

# **Developing a Consumer Based Brand Equity model in an Aboriginal tourism context**

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## **Abstract**

This paper reports results from an exploratory study, which forms part of a larger multi-method project investigating the drivers of destination choice in Aboriginal tourism within Australia. Utilising Trip Advisor as a qualitative data source, dimensions of consumer based brand equity in an Aboriginal tourism context were identified for application in a future survey. The findings suggest that the dimensions of image, quality, value and loyalty are appropriate for an Aboriginal tourism model, although differences exist between target markets based on geographical residency. The conclusion identifies considerations for future research and implications for tourism operators.

## **1. Introduction**

A strong brand is used to differentiate an enterprise from its competitors (Kotler & Gertner, 2002) with consumers drawn to brands they perceive offer them the best value (Aaker, 1991). For Aboriginal tour operators within Australia, developing effective brand strategies may result in increased visitor numbers, expenditure levels and lengths of stay (Gartner & Ruzzier, 2011). However, to develop effective brand strategies Aboriginal operators need to understand how the brand creates value for the tourists. This concept is known as brand equity (Aaker, 1991). Limited research has been undertaken in consumer based brand equity (CBBE) in tourism (Pike, Bianchi, Kerr, & Patti, 2010) with none considering the market for Aboriginal tourism.

This paper reports results from an exploratory study which aimed to identify dimensions of CBBE applicable to the Aboriginal tourism market. This exploratory study forms part of a larger multi-method project which considers the drivers of destination choice in Aboriginal tourism within Australia. Utilising data collected from reviews of South Australian Museum on Trip Advisor, dimensions of CBBE are identified for application in a future survey. The findings suggest that the dimensions of image, quality, value and loyalty used in previous tourism CBBE research are appropriate for an Aboriginal tourism model. Due to the complexity of loyalty within tourism markets, the analysis also included experiential loyalty as a dimension and the discussion considers the implications of this dimension when developing future CBBE models. Furthermore, the findings identify differences between target markets based on geographical residency. The findings of this analysis will contribute to the development of a survey to assess the influence of CBBE of an Aboriginal tourism enterprise on destination choice.

The paper begins with a literature review which helps to justify the selection of the dimensions of brand equity to be applied in the study. The following section considers the study method, describing the method of data collection, the sample used, method of analysis and limitations of the data. The findings are presented and discussed, with areas for future research identified. Finally the conclusion draws together key findings from the study, with some recommendations for the museum.

## **2. Literature review**

A brand is the symbol or name used to identify the source of a product, with consumers selecting brands which they perceive will offer them the best value (Aaker, 1991; Keller, 1993). When a brand has strong associations and awareness in the mind of a consumer this can add value to the brand, and this concept is known as brand equity (Keller, 1993). Previous studies into consumer based brand equity (CBBE) have identified that it is comprised of several dimensions which can directly influence the value, positively or negatively, that a consumer gains from the brand (Aaker, 1991). Understanding the influence of these dimensions on brand equity can enhance strategic decisions relating to target markets, branding, positioning and the marketing mix (Keller, 1993). Previous CBBE tourism research has suggested that a consequence of positive brand equity is seen through intention to visit, repeat purchases and willingness to recommend to others (Pike, et al., 2010).

Whilst limited applications of CBBE have occurred in tourism research (Pike, et al., 2010), a number of measurement models have been developed (Boo, Busser, & Baloglu, 2009).

Brand equity dimensions identified within tourism research include awareness, image, quality and loyalty (Boo, et al., 2009; Gartner & Ruzzier, 2011; Ruzzier & Gartner, 2007) and value (Boo, et al., 2009). The majority of these models have been developed for destination brands (see Konecnik and Gartner, 2007; Boo, et al., 2009; Pike, et al., 2010; Gartner and Ruzzier,

2011), with alternative applications of CBBE considering tourism experiences being undertaken in the fields of museums (Camarero, Garrido, & Vicente, 2010), culinary tourism (Horng, Liu, Chou, & Tsai, 2011) and wine tourism (Gómez & Molina, 2011). However, no models have been developed which apply to Aboriginal tourism enterprises in Australia.

