

**DRIVERS OF BRAND LOYALTY ON TOURISTS' CHOICE OF  
DESTINATION IN KISUMU COUNTY, KENYA**

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## **Declaration and Recommendation**

This Research Project is my original work and has not, wholly or in part, been presented for an award of a diploma or degree in any other university.

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To God be the Glory

## **Dedication**

This project is dedicated to my dear husband Chrispine and our beloved son Chris Arnold.

## **Abstract**

Over the past two decades, the significance and contribution of the tourism industry to the world economy has been widely acknowledged and discussed. To date, not many studies have been conducted to understand tourists' loyalty. Investigating destination loyalty is a challenging task due to the paucity of research in this area. This study investigated the drivers of brand loyalty that influence tourists' choice of tourism destination in Kisumu County, