destination is the sum of ideas, beliefs, experiences recollections and impressions that a visitor has of a place. It is a total influence of all impressions, objective knowledge, bias, ideas and emotional thoughts that a person or group might have of a specific destination. They further defined image of a destination as sum of ideas, beliefs and impressions a place can make in actual and potential individual's minds.

Studies by (Fazli, 2012; Ezeuduji, November, and Haupt, 2016; and Qu, Kim, and Im, 2011) confirmed that destination image (i.e., brand image) is a multi-dimensional construct, influenced by the cognitive, unique, and affective images that collectively affect tourist behaviors. Therefore, in the competitive tourism market, tourist destinations must establish a positive and strong brand image, derived from the cognitive, unique, and affective image associations, to increase repeat visitors and to attract new tourists to the destination.

In the associative network model, the nodes of the network represent concepts while the arcs are linkages between concepts. The arcs may vary in strength, so that some concepts are more strongly associated (Keller, 2013 and Mitchell, 1982). Associative networks are cognitive models that incorporate long-known principles of association to represent key features of human memory. In associative network models, memory is construed as a metaphorical network of cognitive concepts (e.g., objects, events and ideas) interconnected by links (or pathways) reflecting the strength of association between pairs of concepts.

Creating a powerful destination image is a way to compete with other destinations with similar attributes and gain competitive advantage among them. In addition; locations with recognizable images and positive perceptions of tourists are more likely to be chosen, moreover; a strong and clear destination image can influence visitor's satisfaction, their intentions to revisit the destination in the future and having positive word of mouth to recommend the place to their family and friends (Fazli, 2012).

The attractiveness of a tourism destination is the opinions of visitors about the destination's perceived ability to the extent that they satisfy their needs (Fazli, 2012). Hence, the more a destination is able to

meet the needs of tourists, the more the destination is perceived to be attractive and the more the destination is likely to be chosen in preference to competing destinations.

Research results of Alcaniz et al. (2009), as cited by Basaran (2016), revealed that the functional component of cognitive destination image is based more on tangible or measurable perceptions, such as *scenery*, *accommodation* or *price levels*, significantly affects the revisit intention. The research also demonstrated that the psychological component of cognitive destination image contains more abstract and intangible characteristics, such as *atmosphere* or *friendliness*; shows influence on the intention to recommend. Also, Chen and Tsai (2007)'s research, as cited by Basaran (2016), found out that destination image composed of *destination brand*; *entertainment*; *nature and culture*; and *sun and sand* has a significantly positive effect on behavioral intentions comprised of likeliness to revisit and willingness to recommend.

From these discussions we can deduce that there is a positive relationship between tourist's perception of a destination and tourism. Based on this our first hypothesis of the study will be set forth:

H1: Cognitive destination brand image is a multidimensional construct.

Coming up to the second question: Does a tourist's cognitive brand image perception contribute to the conative brand image of the Addis Ababa City?

The image of a place is an important asset and the image itself is the beginning point of tourist's expectation, which is eventually a determinant of tourist behaviors. According to (Baloglu, 1996; Baloglu & Mangaloglu, 2001; Baloglu & McCleary, 1999; Hosany et al., 2007; Mackay & Fesenmaier, 2000; Stern & Krakover, 1993; Uysal et al., 2000) as cited by Qu, Kim, and Im (2011) the overall image of a destination is influenced by cognitive and affective evaluations. Cognitive evaluation refers to beliefs and knowledge about an object whereas affective evaluation refers to feelings about the object.

Many researchers mention three significant components for image, which are "cognitive", "affective" and "unique image" (Fazli, 2012). A cognitive or perceptual component, also known as the designative component is "beliefs and knowledge about the perceived attributes of the destination. Affective image is the component that deals with the emotional reaction of travelers to a destination or product. "Affective or evaluative component is the individual's feelings towards the destination" (ibid).

The ultimate objective of branding is differentiating a product or service from its competitors in a category through creating a strong positive and unique destination image in the minds of the potential tourists (Qu, Kim, and Im, 2011), whereas, the ultimate goal of any destination is to influence possible tourists' travel-related decision making and choice through marketing activities (Sonnleitner, 2011).

Results indicate that destination image studies are the foundation of successful marketing strategies and that in times of ever-increasing competitiveness; image is one of the few points of differentiation from other tourist destinations.

Destination image can be viewed as cognitive image or affective image. In this perspective, image is considered as a concept shaped by the consumers' reasoned as well as emotional interpretation. Whilst cognitive evaluation can be referred to the knowledge or beliefs about a certain destination, the affective evaluation refers to feelings towards that place or the attachment to it. Thereby, a cognitive evaluation of objects is said to build the basis, on which later on affective responses are built as a function of the cognitive assessment (ibid).

According to Crouch, 2011, as cited by Fazli (2012), a destination's awareness and image is formed and created by many and varied forms of information that shape the perceptions of tourism consumers.

Basaran, (2016).in his recent research of Examining the Relationships of Cognitive, Affective, and Conative Destination Image on Safranbolu City in Turkey indicated that cognitive destination image is the individual's own knowledge and beliefs about the destination or an evaluation of the perceived attributes of the destination.

Qu, Kim, & Im, (2011) in their study on the concept of model of destination branding on Oklahoma, USA claimed that positive brand image is partly achieved through the uniqueness of brand image to the brand in memory. They further argued that a strong, unique image would increase the favorability of the overall image toward the destination. This idea was further strengthened by Aziz, Fefallonitis, and Friedman (2012). They argue that destinations that are providing a memorable and pleasant experience to tourists leave positive impressions attached to the tourist's emotional relationships to the destination.

As discussed above people's cognitive perception of things contribute positively to their emotional feelings. From these evidences we can deduce that there exists a positive relationship between cognitive and affective images. With this we can move to the second hypothesis of this study.

H2: Tourist's perception of cognitive destination brand image significantly contributes to the conative brand image

Here comes the third question: How does a tourist's perception of the affective brand image contribute to the conative brand image of Addis Ababa City?

Destination brand identity and brand image are reciprocally related (Qu, Kim, and Im, 2011). Brand image plays a significant role in building brand identity, whereas brand image is also a reflection of brand identity. That is, consumers build a destination image in their minds based on the brand identity projected by the destination marketers. Thus, destination image is critical to create the positive and recognizable brand identity (ibid).

Konecnik and Gartner (2007), as cited by Chen (2010), stated brand equity is gained when positive conative images are formed. They further stated that brand awareness affects the cognitive and conative component in image formation process, while brand image and brand quality influence more on the affective component of destination image formation. Conation is the likelihood of destination selection, or brand purchase, and can be interpreted as a propensity to visit a destination within a certain time frame". Both cognitive and affective components affect conative element of destination image (Fazli, 2012). According to Basaran (2016) conative destination image is the action step, i.e. how one acts on the information and how they feel about a destination. According to Bigne et al. (2001), as cited by Basaran (2016), the overall image determines people's recommendation of the destination and the intention to return.

Addis Ababa possesses 150 registered cultural heritages. These include 35 historical churches; 2 mosques; 26 former public buildings; 72 residences of former notable; 17 monuments, caves and bridges and 6 historical sites. Besides Addis Ababa is the capital of Africa, with more than 100 embassies and consular representatives (Mesele, 2009). Also it is a seat for headquarters of the African Union (AU), the United Nations Economic Commissions for Africa (UNECA) and other international, continental and national organizations. It is also dubbed hub of international diplomacy and international conferences (Mesele, 2009; Tamir, 2014 and Mulu, 2015). Further, as a gateway of all international inbound, outbound and transit tourists/ passengers, Addis Ababa has a strategic position to attract tourists (Henok, 2015 and Mesele, 2009).

Those image characteristics of Addis Ababa City which were discussed in terms of cognitive and affective have significant roles in formation of a positive overall image of the Addis Ababa City consistent with Qu, Kim, & Im (2011) and/or to the conative image of the Addis Ababa City consistent with Basaran (2016). Thus; we can conclude that the conative image of a place has a direct impact on visitor's future behavior that is their intention to revisit the destination or spreading their positive word of mouth.

According to Fazli (2012) affective image is the component that deals with the emotional reaction of travelers to a destination or product. It is the evaluative component in the individual's feelings towards the destination. These evidences support us develop the third hypothesis.

H3: Tourist's perception of affective destination brand image significantly influences the conative brand image

And the last question of this research is poised: How is the conative brand image of a destination is formed?

According to Dominique and Lopes (2011) the overall image of the destination is a combination of cognitive and affective components, whereas Qu, Kim, and Im, (2011) found out the overall brand image is formed by the consumers' cognitive, unique, and affective images. According to Basaran (2016) a person with a perceived positive image is more likely to recommend the destination. Thus, it is expected that a visitor with positive overall image, as a total impression of cognitive, affective, and unique images, would be more likely to revisit the destination and recommend it to others.

In this regard, the various historical, cultural, grand conferences and events held every year in Addis Ababa would contribute positively to the overall tourist destination image building. Therefore, it is hypothesized that:

H4: The conative brand image of a destination is formed by the combination of tourist's cognitive and affective images

2.3. Conceptual Framework

A conceptual framework was developed for this study of destination brand images based on prior studies on destination branding by Basaran (2016) and Qu, Kim, & Im, (2011) as depicted below.