### *2.1 Brand image*

Brand associations are used to develop a brand image (Aaker, 1991), and Aboriginal tourism operators need to understand the associations consumers have with their brand to ensure they develop a brand image which contributes to the overall brand equity. Whilst Aboriginal Australians represent approximately 2% of the population, they often play a central role in the national identity of tourism advertising (Pomering & White, 2011). However, the image portrayed is often ‘contrived or staged’, appealing to a mass market (Pomering & White, 2011). As a result of promotional campaigns, when international tourists visit Australia there may be a disparity between the associations that tourists have with Aboriginal tourism and the actual product provided. As brand image has been shown to have a positive relationship with perceived value and value with loyalty (Boo, et al., 2009), this disparity may have a negative impact on Aboriginal tourism brand equity. Whilst this exploratory study cannot directly examine the associations between brand associations and brand equity, the analysis sought to identify associations made by tourists and to identify differences between international and domestic markets.

### *2.2 Brand quality*

Zeithaml (1988, p. 5) defined perceived quality ‘as the consumer’s judgement about the superiority or excellence of a product’. As a result brand quality is subjective (Ruzzier & Gartner, 2007), and may be considered part of the image dimension (Boo, et al., 2009).

Whilst quality and image dimensions have been combined within destination equity models

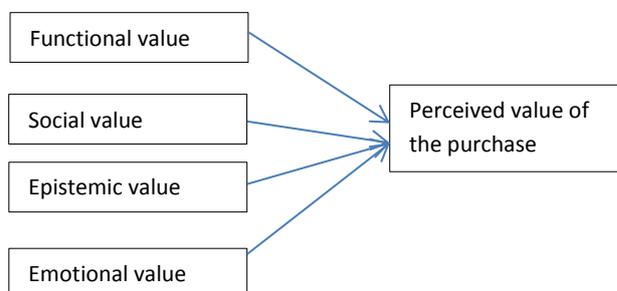
(Boo, et al., 2009), within this exploratory study the two dimensions will remain separate. Based on previous studies, quality measures utilised in this research included tourists' accounts of the quality of their experiences (Aaker, 1991; Chen & Myagmarsuren, 2010), their assessment of employees' attitudes and the quality of physical facilities (Chen & Myagmarsuren, 2010; Kim, Han, Holland, & Byon, 2009).

### 2.3 Brand value

Zeithaml (1988) defined perceived value as 'the consumer's overall assessment of the utility of a product based on the perceptions of what is received and what is given' (p. 14).

However, the 'trade off' between what is received and what is given varies between consumers (Zeithaml, 1988). Tourism research has also highlighted the need for value to be considered from a multi-dimension perspective (Gallarza & Gil Saura, 2006; Williams & Soutar, 2009). Sweeney and Soutar (2001) developed a four dimensional perceived value scale called PERVAL, which included the dimensions of quality, price, social and emotional value. PERVAL has been applied to a number of consumer products, including adventure tourism, where the framework was adapted to include epistemic value (Sweeney & Soutar, 2001; Williams & Soutar, 2009).

**Figure 1:** Dimensions of value utilised within the study



(adapted from Williams and Soutar, 2009)

Figure 1 identifies the dimensions used within this exploratory study to measure perceived value. Whilst functional value is commonly associated with price (Williams & Soutar, 2009), consumers view time and money differently, with the way an individual chooses to ‘spend their time’ used to create value (Mogilner & Aaker, 2008). As time is restricted during a holiday experience, this exploratory study considers functional value as a dimension related to both price and time.

Social value is the utility individuals gain from their association with one or more social groups (Sheth, Newman, & Gross, 1991; Williams & Soutar, 2009). Within a tourism context this may involve personal interactions with tourists or employees such as tour guides (Williams & Soutar, 2009). Epistemic value is also included to refer to value created when a product ‘arouses curiosity, provides novelty and /or satisfies a desire for new knowledge’ (Williams and Soutar, 2009, p. 417). Finally, emotional value considers the ability of a tourism experience to arouse emotions (Sheth, et al., 1991). Emotional value has been found to positively influence satisfaction and future behavioural intentions (Williams and Soutar, 2009). Emotional value within Aboriginal tourism may relate to aspects such as enjoyment or fun.

#### *2.4 Brand loyalty*

Loyalty within consumer research is defined as a deep commitment to re-buy a preferred service/product consistently in the future, despite situational influences and marketing efforts (Oliver, 1999). Attitudinal loyalty refers to a consumer’s strong internal disposition to a brand (Gounaris & Stathakopoulos, 2004), which Aaker (1991) considered added value to a firm, ultimately leading to behavioural loyalty. Within tourism research, attitudinal loyalty has been shown to influence behavioural loyalty which is expressed through intention to visit, repeat purchases and willingness to recommend to others (Pike et al., 2010).

