



**DEBERE MARKOS UNIVESITY**  
**COLLAGE OF BUISSENESS**  
**AND ECONOMICS**  
**DEPARTEMENT OF ECONOMICS**

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*The Effectiveness of Consumer-Based Brand Equity (CBBE) Model for a Country behind:  
Branding Ethiopia as a Tourist Destination: Domestic Tourist Perspective in Debere Markos.*

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*A thesis submitted to the department of Economics, Business & Economics College, Debre Markos  
University, for the partial fulfillment of MSc. Degree in Project Planning and Management.*

**by;**

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Acknowledgement.....	i
ListofAbbreviations/Acronyms.....	ii
ListofTablesand Figures.....	iv
Tables.....	iv
Figures.....	iv
<i>Abstract</i> .....	1
CHAPTERONE.....	2
INTRODUCTION.....	2
BackgroundoftheStudy.....	2
Statementofthe Problem.....	4
ObjectivesoftheStudy.....	5
HypothesisoftheStudy.....	6
scope of the study .....	6
SignificanceoftheStudy.....	6
Delimitationofthe Study.....	8
Organizationofthe Study.....	8
CHAPTERTWO.....	9
REVIEWOFRELATEDLITERATURES.....	9
DomesticTourism.....	9
Branding.....	13
DestinationBranding.....	16
Consumer-BasedBrandEquityforDestinations.....	19
ConceptualFramework.....	19
BrandAwareness.....	21

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BrandAssociation.....	22
PerceivedQuality.....	22
BrandLoyalty.....	24
OverAllBrand Equity.....	25
CHAPTERTHREE.....	26
METHODOLOGYOFTHERESEARCH.....	26
ResearchDesign.....	26
SamplingandSamplingDesign.....	27
InstrumentDevelopmentandProcedureofDataCollection.....	28
MethodsofDataAnalysis.....	30
CHAPTERFOUR.....	31
DATAPRESENTATIONANDANALYSIS.....	31
DemographicCharacteristics.....	31
ReliabilityandValidityofMeasures.....	35
The Structural Model .....	36
TheMeasurementModel.....	37
Discussion.....	41
CHAPTERFIVE.....	42
CONCLUSIONSANDRECOMMENDATIONS.....	42
Conclusion .....	42
Recommendations .....	43
Bibliography.....	49
AppendixA.....	54
OriginalEnglishQuestionnaire.....	54
AppendixB.....	57
AmharicVersionoftheQuestionnaire.....	57

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Append.....	56
ReliabilityTestResult .....	57
Appendix D .....	57
ModelFitSummaryforConfirmatoryFactorAnalysis.....	58
Appendix E .....	58
Model Fit Summary for the Structural Model .....	58

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## LIST OF ACRONYMS

AGFI-Adjusted Goodness of Fit Index

BAW – Brand Awareness

BAS– Brand Association

BL – Brand Loyalty

GFI- Goodness of Fit Index

CFI- Comparative Fit Index

AMOS- Analysis of Moment Structures

CBBE – Consumer Based Brand Equity

CFA - Confirmatory Factor Analysis

GDP – Gross Domestic Product

GTP-Growth and Transformation Plan

MCAT–Ministry of Culture and Tourism of Ethiopia

OAAS - Over All Brand Association

OAAW–Over All Brand Awareness

OABE – Over All Brand Equity

OABL - Over All Brand Loyalty

OAPQ - Over All Perceived Quality

RMR -Root Mean Square Residual

RMSEA-Root Mean Square Error of Approximation

SEM- Structure Equation Modeling

UNWTO– United Nations World Tourism

Organization WEF -World Economic Forum

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List of Tables

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Table 1.1 – questioner

Table 4.1 – Gender Composition of the Sample

Table 4.2 – Age Composition of the Sample

Table 4.3–Education Composition of the Sample

Table 4.4 – Income Composition of the sample

Table4.5–Descriptive Statistics of the Aggregated Variables

Table 4.6 – Reliability Test Result

Table4.6–Standardized Regression Weights for the Measurement Model

Table 4.8 – Structure Model Result Summery

Table4.9–Correlations between the Exogenous Variables

#### List of Figures

Figure 2.1 - Conceptual Framework of the Study

Fig 3.1- map of Debere Markos

Fig 3.2- structural framework of study

Figure4.1-TheResultofStructureModelofthestudy

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## Abstract

*Although the branding literature emerged during the 1940s, research relating to tourism destination branding has only gained momentum since the late 1990s. There still exists a lack of theory that particularly addresses the measurement of the effectiveness of destination branding from a domestic tourists perspective. The purpose of this paper is to test the effectiveness of Consumer-Based Brand Equity (CBBE) model for a country as a tourist destination. A model of CBBE was adapted from previous marketing literatures and applied to the national context of Ethiopia. The model was tested by using structural equation modeling with data collected from a sample of Debre Markos city citizens (n = 350). The paper reports the results of an investigation into brand equity for Ethiopia as a tourist destination among its own citizens. The results indicate Ethiopia as tourist destinations well known among its citizens but its tourist destinations quality is perceived to be very low. Despite this poor quality its citizens are still loyal to visiting the country's tourist attractions. The paper recommended that a standard CBBE model could provide enduring effective performance measures regardless of changes in staff, other stakeholders and budget. The study found out that the Ethiopia's brand as tourist destination has good brand awareness among domestic tourists. But the domestic tourists perceive Ethiopia as having a poor quality tourism service. Even though considered possessing poor quality, vast majority of domestic tourists still are loyal and continue to visit and intended to visit tourist attractions of Ethiopia. This critical evidence indicates that Ethiopia should work towards improving the services provided by tourist attractions of the country by investing in tourist infrastructures and the skills and capabilities of tourism related professionals. The government should also build on the existing loyalty of the domestic tourists by launching different loyalty scheme and at the same time work towards improving the quality of service that is provided at the tourist attractions of the country.*

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## **CHAPTER ONE**

### **INTRODUCTION**

#### ***Back ground of the Study***

Tourism plays a vital role in the economies of many countries (Ondicho, 2000). Its significance to global economic development is widely acknowledged, with the total contribution of the tourism sector accounting for 9% of global GDP (US\$6.6 trillion) and creating over 260 million jobs—approximately 1 in 11 jobs worldwide (UNWTO, 2023). This figure does not capture the indirect income generated by tourism-related activities. Beyond its direct contribution to national economies, the tourism sector has emerged as one of the fastest-growing economic areas globally. According to the UNWTO (2023), tourism outpaced other major industries like manufacturing, financial services, and retail in growth rates during 2012.

Domestic tourism refers to travel undertaken by residents of a country within their own nation, and it plays a crucial role in the overall growth and development of a nation's tourism sector. While much of the global focus has been on international tourism, the importance of domestic tourism has increasingly gained recognition, especially in developing countries like Ethiopia, where it has the potential to stimulate local economies, preserve cultural heritage, and strengthen national identity (Khalil, 2020).

In Ethiopia, domestic tourism has not been fully explored or optimized, despite the country's rich history, diverse landscapes, and cultural heritage. Ethiopia is known for its ancient civilizations, unique traditions, historical landmarks like the rock-hewn churches of Lalibela, the Simien Mountains, and its status as one of the world's most culturally diverse nations. These resources provide a solid foundation for the development of domestic tourism (Mulugeta & Woldemariam, 2021).

However, recent studies indicate that the domestic tourism sector in Ethiopia faces numerous challenges, including inadequate infrastructure, limited marketing efforts, and a lack of awareness among citizens about the tourism potential within their own country (Alemu, 2021). While international tourists often recognize Ethiopia for its historical significance and natural beauty, domestic tourists may not always view their own country as a prime travel destination, often preferring to visit international locations instead (Tadesse & Taffese, 2020).

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Recent literature suggests that there is a need to shift perceptions about domestic tourism and to foster a sense of national pride and ownership in the tourism sector. According to Haile and Woldemariam (2022), one of the key strategies to stimulate domestic tourism in Ethiopia is through effective branding and marketing that promotes local attractions and builds emotional connections between Ethiopian citizens and their country's tourism assets.

Additionally, the rise of digital technologies and social media has played a significant role in shaping domestic tourism trends globally, including in Ethiopia. Platforms like Instagram, Facebook, and local tourism websites have created new opportunities for both the promotion of local tourism and the sharing of experiences by domestic travelers (Aswani, 2020). This digital revolution has the potential to influence local travelers' choices and help raise awareness about destinations within Ethiopia that they might not otherwise consider visiting.

Several studies highlight that the key to stimulating growth in domestic tourism in Ethiopia lies in developing strong, targeted marketing campaigns that focus on the cultural, historical, and natural attractions within the country. These campaigns should highlight the benefits of local tourism, not only for leisure and recreation but also as a means to contribute to the economy and preserve cultural heritage (Chinomona & Sandada, 2013).

Furthermore, researchers emphasize the importance of improving tourism infrastructure and services, particularly in less-visited regions of Ethiopia, to enhance the overall experience for domestic tourists. Infrastructure improvements, such as better transportation networks, affordable accommodation, and enhanced safety measures, are critical to ensuring that domestic tourism is an attractive option for Ethiopians (Mulugeta & Woldemariam, 2021).

In light of these challenges and opportunities, this study aims to investigate the factors influencing domestic tourism in Ethiopia, with a particular focus on how to enhance domestic travel experiences and foster long-term engagement. It will also explore how the principles of effective tourism branding, such as creating clear identities, meaningful experiences, and positive consumer perceptions, can be applied to Ethiopia's domestic tourism sector.

The importance of this research lies in its potential to help stakeholders, including government bodies, local businesses, and tourism organizations, identify strategies to promote domestic tourism as a

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sustainable and vital component of Ethiopia's broader tourism development strategy. By leveraging the country's unique cultural and natural assets and engaging local populations in tourism activities, Ethiopia can foster a thriving domestic tourism market, contributing to both economic growth and national pride.

The domestic tourism destination branding activities should have to emphasize exploring one's own country as highly acceptable, fashionable, and affordable (Mendiratta, 2011). To create this mentality the use of destination branding by using Consumer Based Brand Equity (CBBE) model as a frame work that is proposed by Aaker(2021) is very useful(Pike,2010).

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

### ***Statement of the Problem***

Ethiopia, with its rich cultural heritage, historical sites, diverse landscapes, and unique traditions, has long been a prominent destination for international tourists. However, the domestic tourism sector remains underdeveloped compared to its international counterpart, despite the country's vast tourism potential. This gap in domestic tourism is largely unexplored in academic research, particularly from the perspective of consumer behavior and brand development in tourism.

One promising framework for understanding and enhancing domestic tourism demand is the Customer-Based Brand Equity (CBBE) model, which measures how consumers perceive the value of a brand and the influence this perception has on their behavior. While CBBE has been widely studied in the context of products and services, its application in the tourism sector, particularly domestic tourism in developing countries like Ethiopia, remains limited. This presents a critical research opportunity to explore how brand equity in the tourism industry affects domestic travel behaviors.

Despite its vast cultural and natural attractions, Ethiopia faces challenges in promoting its domestic tourism. These challenges include limited awareness of local tourism products, insufficient promotion of local destinations, lack of infrastructure, and socio-cultural barriers that hinder the development of domestic tourism. The perception of Ethiopian tourism as a foreign-oriented sector—geared primarily toward international visitors—has further reinforced this underdevelopment. Without a clear and strong

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domestic tourism brand, potential tourists may lack the motivation or confidence to engage with local tourism offerings.