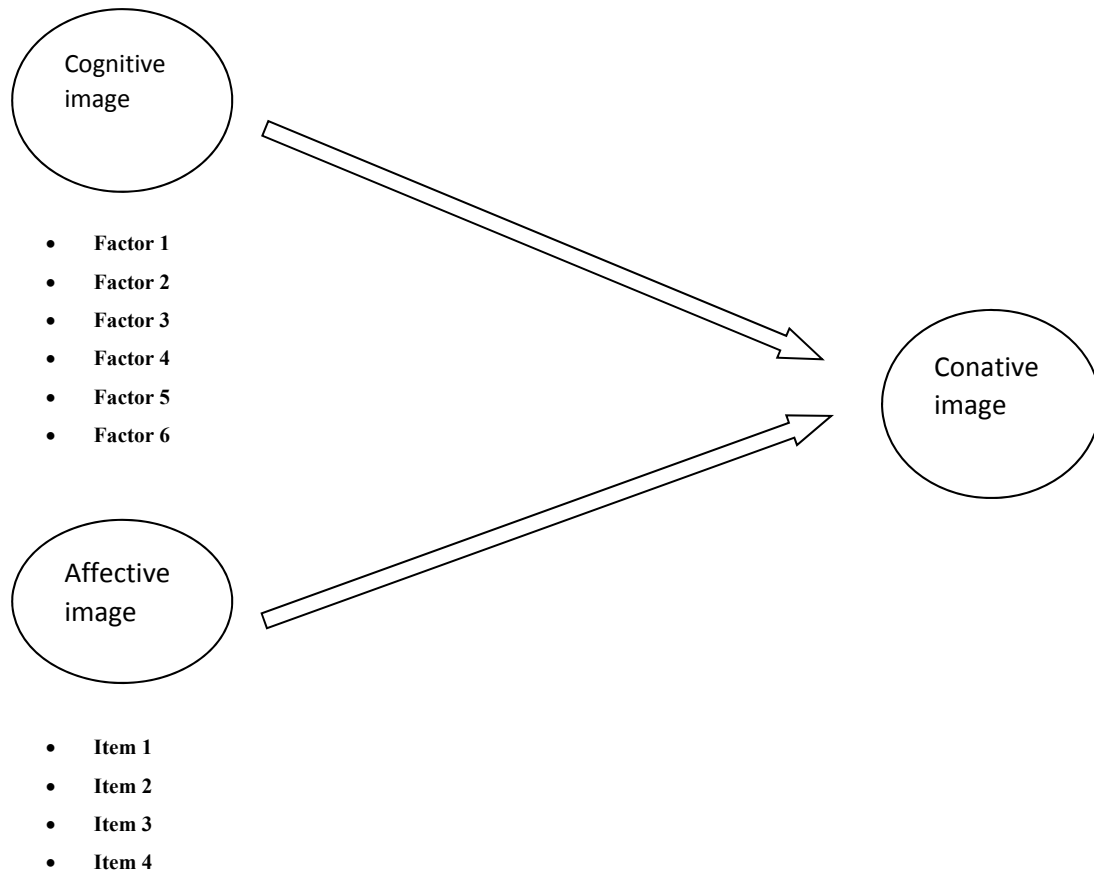


Figure 2: Conceptual Framework of destination brand image perception (Source: Researcher's own)

Chapter Three

3. Research Design and Methodology

In this chapter the research approach, design, and methodology of the study will be discussed.

3.1. Research Approach

Researchers usually handle numerous problems and apply research methods to get the best guess answers to their questions. They may use a single study or a combination of two designs. Broadly speaking, there are two main domains of research frequently observed in the literature and these include Quantitative and Qualitative research (Kothari, 2004).

Quantitative approach involves the generation of data in quantitative form which can be subjected to rigorous quantitative analysis in a formal and rigid fashion. *Qualitative approach* to research is concerned with subjective assessment of attitudes, opinions and behaviour. Research in such a situation is a function of researcher's insights and impressions. It is a technique of focus group interviews, projective techniques and depth interviews, but not subjected to rigorous quantitative analysis (Kothari, 2004).

In this study, mixed research approach was used mainly due to the following reasons. Using the quantitative inferential method to determine the relationship between two or more variables (Gay, and others, 2009 as cited by Messash, 2013), i.e. the independent variables of destination brand image (cognitive, unique, and affective) and the dependent variable (the conative image of a destination) for its desirability in dealing with non-directional hypothesis (Anderson, 2005 as cited by Messash, 2013) and make predictions about dependent variable based on the independent variables using regression analysis (Anderson, 2005 as cited by Messash, 2013).

Qualitative method was used to assess the experiences and opinions of tourism professionals and experts towards tourists' perception of the Addis Ababa City.

3.2. Research Design

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. It is a decision regarding what, where, when, how much, by what means concerning an inquiry or a research study constitute a research design. A research design is the conceptual structure or blue print within which research is conducted (Ranjit, 2011 and Kothari, 2004).

A research design is a procedural plan that is adopted by the researcher to answer questions validly, objectively, accurately and economically. Through a research design you decide for yourself and communicate to others your decisions regarding what study design you propose to use, how you are going to collect information from your respondents, how you are going to select your respondents, how the information you are going to collect is to be analysed and how you are going to communicate your findings (Ranjit, 2011).

This research to a larger extent is quantitative study and therefore a quantitative research design applied mainly due to two reasons: (a) it establishes relationship between measured variables and allows the researcher detached from the study (b) it is the only way to test hypotheses (Messash, 2013). Since the objective of this study is to investigate relationship and hypotheses that developed in advance, quantitative design deemed appropriate to use.

Also exploratory inferential analysis was employed in order to determine the relationship between the independent variables (cognitive image, and affective image) and the dependent variable (conative image) in building the overall image of Addis Ababa City. Also, regression analysis was used to make predictions about dependent variable based on the independent variables. .

Moreover, to a certain extent qualitative design will be applied. According to Devers and Frankel (2000), as cited by Messash (2013), qualitative design helps to understand experiences, perspectives and thoughts of participants. Thus, qualitative design will be used to gather information from tourist professionals and experts at Ministry of Culture and Tourism (MoCT), Addis Ababa City Culture and Tourism Bureau, ETO, ETOA, the National Museum, and the Addis Ababa Museum to understand how are tourist attractions in Addis Ababa City are perceived by tourists to substantiate the data gathered through quantitative design.

3.3. Data Sources

Combinations of primary and secondary data sources will be applied to get sufficient information in the area of study.

3.3.1. Primary Sources

To get firsthand information, both Ethiopian visitors and foreign tourists who visit the National Museum of Ethiopia and the Addis Ababa University Ethnographic Museum as well as tourism professionals and experts from MoCT, Addis Ababa City Tourism Bureau, National Museum of Ethiopia, and the Ethiopian Tourism Organization will be interviewed.

3.3.2. Secondary Sources

The Annual Reports from MoCT, Addis Ababa City Tourism Bureau, and the National Museum of Ethiopia as well as prior research works, printed and electronic materials obtained from different sources regarding tourist flow and tourism in Addis Ababa City.

3.4. Population of the Study

The target population of this study was both domestic and foreign tourists, aged 18 and above, who visited Addis Ababa City and its tourist attraction sites. Selected marketing and tourism professionals from the Ministry of Culture and Tourism, the Ethiopian Tourist Organization, the Ethiopian Tour Operators Association, and the National Museum were also the other target populations in order to elicit their understanding about tourists' perception of the Addis Ababa City.

The study is an exploratory inferential research designed to employ correlation and regression analysis in order to determine the relationship between the independent variables (cognitive and affective destination brand images) and the independent variable (conative destination brand image) of the Addis Ababa City. By doing so, inferences were drawn on the dependent variable (the conative image of the Addis Ababa City) and the independent variables (cognitive and affective destination brand images) to understand the perception of tourists on the Addis Ababa City and its attraction sites as tourism destination.

3.5. Sampling Procedure

3.5.1. Sample Size

According to the seventh sample size axiom, the size of the sample is independent of the population size. Confidence interval approach will be used to maintain the accuracy and representativeness of the sample.

Confidence interval is used because it is the most correct method of determining sample size which applies the concepts of accuracy (margin of sample error), variability, and confidence interval to create a “correct” sample size (Burns and Bush, 2014). A representative sample size will be taken from the population using the formula:

$$n = z^2(pq)/e^2; \text{ where}$$

n = the sample size

z = standard error associated with the chosen level of confidence (typically, 1.96)

p = estimated percent in the population

q = 100 – p

e = acceptable margin of sample error

The populations of the study are all domestic visitors and foreign tourists who visit the National Museum of Ethiopia, the Addis Ababa University Ethnographic Museum as well as marketing and tourism professionals who work at of the Ministry of Culture and Tourism, Ethiopian Tourist Organization, the Ethiopian Tour Operators Association, and the National Museum. The specific number of this population is unknown. The sample size will be determined by the standard sample size formula (Burns and Bush, 2014) with expected variability (p = 50%, q = 50%) at the 95% level of confidence (z = 1.96) and at acceptable margin of sample error, e = ±5%

$$n = z^2(pq)/e^2$$

$$n = 1.96^2 (50 \cdot 50) / 5^2$$

$$= 3.84(2,500) / 25$$

$$= 9,600 / 25$$

$$= 9,600 / 25$$

$$= 384$$

3.5.2 Sampling Technique

Questionnaire survey was performed on 425 visitors who stopped at the National Museum of Ethiopia and the Addis Ababa Ethnographic Museum using purposive sampling method. Exploratory factor analysis (EFA), confirmatory factor analysis (CFA), and regression analysis were conducted to test the hypotheses which were employed by Basaran (2016); Qu, Kim, and Im (2011) to analyze the relationship between cognitive, affective, and conative destination images studied on Safranbolu and Oklahoma, respectively.