However, loyalty within tourism is complex (Niininen, 2004), due to tourists' motivation to seek novelty (Pearce & Lee, 2005), and the infrequency of purchase (Pearce & Kang, 2009). Pearce and Kang (2009) argue that tourists exhibit experiential loyalty, with tourists retaining loyalty to preferred holiday styles, such as lakes, cruises or cities, or experiences, such as spas or golf, but transfer this loyalty to new environments, satisfying the need to seek novelty whilst on holiday. Within destination research, experiential loyalty to activities occurred regardless of the destination, with half of all trips exhibiting the repetition of activities undertaken on previous holidays (McKercher & Guillet, 2011).

The consequence of positive brand equity is seen through consumers purchasing the same brand, regardless of other marketing conditions, with behavioural loyalty considered to represent this within tourism markets (Kim, et al., 2009). Experiential loyalty exhibits similar consequences to behavioural loyalty, through intention to participate and repeat purchases of experiences, albeit in a different location. Therefore, it may be considered that experiential loyalty is a consequence of brand equity, resulting in an increased likelihood to participate in further Aboriginal tourism experiences. Furthermore, developing understanding of experiential loyalty may assist in the development of a national Aboriginal brand within Australia.

### **3. Study method**

Within tourism related CBBE research, qualitative methods such as focus groups (Hsu, Tsai, & Wu, 2009), semi-structured interviews (Horng, et al., 2011), or in depth interviews (Gartner & Ruzzier, 2011), have been used to develop preliminary scales and brand equity models for use in further quantitative studies. This exploratory study utilises user-generated web-based content as a qualitative data source to identify dimensions for application in a future survey.

### *3.1 The use of Trip Advisor*

(Jeacle & Carter, 2011) highlight that the growth of the internet has enabled researchers to access new sources of data. One potential source of data is user generated websites such as Trip Advisor, which enable travellers to post their opinions relating to travel destinations, facilities and experiences. As Trip Advisor is an international travel review website which has expanded into 30 countries since 2000, this source enables the researcher to collect data from travellers from a number of geographic locations (TripAdvisor, 2013a). The website is free to use, with over 100 million reviews and opinions posted on the site (TripAdvisor, 2013b), and the researcher has no influence on reviewers' choice to write a review or the information within them.

Reviewers rate their tourism experience from five options from terrible through to excellent, and information from these ratings are collated to create a ranking list, the Trip Advisor Popularity Index, (Jeacle & Carter, 2011). When making decisions relating to travel, consumers use Trip Advisor as a source of personal recommendation (Jeacle & Carter, 2011). Since behavioural loyalty is a consequence of CBBE, and is associated with repeat purchases, intention to visit and willingness to recommend to others (Kim, et al., 2009), it was considered that Trip Advisor would be an appropriate source of data to use in this exploratory study to identify the dimensions for a brand equity model for Aboriginal tourism.

### *3.2 South Australian Museum*

As a subset of cultural tourism, Aboriginal tourism provides tourists with an opportunity to participate in attractions 'where Aboriginal people are directly involved in the provision of an attraction either through the control and/or by having their culture serve as the essence of the attraction' (Hinch & Butler, 1996, p. 6). For this exploratory study the Australian Aboriginal Cultural Gallery (AACG) located within the South Australian Museum in Adelaide was

selected as an appropriate Aboriginal tourism enterprise. The South Australian Museum has the largest collection of Australian ethnographic material in the world consisting of approximately 35,000 items (SouthAustralianMuseum, 2013). The AACG was developed in 2000, following ‘consultations with key people in a number of Aboriginal communities’ (P. Jones, personal communication, March 20, 2013). It was conceptualised that the exhibition would be a ‘starting point’ for international tourists where knowledge gained from the exhibition would generate interest in other Aboriginal tourism experiences throughout Australia (P. Jones, personal communication, March 20, 2013). If it is the case that experiential loyalty is a consequence of brand equity then the SA museum is well positioned with regards to its objectives, to create awareness of other Aboriginal tourism attractions within Australia.