This study seeks to address the gap in understanding how brand equity, as conceptualized in the CBBE model, influences domestic tourism behavior in Ethiopia. By examining consumer perceptions and the factors contributing to brand equity in Ethiopia's tourism sector, the research aims to uncover key drivers of domestic tourism demand, particularly in terms of awareness, attitudes, and loyalty toward Ethiopian tourism products and destinations.

Specifically, this study will explore the following questions:

1. How do domestic tourists perceive Ethiopia's tourism brand in terms of awareness, associations, and overall value?
2. What are the key factors influencing brand loyalty in the Ethiopian domestic tourism context?
3. How does the perceived brand equity of Ethiopia's tourism offerings impact the decision-making process of potential domestic tourists?
4. How can tourism stakeholders in Ethiopia improve the domestic tourism sector through effective branding strategies?

Addressing these questions will help identify strategies for strengthening the domestic tourism market in Ethiopia by improving brand equity and fostering stronger consumer engagement. This research could contribute to the formulation of policies and marketing strategies that encourage Ethiopians to explore their own country, thereby stimulating local economies and preserving cultural heritage.

### ***Objectives of the Study***

The primary goal of this research is to examine the role of Customer-Based Brand Equity (CBBE) in influencing domestic tourism behavior in Ethiopia. Through this study, the aim is to explore how brand equity factors, such as brand awareness, brand associations, perceived quality, and brand loyalty, impact domestic tourism demand. The research also seeks to identify ways in which the tourism industry in Ethiopia can improve its domestic tourism offerings and enhance brand equity to stimulate increased domestic travel.

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The specific objectives of the study are:

To Evaluate the Impact of Brand Awareness on Domestic Tourism Choices. This objective aims to assess the level of awareness Ethiopian domestic tourists have regarding local tourist destinations, attractions, and services. It seeks to understand whether a lack of awareness of local tourism brands affects travel decisions and how awareness could be increased through effective marketing and communication strategies.

To Analyze the Role of Brand Associations in Shaping Domestic Tourist Perceptions. The second objective focuses on identifying the key associations that domestic tourists link to Ethiopia's tourism brand. This includes exploring the perceptions, emotions, and images that domestic tourists associate with local destinations, such as cultural heritage, natural landscapes, historical sites, and hospitality. It will help understand how these associations influence travel behavior and loyalty.

To Examine the Influence of Perceived Quality on Domestic Tourism Preferences. This objective seeks to evaluate how domestic tourists perceive the quality of services and experiences provided by Ethiopian tourism products. The study will look into factors like infrastructure, service quality, accessibility, and overall satisfaction with domestic tourism offerings. Understanding how quality perception influences choices will help tourism providers improve their offerings to meet the expectations of local travelers.

To Investigate the Role of Brand Loyalty in Promoting Repeat Domestic Tourism. This objective aims to determine whether and how brand loyalty plays a role in the frequency of domestic tourism in Ethiopia. It seeks to explore the factors that contribute to repeat visits, such as customer satisfaction, positive experiences, and emotional attachment to certain destinations. It will also look into how loyalty programs or local tourism initiatives could be designed to encourage more frequent travel within the country.

To Develop Strategic Recommendations for Enhancing the Brand Equity of Domestic Tourism in Ethiopia. Based on the findings from the above objectives, this research aims to propose actionable recommendations for tourism marketers, government agencies, and local tourism operators to enhance Ethiopia's domestic tourism brand equity. This could include strategies for strengthening brand awareness, improving the quality of tourism services, enhancing emotional connections with local destinations, and building loyalty programs for Ethiopian tourists.

### **Hypothesis of the Study**

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

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

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

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

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

### **Scope of the study**

The scope of this research focuses on examining the Customer-Based Brand Equity (CBBE) model in the context of domestic tourism in Ethiopia. It aims to explore the key factors influencing Ethiopian domestic tourists' perceptions and behaviors regarding local tourist destinations, services, and experiences. By applying the CBBE model, the study will investigate how the different dimensions of brand equity—such as brand awareness, brand associations, perceived quality, and brand loyalty—affect the domestic tourism sector and provide insights into how Ethiopia's tourism industry can be developed to better serve local tourists.

Below are the key components that define the scope of this research:

The research will focus on the domestic tourism market within Ethiopia, encompassing various regions of the country. Ethiopia is a diverse country with distinct geographical, cultural, and historical regions, each offering unique tourism experiences.

The study will be conducted within a specific time frame, typically within the current or recent tourism seasons, to gather relevant and timely data on the perceptions of domestic tourists. Tourists of Different Demographics: The study will engage different demographic groups, including young adults, middle-aged tourists, families, and older citizens, to understand how domestic tourism preferences vary across age, gender, income, and educational backgrounds.

First-time vs. Repeat Tourists: The research will differentiate between first-time domestic tourists and repeat visitors, exploring how loyalty and brand perception may differ between these two groups. This

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will also provide insights into factors that drive repeat visits or brand loyalty in the Ethiopian tourism context.

The study will employ a mixed-methods approach, combining qualitative and quantitative data collection methods to provide a comprehensive understanding of domestic tourists' perceptions of Ethiopia's tourism brand.

### **Significance of the Study**

This research holds significant value for a variety of stakeholders, including government agencies, tourism operators, local communities, and the broader Ethiopian economy. By applying the Customer-Based Brand Equity (CBBE) model to domestic tourism, the study aims to uncover the key factors that influence domestic tourists' behavior, perceptions, and loyalty towards Ethiopian tourist destinations. The significance of this research can be understood in terms of its potential contributions to policy development, marketing strategies, economic growth, and social impact.

The findings from this research will provide critical insights for policymakers and government officials responsible for Ethiopia's tourism industry. By understanding the brand equity dimensions—such as brand awareness, brand associations, perceived quality, and brand loyalty—policy decisions can be better aligned with the needs and preferences of domestic tourists. The government can tailor its domestic tourism campaigns by focusing on increasing brand awareness and strengthening positive associations about local destinations.

Understanding how perceived quality impacts tourism can guide investments in infrastructure, improving the accessibility, safety, and overall experience of domestic tourists.

The research will help shape policies that foster sustainable tourism development by promoting local culture, heritage, and environmental sustainability, while also addressing barriers to domestic tourism.

Tourism marketing professionals, including local tour operators, travel agencies, and destination marketing organizations, can leverage the findings of this study to create more effective and targeted marketing strategies. By identifying which brand equity factors (e.g., quality perceptions, emotional connections) most strongly influence domestic tourists, the study will:

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This research will highlight key elements of Ethiopia's tourism offerings that should be emphasized to foster positive brand associations. For example, highlighting historical sites, natural landscapes, or authentic cultural experiences can be central to the branding message.

Tourism marketers will be able to craft messaging that resonates more deeply with domestic tourists, focusing on aspects like cultural pride, affordability, and convenience.

By understanding regional and demographic variations in brand perceptions, marketing campaigns can be tailored to different segments of the Ethiopian population, increasing the likelihood of attracting diverse groups of domestic tourists.

Domestic tourism plays a critical role in diversifying and stabilizing a country's tourism revenue, particularly in developing economies like Ethiopia, where international tourism can be subject to external factors such as global economic conditions or political instability.

**Job Creation:** As domestic tourism grows, there is potential for job creation in hospitality, tour guiding, transport services, and other tourism-related sectors. Strengthening the local tourism economy can create employment opportunities and improve the livelihoods of communities dependent on tourism.

**Sustainable Economic Development:** Promoting domestic tourism through a solid brand equity framework can help spread the benefits of tourism more equitably across the country, reducing regional disparities and promoting balanced economic growth.

**Community Engagement:** The study can foster greater community involvement in tourism by demonstrating how local residents can actively participate in and benefit from tourism activities, leading to the preservation of traditional crafts, languages, and customs.

**Promoting National Unity:** Domestic tourism can also serve as a tool for enhancing national unity by encouraging Ethiopians from different regions to explore and appreciate the country's diversity, fostering a sense of belonging and shared identity.

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## **Delimitation of the Study**

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

**Exclusion of International Tourism:** The research does not consider the international tourism sector, as it focuses on domestic tourists' interactions with and perceptions of local tourism brands. This limits the analysis to the behavior and attitudes of local travelers.

The study will focus on a specific time frame, typically the current or recent tourism seasons, to reflect the most up-to-date trends in domestic tourism behavior. The research will not cover historical tourism data from decades ago but instead aims to understand current tourist perceptions, preferences, and behaviors in a contemporary context. The emphasis will be on recent developments in tourism, including the recovery post-pandemic and any recent shifts in domestic tourism trends.

The study will focus on a selected sample of domestic tourists. While efforts will be made to capture a diverse range of individuals from different socio-economic backgrounds, geographic regions, and age groups, there are practical limitations in terms of time and resources.

This research will specifically focus on the four dimensions of the CBBE model—brand awareness, brand associations, perceived quality, and brand loyalty—as key variables influencing domestic tourism behavior. The study will not explore other aspects of tourism marketing or destination management.

**Pricing Strategies or Economic Impact:** The research will not analyze the economic factors like pricing models or cost-benefit analyses, although the research may acknowledge how affordability might impact brand perceptions.

While the study focuses on domestic tourists, it deliberately does not include the perspectives of all potential stakeholders in the Ethiopian tourism sector, such as hotel managers, tour operators, or government officials, though their impact on brand equity may be indirectly referenced.

Given the complexity of the CBBE model and the diverse nature of the domestic tourism market, this research will employ a mixed-methods approach. However, practical constraints will limit the depth of data collection and analysis.

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## **Organization of the Study**

The paper is organized in five chapters.

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

The second chapter discusses the review of related literatures that are appropriate and relevant to the current study. The third chapter presents the steps followed and methodology used for the collection, analysis and interpretation of the data that was uses to achieve the study objectives. The fourth chapter presents the step by step data analysis, interpretation and discussion part of the study. The fifth chapter presents the conclusion and recommendation of the study that is reached based on the result obtained from the research process.

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## CHAPTER TWO

### REVIEW OF RELATED LITERATURES

#### **Domestic Tourism**

Domestic tourism involves the activities of residents of a particular country traveling to and staying within their own country, but outside their usual environment (UNWTO, 2023). Pierret (2011) highlights several unique characteristics that distinguish domestic tourism from international tourism. Domestic tourists tend to have a better understanding of the destination, including its language, customs, laws, climate, and cultural context. This familiarity often makes domestic tourists more demanding than their international counterparts. Domestic destinations are typically closer in proximity, so road transport plays a more significant role compared to other transportation modes, and domestic visits tend to occur more frequently than international ones. Moreover, the cost of domestic tourism is generally lower than that of international tourism.

Domestic tourism is also less sensitive to economic, natural, health, or political crises compared to international tourism. These distinctive features necessitate a different approach to managing domestic tourism than that used for international tourism (Pierret, 2011).

In recent years, the importance of domestic tourism has been growing rapidly. It is widely recognized that in many countries, domestic tourism outpaces international tourism in both volume and economic contribution (Pierret, 2011). For instance, Australian domestic tourist expenditure is typically four to five times higher than inbound international tourist spending (Huybers, 2013). Additionally, it is estimated that out of 4.8 billion tourist arrivals annually, 4 billion 83% are attributable to domestic tourism (UNWTO, 2019).

Acknowledging these contributions, the Manila Declaration on World Tourism (1980) stated: *"Within each country, domestic tourism contributes to an improved balance of the national economy through a redistribution of the national income. Domestic tourism also heightens the awareness of common interests and contributes to the development of activities favorable to the general economy of the*

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*country. Thus, the development of tourism from abroad should be accompanied by a similar effort to expand domestic tourism."*

The World Economic Forum (2011) further emphasizes that domestic tourism has proven to be more resilient to crises than international tourism. From a policymaker's perspective, domestic spending directly supports the home economy, as it comes from residents who might otherwise spend their money abroad. In contrast, inbound tourism is considered an export, contributing to the national economic output and recorded as a credit in the current account. Outbound tourism, however, is seen as an import, representing a leakage from the national economy.