Purposive non probabilistic sampling technique was employed due to two main reasons:

- The target population of the study is already known, i.e. tourists who visit Addis Ababa City; and
- Data collection sites for the study were determined by suggestion from tour operators during pretest data collection i.e. the most frequently visited tourist destination sites in Addis Ababa (the National Museum of Ethiopia and the Addis Ababa University Ethnographic Museum).

Questionnaires distributed and data collected from both domestic visitors and foreign tourists who visited the National Museum of Ethiopia and the Addis Ababa University Ethnographic Museum between 11 April 2017 and 15 May 2017. The National Museum of Ethiopia is open seven days in a week and 365 days in a year including public holidays for visitors. This eased the data collection process through broadening access and availability of tourists for the researcher. In addition, direct interview was conducted with eight tourism professionals and experts from Marketing and Promotion Departments of Ethiopian Tourism Organization, Ministry of Culture and Tourism, and the National Museum of Ethiopia through convenience sampling method.

Once the data collection process was completed statistical analysis commenced using SPSS version 16 and WarpPLS version 5.0 used in order to describe the observations, interpret and draw inferences about the population.

3.5.3 Measurement Instruments

In this study a questionnaire survey method was used to collect data. The questionnaires were of mixed question types with the majority fixed-response alternative questions, few multiple choices, and few open ended questions.

Questionnaires elements were adapted from previous researches conducted on destination brand image in three cities: Oklahoma, USA by Qu, Kim & Im (2011), Safranbolu, Turkey by Basaran (2016), and Cape Town, South Africa by Ezeudji, November, and Haupt, (2016).

- Tourists' perceptions towards affective image of Addis Ababa City (Basaran, 2016; Ezeudji, November, and Haupt, 2016 and Qu, Kim & Im, 2011)
- Tourists' perceptions towards unique image of Addis Ababa City (Basaran, 2016; Ezeudji, November, and Haupt, 2016 and Qu, Kim & Im, 2011), and
- Tourists' perceptions towards the overall of Addis Ababa City (Basaran, 2016; Ezeudji, November, and Haupt, 2016 and Qu, Kim & Im, 2011).

The survey questionnaire consisted of four major parts. The first part includes demographic variables of the respondents. The second part includes questions relating to the individual travel behavior of respondents and the information source used prior to planning visit to Addis Ababa and the different tourist attractions in Addis Ababa and the information sources used prior to visit to Addis Ababa. The travel behavior items included the number of times they visited Addis Ababa, purpose for the visit, and number of days stayed in Addis Ababa.

The third part of the questionnaire will assess the respondent's cognitive and unique image perceptions of Addis Ababa as a travel destination. To generate a complete list of the respondent's perceptions associated with cognitive and unique images, a method used by Basaran, 2016; Ezeudji, November, and Haupt, 2016; and Qu, Kim, and Im, 2011 employed.

Items relating to cognitive image respondents were asked to rate Addis Ababa City as a travel destination on each of the attributes such as diversity of attractions (cultural and natural), historical sites, infrastructure, etc. on a 5-point Likert scale where 1=Strongly Disagree (SD); 2=Disagree (D); 3=Neutral (N); 4=Agree (A); and 5=Strongly Agree (SA).

The fourth part is to identify the affective image of Addis Ababa City as a travel destination. Affective image of destination is measured by using affective image scales used by Basaran, 2016; Ezeudji, November, and Haupt, 2016; Qu, Kim, and Im, 2011. The variables consists of four items linguistically bipolar: Arousing-Sleepy, Pleasant-Unpleasant, Exciting-Gloomy, and Relaxing-Distressing and measured on five point Likert scale. Affective destination image variable consists of 4 items with four bipolar scales of affect (unpleasant-pleasant; gloomy-exciting; sleepy-arousing; distressing-relaxing).

Conative destination image variable consists of only two questions of the three which was used by Basaran, 2016. The reason to exclude one of the three questions was that the second and the third questions address the same issue, i.e. recommending the destination for others. These questions involves intention to revisit (Would you return to Addis Ababa in the next one to two years?), and intention to recommend and spread positive word of mouth (Would you recommend Addis Ababa to your family and

friends?). The respondents were asked to answer these questions according to the scale ranging from 1 (definitively no) to 5 (definitively yes).

Finally, the respondents were asked an open ended question to know their overall impression about Addis Ababa City and its tourist attraction sites (Please explain your overall impression of Addis Ababa City?)

3.6. Data Analysis Techniques

The sample data collected from different informants were analyzed using SPSS (Statistical Package for the Social Science) version 16 and WarpPLS 5.0 version.

Primarily, the validity and reliability analyses were performed for the studied constructs. The construct validity of the constructs was tested by factor analysis. In general terms, factor analysis is a modeling approach for studying hypothetical constructs by using a variety of observable proxies or indicators of them that can be directly measured whenever there are variables that cannot be directly observed, such as achievements, intelligence, or beliefs (Schreiber, et al. 2006).

Factor analysis is preferred over other techniques due to its suitability in handling big numbers of variables that are into play as well as its ability to reduce the dimensionality of the original space and to give an interpretation to the new space, spanned by a reduced number of new dimensions.

Factor analysis (exploratory and confirmatory) and structural equation modeling (SEM) are statistical techniques that one can use to reduce the number of observed variables into a smaller number of latent variables by examining the covariation among the observed variables.

Structural equation modeling (SEM) employing the partial least squares (PLS) method, or PLS-based SEM for short, has been and continue being extensively used in a wide variety of fields.

WarpPLS software provides users with a wide range of features, several of which are not available from other SEM software. It is the first and only to explicitly identify nonlinear functions connecting pairs of latent variables in SEM models and calculate multivariate coefficients of association accordingly. Further, WarpPLS software is the first to provide classic PLS algorithms together with factor-based PLS algorithms for SEM (Kock, 2015). Factor-based PLS algorithms generate estimates of both true composites and factors, fully accounting for measurement error. They are equivalent to covariance-based SEM algorithms; but bring together the “best of both worlds”.

In addition to CFA, reliability analyses were conducted for all constructs. Cronbach’s alpha (α) statistics were used in order to determine the internal consistency of the scales within reliability analyses. Cronbach’s alpha (α) statistic indicates whether the statements in the scale create a whole to describe a

homogeneous structure. Generally, reliability coefficients around 0.90 are considered “excellent”, values around 0.80 are “very good”, and values around 0.70 are “adequate” (Basaran, 2016, and Qu, Kim, & Im, 2011).

Regression analysis was used to test the relationships between the components of destination image - cognitive, affective, and conative were conducted using SPSS version 16 and WrapPLS version 5.0.

3.7. Reliability and Validity

To maintain internal consistency and reliability of this research Cronbach’s Alpha was employed based on previous studies in the area by Basaran, (2016) on Safranbolu, Turkey; Ezeuduji, November, and Haupt, (2016) on Cape Town, South Africa, and Qu, Kim, & Im (2011) on Oklahoma, USA.

Concerning reliability, the researcher checked internal consistency and inter-tem total reliability for each independent and dependent variables using the pilot-study results obtained from 21 tourists who visited the National Museum of Ethiopia on 7th April 2017. The reliability analysis is reported using Cronbach’s Alpha (α) and the result was found 0.933 which is rated excellent.

Table 1: Reliability statistics for pre-test sample

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.928	.933	37

After reliability analysis, the actual data collection took place between 11th April 2017 and 15th May 2017. Also, Pearson Chi-Square test was used to check for relationships between categorical variables (in this case, ordinal variables were recoded into categorical variables), and Spearman’s Correlation tests was used to check for relationships between ordinal variables.

After that the study questionnaire were distributed to relevant professionals in the field (tourism experts and journalists who work on tourism, to assess whether the questions raised in the study are relevant and appropriate to measure the variables of study.

Pre-test questionnaires were also distributed to limited number of target population (21 tourists who visited the National Museum of Ethiopia on 7th of April 2017) to assess the adequacy of the questions in terms of clarity, time, relevance, etc. Some questions modified and few questions merged based on suggestions received from respondents on the contents of the questionnaires.

3.8. Ethical Considerations

In this study participants were selected using purposive non-probability sampling method in line with the principle of justice in order to make the research result based on fair selection procedures and fair selection outcomes.