In addition to selecting the museum based on its categorisation as an Aboriginal tourism experience, previous research has indicated that activities may be considered the link between motivation and destination selection (Moscardo, Morrison, Pearce, Lang, & O’Leary, 1996; Um & Crompton, 1990). Whilst a visit to a museum is not the primary motivation for the majority of tourists who visit a destination (McKercher, 2002), museums have been identified as the most popular attraction for cultural tourists (McKercher, Ho, & Du Cros, 2004). Yet tourists who visit a museum are not a homogenous mass, but heterogeneous markets with different characteristics and needs (Hughes 2002). McKercher’s (2002) cultural typology identified five categories of cultural tourists with ‘purposeful’ tourists considered to have the highest levels of motivation to participate in cultural activities, and seeking deeper experiences. At the other end of the scale, ‘casual’ cultural tourists have been identified as participating in iconic attractions, such as Uluru, convenience based attractions located in urban areas or purpose built attractions such as theme parks (Ho & McKercher, 2004). As the South Australian museum has a number of permanent exhibitions, including the AACG,

and is conveniently located, it is assumed that tourists may have a number of motivations to visit the museum and this would provide a wider range of perceptions relating to the Aboriginal cultural exhibition.

### *3.3 Sample*

The data collected used a purposeful sampling process, whereby all reviews available on the day of collection, 21<sup>st</sup> January 2013, were used within the analysis. After entering the Trip Advisor website, a search for South Australian Museum was undertaken using the Trip Advisor search function. The search words South Australian Museum, Adelaide, Museum were used to identify posts made by reviewers. 138 reviews were identified, written between 14<sup>th</sup> July 2007 and 21<sup>st</sup> January 2013 and were included within the analysis. As an international website, Trip Advisor includes a link to Google Translate, to enable readers to translate reviews not written in English. Only 5 reviews were not written in English, and these were translated using this facility.

The total data set, n=138, was initially analysed to identify geographic segments and ratings for the SA Museum. Reviewers were categorised based upon their geographic location of residence, which is provided with their review, and resulted in four categories: Local- residents of South Australia, Interstate- residents of Australia excluding those from South Australia, Domestic- residents of Australia and International- residents of countries excluding Australia. Based on these categories 35% of the reviews were classified International, 31% Interstate, 34% Local and 65% Domestic.

As the research was considering the components of brand equity in Aboriginal tourism, the sample was recalibrated to include the reviewers who had made direct reference to the AACG. Whilst it is acknowledged that other reviewers may have experienced the AACG, by not including this aspect within their review, it was considered that this factor may not have

had a significant impact on the development of brand equity for these museum visitors. To identify the sample, words were identified in literature which were used in connection with Aboriginal tourism: 'Aboriginal', 'indigenous', 'tribe' and 'anthropology'. 38% of the collected data included a reference to one or more of these terms thus narrowing the sample size to n=52.

Based on the same categories used in the initial stage, 50% of reviewers were International, 23% Interstate, 27% Local and 50% Domestic. Due to the smaller sample size, separating the International category into further categories based on continent or country would not have created sample sizes sufficient to produce meaningful data. As the sample size is small, the discussion seeks to identify some key aspects, but acknowledges that further research is required before generalisation can occur.

### *3.4 Content analysis*

For this exploratory study, text analysis was undertaken to identify high frequency words. Word counts were undertaken on words to identify the number of times they were used within the reviews. Initial words used within the searches were identified following a review of CBBE and Aboriginal tourism literature. The tables used within section 4 display the words which were identified at least once within the reviews. Following the frequency word search, further analysis of the text was undertaken to identify additional themes and meanings.

## 4. Findings and discussion

### 4.1 General overview

**Table 1:** Grades awarded in all reports on SA Museum

<b>Ratings</b>	<b>Local</b>	<b>Interstate</b>	<b>Domestic</b>	<b>International</b>	<b>Total</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
<b>Excellent</b>	53	58	55	61	57
<b>Good</b>	43	28	36	33	35
<b>Average</b>	4	14	9	6	8
	n=47	n=43	n=90	n=48	n=138

Table 1 shows the results from the analysis of the whole data set, n=138. In total 57% of reviewers rated their overall experience excellent, 35% good and 8% average. There were no ratings below average. A higher percentage of reviewers who rated the experience excellent were International. However, of the reviewers who rated it good, the highest percentages were Local and those who rated it average Interstate. When the data is aggregated to form two categories Domestic and International; International reviewers still remain the highest proportion of reviewers who graded the museum as excellent. However, as the overall ranking on Trip Advisor is based upon all reviews regardless of geographic location, due to higher numbers of reviews, Domestic reviewers had the greatest influence on the overall rating of excellent.