Socially, domestic tourism plays a key role in bringing together people from diverse social and cultural backgrounds thereby fostering harmonious coexistence. It also helps cultivate a unified sense of national pride, highlighting the country's unique natural resources and cultural heritage, which can reduce conflicts among tribes and communities (Manono & Rotich, 2013). Promoting domestic tourism encourages citizens to explore attractions within their own country and strengthens national identity through the appreciation of national heritage sites (Mena, 2009).

In emerging tourism economies, the role of domestic tourism is becoming increasingly significant (WEF, 2021). Recent trends indicate that domestic tourism is growing faster than previously anticipated. A study by Wu et al. (2009) attributed this surge to factors such as rising per capita income and increased availability of leisure time, especially in developing nations.

Despite its contributions, it is only in recent years that scholars have begun focusing on the economic impact of domestic tourism, particularly its potential to reduce disparities in less developed regions (Pierret, 2011; Wang & Qu, 2011). However, the sector continues to be underrepresented in government policy, planning, and promotion efforts, with limited support from government bodies (Bui & Jolliffe, 2011). Scholars have argued that greater attention should be given to studying and promoting domestic tourism (Skanavis & Sakellari, 2011; Pierret, 2011; Wang & Qu, 2011).

Some researchers have raised counterarguments, claiming that the contribution of domestic tourism to the tourism sector and the broader economy may be overstated. For instance, studies show that domestic tourists spend significantly less within their own country compared to international visitors (Wang & Qu, 2011). Domestic tourists are also more sensitive to price hikes targeted at tourists (Pierret, 2011).

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Compared to inbound tourism, domestic tourism is seen as less profit-generating for the national economy because it does not bring in foreign currency; instead, it redistributes domestic currency within a country's boundaries, and not all domestic tourists use commercial accommodations (McKercher, 2000). The focus on the foreign exchange earnings from international tourism, which is seen as crucial for financing development projects, has led to the neglect of domestic tourism by government authorities (Bolwell & Weinz, 2008).

In addition to these concerns, the impact of domestic tourism remains difficult to measure due to the lack of widely accepted definitions of domestic travel (Mustafa, 2012). The limited research and practical experience in the sector have resulted in a small body of knowledge regarding how to promote and manage domestic tourism. This gap in knowledge hampers the government's ability to support domestic tourism effectively, resulting in poor sector performance. As a result, domestic tourism often remains an undervalued counterpart to international tourism.

Ethiopia, however, possesses immense tourism potential due to its rich natural, historical, and cultural heritage. The country is home to a wide variety of attractions, including some of the highest and lowest geographical locations in Africa, remarkable biodiversity with many endemic species, and well-preserved historical landmarks such as stelae, churches, and castles. Ethiopia's diverse cultural tapestry, made up of more than 80 nations and nationalities, offers an array of ceremonies and religious rituals that provide a window into the ancient traditions of the Old Testament (Yabibal, 2010).

According to the UNWTO (2019), the direct contribution of tourism to GDP in 2020 was 5.1%, and it was projected to rise by 4.3% in 2025. The sector also directly accounted for 4.3% of total employment in 2020, generating approximately 1,085,500 jobs, with a forecasted increase of 1.0% in 2025, resulting in 1,097,000 jobs. Tourism contributed 18% to national export earnings in 2019, while domestic tourism alone accounted for 2.1% of total GDP, with an expected growth rate of 5% in 2025.

Despite the potential of Ethiopia's abundant tourism resources, the country's tourism sector, particularly domestic tourism, has underperformed (Mehiret, 2011). However, the reasons for this underperformance have not been studied comprehensively by researchers or government policymakers.

For many years, Ethiopia's tourism strategy and policy primarily focused on international inbound tourism, neglecting domestic tourism and its contribution to the country's economy. As a result,

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domestic tourism's potential has been largely overlooked and underexploited. In response, the Ministry of Culture and Tourism, through Proclamation No. 691/2003, was mandated to encourage citizens to visit domestic tourist attractions and promote domestic tourism (MCAT, 2011).

The government's lack of attention to domestic tourism, coupled with a scarcity of research in this area, has created a significant knowledge gap. This gap has contributed to the absence of a valid and comprehensive body of knowledge on domestic tourism, hindering effective decision-making, policy development, and strategic planning for the sector.

### ***Branding***

According to the American Marketing Association, a brand is a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and service of one seller or group of sellers and to differentiate them from those of competitors (Keller, 2008).

Branding has become a pivotal concept in modern business and communication strategies, extending far beyond product and service marketing. Over the past few decades, branding has evolved into a complex, multifaceted phenomenon that influences various industries, including tourism, politics, and public sector management. In recent years, scholarly research has significantly advanced the understanding of branding, emphasizing its role in shaping consumer perceptions, fostering brand loyalty, and driving economic growth.

One notable shift in branding research is the increasing focus on the emotional and relational aspects of branding. Recent papers highlight that successful brands are no longer merely transactional entities; they have become symbols of identity, belonging, and experience. This is especially true in the context of destination branding, where places (such as cities, regions, or countries) strive to shape an image that resonates with both local residents and potential visitors. Destination branding, according to recent studies, is no longer just about highlighting a destination's features but about fostering an emotional connection between the destination and its audience (Zenker et al., 2017; Morgan et al., 2019).

Recent literature emphasizes the role of brand authenticity in driving positive consumer experiences. Studies have found that brands, especially destination brands, must be perceived as authentic to create a meaningful relationship with their target audience. A destination's authenticity, derived from its cultural, historical, and environmental attributes, has a significant influence on potential visitors' choices (Baker

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& Cameron, 2019). In tourism branding, authenticity is often linked to the concept of “experiential branding,” where tourists are encouraged to immerse themselves in the destination’s authentic cultural experiences, rather than just visit it as a passive consumer (Hanna & Rowley, 2018).

Another key theme emerging from recent branding research is the integration of digital and social media in brand development. The rise of social media and user-generated content has radically transformed how brands interact with consumers. Consumers now play an active role in shaping a brand’s identity by sharing their experiences online. In the tourism industry, this shift has been significant, with research highlighting that social media platforms have become key spaces for tourism destination branding (Kim et al., 2020). Tourists’ online reviews, photos, and posts have considerable influence on how a destination is perceived globally. Therefore, researchers have explored the idea of “co-creation” in destination branding, where both the tourism industry and consumers contribute to the brand narrative (Govers & Go, 2020).

The concept of brand equity has also evolved in recent years, particularly with regard to its application to destinations. The Consumer-Based Brand Equity (CBBE) model, developed by Aaker (1991), remains central to understanding how consumer perceptions of a brand can influence their behavior. However, recent papers have expanded on this model to consider how place-based brands can build and sustain equity over time. Researchers have argued that destination branding efforts need to go beyond immediate appeal and focus on long-term strategies that nurture brand loyalty and advocacy (Baker et al., 2021).

This involves creating a brand that is not only recognized but also valued and trusted by its consumers.

Moreover, the relationship between nation branding and soft power has garnered significant attention in recent studies. Scholars like Anholt (2020) have emphasized how national branding can enhance a country’s global reputation and geopolitical standing. This is particularly relevant for developing nations that use branding as a tool for economic development and international relations. A strong national brand can influence foreign investment, tourism, and diplomatic relations. Recent research suggests that an effective national brand can position a country as a leader in global markets, contributing to its economic growth and cultural exchange (Hatch & Schultz, 2019).

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Lastly, contemporary branding research has increasingly acknowledged the importance of sustainability in branding strategies. Consumers are becoming more conscious of the environmental and social implications of their consumption choices. Studies have found that destinations that incorporate sustainability into their branding strategies, promoting eco-friendly practices and responsible tourism, tend to attract a growing segment of environmentally aware travelers (Lee & Hsu, 2021). This reflects a shift toward responsible branding, where brands aim to align with broader societal values and contribute positively to the community.

In conclusion, recent research in branding underscores its evolving nature and highlights the increasingly complex interplay between emotional connection, authenticity, digital engagement, long-term brand equity, national reputation, and sustainability. As industries like tourism continue to leverage branding strategies to differentiate themselves in a competitive global market, the latest literature emphasizes that branding is not just about promoting a product or destination—it is about creating a lasting, meaningful relationship with consumers that goes beyond transactions. Future research will continue to explore these dynamic elements, refining branding strategies that can meet the challenges of an ever-changing global landscape.

## **Destination Branding**

Destination branding has emerged as a critical field of study within tourism and marketing, particularly in the context of global competition among tourist destinations. Over the last decade, the body of literature on destination branding has expanded significantly, with research increasingly focusing on the ways in which destinations can differentiate themselves, foster emotional connections, and engage both domestic and international tourists. Recent papers highlight several key trends and challenges in destination branding, including the role of authenticity, digital transformation, stakeholder involvement, sustainability, and the importance of emotional engagement with consumers.

One of the most dominant themes in recent destination branding literature is the concept of **authenticity**. Researchers have emphasized that for a destination to successfully attract and engage tourists, it must convey a sense of authenticity that reflects its unique cultural, historical, and environmental characteristics. Authenticity in destination branding has been linked to consumer trust and emotional engagement, as travelers increasingly seek out genuine, unmediated experiences that connect them to the place they are visiting (*Baker & Cameron, 2021; Morgan et al., 2019*). Studies have found that tourists

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are more likely to choose destinations that offer authentic, culturally-rich experiences, rather than those that are overly commercialized or homogenized (*Hanna & Rowley, 2018*). In this context, destination brands are encouraged to focus on their unique assets—such as local traditions, landscapes, and heritage—rather than merely promoting conventional tourist attractions.

Recent studies have shifted from viewing destination branding as a purely functional exercise to recognizing its role in forming **emotional connections** between the destination and potential visitors. **Emotional branding**, a concept that has gained traction in recent years, emphasizes creating lasting, meaningful connections with consumers. According to *Pike (2020)* and *Zenker et al. (2017)*, destination brands that can evoke strong positive emotions, such as pride or nostalgia, are more likely to inspire loyalty and repeated visitation. These emotional bonds help destinations to differentiate themselves from their competitors in an increasingly crowded global tourism market. Additionally, *Kim et al. (2020)* highlight the importance of **co-created brand experiences**, where travelers contribute to the destination brand narrative through social media and other user-generated content. This participatory approach enables destinations to connect with consumers on a deeper, more personal level.

With the rapid rise of digital platforms, social media has significantly transformed destination branding. Recent literature points to the importance of **user-generated content (UGC)**, such as traveler reviews, photos, and videos, in shaping the perceptions of potential visitors. According to *Govers & Go (2020)* and *Pike (2020)*, destinations that actively engage with online communities and harness UGC benefit from increased exposure and authenticity. Social media platforms like Instagram, Facebook, and YouTube have become essential tools for tourism marketing, allowing destinations to reach a global audience while fostering consumer interaction and feedback. This shift has led to the development of **co-creation** strategies in destination branding, where both the destination marketers and the travelers contribute to the brand's identity (*Kim et al., 2020*). The interactive nature of social media has also given rise to **influencer marketing**, where popular travel bloggers or social media influencers shape public perceptions of destinations (*Govers & Go, 2020*).