Confidentiality of information of all participants was ensured from any threat or risk through granting the participant's right to have control over the use or access of his or her personal information as well as the right to have the information that he or she shares with the research team kept private. Also, any information that might affect the privacy and dignity of research participants was kept secret.

Any data or information gathered from informants or participants for this research purpose was conducted as per the informed consent of the participant by ensuring the three basic elements of informed consent of being competent, knowing, and voluntary.

Chapter Four

4. Data Presentation, Analysis and Interpretation

A total of 425 questionnaires were distributed to tourists who visited the National Museum of Ethiopia and the Addis Ababa University Ethnographic Museum from 11 April 2017 to 15 May 2017. From these 393 participants filled the questionnaires satisfactorily, whereas 32 questionnaires were discarded due to incompleteness or inappropriate response. The response rate was 92.4%. The respondents profile is presented on table 2.

Table 2: Respondent's profile

Nationality	Ethiopians	Foreigners	Total
	25 (6.4%)	368 (93.6%)	393
Gender	Male	Female	Total
	219 (55.6%)	174 (44.4%)	393
Age	18-35 years old	36 years and above	Total
	195 (49.6%)	198 (50.4%)	393

4.1. Descriptive Analysis

82 (21.4%) respondents came to Addis Ababa for rest and relaxation, 83 (21.7%) for business purpose, 59 (15.4%) to visit friends and relatives, 68 (17.8%) for cultural and religious reasons, 51 (13.3%) to attend conference, seminars, or other forms of educations, and 40 (10.4%) for various other reasons.

The average number of times respondents visited Addis Ababa was 1.71 (mean value) and number of days tourists stay in Addis Ababa was 8 (mean value).

55.5% of the respondents, measured on 5 point Likert scale (30.8% agree and 24.7% strongly agree on 5 point Likert scale with mean value 3.55) were willing to revisit Addis Ababa in the next two to three years. 70% of the respondents (39.2% agree and 30.8% strongly agree on 5 point Likert scale with mean value 3.92) were willing to recommend Addis Ababa City for their friends and families.

The Pearson's correlation of weighted mean of cognitive, affective, and conative destination brand images perception of tourists' who visited of the Addis Ababa City is shown on table 3.

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Table 3: Pearson's correlation of weighted mean of cognitive, affective, and conative brand images

	Mean	Std. Deviation	N
Mean cognitive	3.4771	.50368	393
Mean affective	3.6482	.59693	393
Mean Conative	3.7443	.91061	393

As indicated above on table 3, the weighted mean value of cognitive brand image perception is 3.477, affective brand image perception is 3.648, and that of conative brand image perception is 3.744 with standard deviations of 0.5036, 0.5969, and 0.9106 respectively. In general, the weighted mean values of cognitive, affective, and conative brand image perceptions of the Addis Ababa City measured on 5 point Likert scale are between 3.47 and 3.74 which are well above the average value (2.50). This implies that the perceptual attitude of tourists toward the Addis Ababa City is strongly positive. In other words, tourists' perception towards the Addis Ababa City is influenced by its cognitive image (the tourists knowledge of the city's physically observable tourist attractions) and affective image (the tourists emotional valuation of the city's tourist attractions) which in turn influenced their future decision making behavior, i.e. to revisit the city and/or recommend the city to their family and friends.

Furthermore, the association between the cognitive, affective, and conative brand image perception of tourists towards Addis Ababa City was measured using Pearson's correlation. Pearson's correlation of the weighted mean of cognitive, affective, and conative brand images is presented on table 4.

Table 4: Pearson's correlation of the cognitive, affective, and conative brand images

		meanConnative	Meancogn	Meanaffective
Pearson Correlation	meanConnative	1.000	.481*	.503*
	Meancogn	.481*	1.000	.530*
	Meanaffective	.503*	.530*	1.000

Note: Significant at 0.001 level

There is a strong association between the cognitive destination brand image perception and conative brand image perception of tourists. The relationship between cognitive brand image perception and conative brand perception is 0.481 at sig level of 0.000, holding the affective brand image constant. The relationship between affective brand image perception and conative brand image perception is 0.503 at sig level of 0.000, holding the cognitive brand image perception. The future decision making process to buy the destination or recommend to other is due to two major factors. It depends one on their knowledge of tourist attractions in the city and the other is their feeling about these tourist attractions.

4.2. Factor Analysis

Bartlett's test of Sphericity is significant (5369.30, sig= 0.000), implying that non-zero correlation existed among the constructs under discussion. This implies that there is statistically significant association exists among the 29 items which posed to visitors of Addis Ababa. The overall value of KMO was 0.876, which was well above the recommended threshold of sampling adequacy at the minimum of 0.50 (Basaran, 2016; Ezeudji, November, and Haupt, 2016; and Qu, Kim, & Im, 2011). This also implies that the sample size of this study is adequate to measure the constructs under discussion, i.e. cognitive destination brand image.

Table 5: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			0.876
Bartlett's	Test	of Approx. Chi-Square	5.369E3
Sphericity		Df	406
		Sig.	.000

Explanatory factor analysis (EFA) was conducted first to cognitive destination image scale consisting of 29 items to reveal the construct validity of the measure. EFA was employed because the variables used to measure the cognitive destination brand image were many (29 items). Therefore, through EFA these items are reduced to factors based on factor loading of items. As a result of factor analysis, factor loading of the item - “distinctive characteristics of architecture and buildings” - was determined below 0.50 and it was dropped (Basaran, 2016; and Qu, Kim, & Im, 2011). The EFA regrouped some questions into accessibility category. Accordingly, one question which was under Social Setting and Environment: “Cleanness of environment” and three questions which were under Infrastructure: “Quality of roads”, “Quality of electricity”, and “Quality and connectivity of internet” were regrouped under accessibility. EFA results retained with 28 statements are presented in Table 3. The first factor of the scale is “accessibility” (8 items), second factor is “cultural attractions” (6 items), third factor is “quality and availability of services” (5 items), fourth factor is “price and value” (3 items), fifth factor is “natural attractions” (3 items) and sixth factor is “social setting and environment” (4 items). These two test results suggested that the data were suitable for explanatory factor analysis.

A principal component analysis with orthogonal (VARIMAX) rotations was assessed to identify the underlying dimensions of cognitive image. Based on eigenvalue greater than one, scree-plot criteria, and the percentage of variance criteria; six factors were chosen which captured 61.2 percent of the total variance. From the 29 cognitive image attributes, one item with factor loadings less than 0.50 was dropped. This item was “Distinct characteristics of architecture and buildings”.

The scale reliability for each factor was tested for internal consistency of the entire items (for the 29 items and 6 factors within the 29 items for cognitive brand image, 4 items for affective brand image, and 2 items for conative brand image) by assessing Cornbach’s alpha, mean, and standard deviation. The results showed that the alpha coefficients for the 29 items found 0.911 and for the six factors ranged from 0.701 to 0.86, implying that there is internal consistency among the six factors (Basaran, 2016; Qu, Kim, & Im, 2011). The reliability estimates of scales and descriptive statistics is presented on Table 6.

Table 6: Reliability estimates of scales and descriptive statistics

Scale/Dimension	Reliability estimate (α)	Mean	Standard Deviation
Cognitive destination image (29 items)	0.911	3.477	14.606
Accessibility (items)	0.858	2.820	5.860
Cultural attractions (6 items)	0.820	3.961	3.810
Service quality (5 items)	0.830	3.511	3.405
Price and value (3 items)	0.848	3.765	2.330
Natural attractions (3 items)	0.864	3.497	2.704
Social settings and environment (3 items)	0.703	3.919	2.185
Affective destination image	0.764	3.648	2.378
Conative destination image	0.701	3.739	1.825

Prior studies by (Crompton, 1979; Reilly, 1990; Lawson & Baud-Bovey, 1977; Della Corte and Micera, 2007), as cited by Fazli (2012), revealed that destination brand image is a multi-dimensional composite construct such as beliefs, ideas, experiences and impressions, objective knowledge, bias, and emotional thoughts, which includes interrelated affective and cognitive evaluation that generate the overall image. Factors were labeled based on highly loaded items and the common characteristics of items they included. The factors labels are “Accessibility” (factor 1, eight items), “Cultural attractions” (factor 2, six items), “Quality and availability of services” (factor 3, five items), “price and value” (factor 4, three items), “Natural attractions” (factor 5, three items), and “Social setting and environment” (factor 6, three items). This implies that cognitive destination brand image perception constitutes multiple sub-factors consistent with Fazli (2012). Therefore, Hypothesis 1 is supported.

4.3. Regression Analysis

The factor analysis revealed that cognitive destination brand image is multi-dimensional construct. The contribution of the two independent variables (the cognitive and affective image) to the conative destination brand image analyzed using regression. The adjusted R-Square which penalizes the addition of extraneous predictors to the model is 0.313. This implies that the overall proportion of variance in the dependent variable (conative destination brand image perception) explained by the independent variables (cognitive and affective destination brand image perceptions) is 0.313 at sig level of 0.000. This implies the variations explained by the predictors on the independent variable are statistically significant.

However, the value of R-squared is low, because the variables (cognitive, affective, and conative image) are human behavioral attitudes which are unpredictable. Table 7 presents the summary of the model (see annex 3).

