Ecoment Global Journal

Vol. 10 No. 1 (2025): Edisi April 2025
P-ISSN: 2540-816X E-ISSN: 2685-620

Destination Brand Awareness, Association, and Image in Building Agrotourism Destination Brand Equity

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Abstract

Objective: Destination brand equity is a collection of assets and liabilities of a brand that add or subtract value from a product or service to a company or its customers. Destination brand equity plays a significant role in the characteristics and segmentation of tourist destinations and in increasing tourist loyalty and revenues derived from the destination. Three variables can influence destination brand equity: destination brand awareness, association, and image. This study aims to determine destination brand equity, namely, destination brand awareness, destination brand association, destination brand image, and destination brand equity.
Design/Methods/Approach: This study uses a library research method with three main stages: 1) Planning a literature review by determining the research topic through journal searches and academic discussions. 2) Conducting a literature review by collecting and analyzing literature sources related to coffee farmers' income, welfare levels, and food security. 3) Reporting a literature review, namely compiling the results of literature findings systematically based on themes and patterns found in the literature.
Findings: This study emphasizes the importance of destination brand awareness, association, and image in building destination brand equity.
Originality/Value: This study offers a new perspective on understanding destination brand equity by comprehensively highlighting the role of destination brand awareness, destination brand association, and destination brand image. With a systematic literature study approach, this study contributes to developing a conceptual framework that can be used for further research and provides insight for practitioners in tourism destination management strategies.
Practical/Policy implications: Company management recommendations should focus on destination brand awareness, destination brand association, and destination brand image in building the company's destination brand equity. The limitations of this study lie in the limited scope of variables, so further research is needed to obtain other variables with in-depth discussions.

Keywords:Brand; Awareness; Association; Image; Equity

Received March, 19, 2025; Received in revised form: March, 20, 2025, Accepted: March, 24, 2025

Introduction

In the tight global competition, the perception of a Destination Brand is a key factor in determining the success and reputation of a tourist destination (Zhang et al., 2021). Tourist perception of Destination Brand Equity plays a significant role in the characteristics and segmentation of tourist destinations and in increasing tourist loyalty and revenues derived from the destination (Álvarez et al., 2020). Good Destination Brand Equity is reflected in how tourists view the tourist destination. The more positive the view, the better the Destination Brand Equity. It is often found in literature and research results that *destination Brand Awareness, Destination Brand Association,* and Destination Brand Image influence Destination Brand Equity.

This research is expected to contribute to agribusiness and tourism by presenting empirical data regarding the relationship *between destination brand awareness, destination brand association,* and destination brand image in building destination brand equity. The results of this study are expected to be

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P-ISSN: 2540-816X E-ISSN: 2685-620

the basis for formulating more effective policies in supporting the development of agrotourism, as well as providing insight for academics and other stakeholders in developing more sustainable agrotourism management strategies. So that the sustainability of agrotourism can be sustainable and developed and minimize the detrimental socio-economic impacts. (Krisifu & Pattiwael, 2024). Understanding the relationship between these four aspects, this study is expected to provide deeper insight into strategies that can be applied to increase destination brand equity.

Literature Review and Hypothesis Development

The first stage in building brand equity is creating Brand Awareness(Aaker, 1991). Most countries create Destination Awareness as a significant strategy to increase competition between destinations (Chi et al., 2020). Qu's opinion states that destination awareness can help visitors increase their awareness of a destination after their tourism experience (Qu et al., 2011). Furthermore, Keller argued that Nature creates Destination Brand Equity, and it is important for business actors to have a strong, liked, and unique Destination Brand Association (Keller, 2003).

Destination brand association plays a role in helping to process/track information about brands, differentiate brands from other brands, build reasons to buy, and create positive attitudes and feelings towards the brand (Larasati, 2023). Tourist destination owners must start new strategies to strengthen *the Destination Brand Association* to respond effectively to changes in the business environment (Virutamasen et al., 2015). *Destination Brand Association* indirectly reflects the strength of the management of the tourist destination and how the management can attract tourists to visit. A good destination brand image is also needed.