In recent years, research has increasingly focused on the importance of **stakeholder involvement** in the destination branding process. A growing body of literature emphasizes that a destination's branding efforts should not be the sole responsibility of tourism organizations or government agencies but should involve a variety of stakeholders, including local communities, businesses, and residents. According to

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*Anholt (2020)* and *Pike (2019)*, destination branding should be a collaborative process, where local communities actively contribute to shaping the image of their destination. This **community-based approach** to branding fosters a sense of ownership and pride among residents, which in turn positively influences the destination's appeal to tourists. Recent studies also show that a destination's brand identity can be greatly enhanced by incorporating local culture, history, and traditions into branding efforts (*Hatch & Schultz, 2019*). This inclusivity can lead to stronger brand coherence and authenticity, making the destination more attractive to tourists.

Brand equity is a key focus of recent studies, with scholars arguing that a destination's ability to build and maintain strong brand equity is critical for long-term success. *Aaker (2021)*'s Consumer-Based Brand Equity (CBBE) model remains foundational in understanding how brand awareness, brand loyalty, and perceived quality influence the overall brand value. Recent research indicates that destinations with strong brand equity experience benefits such as increased visitation, longer stays, higher spending, and positive word-of-mouth recommendations (*Baker et al., 2021*). Furthermore, destinations with strong brand equity are better equipped to recover from crises or negative publicity, as they have established trust and loyalty among their target audiences (*Pike, 2020*).

Destination branding research has also focused on the resilience of destination brands in times of crisis. Studies by *Zenker & Kavartzis (2020)* highlight how effective destination branding can help mitigate the impact of crises such as natural disasters, political instability, or health emergencies (e.g., the COVID-19 pandemic). Destinations with strong, authentic, and emotionally connected brands are better able to weather these challenges by maintaining trust and loyalty among both local residents and tourists. Furthermore, destinations with a solid brand identity can recover faster after crises by re-engaging their audiences and highlighting their unique values and attributes (*Govers & Go, 2020*).

Destination branding underscores the increasing importance of creating authentic, emotionally engaging, and sustainable brand identities for destinations. As global competition intensifies, destinations that leverage digital platforms, involve local stakeholders, and incorporate sustainability into their branding efforts are more likely to succeed. Additionally, the concept of co-created branding, where both destinations and consumers collaboratively shape the brand narrative, has become a central theme in modern destination branding research. Looking ahead continued attention to these trends will

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help destinations to refine their branding strategies and maintain long-term success in an ever-evolving tourism landscape.

## **Consumer-Based Brand Equity for Destinations**

Consumer-Based Brand Equity (CBBE) for destinations explores how travelers perceive and connect with a destination, and how these perceptions impact decision-making, loyalty, and advocacy. Researchers adapt traditional CBBE models, like those by Aaker and Keller, to better suit the tourism context, emphasizing dimensions such as brand awareness, associations, perceived quality, and loyalty. Brand awareness is crucial for destination visibility, especially in the digital age where social media and online reviews heavily influence consumer choices. Brand associations—such as scenic beauty, cultural heritage, and hospitality shape destination image and differentiation, while perceived quality reflects factors like accessibility, infrastructure, and overall satisfaction. Loyalty, often driven by emotional connections and repeat visits, is essential for sustained success, and advocacy behaviors, such as word-of-mouth, play a vital role in promoting the destination. Recent research also highlights the increasing importance of sustainability, with travelers showing preference for destinations engaged in responsible tourism practices. Furthermore, experiential and emotional marketing, which focuses on creating memorable, authentic experiences, is central to building strong brand equity. However, gaps remain, particularly regarding cross-cultural differences in how destination brand equity influences consumer behavior and the role of emerging digital platforms in shaping perceptions. Overall, the literature stresses the need for destination marketers to create unique, value-driven experiences that foster lasting emotional bonds with consumers, ensuring long-term loyalty and advocacy.

The concept of CBBE for destinations is often modeled after the traditional CBBE framework by Aaker (2018) and Keller (2011). These frameworks emphasize the importance of brand awareness, brand associations, perceived quality, and brand loyalty in shaping consumer perceptions of a brand. For destinations, these dimensions are adapted to reflect the unique aspects of tourism, such as experiences, emotions, cultural heritage, and scenic value. The core idea is that a strong destination brand is not merely about geographic or political identity, but how consumers emotionally and cognitively connect to the place.

Destinations are increasingly perceived through an amalgamation of images, both cognitive and affective. Brand associations, such as scenic beauty, cultural richness, hospitality, and safety, contribute

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to the overall destination image. Research suggests that consumer-based brand equity for destinations is significantly driven by the unique attributes that differentiate one destination from another, often tied to local culture, landmarks, and experiences.

Brand awareness is a crucial element in the CBBE model for destinations. A high level of brand awareness can lead to higher recall when travelers consider options, and it can positively influence their decision-making process. The rise of digital media and social networks has amplified the importance of brand visibility for destinations. Studies emphasize the need for effective online presence, including social media engagement, online reviews, and destination websites to boost awareness and influence travelers' perceptions.

Consumers' perception of the quality of a destination often relates to its infrastructure, accessibility, affordability, and overall satisfaction with the travel experience. A growing body of literature also discusses the "value" proposition, which includes not only economic aspects (cost, value for money) but also experiential factors like the authenticity of local culture, environmental sustainability, and safety. Consumers today are looking for holistic, high-quality experiences that align with their personal values, and the value of a destination often hinges on delivering both tangible and intangible benefits.

Building consumer loyalty is crucial in the tourism industry, as repeat visits and positive word-of-mouth are key drivers of success. Research highlights that satisfied tourists who form emotional connections with destinations are more likely to engage in advocacy behaviors, recommending the destination to others and becoming repeat visitors. Digital tools, like online reviews and user-generated content, play a significant role in shaping loyalty through peer influence and the sharing of authentic travel experiences.

A particularly unique aspect of CBBE for destinations is the centrality of the tourist experience. Emotions play a significant role in forming a lasting bond with a destination. Whether it's the thrill of an adventure destination or the serenity of a beach resort, the emotional appeal of the destination influences both the perception of the brand and the overall equity. Experiential marketing, which emphasizes creating memorable experiences, has become an important strategy for destination marketers.

In recent years, the growing emphasis on sustainability and responsible tourism has also influenced CBBE for destinations. Consumers are increasingly aware of the environmental and social impact of

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their travel choices, and destinations that are seen as sustainable or engaged in responsible tourism practices may develop stronger brand equity among eco-conscious travelers.

## **Conceptual Framework**

The **Conceptual Framework of Consumer-Based Brand Equity (CBBE) in Domestic Tourism in Ethiopia** focuses on how Ethiopian consumers perceive and engage with domestic destinations, and how these perceptions shape their travel decisions, loyalty, and advocacy. Ethiopia, with its rich cultural heritage, diverse landscapes, historical sites, and unique tourism offerings, presents an intriguing case for applying the CBBE model to domestic tourism. By adapting Keller's CBBE pyramid, we can explore how brand equity for domestic destinations in Ethiopia is formed, focusing on local travelers and their distinct experiences.

The first step in building brand equity in Ethiopian domestic tourism is ensuring that local consumers are aware of the destinations within their own country. Given Ethiopia's rich cultural diversity and vast geographical features, it is crucial to raise awareness about various domestic attractions,

For Ethiopian travelers, brand associations are shaped by both the tangible and intangible aspects of a destination. Cultural and historical significance plays a key role in forming these associations. For example, destinations like the rock-hewn churches of Lalibela or the historical towns of Gondar and Bahir Dar carry strong cultural and historical associations. These associations not only help in defining what a destination represents but also in differentiating it from others. Local perceptions of hospitality, cleanliness, safety, and authentic experiences are crucial to shaping positive brand associations for Ethiopian destinations.

The next stage in the framework addresses how Ethiopian consumers evaluate the quality and value of domestic destinations. Perceived quality is influenced by factors such as the accessibility of a destination, infrastructure (e.g., transport, accommodations), and service standards. The value perception extends beyond cost considerations and includes the overall experience. The emphasis on community-based tourism, eco-tourism, and culturally immersive experiences can significantly influence consumers' views on the quality of a destination. The ultimate goal of the CBBE framework for Ethiopian domestic tourism is to achieve brand resonance, where consumers not only become loyal to

specific destinations but also advocate for them to others. Loyalty among domestic tourists in Ethiopia can be fostered through repeat visits, positive experiences, and emotional connections with a destination.

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

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

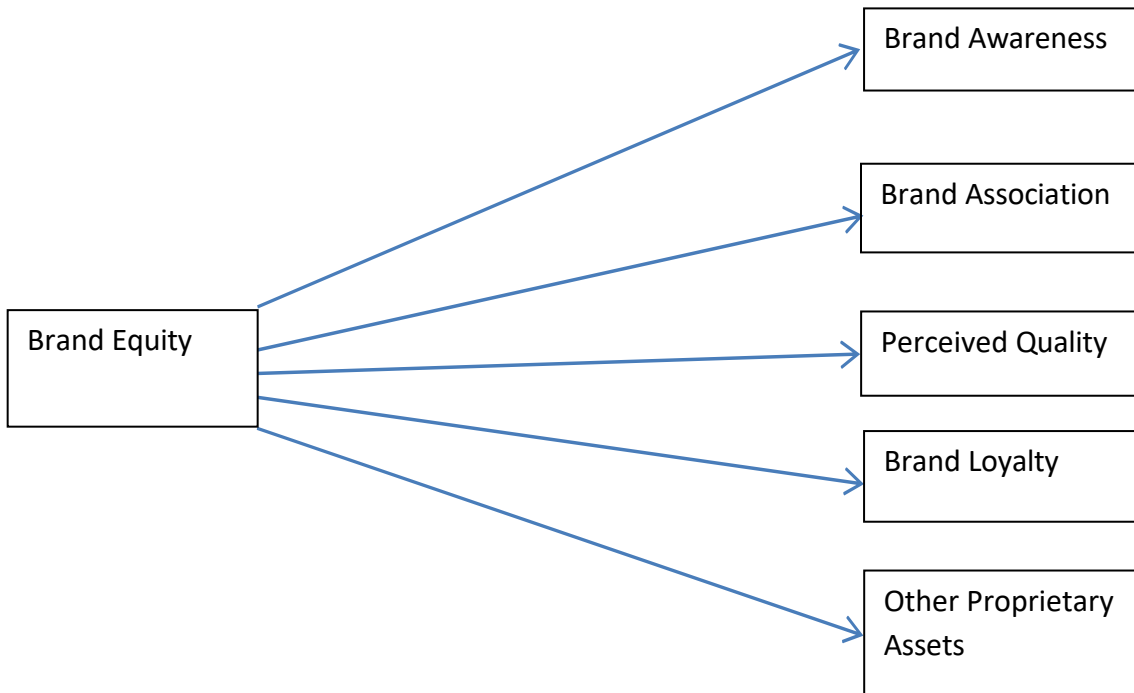


Figure2.1-Conceptual Frame work of the Study Source: Aaker (2018)

### **Brand Awareness**

In the CBBE model, **brand awareness** is the foundational level that facilitates all subsequent stages of brand development. According to recent literature, without brand awareness, no other dimension of brand equity can be established. Keller’s (2001) CBBE pyramid places **brand awareness** at the base of the pyramid, serving as the critical first step in the process of creating a strong brand. When consumers

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are aware of a brand, they are more likely to develop associations with it, evaluate its quality, and eventually form preferences or loyalties. Recent research confirms that the higher the brand awareness, the more likely consumers will recall and engage with the brand, ultimately leading to stronger brand equity.

For well-known brands recall and top-of-mind are more sensitive and meaningful. When consumers are unfamiliar with a particular country, they are reluctant to show trust to the consumer goods product image (Lee and Ganesh, 2012). The same can be valid for destinations as people are willing to go to a place where they have the awareness about the place (destination). Brand awareness can also be a sign of quality and commitment by letting consumers become familiar with a destination brand and helping them consider it (Aaker, 2018).