The sum of squares associated with the three sources of variance explained by the two independent variables (regression) and the variance which is not explained by the independent variables (residuals) is shown on ANOVA (see annex 4).

Based on the results of the regression analysis hypotheses 2 and 3 are supported.

After the regression analysis, Pearson's correlation was used to measure the relationship between the independent variables (cognitive and affective destination brand image perception) and the dependent variable (conative destination brand image perception).

Table 7: Statistical summary of cognitive, affective, and conative destination image coefficients

Model	Unstandardized Coefficients		Standardized Coeff.	T	Sig.	95% Conf.		Collinearity Statistics	
	B	Std. error	Beta			Lower B.	Upper B.	Tolerance	VIF
(constant)	-.050	.288		-.174	.862	-.616	.516		
Cognitive	.540	.089	.299	6.050	.000	.364	.715	.719	1.391
Affective	.525	.075	.344	6.978	.000	.377	.674	.719	1.391

a. Dependent variable: conative image

Hypothesis 2 predicted that cognitive destination brand image significantly contributes to conative destination brand image. Also hypothesis 3 predicted that affective destination brand image significantly contributes to the conative destination brand image. As indicated on Table 5 the beta value (standardized coefficients) of the cognitive destination brand image significantly and positively associated with conative destination brand image (B=0.299, sig=0.000). Similarly, the beta value (standardized coefficients) of the affective destination brand image significantly and positively contributes to the conative destination brand image (B=0.344, sig=0.000). This implies that the two independent variables (cognitive and affective brand images) significantly and positively contribute to conative brand image.

Conation is the likelihood of destination selection, or brand purchase, and can be interpreted as a propensity to visit a destination within a certain time frame”. Both cognitive and affective components affect conative element of destination image (Basaran, 2016; Fazli, 2012). According to Basaran (2016) a person with a perceived positive image is more likely to recommend the destination.

The results of the regression analysis and Pearson’s correlation indicate that the conative brand image is formed due to the contribution of both cognitive and affective brand image perceptions.

Thus, hypothesis 4 supported.

4.4. Opportunities and Challenges of the Tourism Sector of Addis Ababa

Tourists were asked one open question at the end to express their overall impression of Addis Ababa City and its tourist attractions, in addition to the 35 questions measured on Likert scale. 252 respondents put forward their opinion, comment, and suggestion regarding Addis Ababa and its tourism attractions.

Accordingly, some of the respondents found Addis Ababa far more than their expectation, though other visitors complained critically. Their expressions are summarized below on table 9 in a nut shell.

Table 8: Summary of tourists’ overall impression of the Addis Ababa City

Appreciative expressions used depict Addis Ababa (240 respondents)	Complaint expressions used to depict Addis Ababa (12 respondents)
Adjectives: lovely, enjoyable, interesting, beautiful, attractive, impressive, good, great, friendly, hospitable, safe, etc. city Phrases: extremely unique people and culture, friendly and great people, wonderful people, rich history, glad to visit, lovely weather, rising star, safe and secure place, many experiences Others: rising star, lots of buildings and constructions, beautiful capital of Africa	Adjectives: dirtiest, dusty, unpleasant, polluted, chaotic, noisy, crazy, Phrases: annoying people put me off walking, too much traffic jam, poor internet connectivity, poor electricity, dirty city, poor hygiene and sanitation, more pollution and plastic bottles, lack of facilities and infrastructure Others: the guides at Holy Trinity are arrogant, paying for churches is unacceptable, poverty and soldiers with weapons, theft is a major problem, taxi drivers ripping off foreigners
Neutral suggestions • Unlikely we will visit again (not negatively), it a travel reality (one of the visiting team at the National Museum) • The national museum doesn’t reflect the amazing history of this country. Also the payment to visit the museum is very low	

As summarized on Table 8 most of the tourists who gave additional comment had positive attitude and perception on Addis Ababa. This could be taken as a good opportunity for the city to exploit its untapped tourism potential through extensively working on its tourism resources, i.e. institutional as well as the human resource.

Most importantly, it is wise to consider the complaints of the tourists and take corrective actions accordingly to satisfy the expectations of all tourists and attract new tourists. In this regard, looking at the items that the tourists complained will be worthy.

For example, if we take the mean values of most complained items (cleanness of environment, quality of roads, quality and connectivity of internet, well organized traffic flow) with items that most appreciated by tourists (hospitable and friendly people, pleasant weather, reasonable price for food and entertainment), there was a significant difference. The mean values of complained items was (cleanness of environment (2.64), quality of roads (2.95), quality and connectivity of internet (2.64), and well organized traffic flow (2.52) which are quite low. The mean values of appreciated items was ((hospitable and friendly people (4.08), pleasant weather (4.09), reasonable price for food and entertainment (3.74) are high. Summary of the mean values of variables that tourists appreciated and complained are presented on Table 9 presents.

Table 9: Mean values of variables that tourists appreciated and complained.

	N	Minimum	Maximum	Mean	Std. Dev.
A.A has hospitable & friendly people	393	1.00	5.00	4.0967	.90397
Reasonable price for food & accommodation in A.A	393	1.00	5.00	3.7430	.91060
A.A has pleasant weather	393	1.00	5.00	4.0967	.90397
A.A has quality roads	393	1.00	5.00	2.9593	.99661
A.A has quality internet connectivity	393	1.00	5.00	2.6463	1.15820
A.A has well organized traffic flow	393	1.00	5.00	2.5216	1.06912

Interviews were conducted with 10 tourism professionals (tour guides, tourism marketing and promotion managers, Deputy Director of ETO, and other experts in order to substantiate the views of visitors. Accordingly, three questions “Is Addis Ababa has any brand image as a tourist destination”, “What

unique tourism attractions Addis Ababa has to offer for tourists”, and What are the major challenges in tapping the tourism potential of Addis Ababa City” were posed to the professionals and experts.

According to these professionals and experts, Addis Ababa City has a number of tourism opportunities, though the benefit the city entertaining is by far minimal given its tourism potential. Being the capital of a country with diverse tourist attractions (with 9 heritages registered by UNESCO as world heritage), diverse historical and natural attractions, mosaic of diverse nations and nationalities, colorful religious and cultural events such as Meskal, Timket, Erecha, Chambalala, among others positioned the city to be among the top tourist destinations.

The professionals further explained that the pleasant weather, the possession of the Great Rift Valley hot springs, the beautiful panoramic view of the city from mount Entoto, and being the hub of the diplomatic and international organizations (particularly from conference tourism perspective) blessed the city with additional opportunities.

As the seat of the AU and a hub for a number of diplomatic and international organizations, the brand image perception of Addis Ababa City could be translated into national identity as well as continental implication. The virtuousness or unscrupulousness of the brand image of Addis Ababa or the peacefulness or instability of Addis Ababa could be deciphered into national pride or disgrace. Also such perceptions have socio-economic and political implications on the country and its people (Dominique and Lopes, 2011).

It was indicated that there have been efforts made both by the Federal Ministry of Culture and Tourism and the Addis Ababa City Tourism Bureau with the view to expanding the supply side of tourism sector. The Entoto destination initiative can be cited as a case in point. The Federal Ministry of Culture and Tourism also designed sub-brands for the nine regional states, including Addis Ababa City. Addis Ababa has got a sub-brand name called “The Vibrant Hub of Africa”, which of course no one knows and never used as marketing and promotion tool by the Addis Ababa City.

In general, there has been a growing opportunities in terms of FDI inflow, improving image of the city as well as the country, growing diplomatic acceptance in the international arena (appointed as African representative in the UN Security Council as non-permanent member) due to the country’s sustained fast growing economy and peace and instability in the region.

In the midst of all these opportunities, according to the professionals, the city's tourism sector has been facing series of challenges which impeded and continue to impede it from growing as desired. The major challenges of the tourism industry of the Addis Ababa City are:

- Lack institutional capability (both in private sector and the government), which the basic and reason for other problems to prevail in the tourism sector
- Lack of sufficient tourism facilities and infrastructures
- Poor service quality
- Lack of trained human power in the tourism industry
- Lack of marketing and promoting the tourism resources nationally as well as internationally

4.5 Discussions

The main purpose of this research is to assess the perception of tourists towards Addis Ababa City as a destination and its contribution in attracting tourists to the city.

This research came up with three major points regarding the destination brand image perception of tourists. First, it determined that cognitive destination brand image has a multidimensional construct. The study found out that the cognitive destination image that perceived by tourists who visited Addis Ababa, consists of six dimensions labeled as “accessibility”, “cultural attractions”, “infrastructure”, “price and value”, “natural attraction”, and “social setting and environment”, which is consistent with previous research results that proved cognitive destination image is multi-dimensional or composed of various attributes (Basaran, 2016; Qu, Kim, & Im, 2011).

Second, it revealed that cognitive brand image perception positively contributes to the conative brand image, which influences the tourist's decision making behavior in revisiting the destination or recommending the destination for others. If tourists have positive cognitive, mental or intellectual evaluations and judgments about the destination's attributes based, functional component, then they may have positive feelings or strong emotions about the destination. Understanding tourists' mental evaluations about the destination, may help decision makers to build strong and long-term marketing strategies about the destination.