Destination brand image encompasses a name, term, sign, symbol, design, or a combination of all these components intended to identify and differentiate a destination from other destinations. Destination brand image plays an important role in the success of a tourism destination because it influences consumer behavior (Gómez et al., 2015). Although destination brand image plays an important role in brand measurement, other dimensions are needed to accurately evaluate the value of destination brand equity (Chi et al., 2020).

Destination brand equity is a powerful marketing channel with tangible and intangible components (Zhang et al., 2021). Mark*brand equity* is determined by consumers' perception of a brand outside the functional characteristics/attributes of the product(Pandiangan et al., 2021). *Brand Equity*A strong brand offers a variety of benefits to the company, including positive brand associations, higher cash flows, future profits, product variety, lower operating risks, consumer loyalty, and preference. (Sürücü et al., 2019). Consumer preference is a person's choice of likes or dislikes towards a product offered.(Oktaviana et al., 2024).

Method

The library research method is used in this study. Examining theories and relationships or influences between variables from various books and journals online through sources such as Google Scholar, Mendeley, and Science Direct. This library research also analyzes and compares various reference sources to obtain the required data. (Susilo & Dharmawan, 2021). This activity must be carried out systematically to collect, process, and conclude information from available data by applying specific techniques or methods to help find solutions to the studied problems. (Sari & Asmendri, 2020).

One of the main reasons for conducting qualitative research is its exploratory Nature, which is to understand a phenomenon in depth without being tied to pre-existing theories or conceptual frameworks (Thalibana, 2022). In addition, literature reviews have the advantage of integrating findings from different studies, thus providing additional strength and value that cannot be obtained from a single study.(Pradana et al., 2021).

1. Planning a Literature Review
   The selection of sources for a literature review is a crucial aspect, where the author must be able to choose the most reliable and relevant sources to ensure the accuracy and quality of the analysis carried out—identifying articles that are relevant to the main objective of this writing, namely obtaining a

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strong theoretical basis, understanding previous research developments, and finding research gaps that can be used as a basis for further analysis.(Shadiqi et al., 2020).

2. Conducting a Literature Review
   According to(Nakano & Muniz, 2018), a literature review is considered well-structured if it meets the following criteria:
   1. **Coverage**– Articles must include relevant references in quantity and quality, per the purpose of writing. An article is said to have good coverage if it can present the relationship between the results of identification and arguments from supporting sources with the author's thoughts. Articles that discuss in-depth topics will have more value than only superficial reviews.
   2. **Synthesis**– A quality literature review is not just a long list of citations but must be able to summarize and connect relevant references. Synthesis is not just about combining references and concepts but also requires creativity in offering new perspectives, such as models or frameworks that reflect the author's unique insights.
   3. **Rhetoric**– The presentation of ideas must be clear, coherent, and well-written so as not to cause ambiguity or double interpretation by the reader. The structure of the text must support easy and practical understanding.

3. Reporting a Literature Review

The compilation or reporting of a literature review is the final stage in the compilation process, where the analysis and evaluation results of various literature sources are developed systematically. At this stage, the final step is to conclude and determine whether there are new findings from the topics that have been analyzed (Pradana et al., 2021). The conclusions will reflect the main factors influencing destination brand awareness, destination brand association, and destination brand image in building brand equity. In addition, the article must include a bibliography that refers to all sources used. A good presentation of the literature review will provide a strong foundation for the research to be conducted.

Results and Discussion

1. *Destination Brand Awareness*

Brand Awareness is the ability of a potential buyer to recognize and remember a brand as part of a product with the brand involved (Majasoka, 2020). Brand Awareness is a fundamental component of brand equity that significantly influences consumer choices and reflects how important a brand is in the minds of customers (Sürücü et al., 2019). Brand awareness has a level in the form of a pyramid where the lowest or fourth level is Unaware Of Brand, the level above it or the third level is Brand Recognition, and the second level is Brand Recall. Top of Mind is the highest level or level one (Aaker, 1991).