Thus, the following hypothesis is posited:

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

### **Brand Association**

Brand association is a crucial component of the **Consumer-Based Brand Equity (CBBE)** model, which was developed by Kevin Lane Keller. In the CBBE framework, brand associations represent the second level of the pyramid and are instrumental in shaping how consumers perceive a brand. They are the thoughts, feelings, perceptions, images, experiences, and attitudes that come to mind when consumers think about a brand. These associations play a significant role in building strong and favorable brand equity, influencing customer behavior, preferences, and loyalty.

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

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for extensions (Aaker, 1991). Customer-based brand equity occurs when consumers have a high level of awareness and hold some strong, favorable, and unique brand associations in their memories.

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

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

### *Perceived Quality*

**Perceived quality** plays a crucial role in the **Consumer-Based Brand Equity (CBBE)** model, where it serves as one of the key pillars in creating strong brand equity. It is defined as the consumer's perception of the overall quality or superiority of a product or service relative to alternatives within the marketplace. Unlike objective measures of quality, such as durability or performance, perceived quality is subjective and shaped by consumers' individual experiences, expectations, and the information they receive through marketing, word-of-mouth, and personal encounters with the brand.

. Perceived quality lends value to a brand in several ways: high quality gives consumers a good reason to buy the brand and allows the brand to differentiate itself from its competitors, to charge a premium price, and to have a strong basis for the brand extension. Marketers have progressively accepted the significance of perceived quality in brand decisions. There is strong connection among product and service quality, customer satisfaction, and company profitability. Research results show that perception of high quality services is directly related to the opinion of visiting a particular destination, and a perception of low quality of tourism services is related to the intention of choosing another destination (Olimpia, 2011). So since tourism is considered as a service its quality should have to be measured accordingly by considering all the dimensions of service quality measurements. The dimensions that are included in the measurement include:

**Tangibles**-Appearance of the tourist attractions

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

**Responsiveness**-Willingness to help tourists and provide prompt service

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

**Empathy**-Caring, individualize detention the firm provides its customers.

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

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

### **Brand Loyalty**

Brand loyalty is one of the most significant and valuable outcomes of a strong Consumer-Based Brand Equity (CBBE) model. In Keller's CBBE pyramid, brand loyalty is positioned at the top, representing the culmination of all the foundational elements brand awareness, brand associations, and perceived quality. It reflects a consumer's deep, enduring commitment to repurchase or continue using a brand, despite the availability of competitive alternatives. Brand loyalty plays a crucial role in creating long term brand success, driving repeat purchases, and fostering advocacy, making it a critical factor for building and sustaining brand equity. This study conceptualizes brand loyalty on the level of attachment to the destination in terms of visitation, intent to visit and word-of-mouth referrals to others. In this context the current study of destination branding, if visitors are satisfied with a destination, they may develop an emotional relationship with a destination, and become advocates of it. Visitor may be willing to suggest this destination to others and by doing so; they are obviously showing their commitment. Positive word-of-mouth is one of the important elements that contribute to a brand (Sarkar, 2011).

Loyal visitors are less likely to switch to a competitor solely because of price; they also make more frequent visits than comparable non-loyal visitors (Bowen and Shoemaker, 1998).

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

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

### ***Over All Brand Equity***

Brand equity refers to the value a brand adds to a product or service, which can translate into enhanced customer loyalty, preference, and perceived quality. Consumer-Based Brand Equity (CBBE), a

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framework developed by Kevin Lane Keller, focuses on how consumers perceive and interact with a brand. According to the CBBE model, brand equity is built from the ground up, starting with consumer awareness and progressing through various levels until it culminates in brand loyalty. This model emphasizes the importance of consumer perception in shaping a brand's success and overall equity.

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

## CHAPTER THREE

### RESEARCH METHODOLOGY

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

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

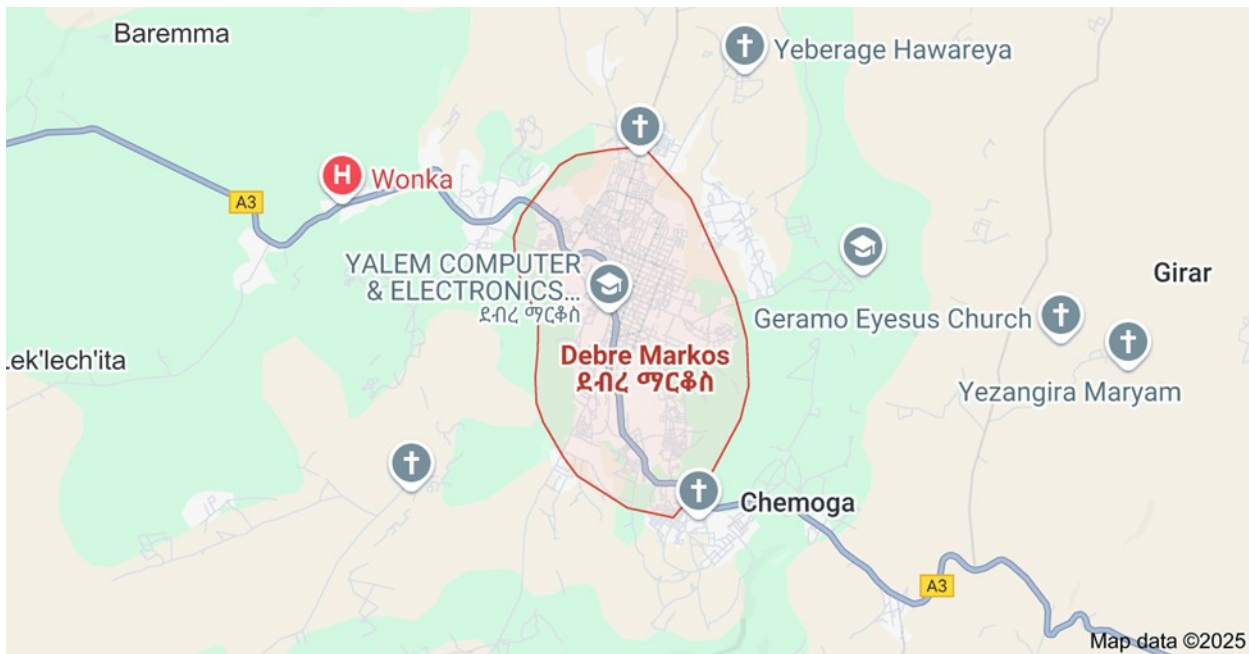


Fig 3.1 map of Debere Markos

### Research Design

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The Consumer-Based Brand Equity (CBBE) model, developed by Kevin Lane Keller, is a powerful tool for understanding how consumers perceive and interact with a brand. To study brand equity using the CBBE model, researchers design a research framework that incorporates the key components of the model—brand awareness, brand associations, perceived quality, and brand loyalty. A robust research design will help in measuring each of these components, offering valuable insights into the factors contributing to brand strength and how these components work together to create long-term brand value. The research design for this study is structured to apply the Customer-Based Brand Equity (CBBE) model to the context of domestic tourism in Ethiopia. The primary objective is to explore how brand equity influences domestic tourism behavior, specifically focusing on the four key dimensions of the CBBE model—brand awareness, brand associations, perceived quality, and brand loyalty and how these dimensions shape Ethiopian tourists' perceptions of local destinations and services. To achieve this, a mixed-methods research design has been chosen, combining both quantitative and qualitative approaches to gather comprehensive data and insights.

The research given the focus on understanding the perceptions and behaviors of domestic tourists, a mixed-methods approach is employed. This design combines the strengths of both quantitative and qualitative research, allowing for a more nuanced understanding of how brand equity impacts domestic tourism. The sampling strategies of the research will employ non-probability sampling techniques, as this will allow for targeted data collection within specific groups of domestic tourists. Data Collection Methods research will use multiple data collection methods to gather both numerical and textual data, ensuring a comprehensive understanding of domestic tourism behavior.

**Descriptive Statistics:** To summarize key aspects of the data, such as frequency distributions, averages, and percentages for each brand equity dimension.

**Factor Analysis:** To identify underlying patterns or dimensions of brand equity, allowing for a deeper understanding of how different brand elements (e.g., brand associations, perceived quality) interact.

### **Sampling and Sampling Design**

The Consumer-Based Brand Equity (CBBE) model, developed by Kevin Lane Keller, is an essential tool for understanding Brand value from the consumer's perspective. To effectively apply the CBBE model in research, the sampling and sampling design are critical components that determine the accuracy,

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reliability, and generalizability of the study finding. The goal is to capture the perceptions and behaviors of the right group of consumers, as these are the key drivers of brand equity in the CBBE framework.

As it is defined in the scope, the study tests the proposed relationship between Consumer Based Brand Equity (CBBE) dimensions of Ethiopia as a tourist destination by taking citizens of the Debere Markos city as a test group. Thus the population of the study is the any person who lives in Debere Markos.

To select the sample from the population determining the sample size is the first step. In this research the data was analyzed by the multi variant Structural equation modeling technique. Sample size plays an important role in the estimation and interpretation of SEM results.

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

So this study used this currently widely accepted Sample size determination ,sample size determination is choosing the correct number of observations or people from a large group to use in sample. The goal of figuring out the sample size is to insure that the sample is big enough to give statistically valid result and accurate estimates of population parameter but small to be manageable and cost effective.

$$n = \frac{N}{1 + N(e)^2}$$

We take N number of population Debere Markos N = 180,000

Level of precision e = 5%

Using these formula we take n =350

So we have 350 respondents

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

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## **Instrument Development and Procedure of Data Collection**

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

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

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

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

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

Based on the sampling procedure 350 questionnaires were prepared and distributed for the selected respondents. Of these 350 questionnaires 317 were retrieved. This is 91% response rate. Of these 317 retrieved questionnaires 11 of them were rejected for not being appropriate for the intended data analysis because of the availability of significant missing data. This leaves 306 valid questionnaires that were appropriate for the analysis.

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## Reliability Analysis

For this study Cronbach's alpha was used to assess the internal consistency of variables in the research instrument. Cronbach's alpha is a coefficient of reliability used to measure the internal consistency of the scale; it represented as a number between 0 and 1. According to Zikmund et al., (2010) scales with coefficient alpha between 0.6 and 0.7 indicate fair reliability. Thus, for this study, a Cronbach's alpha score of .70 or higher is considered adequate to determine reliability.

The result of the Cronbach's alpha for this study's instrument was found to be in the acceptance range i.e. >0.7. Thus showing as indication of acceptability of the scale for further analysis since all the five items of brand equity and customers attribute dimensions (brand awareness, brand loyalty, perceived quality, brand association and brand preference) measuring brand equity were above 0.7. The Cronbach's alpha coefficient of the five dimensions of brand equity is shown in table 3.1 below

Dimensions	Reliability Statistics	
	No of Items	Cronbach's Alpha
Brand Awareness	4	.878
Brand Association	5	.724
Perceived Quality	7	.892
Brand Loyalty	6	.724
Overall Brand Equity	3	.892

Table3.1 Cronbach's Alpha

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## **Validity analysis**

Validity is the extent to which differences found with a measuring instrument reflect true differences among those being tested, (Kothari, 2004). In other words, Validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. In order to ensure the quality of the research design content and construct validity of the research were checked.

According to Kothari (2004) Content validity is the extent to which a measuring instrument provides adequate coverage of the topic under study. If the instrument contains a representative sample of the universe, the content validity is good. Its determination is primarily judgmental and intuitive. It can also be determined by using a panel of persons who shall judge how well the measuring instrument meets the standards, but there is no numerical way to express it. Based on this definition the content validity was verified by the advisor of this research, who looked into the appropriateness of the questions and the scales of measurement.