**Table 2:** Aggregated results: reference to Australian Aboriginal Cultural Gallery (AACG sample)

<b>Ratings</b>	<b>Local</b>	<b>Interstate</b>	<b>Domestic</b>	<b>International</b>	<b>Total</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
<b>Excellent</b>	64	67	65	70	67
<b>Good</b>	29	17	23	27	25
<b>Average</b>	7	16	12	3	8
	n=14	n=12	n=26	n=26	n=52

The results identify that Interstate reviewers were least represented in the AACG sample, 23% compared to 31% overall. As museums are often used to define a destination by providing a 'sense of a particular time and place unavailable elsewhere' (Tufts & Milne, 1999, p. 616), for Interstate visitors this may not reflect their motivations for visiting Adelaide. Furthermore, previous research has indicated that Domestic tourists are less interested in Aboriginal culture (TourismResearchAustralia, 2011), and whilst they may have visited the SA Museum, the AACG may not have been one of the exhibitions that they valued. Alternatively, International reviewers in the AACG sample increase from 35% of the overall sample to 50%, possibly reflecting greater cultural motivation to 'gaze on difference' (McIntosh, 2004, p. 8). However, when the categories are aggregated to Domestic and International the sample is fairly evenly distributed between the two categories.

Compared to the total sample, there was a 10% increase in the number of reviewers rating it excellent, with the increase occurring in all categories. As with the total sample, of the highest percentage of reviewers who rated it good were Local reviewers and average Interstate. However, once data is aggregated into two categories, domestic and international these differences are no longer explicit. As the increase in the number of reviewers rating it excellent occurs regardless of geographic residency, this suggests that a factor, possibly related to the AACG, is having a positive influence on brand equity. As a consequence this may result in an increased number of recommendations potentially leading to increased visitor numbers. Alternatively, if research finds the AACG directly influences this increase, this may result in experiential loyalty, with tourists seeking other Aboriginal tourism experiences during their holiday. Furthermore, as the initial analysis suggests that disparities between Local and Interstate reviewers may exist, the analysis in the following discussion will represent the four separate categories of reviewers.

## 4.2 Brand image

**Table 3:** Words associated with image in the AACG sample

Words	Local %	Interstate %	Domestic %	International %	Total %
Unique	13	0	7	5	7
Attractive	0	17	7	0	4
Art	20	25	22	11	17
History;lived	20	17	19	21	20
Artefacts	34	0	19	5	13
Culture; rites	13	41	26	58	39
	n=15	n=12	n=27	n=19	n=46

Word frequency searches were undertaken to identify words associated with the AACG.

Table 3 highlights the word searches, with columns differentiating between the four reviewer categories. In total the image words were used 46 times within the reviews; 41% by International reviewers, 26% by Interstate reviewers and 33% by Local reviewers. When the data was aggregated to form two categories, 59% of the image association words were used by Domestic tourists.

Differences in words used were identified between the two groups. Words associated with culture represented 39% of the total frequency of image words. Whilst 58% of international reviewers used references to culture, only 26% of the domestic sample did. History was the next most common theme, representing 20% of the total frequency of words. This was 50% less than references to culture. Whilst the International reviewers predominantly use the word culture followed by history, the findings show that Domestic reviewer's use of words were more evenly distributed to include culture, history, art and artefacts.

However differences were apparent between Domestic reviewers. Local reviewers were least likely to use the word 'culture', but most likely to refer to 'artefacts', whilst 'culture' represented 41% of the words used by Interstate reviewers. Within the reviews the use of the

word culture was connected to two main themes: 'learning' and 'the exhibit'. These words are used as quality measures, with learning also connected to epistemic value, which refers to the value gained by satisfying the desire to gain new knowledge. Similarities to the links between culture and associated words existed between all reviewers. Therefore, further understanding is needed to understand if and why Local reviewers associations may differ from Interstate reviewers.

Whilst the study has identified some associations, since reviewers are not guided in the areas they write about, other associations may have been omitted. Therefore, it is recommended that a future survey incorporates an open question to identify other associations which can be used to develop a brand identity.