Durianto continued in(Larasati, 2023) and described the levels in the pyramid as follows,

1. Unaware of the brand (not knowing the brand). The lowest level in the brand awareness pyramid is where consumers are unaware of a brand.
2. Brand recognition (brand recognition). The minimum level of brand awareness.
3. Brand recall. Brand recall is based on asking a person to name the brand within a product class. This is termed unaided recall because, unlike recognition tasks, the respondent does not need to be helped to recall the brand.
4. Top of mind (the most remembered brand). It is the highest level of brand awareness. If someone is asked directly without being given the help of a reminder and he can mention one brand name, then the brand that is mentioned the most first is top of mind; in other words, the brand is the leading brand of the various brands in the consumer's mind.

Researchers emphasize that brand awareness begins with knowledge about the brand, continues with the learning process, and creates brand appeal (Dedeoğlu et al., 2019). Tourist destination owners must increase awareness of the visual image of their tourist destination as a means to instill Destination Brand Awareness (Chi et al., 2020). Whether or not brand awareness is good can be seen from how far the

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consumer can identify a brand. If brand awareness is created well, consumers will give meaning to the brand and build associations with the brand.

The results of Ferns & Wall's research show that brand awareness strongly influences tourists' intention to visit.(Ferns & Walls, 2012). The same results were shown by Larasati's research, which stated that brand awareness significantly influences destination brand equity. (Larasati, 2023).

2. Destination Brand Association

Brand association is often defined as the extent to which a particular product/service is recognized within its product/service class/category, where this brand association reflects the perception of a particular brand that is stored in the consumer's memory.(Virutamasen et al., 2015). In short, brand association is defined as the meaning of a brand for consumers (Foroudi, 2019). The brand association helps tourists process information, differentiates a tourist destination from other tourist destinations, creates positive attitudes and feelings, and gives tourists a reason to visit (Larasati, 2023).

Keller (Qu et al., 2011) classifies Brand Association into three main categories: attributes, benefits, and attitudes. Attributes are descriptive images that characterize a brand. In other words, attributes are what consumers think about the brand or what the brand offers and what is involved in purchasing or consuming the brand. Benefits are personal values that consumers associate with brand attributes in the form of functional, symbolic, and experiential attachments. Brand attitudes are consumers' evaluations of the brand as a whole and are the basis for consumer behavior (e.g., brand choice)

Keller further explained that there are dimensions of brand association which consist of:(Ardian & Wijaya, 2017):

1. Favorability of brand association
   This advantage is seen in how much trust and familiarity visitors feel toward a destination. This is needed to win the competition because this advantage will make it difficult for other destinations to attract customers who already like this destination.
2. Strength of brand association
   The strength of this brand association can be seen in how often information about a destination is embedded in the minds of visitors. This information can be in the form of experiences, activities, lessons, views, and other characteristics that can create an impression embedded in visitors' minds.
3. Uniqueness of brand association
   The uniqueness of this brand association can be seen from the extent to which a unique destination can influence visitors. This uniqueness can undoubtedly be a differentiator between one destination and another, so visitors cannot enjoy the uniqueness of this destination in other destinations.

The results of Larasati's research show that brand association is the second variable out of four variables that have a strong and significant influence on the destination brand equity of Ciletuh-Pelabuhanratu Unesco Global Geopark (CPUGGp) (Larasati, 2023). This result is in line with the research of Im et al. and Kashif et al., which stated that brand association positively affects the destination brand equity of Korea and Lahore Fort.(Im et al., 2012; Kashif et al., 2015).

3. Destination Brand Image

Brand image is the consumer's perception of a tourist destination's name, logo, and characteristics that are long-lasting, formed through experience, and relatively consistent in Nature. Destination brand image is defined as the perception of a tourist destination as reflected by associations in the tourist's memory that combine affective and cognitive structures (Álvarez et al., 2020). Brand image can represent the overall perception formed from information and knowledge about a particular brand and is described through certain characters as perceived by consumers.(Risnawati et al., 2015).

Brand image plays an important role in a brand because brand image is the "face" shown to consumers and is the first aspect assessed by potential consumers before consuming a product/service. This opinion is supported by Bigné, who explains that the image of a destination influences the tourist's choice process, destination assessment, and future intentions.(Bigné et al., 2001). Hosany further stated that brand management experts define brand image as an important part of a strong brand.(Hosany et al., 2007). Furthermore, a strong brand is a brand that can create superiority or uniqueness of products/services that are different from those of its competitors.