## **Methods of Data Analysis**

The Consumer-Based Brand Equity (CBBE) model outlines the key dimensions that contribute to brand equity, specifically focusing on brand awareness, brand associations, perceived quality, and brand loyalty. These dimensions form the foundation for understanding how consumers build perceptions of a brand. When applying the CBBE model in research, Structural Equation Modeling (SEM) is a powerful and widely-used method of data analysis that allows researchers to examine the relationships between these dimensions, model complex causal pathways, and test hypotheses.

Structural Equation Modeling (SEM) is a statistical technique that combines factor analysis and multiple regression analysis, enabling researchers to model the relationships between observed (measured) variables and latent (unobserved) constructs. It provides a robust approach to test the CBBE model, as it allows for the inclusion of both direct and indirect effects between variables, while considering measurement error.

Thus SEM research makes more use of the data than is readily apparent. Most of the constructs that were studied in this research were latent variables that cannot be directly measured and their relationship was difficult to measure with other data analysis methods. Therefore Structure Equation Modeling

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(SEM) with Confirmatory Factor Analysis (CFA) was used to analyze the data collected through the research process.

In SEM, the CBBE model is typically represented as a path model, where the latent variables (such as brand awareness, associations, perceived quality, and loyalty) are connected through directional paths that represent causal relationships. These variables are linked with both measurement models (to measure the latent constructs) and structural models.

CFA Model Structure:

Latent Variables (Independent Variables in CFA):

Brand Awareness (BA)

Brand Associations (BAss)

Perceived Quality (PQ)

Brand Loyalty (BL)

Observed Variables (Indicators for Latent Variables):

Brand Awareness (BA): Items like brand recall, brand recognition.

Brand Associations (BAS)- Positive, functional, or emotional associations.

Perceived Quality (PQ)- Quality ratings, reliability, etc.

Brand Loyalty (BL): Repurchase intention, recommendation likelihood, etc.

The latent variables in the CFA model are linked to their respective indicators via factor loadings (arrows).

Factor loadings for each latent variable should be positive to indicate that stronger latent variables (e.g., brand awareness) are reflected in stronger observed indicators (e.g., recall or recognition). These should all be positive associations.

In this SEM modes there are:

Independent Variables (Exogenous Latent Variables):

Brand Awareness (BA)

Brand Associations (BAS)

Dependent Variables (Endogenous Latent Variables):

Perceived Quality (PQ)

## Brand Loyalty (BL)

### Expected Causal Relationships:

Brand Awareness → Brand Associations (positive sign +): Higher brand awareness leads to stronger brand associations.

Brand Associations → Perceived Quality (positive sign +): Stronger brand associations lead to higher perceived quality.

Perceived Quality → Brand Loyalty (positive sign +): Higher perceived quality leads to stronger brand loyalty.

Brand Awareness → Brand Loyalty (positive sign +): Increased brand awareness also contributes to stronger brand loyalty.

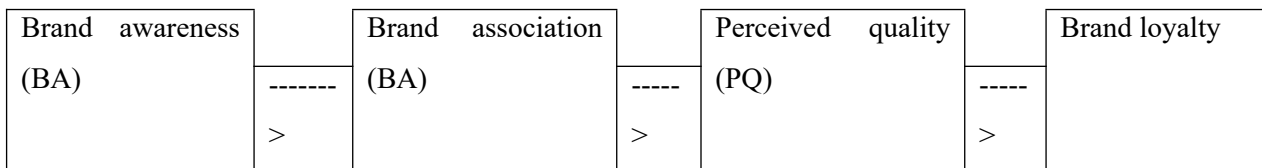


Fig 3.2 CFA Model Diagram:

Latent Variables like Brand Awareness are linked to observed variables like Recall and Recognition. These are the relationships examined in CFA.

Factor Loadings indicate how strongly the indicators represent the latent variables, and they are expected to be positive.

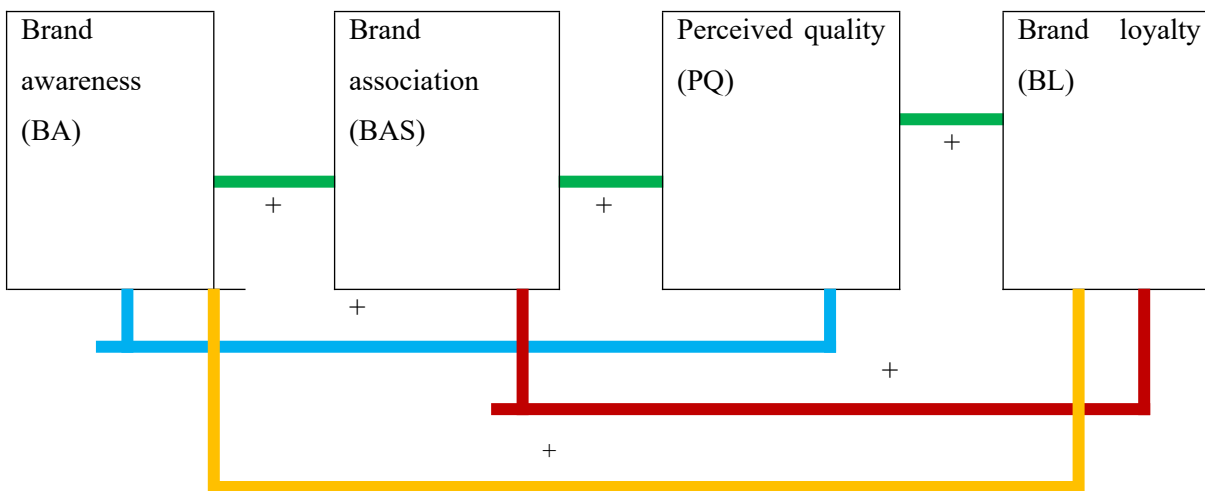


Fig 3.3 SEM Model Diagram (overall brand equity)

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Brand Awareness (BA) and Brand Associations (BAS) are the independent variables (exogenous variables) in the model. Perceived Quality (PQ) and Brand Loyalty (BL) are the dependent variables (endogenous variables). The arrows indicate

Causal relationships and each relationship have an expected positive sign:

Brand Awareness → Brand Associations (positive sign)

Brand Associations → Perceived Quality (positive sign)

Perceived Quality → Brand Loyalty (positive sign)

Brand Awareness → Brand Loyalty (positive sign)

In **CFA**, the focus is on validating how observed variables (indicators) measure latent variables (like brand awareness, brand associations). In **SEM**, the model extends this by testing the **causal relationships** between latent variables, showing how one construct influences another.

This was done using descriptive data analysis tools to measure frequencies, percentages, means, standard deviation and graphic representation that helped present the data as accurately as possible. In addition, Pearson correlation coefficient was used to show the interdependence between the independent and dependent variables. The detailed analysis is presented in the next chapter.

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## CHAPTER FOUR

### DATAPRESENTATIONAND ANALYSIS

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

#### Demographic Characteristics

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

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

*Table4.1–Gender Composition of the Sample*

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

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

Table4.2– Age Composition of the Sample

Source: SPSS Output

	Frequency	Percent	Valid Percent	Cumulative Percent
Below20	13	4.2	4.2	4.2
20-25	121	39.5	39.5	43.8
26-30	99	32.4	32.4	76.1
Valid 31-35	39	12.7	12.7	88.9
36-45	23	7.5	7.5	96.4
Above45	11	3.6	3.6	100.0
Total	306	100.0	100.0	

Majority of the respondents belong to the age group 20-25, that consists of 39.5% and 26-30 age group, which consists of 32.4%. Even though the majority of the respondents were from the above motioned age group the sample represents all age groups by incorporating 12.7% from 31- 35, 7.5 from 36-45, 4.2% from below 20 and 3.6 from above 45 age groups.

Table4.3–Education Composition of the Sample

Source: SPSS Output

	Frequency	Percent	Valid Percent	Cumulative Percent
Primary School	19	6.2	6.2	6.2
High School	13	4.2	4.2	10.5

	Diploma	43	14.1	14.1	24.5
Valid	Degree	218	71.2	71.2	95.8
	Master's Degree and Above	13	4.2	4.2	100.0
	Total	306	100.0	100.0	

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

*Table 4.4—Income Composition of the Sample*

	Frequency	Percent	Valid Percent	Cumulative Percent
	Below5000	18	5.9	5.9
	5000-8000	30	9.8	15.7
	8001-10000	50	16.3	32.0
Valid	10001-12000	54	17.6	49.7
	12001-15000	43	14.1	63.7
	Above15000	111	36.3	100.0
	Total	306	100.0	100.0

Source: SPSS Output

Though the above15000 income group has fairly higher percentage, the sample represents all income groups somewhat proportionally. The above15000 income group consists of 36.3% of the respondents. The Below5000, 5000-8000, 8001-10000, 10001-12000 and 12001-15000 income groups represent 5.9%, 9.8%, 16.3%, 17.6% and 14.1% respectively. Thus all income groups were represented in the sample.

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

*Table 4.5–Descriptive Statistics of the Aggregated Variables*

*Source: SPSS Output*

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

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

### **Reliability and Validity of Measures**

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

Cronbach's alpha coefficients were used to examine the internal consistency (Reliability) of the items. The items that measure Brand Awareness have Cronbach's alpha coefficient of 0.878. For the items that measure Brand Association Cronbach's alpha coefficient was 0.724.

For Perceived Quality, Brand Loyalty and Overall Brand Equity Cronbach's alpha coefficient were 0.892, 0.724 and 0.892 respectively. All the Cronbach's alpha coefficients were above recommended acceptable value of 0.70. Therefore the scales adopted for this study was proven to be reliable and all of the constructs were accepted. A total of twenty five items were retained for the five constructs in the study. The reliability test result is presented in the table below.