Third, the study also tested that the effects of affective destination image on conative destination image. It found out that affective brand image perception positively contributes to the conative brand image perception. Studies by Basaran's (2016) and Qu, Kim, & Im's (2011) on destination brand image research on Safranbolu, Turkey and Oklahoma, USA revealed that both cognitive and affective brand images positively contribute for conative brand image. The research supports this findings, however, it takes to

different view showing that the direct effect of affective brand image perception (0.34, at $p < 0.01$) on conative brand image perception is greater than cognitive brand image perception (0.31, at $p < 0.01$), which, in the case of Basaran's study was the opposite. Thus, it disproves Basaran's findings that "the willingness to react positively to the destination might be higher when the visitors associate positive feelings to the destination in addition to positive knowledge and beliefs about the destination".

This implies that study results may differ in different contexts even the same theory, methodology, and procedure applied as the saying goes one shoe doesn't fit for all.

The research contributes to the literature in two ways. First, in the study, it paves the way on how destination brand image perception contributes in attracting tourists. The perceived brand image is necessary to assess three levels of market response (i.e. cognitive, emotional and behavioral responses) so as to build an image profile, using a perceptual map (Dominique and Lopes, 2011).

Second, it disproves the idea that the cognitive image contributes to conative image more than affective image does, by reversing the previous finding results (i.e. the affective image contributes to the conative more than the cognitive image does).

Third, the research also explores the three important destination brand image components (cognitive, affective, and conative images) in order to properly understand how people evaluate and act toward places because destination image is formed as the result of a perceptual and cognitive process (Dominique and Lopes, 2011).

4.6. Findings of the Study

The main objective of this research is assessing tourists' perception of destination brand image. The research has come up with the following findings. First, cognitive destination brand image is multi-dimensional construct. Second, the perception of cognitive destination brand image significantly and positively contributes to conative destination brand image. Third, the perception of affective brand image significantly and positively contributes to conative destination brand image. Fourth, conative destination brand is formed of both cognitive and affective brand image perception. Based on the findings of this study a dimension of destination brand image perception is presented on figure 3.

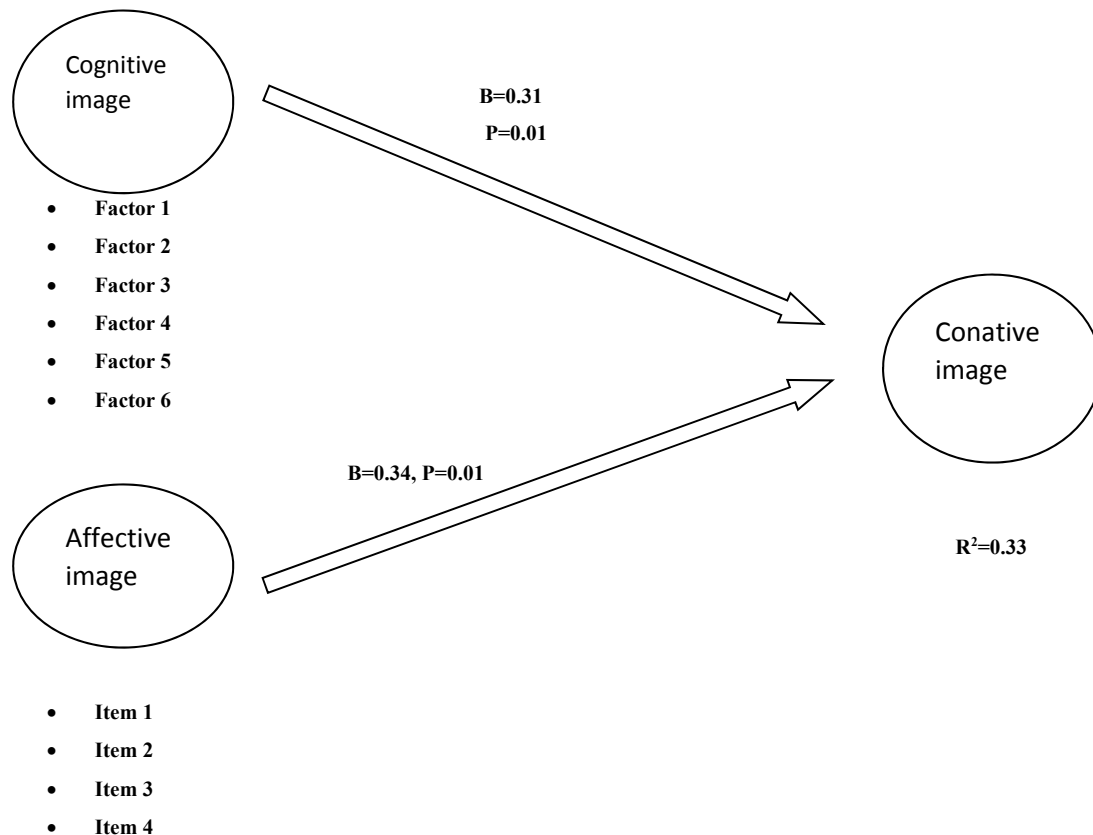


Figure 3: Dimensions of destination brand image perception (Source: researcher's own)

In general, when we look at the results of the study, there are differences depending on purpose of the study, context of the study conducted, and so on. For example, when we look at the results of the factor loadings in Basaran's study on the Relationships of Cognitive, Affective, and Conative Destination Image conducted in 2016 in Safranbolu, Turkey, "Natural attraction" and "Cultural attractions" cultural attractions were loaded as factors 1 and 2 respectively. In Qu, Kim and Im's study on destination

branding model conducted in 2011 in the Oklahoma, USA, and “Quality of experiences” and “Touristic attractions” were loaded first and second, respectively. In this research on destination brand image perception of tourists on Addis Ababa City, “Accessibility” and “Cultural attractions” were loaded first and second respectively.

The research supports findings of previous studies by Basaran (2016), Fazli (2012) and Qu, Kim, and Im (2011) that both cognitive and affective brand images positively contributes to conative brand image. However, it takes to different view showing that the direct effect of affective brand image perception (0.34, at $p < 0.01$) on conative brand image perception is greater than cognitive brand image perception (0.31, at $p < 0.01$), which, in the case of Basaran’s study was the opposite. Thus, it disproves Basaran’s findings that “the willingness to react positively to the destination might be higher when the visitors associate positive feelings to the destination in addition to positive knowledge and beliefs about the destination”.

Chapter Five

5. Conclusion and Recommendations

5.1. Summary of Findings

This study assessed the brand image perception of the Addis Ababa City and its tourist attractions based on the response of tourists who visited different parts of the city from 11 April 2017 to 15 May 2017.

It found out that the tourists' perception towards the city and its attractions was good. Tourists showed promising willingness to revisit Addis Ababa and recommend it to friends and others. As per the survey results, 55.5% of the respondents (30.8% agree and 24.7% strongly agree on 5 point Likert scale with mean value 3.55) were willing to revisit Addis Ababa in the next two to three years. 70% of the respondents (39.2% agree and 30.8% strongly agree on 5 point Likert scale with mean value 3.92) were willing to recommend Addis Ababa City for their friends and families.

The study identified two major variables (the cognitive and affective brand images) that influence tourists' conative brand image perception which in turn increases the likelihood of the tourists' revisiting the Addis Ababa City as well as willingness to recommend for relatives and friends to visit Addis Ababa. The weighted mean values of cognitive, affective, and conative brand image perceptions of the Addis Ababa City are between 3.47 and 3.74 which are well above the average value (2.50). This implies that the perceptual attitude of tourists toward the Addis Ababa City is positively strong.

The Pearson's correlation association between the cognitive, affective, and conative brand image perception of tourists towards Addis Ababa City indicated that there is a strong association between the cognitive destination brand image perception and conative brand image perception of tourists. The relationship between cognitive brand image perception and conative brand perception is 0.481 at sig level of 0.000, holding the affective brand image constant. The relationship between affective brand image perception and conative brand image perception is 0.503 at sig level of 0.000, holding the cognitive brand image perception constant.

This indicates that the cognitive and affective destination brand perception of tourists toward the Addis Ababa City is significantly and positively contributes to the conative brand image.

5.2. Conclusion

Visitors' perception of a destination brand image has significant contribution in their future decision to revisit the destination and recommend for others to visit that particular destination. This study found out that both the cognitive and affective destination brand images significantly and positively contribute to the conative destination brand image. The results of the regression analysis indicated that the cognitive destination brand image contributes significantly ($B=0.31$, $P<0.01$) to the conative destination image. The affective destination brand image also contributes significantly ($B=0.34$, $P<0.01$) to the conative image. Addis Ababa City has untapped tourism potential, however, the number of visitors and the revenue earned from the tourism sector is minimal.

As this research found out, the perception of tourists' towards Addis Ababa City and its attraction sites have positive and promising in general. If this good perception of tourists towards the city is leveraged by effective marketing and promotion nationally as well as internationally, it will be hopeful for the tourism sector to thrive and flourish though retaining existing tourists and attracting new tourists.