#### *4.3 Brand quality*

Whilst quality measures are often incorporated within image, this exploratory study sought to analyse the data to identify if potentially different measures are needed in future research. Table 2 highlighted the overall Trip Advisor ratings of reviewers, with the initial analysis identifying that rating differences occur between categories of reviewers based on residence. Interstate and International reviewers may have different motivations for visiting the museum to local reviewers, and may have invested more time and money in getting there. Therefore, to further the understand how reviewers measure brand quality a word search was undertaken using quality measures based on facilities and words associated with quality. In total quality words were used 169 times within the reviews.

**Table 4:** Words associated with quality in the AACG sample

<b>Words</b>	<b>Local %</b>	<b>Interstate %</b>	<b>Domestic %</b>	<b>International %</b>	<b>Total %</b>
<b>Café</b>	4	0	2	4	3
<b>Exhibition</b>	15	6	11	6	9
<b>Collection</b>	28	17	23	8	17
<b>Display</b>	9	21	14	8	12
<b>Tour/Guide</b>	0	8	4	19	10
<b>Staff</b>	0	3	1	3	2
<b>Interesting</b>	9	8	9	7	8
<b>Brilliant</b>	2	4	3	1	2
<b>Service</b>	0	3	1	0	1
<b>Help</b>	0	0	0	7	3
<b>Better</b>	2	4	3	3	3
<b>Fascinating</b>	0	3	1	6	3
<b>Good</b>	9	4	7	13	9
<b>Excellent</b>	2	11	6	4	5
<b>Wonderful</b>	4	4	4	3	3
<b>Great</b>	16	4	11	8	10
	n=55	n=47	n=102	n=71	n=173

Facility words were used 87 times and represented 52% of the total quality words. Overall, facility words could be separated into those relating to the artefacts ‘exhibition’, ‘collection’ and ‘displays’ and those to more interactive aspects of the facility such as tours, guides and staff. Whilst the facility words ‘collection’ and ‘display’ were most commonly used, 15% and 12% of total word count, this was predominantly reported by domestic reviewers. The word ‘collection’ was used the most by local reviewers, whilst there were a greater number of references to ‘display’ by interstate reviewers. The word ‘collection’ was used 17 times in connection with the AACG and ‘display’ eleven times. Alternatively, the frequency of the words ‘tour’ and ‘guides’ represented 11% of the total words used. For international reviewers the word ‘tour’ or ‘guide’ had the highest number of uses representing 19% of the quality words, compared to 4% of domestic reviewers.

When analysing the words used to describe the experience, ‘great’, ‘good’ and ‘interesting’ were the most commonly used descriptive words to describe the experience amongst all reviewer groups. Yet the international reviewers differed from domestic reviewers by using the word ‘help’ four times compared to none in the domestic reviewers and ‘fascinating’ four

times compared to once. One possible reason for this difference in facility and descriptive words used by International reviewers could reflect levels of cultural capital. It is suggested that participation in cultural attractions depends upon a level of ‘cultural capital’ (Richards, 1996). Cultural capital is an individual’s knowledge and familiarity with a specific cultural activity, and is gained through participation (Richards, 1996). These findings suggest that for international reviewers, perhaps due to a lower level of cultural capital, interaction to aid understanding is more important than simply the displays, exhibitions or collections.

### 4.3 Brand value

In total the words used for the four measures of brand value were used 77 times within the reviews. Functional value had the highest frequencies of words representing 49% of the total value words used. The museum promotes its free entry, and this word was the most frequently functional value word used by all reviewers regardless of geographic location (Table 5). The second most frequently used functional value word was ‘time’, with International and Local reviewers most likely to include this within their reviews. However, the fairly even distribution of word frequencies between reviewers does not suggest that geographic location impacts on perceived functional value.

**Table 5:** Words associated with functional value in the AACG sample

<b>Words</b>	<b>Local</b>	<b>Interstate</b>	<b>Domestic</b>	<b>International</b>	<b>Total</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
<b>Time</b>	25	14	21	26	24
<b>Price</b>	8	0	5	5	5
<b>Free</b>	42	72	53	53	53
<b>Donation</b>	0	0	0	5	3
<b>Worth</b>	25	14	21	11	15
	n=12	n=7	n=19	n=19	n=38

**Table 6:** Words associated with emotional value in the AACG sample

Words	Local %	Interstate %	Domestic %	International %	Total %
<b>Enjoy</b>	50	75	63	76	70
<b>Like</b>	0	0	0	12	6
<b>Love</b>	50	0	25	0	12
<b>Fun</b>	0	25	12	0	6
<b>Bored</b>	0	0	0	12	6
	n=4	n=4	n=8	n=8	n=16