*Table 4.6– Reliability Test Result*

<b>Dimensions</b>	<b>Reliability Statistics</b>	
	<b>No of Items</b>	<b>Cronbach's Alpha</b>
Brand Awareness	4	.878
Brand Association	5	.724
Perceived Quality	7	.892
Brand Loyalty	6	.724
Overall Brand Equity	3	.892

Source: SPSS Output

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## *The Structural Model*

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

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

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

*Figure4.1-TheResult of Structure Model of the study*

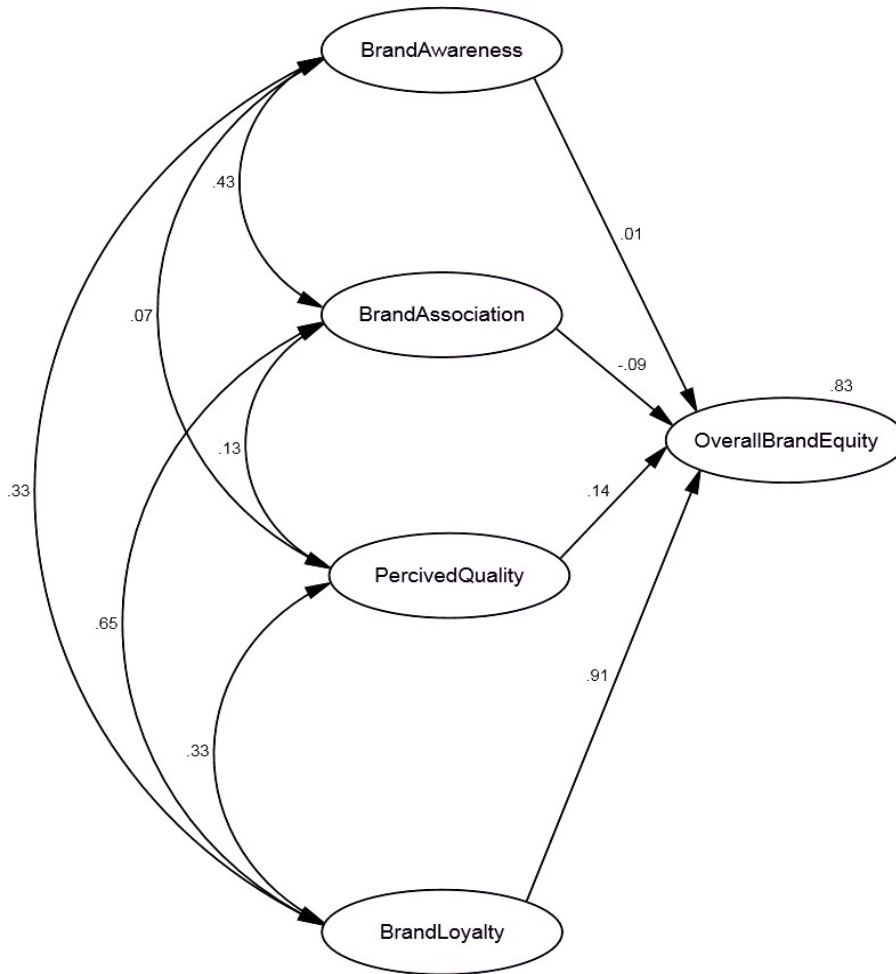


Table4.7–Structure Model Result Summery

Relationship in the Model		Estimate	S.E.	C.R.	P-Value
Overall Brand Equity	<--- Brand Awareness	0.007	0.084	0.118	0.906
Overall Brand Equity	<--- Brand Association	-0.088	0.14	-0.997	0.319
Overall Brand Equity	<--- Perceived Quality	0.14	0.073	2.577	0.01
Overall Brand Equity	<--- Brand Loyalty	0.908	0.15	8	***

Source: AMOS Output

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## ***Model Measurement***

Confirmatory Factor Analysis with Amos 23 Graphics software (SEM package) was performed with five constructs to test the measurement model. When performing the confirmatory factor analysis is cross loading was witnessed between some of the items of the scale.

After these adjustments were made the Confirmatory Factor Analysis was conducted and very good model fit was achieved. To be acceptable model during the Confirmatory Factor Analysis the CMIN/DF should be between 1 and 4, the Goodness of Fit Index (GFI) should have to be more than 0.9. The Adjusted Goodness of Fit Index (AGFI) should be more than 0.9. The Comparative Fit Index (CFI) should have to be more than 0.95. The Root Mean Square Residual (RMR) should be less than 0.08 to have a good model fit. The Root Mean Square Error of Approximation (RMSEA) should be less than 0.08 to have a good model fit but it is preferred to be less than 0.05 to have a great (excellent) model fit.

The Model Fit statistics from AMOS 23 output indicated that the modified model that excluded the five items satisfied the recommended values and achieve an excellent model fit (CMIN/DF = 1.609; GFI = 0.924; AGFI = 0.898; CFI = 954; RMR = 0.62, and RMSEA = 0.045). To test the validity of the constructs the standardized regression weights for the measurement model were evaluated. The result of this analysis is presented in the table below.

Table 4.8–Standardized Regression Weights for the Measurement Model

Source: AMOS Output

Questionnaire Item	Designation	Latent Variable	Estimate
The characteristics of Ethiopia as a tourist destination come to my mind quickly	BAW1	Brand Awareness	0.625
I can identify tourist attractions of Ethiopia when I see them on promotions.	BAW2	Brand Awareness	0.741
I have heard about tourist attractions of Ethiopia	BAW3	Brand Awareness	0.809
Visiting tourist attractions in Ethiopia reflects who I am	BAS1	Brand Association	0.650
My friends would think highly of me If I visited tourist attractions in Ethiopia	BAS2	Brand Association	0.581
Visiting different tourist attractions in Ethiopia fits my personality	BAS3	Brand Association	0.577
Ethiopia has a good name and reputation as a tourist destination	BAS4	Brand Association	0.542
I can depend on the services provided by Ethiopian tourist attractions	PQ1	Perceived Quality	0.646
Professionals working at Ethiopian tourist attractions treat each tourists with care and by giving individual attention	PQ2	Perceived Quality	0.665
Professionals working in Ethiopian tourist attractions have good knowledge	PQ3	Perceived Quality	0.827
When there is a complaint the service providers in Ethiopian tourist attractions respond quickly	PQ4	Perceived Quality	0.611
I like talking about tourist attractions of Ethiopia with my friends	BL1	Brand Loyalty	0.644

Questionnaire Item	Designation	Latent Variable	Estimate
I like visiting tourist attractions of Ethiopia	BL2	Brand Loyalty	0.683
Ethiopia as a tourist destination provides more benefits than other vacation activities	BL3	Brand Loyalty	0.618
In the future, I intend visiting tourist attractions in Ethiopia	BL4	Brand Loyalty	0.576
I would advise other people to visit tourist attractions in Ethiopia	BL5	Brand Loyalty	0.734
Visiting tourist attractions in Ethiopia is my preferred choice for a vacation	BL6	Brand Loyalty	0.566
Visiting Ethiopian tourist attractions is more than a vacation to me	OABE1	Overall Brand Equity	0.772
If there is holyday activity similar, I prefer visiting Ethiopian tourist attractions	OABE2	Overall Brand Equity	0.747
If the price of visiting Ethiopian tourist attractions increases I still continue to visit them	OABE3	Overall Brand Equity	0.808

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

*As Table 4.8–Structure Model Result Summery shows the estimated value of the first hypothesis is 0.007, which shows the relationship between Brand Awareness and Overall Brand Equity. Estimated value shows positive but very minimal relationship between these variables. If Brand Awareness increases, the Overall Brand Equity will increase in same direction but with a very minimal amount. In addition the P-value is greater than 0.05 and as such the relationship between the two variables in addition to being very minimal it is also statistically insignificant. Thus the first hypothesis that proposes positive and significant relationship between Brand Awareness and Overall Brand Equity was rejected.*

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

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

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

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

Table 4.9–Correlations between the Exogenous Variables

Correlation	Estimate	P
Brand Awareness<-->Brand Association	0.431	***
Brand Awareness<-->Perceived Quality	0.066	0.362
Brand Awareness<-->Brand Loyalty	0.328	***
Brand Association<--> Perceived Quality	0.133	0.09
Brand Association<-->Brand Loyalty	0.654	***
Perceived Quality<-->Brand Loyalty	0.326	***

Source: AMOS Output

As it can be seen from the above table except the relationship between Brand Awareness and Perceived Quality and Brand Association and Perceived Quality all the others have statistically significant positive correlations. Especially the relationship between Brand Association and Brand Loyalty had a correlation coefficient of 0.65. Thus this relationship is the strongest in the table. From this result we can infer that Brand Association and Brand Loyalty have very strong relationship. Since Brand Loyalty has a very significant and strong positive relationship with Overall Brand Equity and Brand Association’s strong relation with Brand Loyalty makes its effect indirect but strong on Overall Brand Equity. Thus building brand association has indirect but significant effect on overall brand equity

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

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

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

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

When the inter correlation between the exogenous construct evaluate it is found out that there is high degree of correlation between Brand Association and Brand Loyalty. This indicates that even though Brand Association does not have a positive direct effect on Overall Brand Equity it has a significant indirect effect through Brand Loyalty.

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

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

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## CHAPTER FIVE

### CONCLUSIONS AND RECOMMENDATIONS

The Customer-Based Brand Equity (CBBE) model offers a useful framework for understanding how domestic tourism in Ethiopia can be developed and enhanced through a focus on brand building from the perspective of consumers. By following the four key stages of the CBBE model—brand identity, brand meaning, brand responses, and brand resonance—tourism stakeholders in Ethiopia can create a strong, positive perception of the country's tourism offerings.

At the first stage, Ethiopia needs to ensure that its tourism brand is recognized and associated with unique experiences, such as cultural heritage, natural beauty, and historical sites. Building this brand identity requires effective marketing and awareness campaigns that emphasize Ethiopia's unique appeal.

In the second stage, the meaning of Ethiopia's tourism brand must be linked to positive attributes, emotions, and experiences. This includes focusing on the country's diversity, hospitality, and the richness of its landscapes and cultural experiences to create a strong, differentiated image in the minds of domestic tourists.

As the CBBE model progresses, it is crucial that Ethiopia delivers high-quality tourism experiences that evoke favorable brand responses. Tourists should feel that their experiences meet or exceed expectations, leading to loyalty and positive word-of-mouth.

Finally, brand resonance can be achieved when Ethiopian domestic tourists develop a strong, lasting emotional connection to the country's tourism brand, leading to repeat visits and advocacy. Fostering this resonance will help ensure that Ethiopia's tourism industry remains a key contributor to the country's economic and cultural growth, with domestic tourists becoming ambassadors for the brand.

Overall, applying the CBBE model to Ethiopia's domestic tourism sector can lead to a sustainable and flourishing tourism industry that resonates with local visitors and contributes to national pride and economic development.

In our study by using structure equation modeling technique the study evaluates the proposed hypotheses that suggested the existence of significant and positive relationship between the exogenous constructs and the endogenous construct. From the proposed relationships two of them i.e. between Perceived Quality and Overall Brand Equity and Brand Loyalty and Overall Brand Equity were proven to be correct and the hypotheses accepted. Based on the data analysis result the other two hypotheses i.e. the ones that suggest

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there is a strong and positive relationship between Brand Awareness and Overall Brand Equity and Brand Association and Overall Brand Equity were proven to be statistically insignificant and the hypotheses rejected. This implies that when preparing policies and strategies more focus should be placed up on maintaining and improving the existing brand loyalty of Ethiopian citizens and improving the perceived quality of the tourist attractions of the country by making more investment on the development of infrastructures and the skill and capabilities of tourism service providing professionals in order to have a significant and positive impact on the overall brand equity of the country.

The study presents different the theoretical and practical implications.

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

Secondly, it breaks down the components of these constructs and measures the relationship between each sub construct with the other one. By doing so it reveals the individual sub construct level interaction between them and provide an excellent insight for researchers and practitioners alike.

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

In addition the study provides a frame work to measures, analyze and track any strengthening or weakening of marketing perception in relation to brand objective of the country at various points in time.

To enhance domestic tourism in Ethiopia using the Customer-Based Brand Equity (CBBE) model, several recommendations can be made to strengthen the country's tourism brand and create lasting connections with domestic travelers:

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## Recommendations

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

**Develop Clear Brand Identity:** Ethiopia should work on building a well-defined and recognizable tourism brand. This can be achieved by emphasizing the country's unique assets, such as its rich cultural heritage, historical landmarks, diverse landscapes, and natural wonders. National campaigns that focus on branding Ethiopia as a top destination for domestic tourists can create awareness and recognition. This includes partnering with local influencers, media outlets, and travel bloggers to highlight diverse tourism offerings.

**Enhance Brand Meaning through Cultural Connection:** The tourism brand should reflect the emotional and cultural significance of Ethiopia's diverse heritage. Highlighting aspects such as traditional festivals, local cuisine, community experiences, and cultural sites can strengthen the brand's meaning. Tourists should feel that visiting Ethiopia's attractions offers more than just a trip—it should feel like a way to reconnect with their roots and national identity.