To do this, revitalizing the destination brand image the Addis Ababa City is very important. In this regard, strategic partnership of the government, the private sector, and the tourism professionals is immense. The government should lead and guide the sector strategically and create a conducive environment for the private sector to thrive. The private sector should come up with strategic and scientific research based business ideas in coordination with professionals in the sector rather than the mere coincidental engagement.

The government also should coordinate and mobilize all concerned stakeholders who can contribute to the sector such as celebrities, athletes, renowned personalities, etc. in order to enhance the brand image of the city and exploit the unique touristic resources of the city. It is high time for both the government and the private sector in the destination marketing to seize this good opportunity through positioning, branding, communicating of destinations.

5.3. Recommendations

This research recommends that the following statements as an input for marketing and promoting the brand image of the Addis Ababa City.

1. There should be a well-coordinated effort in building the brand image of the Addis Ababa City through developing sustainable marketing strategies
2. The competitiveness of the city as destination should be enhanced through marketing both the cognitive and affective destination image aspects
3. The destination marketing organizations of the city need to reform their business structure and get rid of coincidental business orientation
4. There governmental, private, and professional partnership should be committed to build the institutional capacity of the sector
5. Increase trained human power in the sector
6. Increase and expand the tourism facilities and infrastructures in terms of quality and quantity
7. There need to be appropriate marketing and promotion of the tourism resources in the city nationally as well as internationally

5.4. Limitations and Directions for Future Research

This research has assessed the destination brand image perception of tourists on the Addis Ababa City and its attraction sites. There are some limitations related to this study.

First, the study was mainly emphasizes on cognitive and affective brand image perceptions contribution to the conative brand image perception (the perception that influences the tourist to revisit the destination and/or recommend the destination for others to visit), though there are other factors that are important in revisiting the destination and recommending the destination for others to visit. However, it would have been more comprehensive, if variables perceived risks, availability, travel motivations, and socio-demographic characteristics were included. These aspects should be considered in future researches.

Second, the research was based only on one destination (i.e. the Addis Ababa City) and doesn't consider the national scenario, neither in other countries or cities. As a result, the national and transnational brand image perception overlooked and this dimension could be a potential researchable area. Hence, other studies should be carried out in different destinations, in order to validate the results and contribute to the generalization of the findings.

Third, the attributes chosen as independent variables (cognitive and affective images) could be a limitation because other attributes, which were not used in this study, could impact tourists' perception of Addis Ababa City as a destination.

Fourth, the population sample obtained by the survey instrument might give insufficient information due to lack of adequate knowledge and wrongly intended motive of the respondents which in turn could result in misleading conclusion. For example, the respondents who fill the questionnaires at the selected tourist destinations are time bounded and may respond to questions in rush and this might not capture and elicit the deep perception of the tourists about Addis Ababa City and its attraction sites.

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Table 5: Results of exploratory factor analysis of cognitive destination image scale
Rotated Component Matrix^a

	Components					
	1	2	3	4	5	6
A.A has well organized traffic flow	.811					
A.A has parking information & lots	.777					
A.A has adequate & convenient local transportation	.727					
A.A has easy access to landmark & other parts of the city	.617					
A.A has quality roads	.611					
A.A has clean environment	.589					
A.A has quality electricity	.583					
A.A has quality & connectivity of internet	.570					
A.A has diverse culture & traditions		.777				
A.A has unique culture & cultural events		.769				
A.A has distinctive historical & cultural heritages		.718				
A.A has interesting historical sites & museums		.652				
A.A has variety of products that promote local cultures		.554				
A.A has unique & appealing local food cuisine		.520				
A.A has distinct architecture & bldgs.						
A.A has quality shopping facilities			.732			
A.A has quality banking services			.668			
A.A has quality of night life & entertainment			.664			
A.A has quality & variety of hotels & restaurants			.662			
A.A has quality & variety of traditional & cultural restaurants			.636			
there is reasonable price for entertainment in A.A				.856		
there is reasonable price for attractions in A.A				.796		
there is reasonable price for food & accommodation in A.A				.749		
A.A has forests & valleys					.884	
A.A has beautiful natural scenery					.832	
A.A has variety of fauna & flora					.820	
A.A has hospitable & friendly people						.733
A.A has pleasant weather						.683
A.A has personal safety & security						.650

Eigenvalues	8.394	2.908	2.121	1.684	1.395	1.323
Variance explained (%)	28.943	10.028	7.312	5.805	4.809	4.561
Cumulative variance explained (%)	28.943	38.971	46.283	52.089	56.898	61.459
KMO Measure of Sampling Adequacy	=0.876					
Bartlett's test of Sphericity	$\chi^2 = 5369.30$		sd=406		sig.=0.000	

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

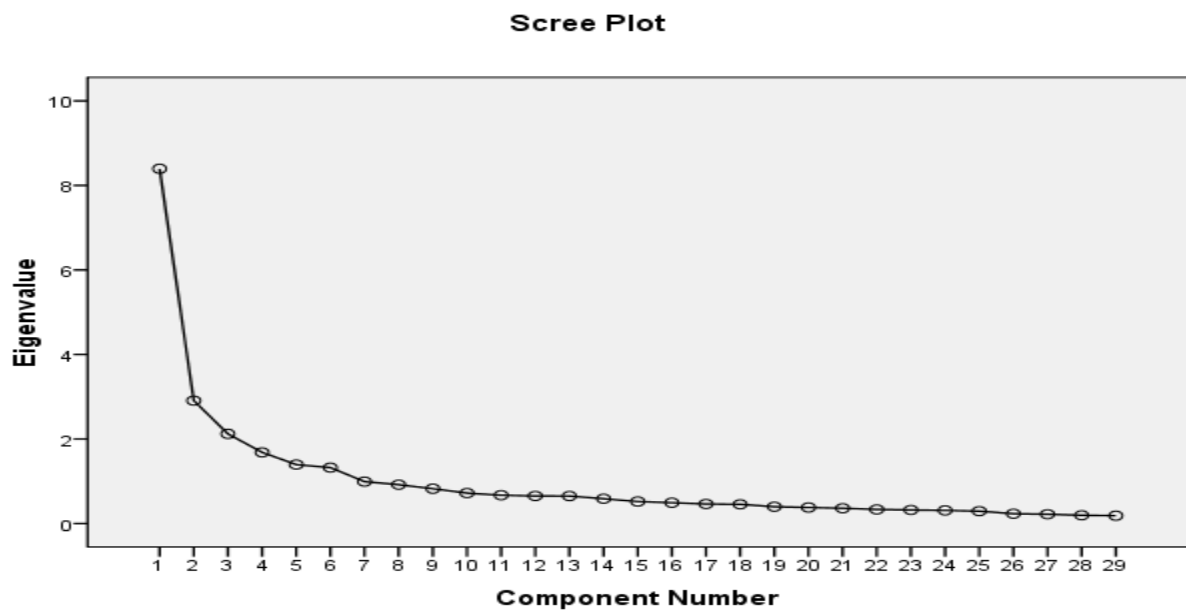


Fig. 3 Scree plot result of EFA

Table 7: Summary of model

Model	R	R ²	Adjusted R ²	Std. error of estimate	Change statistics				
					R ² change	F change	Df1	Df2	Sig. F change
1	.563 ^a	.317	.313	.7545	.317	90.48	2	390	.000

a. Predictors: (constant), cognitive, affective

Table 8: ANOVA

Model	Sum of Squares	Df	Mean square	F	Sig.
Regression	103.025	2	51.513	90.486	.000 ^a
Residual	222.024	390	.569		
Total	325.050	392			



Addis Ababa University School of Commerce Graduate Studies

Department of Marketing Management

Dear Respondents,

Welcome to Addis Ababa, Ethiopia. This is an academic research on tourist destination branding for the partial fulfilment of M.A. Degree in Marketing Management. The title of the research is “AN ASSESSMENT OF TOURISTS’ DESTINATION BRAND IMAGE PERCEPTION: THE CASE OF ADDIS ABABA CITY”. The aim is to measure tourists’ perception of the Addis Ababa destination sites. The purpose of this questionnaire is to assess your overall impression and perception about Addis Ababa City before, during, and after your visit. All the information you provide will be used only for the research purpose and is confidential. The interview will take about 7-10 minutes and is conducted anonymously.

Please note that:

- No need of writing your name
- While blank spaces are provided, please write your response accordingly
- While alternative answers are given, please put your answer using ‘✓’ in the corresponding boxes.
- For descriptive statements, please respond in accordance with the five point likert- scales provided under each section

Thank you in advance for your cooperation!

Kebede Gizachew



SECTION I. Personal Information

1. Nationality: _____
2. Gender: Male ☐ Female ☐
3. Age: 18- 25 years ☐ 26-35 years ☐ 36 years and above ☐

SECTION II: Visitors travel behaviour and information sources about Addis Ababa

This section includes 4 descriptive statements that will help you to rate how frequent you traveled to Addis Ababa and the sources of information about Addis Ababa prior to your visit and so on. Please provide your answer from the indicated options.