Kashif's research results show that brand image significantly influences Lahore Fort's destination brand equity et al., 2015). This is in line with the results of Gómez's research, which states that brand image

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P-ISSN: 2540-816X E-ISSN: 2685-620

significantly influences destination brand equity and can help strengthen the brand equity of wine tourism destinations (Gómez et al., 2015). These results differ slightly from Sucahyo's research, which shows that brand image has a positive value but does not significantly affect the brand equity variable.(emari et al., 2012).

4. Destination Brand Equity

Brand equity is a collection of assets and liabilities of a brand that add or subtract value from a product or service for the company or the company's customers (Aaker, 1991). *Brand equity* is determined by consumers' perception of a brand outside the functional characteristics/attributes of the product(Pandiangan et al., 2021). The concept of destination brand equity for cultural organizations and activities is defined as the added value of a cultural brand, which the market rewards with increased attachment to the brand and/or organization (García & Peña, 2019).

According to Soehadi, seven indicators can measure the strength of a brand's brand equity (Soehadi, 2005), that is:

1. **Leadership**: the ability to influence the market, both price and non-price attributes.
2. **Stability**: the ability to maintain customer loyalty.
3. **Market**: the power of a brand to enhance store or distributor performance. Internationality: the ability of a brand to move beyond its geographic area or into other countries or regions.
4. **Trend**: Brands are becoming increasingly important in the industry.
5. **Support**: the amount of funds spent to communicate the brand.
6. **Protection**: The brand has legality

Brand equity considers the differentiation effects arising from customers' knowledge of a brand, their response to a product or service, and the overall value customers place on the brand compared to its competitors.(Chekalina et al., 2018).

Conclusion and future directions

In building destination brand equity, three main elements that play an important role are destination brand awareness, destination brand association, and destination brand image. Destination brand awareness contributes to the extent to which tourists recognize and remember a destination, which can be strengthened through effective marketing strategies such as digital promotions, social media, and attractive tourism campaigns. Furthermore, destination brand association relates to the perception and meaning attached to the destination in the minds of tourists. Factors such as culture, tourist attractions, service quality, and the experiences offered will form positive associations that increase the destination's attractiveness. Meanwhile, destination brand image reflects the overall impression of tourists towards the destination, which is influenced by direct experience, reviews from other tourists, and communication from destination stakeholders. A positive image will increase tourists' trust and interest in returning. These three elements interact with each other in forming destination brand equity, where high brand awareness, positive associations, and a strong image will increase the destination's competitiveness, attract more tourists, and create sustainable loyalty, ultimately providing economic and social benefits for the destination.

Implication

From a theoretical perspective, this study contributes to the existing knowledge on destination brand equity by reinforcing the significance of destination brand awareness, destination brand association, and destination brand image as key elements in shaping a destination's competitive advantage. The findings highlight how these elements influenceinfluence tourists' perceptions and loyalty, offering a more integrated understanding of destination branding. Additionally, this research provides insights into the evolving role of digital marketing and consumer-generated content in strengthening destination brand equity, thereby expanding the theoretical framework of tourism and marketing literature. Future studies

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can build upon these findings by exploring additional variables influencing destination brand equity, such as sustainability practices or emotional branding strategies.

From a managerial perspective, the study offers practical implications for destination marketing organizations (DMOs), tourism boards, and policymakers in enhancing the appeal and competitiveness of a destination. Managers can leverage digital marketing, storytelling, and experiential marketing to increase destination brand awareness. Furthermore, fostering positive destination brand associations through cultural heritage, unique attractions, and high-quality services can enhance tourists' emotional connections with the destination. Lastly, ensuring a consistently positive brand image through excellent visitor experiences, reputation management, and engagement with past travelers can strengthen tourists' trust and encourage repeat visits. By applying these insights, tourism stakeholders can develop more effective branding strategies, attract a more extensive visitor base, and ensure long-term sustainability in the competitive tourism industry.

Conflict of Interest (compulsory)

The authors affirm that this research was conducted independently, with no commercial or financial affiliations that could be perceived as a potential conflict of interest.

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P-ISSN: 2540-816X E-ISSN: 2685-620