Similarly, geographic location did not appear to impact on perceived emotional value of reviewers (Table 6). The highest frequency word was ‘enjoy’, representing 70% of the emotional value word frequencies. Three reviewers directly linked ‘enjoy’ to the AACG, whilst 1 linked it to viewing the Aboriginal art sold in the shop. Three reviewers linked the word to their overall museum experience. However, differences between emotional values occurred between categories based on the potential depth of value gained. One local reviewer used a strong emotional word ‘love’ in their entry:

*“Love it!!” I love it all!! The aboriginal display and the native animals were my favourite!!*  
[Local reviewer]

For social value, words associated with staff and other tourists were used. However, the only references within the reviews were to Tour guides and general staff (see Table 4).

International reviewers had the greatest number of social value word references, 15 out of a total of 20, with no local reviewers using these words. The social value gained was reflected in assistance provided or increasing understanding of the exhibit and was reflected in comments such as:

*‘Lynne made the tour personable, enthusiastic, and understandable in a range of exhibits’*  
(Interstate reviewer)

Epistemic value also highlighted differences between reviewers from different geographic locations. International reviewers used words such as ‘understanding’ and ‘information’,

whilst local reviewers made greater use of the word educational. Interstate visitors made the least reference to epistemic value. This difference in epistemic value gained may reflect the cultural capital of reviewers who visited the AACG, with domestic reviewers having greater knowledge and access to information relating to Aboriginal culture and history than international reviewers.

#### *4.4 Brand loyalty*

A frequency word search was undertaken for attitudinal, behavioural and experiential loyalty. The study included these dimensions to determine if they were appropriate for future survey research. Only four words associated with attitudinal loyalty were identified. 'Best' represented 65% of the total sample, with the greatest representation in all categories. However, the sample size was very small and may not be a generalizable representation of attitudinal loyalty. Similarly, 20 reviewers used words associated with behavioural loyalty 'worth' representing 30% of the uses, 'must' 25% and 'spend' 20%. It is interesting to note that 'worth' and 'spend' may relate to functional value. Overall 25 examples of behavioural loyalty were identified within the text.

Two issues associated with undertaking word frequency searches for loyalty dimensions arose. Firstly, reviewers may consider that they are recommending the museum based on their overall review and/or quality rating. Furthermore, by isolating the search to single words the richness of the text was lost and cases of loyalty were not identified. Text phrases which may be connected to attitudinal loyalty such as:

*'Our rating would have been five stars'* (Local reviewer)

would be excluded if word frequencies were the only tool for analysis. Additionally, the text provided evidence that whilst a reviewer may exhibit attitudinal loyalty this may not lead to behavioural loyalty, for example:

*'This was my favorite museum that I visited while in Australia(Melbourne and Sydney are the others). It had a great aborigine exhibit plus lots of others interesting details about Australia. I thoroughly enjoyed my visit to this museum'.* (International reviewer)

Alternatively, reviews combined attitudinal and behavioural loyalty :

*'it is by far the best of the free ones, and I would argue the best of the lot this is an absolute must see in Adelaide'* (International reviewer)

An additional example of the complexity of measuring loyalty was seen in the following review:

*'Take a couple of hours to visit our wonderful state museum, there is an extensive collection and exhibition of aboriginal artifacts'* (Local reviewer)

Whilst the behavioural loyalty is recognised through the recommendation to visit, the writer takes ownership of the museum referring to it as *'our wonderful state museum'*. This identifies the potentiality of using Local people to promote the museum and may be an area for future research.

When considering experiential loyalty eleven examples were found within the reviews. These included comparisons to international museums to identify quality attributes. For example:

*'The key strength of this museum, in my opinion, is the area dedicated to the Aborigines and to the southern Pacific populations, which is something you cant find in a European museum'* (International reviewer)

Understanding the influence of experiential loyalty may help tourism operators when they develop their brand. When people travel, they bring with them previous experiences, motivations, preconceptions and attitudes gained in previous holidays (Stylianou-Lambert, 2011). Therefore, the tourist's perceptions of the CBBE dimensions may be influenced by previous tourism experiences. Additionally, the perceived brand value gained when undertaking an experience may positively or negatively influence future decisions relating to participation in activities on holiday. This can be seen in the following review:

*'The aboriginal displays helped these foreigners have a little understanding of aboriginal culture. We have been able to apply this to other places we have visited in South Australia'*  
(International reviewer)

This review reflects the objective of the museum to provide a 'starting point' for international tourists to learn about Aboriginal culture. As a free experience the museum enables tourists to increase their cultural capital, which may positively impact on the brand equity of other Aboriginal tourism enterprises. Research into tourists' travel career patterns has indicated that motivation to learn about other cultures is common to tourists at all stages, but the depth of experience required increases as experience grows (Pearce & Lee, 2005). Therefore, further research may investigate if experiential loyalty is a consequence of CBBE and how this can be utilised to develop the Aboriginal tourism industry within Australia.

## **5. Conclusion**

Overall this exploratory study suggested the dimensions of image, quality, value and loyalty appear to be applicable for an Aboriginal tourism experience CBBE model. Due to a small sample size, the results cannot be generalised, but it has generated some insights for future research. It seems clear that differences exist between Local and Interstate reviewers, suggesting that tourism operators may need to consider these as different target markets.

Whilst this data could not be used to classify cultural tourists, this could be applied in a future survey. However, due to the differences identified between reviewers based on geographic residency, future research should consider the influence residency has on classification.

Greater understanding relating to brand associations is required and this can be achieved by the inclusion of an open ended question in the survey. Future research may also investigate why differences may exist between domestic tourists. Analysis also identified that International reviewers placed greater emphasis on perceptions of quality and value relating to personal services such as tours and tour guides. A future survey can further investigate this and consider how these attributes may be influencing overall CBBE. This knowledge will assist in strategic decisions relating to product and promotional strategies.

The findings suggest that future research needs to consider value from a multi-dimensional perspective. The adapted PERVAL framework (Williams & Soutar, 2009) was applied in this study and the findings suggest it is an appropriate framework for future application. The findings suggest that 'time' is an appropriate measure of functional value, and this will be included in a future survey with 'price'. Differences may exist between the relevance of the value measures based on geographic residency, with this exploratory study suggesting Local reviewers gain deeper emotional value, whilst International reviewers place greater emphasis on social value.

Within epistemic value, whilst Local reviewers considered the educational value gained International reviewers emphasised value gained from developing understanding or knowledge. Although these differences may simply be semantics, differences exist between the meanings of the words used. Education refers to the transfer of knowledge from one person to another, whilst understanding refers to the ability to learn and make judgements. Future research needs to confirm if these differences in language are semantics or reflective

of individuals' attitude to the brand. Therefore the survey will include more than one measure for each dimension of value.

Within the reviews, attitudinal and behavioural loyalty measures were identified. As previously stated, loyalty in tourism is complex (Niininen, 2004), and the analysis suggests that attitudinal loyalty may not always lead to behavioural loyalty. However, further research may consider how behavioural loyalty could be developed. Additionally, the reviews provide some evidence for experiential loyalty, with reviewers having previous experiences which they used to make assessments of quality and value. Furthermore, it suggests that if experiential loyalty is a consequence of CBBE, then this value may be transferable to other Aboriginal tourism experiences. As a result of this exploratory study, the future survey will include the three measures of loyalty, with attitudinal loyalty considered a dimension of CBBE and behavioural and experiential loyalty a consequence of CBBE (Kim, et al., 2009).

In relation to the SA Museum, the study provides evidence of behavioural loyalty, with 25 reviewers recommending others to visit the museum, and 2 Local reviewers referring to repeat visitation, which is a consequence of brand equity. The increased percentage of reviews rated excellent in the AACG sample may reflect the exhibition has a positive influence on the overall museum's CBBE. Further research within the museum, could consider the contribution each exhibition makes. This information could be applied in marketing decisions such as exhibition design and promotion.

Additionally, this exploratory study illustrates some of the complexity for tourism operators in developing marketing strategies. Although visiting the museum has no associated cost, tourists choose where to spend their time whilst on holiday, with consumers selecting the brand they perceive will provide them with the greatest value (Aaker, 1991). However, cultural tourists vary in their depth of motivation and experience sought (McKercher, 2002),

with tourism operators needing to develop separate marketing strategies for each target group. Consideration could be given to how to develop promotional methods and tools such as information technology that can effectively target different segments. For example, tourism operators may utilise website technology that invites visitors to different pages based on their geographic residency, and ensures the messages delivered are relevant for their needs.

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