**Focus on High-Quality Customer Experiences:** To achieve positive brand responses, Ethiopia needs to ensure that tourists have memorable, enjoyable, and seamless travel experiences. This includes improving infrastructure (e.g., transportation, accommodation), offering personalized services, and ensuring that locals are trained in hospitality. Addressing customer feedback and continuously improving services will help boost satisfaction and foster repeat visits.

**Build Emotional Connections and Brand Resonance:** Brand resonance is achieved when tourists form strong emotional bonds with Ethiopia's tourism offerings. To nurture this, tourism campaigns should focus on creating shared stories, meaningful experiences, and a sense of pride in Ethiopian identity. Encouraging repeat visits through loyalty programs, local ambassador programs, and interactive community experiences will further strengthen the relationship between domestic tourists and the country's tourism brand.

Since, the positive and statistically significant direct relationship between them and the Overall Brand Equity was proven to be correct, the researcher recommends special focus should have to

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be placed up on the improvement of Perceived Quality and Brand Loyalty of the country. But we suggest that when focusing on promoting and strengthening Perceived Quality and Brand Loyalty, practitioners should not underestimate the indirect effects Brand Awareness and Brand Association have on the brand equity of the country through other mediating variables.

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

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**Instruction**

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

**Part 1 – Background Information**

1. Gender

Male .....

Female .....

2. Age

Below 20 .....

20 – 25 .....

26 – 30 .....

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31 – 35.....

35 – 45.....

Above 45 .....

### 3. Level of Education

Primary School .....

High School .....

Diploma .....

First Degree.....

Master's Degree and above.....

### 3. Monthly Income

Below Br. 5000.....

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5000 – 8000 .....

8001 – 12000.....

12001 – 15000 .....

15001 – 20000.....

Above 20000.....

**Part 2**

1. I have visited tourist attractions of Ethiopia previously

Yes.....

No.....

2. Brand Equity Dimensions

No		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
2.1	Brand Awareness					

2.1.1	I have heard about tourist attractions of Ethiopia					
2.1.2	I can identify tourist attractions of Ethiopia When I see them on promotions.					
2.1.3	The characteristics of Ethiopia as a tourist Destination come to my mind quickly					
<b>2.2</b>	<b>Brand Association</b>					
2.2.1	Ethiopia has a good name and reputation as A tourist destination					
2.2.2	Visiting different tourist attractions in Ethiopia fits my personality					
2.2.3	My friends would think highly of me if I Visited tourist attractions in Ethiopia					
2.2.5	Visiting tourist attractions in Ethiopia Reflects who I am					
<b>2.3</b>	<b>Perceived quality</b>					
2.3.4	When there is a complaint the service providers in Ethiopian tourist attractions respond quickly					

2.3.5	Professionals working in Ethiopian tourist Attractions have good knowledge					
2.3.6	Professionals working at Ethiopian tourist attractions treat each tourists with care and by giving individual attention					
2.3.7	I can depend on the services provided by Ethiopian tourist attractions					
<b>2.4</b>	<b>Brand Loyalty</b>					
2.4.1	Visiting tourist attractions in Ethiopia is my preferred choice for a vacation					
2.4.2	I would advise other people to visit tourist Attractions in Ethiopia					
2.4.3						
2.4.4	Ethiopia as a tourist destination provides More benefits than other vacation activities					
2.4.5	I like visiting tourist attractions of Ethiopia					
2.4.6	I like talking about tourist attractions of Ethiopia with my friends					
<b>2.5</b>	<b>Overall Brand Equity</b>					
2.5.1	If the price of visiting Ethiopian tourist attractions increases I still continue to visit					

	Them					
2.5.2	If there is holyday activity similar, I prefer Visiting Ethiopian tourist attractions					
2.5.3	Visiting Ethiopian tourist attractions is More than a vacation tome					

**Thank You Once Again!!**

**Appendix B**

*Amharic Version of the Questionnaire*

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:- ስመወትን መጻፍ አስፈላጊ አይደለም

ከተዘረዘሩት አማራጮች መካከል በሚፈልጉት አማራጭ ትይዩ የ X ምልክት በማድረግ ጀምሩ ።

1. ጥያቄ ክፍል 1

1.1 ፆታ ወንድ .....

ሴት .....

1.2 እድሜ ከ20 አመት በታች .....

20-25 .....

26-30 .....

31-35 .....

36-45 .....

ከ45 በላይ .....

1.3 የትምህርት ደረጃ

መጅመሪያ ደረጃ .....

ሁለተኛ ደረጃ .....

ዲፕሎማ .....

መጀመሪያ ዲግሪ .....

ሁለተኛ ዲግሪ እና ከዛ በላይ .....

1.4 ወርሃዊ ገቢ

ከ5000ብር በታች .....

5000-8000 .....

8000-10000.....

10000-15000.....

15000-20000.....

h20000 በላይ.....

## 2 ክፍል 2

### 2.1 ከዚህ በፊት የኢትዮጵያ የቱሪስት መስሪያቸ ጎብኝቶ አውቃለሁ

- አዎ አውቃለሁ .....

- አላውቅም .....

}.1.		u×U ›MeTTU	›MeTTU	Hdw ¾K‡U	eTTKG <	u×U ›eTTK G<
<b>2.1</b>	¾~]ef Selx< እ”p“					
2.1.1	eK ›=fÄåÁ” ¾~]ef Selx< cUŠ ›<nKG					
2.1.2	¾›=fÄåÁ” ¾~]ef Selx<” ¾T>ÑKê T”†”U ’Ñ` dÃ ukLK< SK¾f እ<LKG<					
2.1.3	¾›=fÄåÁ” ¾~]ef Selx< vI]Áf ”Å ›እUaÂ u,,KA ÃS×K					
<b>2.2</b>	¾~]ef Selx< ÁL†”< }ÁÁ›’f					
2.2.1	¾›=fÄåÁ” ¾~]ef Selx< Ø\ eU“ እ”p“ ›L†”					
2.2.2	¾}KÁ¿ ¾›=fÄåÁ” ¾~]ef Selx<” SÔw“f Y’@ T”f Ò` ÃH@ÇM					
2.2.3	¾›=fÄåÁ” ¾~]ef Selx< wÔu‡ Ñ<ªÁ•Š K’@ Ø\ ›SKhYf Ã,^†ªM					
2.2.4	¾}KÁ¿ ¾›=fÄåÁ” ¾~]ef Selx<” SÔw“f ›’@ eK^c?					

	ŸTeu" < Ò` ĀH@ÇM					
<b>2.3</b>	<sup>3/4</sup> ~]ef SeIx< Ø^f					
2.3.1	u~]e,, < <sup>3/4</sup> k[u <Ó` ħK <sup>3/4</sup> =fÄåÁ” <sup>3/4</sup> ~]ef SeIx< “<eØ >ÑMÓKAf T>cÖ<f vKV< u>ó×‡ ULi Ãc×K<					
2.3.2	<sup>3/4</sup> =fÄåÁ” <sup>3/4</sup> ~]ef SeIx< “<eØ >ÑMÓKAf T>cÖ<f vKVÁ< um ħ”<kf >L†”					
2.3.3	<sup>3/4</sup> =fÄåÁ” <sup>3/4</sup> ~]ef SeIx< “<eØ >ÑMÓKAf T>cÖ<f vKVÁ< G<K<”U ~]ef >”Å <sup>3/4</sup> ðLÔ~“ uØ\ G<’@‡ Áe}“ÓÇK<					
2.3.4	<sup>3/4</sup> =fÄåÁ” <sup>3/4</sup> ~]ef SeIx< uT>cÖ<f >ÑMÓKAf ħ} TS“KG<					
<b>2.4</b>	<b>K~]ef SeIx&lt; ÁK ‡T‡’f</b>					
2.4.1	<sup>3/4</sup> =fÄåÁ” <sup>3/4</sup> ~]ef SeIx< SÔw“f ŸG<K<U uLÃ <sup>3/4</sup> US`Ö”< <sup>3/4</sup> ħ[ðf Ñ>? TdKòÁ ””<					
2.4.2	K?KA< c< <sup>3/4</sup> =fÄåÁ” <sup>3/4</sup> ~]ef SeIx< >”Ç=Ôu”< ħS <sub>i</sub> ^KG<					
2.4.3	“Åðf <sup>3/4</sup> =fÄåÁ” <sup>3/4</sup> ~]ef SeIx< KSÔw“f >evKG<					
2.4.4	<sup>3/4</sup> =fÄåÁ” <sup>3/4</sup> ~]ef SeIx<” SÔw“f ŸK?KA< <sup>3/4</sup> ħ[ðf Ñ>? TdKòÁ< <sup>3/4</sup> }hK ØpU >K”<					
2.4.5	<sup>3/4</sup> =fÄåÁ” <sup>3/4</sup> ~]ef SeIx<” SÔw“f >”ÇKG<					
2.4.6	ŸÑ< <sup>a</sup> •Š Ò` eK >=fÄåÁ <sup>3/4</sup> ~]ef SeIx< T”<^f ħ”ÇKG<					
<b>2.5</b>	<b>&gt;ÖnLÃ Ñê‡</b>					
2.5.1	}SddÃ <sup>3/4</sup> J’ <sup>3/4</sup> ħ[ðf Ñ>? TdKòÁ u=,, ħ”Ÿ< <sup>a</sup> ” <sup>3/4</sup> =fÄåÁ” <sup>3/4</sup> ~]ef					

	SeIx<” SÔw“f” ŠS`×KG					
2.5.2	¾)=fÄâÁ” ¾~]ef SeIx<” ¾SÔw† ;ôÁ }SddÃ ŸJ’< ¾Š[ôf Ñ>²? TdKòÁ< u=uMØ Š”Ÿ<” SÔw“†” ›LqUU					
2.5.3	¾)=fÄâÁ” ¾~]ef SeIx<” SÔw“f K’@ ŸŠ[ôf Ñ>²? TdKòÁ uLÃ ”’<					

## Appendix C

### Reliability Test Result

#### Brand Awareness

##### Case Processing Summary

		N	%
Cases	Valid	306	100.0
	Excluded <sup>a</sup>	0	.0
	Total	306	100.0

- a. List wise deletion based on all variables in the procedure.

##### Reliability Statistics

Cronbach's Alpha	NofItems
.878	4

#### Brand Association

##### Case Processing Summary

		N	%
Cases	Valid	306	100.0
	Excluded <sup>a</sup>	0	.0
	Total	306	100.0

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- a. List wise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	NofItems
.724	5

*Perceived Quality*

**Case Processing Summary**

		N	%
Cases	Valid	306	100.0
	Excluded <sup>a</sup>	0	.0
	Total	306	100.0

- a. List wise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.892	7

*Brand Loyalty***Case Processing Summary**

		N	%
Cases	Valid	306	100.0
	Excluded <sup>a</sup>	0	.0
	Total	306	100.0

- a. List wise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.724	6

*Overall Brand Equity***Case Processing Summary**

		N	%
Cases	Valid	306	100.0
	Excluded <sup>a</sup>	0	.0
	Total	306	100.0

- a. List wise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.892	3

## Appendix D

### *Model Fit Summary for Confirmatory Factor Analysis*

#### *CMIN*

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

#### *RMR, GFI*

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

#### *Baseline Comparisons*

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

#### *RMSEA*

Model	RMSEA	LO90	HI90	PCLOSE
Default model	.045	.034	.055	.802

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Independence model	.189	.182	.196	.000
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## Appendix E

### *Model Fit Summary for the Structural Model*

#### *CMIN*

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

#### *RMR,GFI*

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

#### *BaselineComparisons*

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

#### **RMSEA**

Model	RMSEA	LO90	HI90	PCLOSE
Default model	.050	.041	.060	.457

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Independence model	.189	.182	.196	.000
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