4. Where did you get information about Addis Ababa and tourist attractions in Addis Ababa (you can tick more than one alternative)

The Internet	☐	Friends and relatives	☐
TV advertisement	☐	Books, guides, and travel agency	☐
Fairs and/or exhibitions	☐	Others _____	

5. What are the main reasons for your visit to Addis Ababa? (mark the appropriate answer)

Rest and relaxation	☐	Visiting relatives and friends	☐
Business reason	☐	Cultural and religious reasons	☐
Attending a conference, seminar, and other forms of educations		☐	
Other, if any _____			

6. How many times have you visited Addis Ababa? _____

7. For how long are you planning to stay in Addis Ababa visiting different tourist destination sites?

SECTION III: Tourists perception towards cognitive, unique, and overall image of Addis Ababa City and its tourist attractions

Dear respondents, in this section 29 descriptive statements that will help you to rate the various features of Addis Ababa City and its tourist attractions. Please judge how you evaluate Addis Ababa based on each statement fits you. (Please circle your response)

☐ 1 Strongly disagree
 ☐ 2 Disagree
 ☐ 3 Neutral
 ☐ 4 Agree
 ☐ 5 Strongly agree

S.N	Tourist's evaluation towards cognitive, unique, and overall destination brand image perception of the Addis Ababa City	RATING SCALES				
NA1	Great variety of fauna and flora	1	2	3	4	5
NA2	Beautiful natural scenery of mountains	1	2	3	4	5
NA3	Forests and valleys	1	2	3	4	5
CA4	Distinct characteristics of architecture and buildings	1	2	3	4	5
CA5	Interesting historical sites and museums	1	2	3	4	5
CA6	Unique and appealing local food cuisine	1	2	3	4	5
CA7	Variety of products that promote local culture	1	2	3	4	5
CA8	Unique cultures and cultural events	1	2	3	4	5
CA9	Diverse cultures and traditions	1	2	3	4	5
CA10	Distinctive historical and cultural heritages	1	2	3	4	5
SCE11	Personal safety and security	1	2	3	4	5
SCE12	Cleanliness of environment	1	2	3	4	5
SCE13	Hospitable and friendly people	1	2	3	4	5
SCE14	Pleasant weather	1	2	3	4	5
IF15	Quality of roads	1	2	3	4	5
IF16	Quality of electricity	1	2	3	4	5
IF17	Quality and variety of hotels and restaurants	1	2	3	4	5
IF18	Quality and variety of traditional and cultural restaurants	1	2	3	4	5
IF19	Quality and availability of shopping facilities	1	2	3	4	5
IF20	Quality of night life and entertainment	1	2	3	4	5
IF21	Quality and availability of banking services	1	2	3	4	5
IF22	Quality and connectivity of internet	1	2	3	4	5
Ac23	Well organized traffic flow	1	2	3	4	5
Ac24	Parking information and lots	1	2	3	4	5
Ac25	Adequate and convenient local transportation	1	2	3	4	5
Ac26	Easy access to landmark and other parts of the city	1	2	3	4	5

PV27	Reasonable price for food and accommodation	1	2	3	4	5
PV28	Reasonable price for entertainment	1	2	3	4	5
PV29	Reasonable price for attractions	1	2	3	4	5

SECTION IV: Tourists' perception towards affective and conative images of Addis Ababa City

Dear respondents, in this section four paired words are presented for you to rate your feelings about Addis Ababa City during your stay. The paired words are (unpleasant-pleasant, gloomy-exciting, sleepy-arousing, distressing-relaxing) and one example is given for the first pair of word. Please judge how you evaluate Addis Ababa based on each pair of word that fits your feeling. (Please circle your response)

☐ 1 *Extremely Unpleasant*
☐ 2 *Unpleasant*
☐ 3 *Neutral*
☐ 4 *Pleasant*
☐ 5 *Extremely pleasant*

AfCI30	Unpleasant – Pleasant	1	2	3	4	5
AfCI31	Gloomy – Exciting	1	2	3	4	5
AfCI32	Sleepy – Arousing	1	2	3	4	5
AfCI33	Distressing – Relaxing	1	2	3	4	5

☐ 1 *Definitely no*
☐ 2 *No*
☐ 3 *Neutral*
☐ 4 *Yes*
☐ 5 *Definitely yes*

What will be your reaction to the following questions about Addis Ababa City? (Please circle your response)

CDI 34	Would you return to Addis Ababa City in the next one to two years?	1	2	3	4	5
CDI 35	Would you recommend Addis Ababa City to your family and friends?	1	2	3	4	5

36. Please explain your overall impression of Addis Ababa City? _____

Thank you!



Addis Ababa University School of Commerce Graduate Studies

Department of Marketing Management

Dear Respondents,

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Please note that:

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Thank you in advance for your cooperation!

Kebede Gizachew



SECTION I. Personal Information

1. Nationality: _____
2. Gender: Male ☐ Female ☐
3. Age: 18- 25 years ☐ 26-35 years ☐ 36 years and above ☐

SECTION II: Tourists perception towards cognitive, unique, and overall image of Addis Ababa City and its tourist attractions

Dear respondents, in this section 29 descriptive statements that will help you to rate the various features of Addis Ababa City and its tourist attractions. Please judge how you evaluate Addis Ababa based on each statement fits you. (Please circle your response)

1 *Strongly disagree*
2 *Disagree*
3 *Neutral*
4 *Agree*
5 *Strongly agree*

S.N	Tourist's evaluation towards cognitive, unique, and overall destination brand image perception of the Addis Ababa City	RATING SCALES				
NA1	Great variety of fauna and flora	1	2	3	4	5
NA2	Beautiful natural scenery of mountains	1	2	3	4	5
NA3	Forests and valleys	1	2	3	4	5
CA4	Distinct characteristics of architecture and buildings	1	2	3	4	5
CA5	Interesting historical sites and museums	1	2	3	4	5
CA6	Unique and appealing local food cuisine	1	2	3	4	5
CA7	Variety of products that promote local culture	1	2	3	4	5
CA8	Unique cultures and cultural events	1	2	3	4	5
CA9	Diverse cultures and traditions	1	2	3	4	5
CA10	Distinctive historical and cultural heritages	1	2	3	4	5
SCE11	Personal safety and security	1	2	3	4	5
SCE12	Cleanliness of environment	1	2	3	4	5
SCE13	Hospitable and friendly people	1	2	3	4	5
SCE14	Pleasant weather	1	2	3	4	5
IF15	Quality of roads	1	2	3	4	5
IF16	Quality of electricity	1	2	3	4	5
IF17	Quality and variety of hotels and restaurants	1	2	3	4	5
IF18	Quality and variety of traditional and cultural restaurants	1	2	3	4	5
IF19	Quality and availability of shopping facilities	1	2	3	4	5
IF20	Quality of night life and entertainment	1	2	3	4	5
IF21	Quality and availability of banking services	1	2	3	4	5
IF22	Quality and connectivity of internet	1	2	3	4	5

Ac23	Well organized traffic flow	1	2	3	4	5
Ac24	Parking information and lots	1	2	3	4	5
Ac25	Adequate and convenient local transportation	1	2	3	4	5
Ac26	Easy access to landmark and other parts of the city	1	2	3	4	5
PV27	Reasonable price for food and accommodation	1	2	3	4	5
PV28	Reasonable price for entertainment	1	2	3	4	5
PV29	Reasonable price for attractions	1	2	3	4	5

SECTION III: Tourists' perception towards affective and conative images of Addis Ababa City

Dear respondents, in this section four paired words are presented for you to rate your feelings about Addis Ababa City during your stay. The paired words are (unpleasant-pleasant, gloomy-exciting, sleepy-arousing, distressing-relaxing) and one example is given for the first pair of word. Please judge how you evaluate Addis Ababa based on each pair of word that fits your feeling. (Please circle your response)

☐ 1 *Extremely Unpleasant*
☐ 2 *Unpleasant*
☐ 3 *Neutral*
☐ 4 *Pleasant*
☐ 5 *Extremely pleasant*

AfCI30	Unpleasant – Pleasant	1	2	3	4	5
AfCI31	Gloomy – Exciting	1	2	3	4	5
AfCI32	Sleepy – Arousing	1	2	3	4	5
AfCI33	Distressing – Relaxing	1	2	3	4	5

☐ 1 *Definitely no*
☐ 2 *No*
☐ 3 *Neutral*
☐ 4 *Yes*
☐ 5 *Definitely yes*

What will be your reaction to the following questions about Addis Ababa City? (Please circle your response)

CDI 34	Would you return to Addis Ababa City in the next one to two years?	1	2	3	4	5
CDI 35	Would you recommend Addis Ababa City to your family and friends?	1	2	3	4	5

36. Please explain your overall impression of Addis Ababa City? _____

Thank you!

List of tourism professionals and experts

	Name	Organization	Mobile
1	Sisay Getachew	ETO	0922-118419
2	Biniyam Tsegaye	ETO	0911-078780
3	Jemal Mohamed	ETO	0910-623585
4	Cherinet Tilahun	ETO	0911-672740
5	Henok Birhanu	ETO	0912-137013
6	Mamitu Yilma	ARCCH	0911-238413
7	Zemedkun Abebe	MoCT	0912-163439
8	Tadele Jemal	MoCT	0911-360902
9	Lijalem	ARCCH	0913-396183
10	Mihret Getachew	AABoCT	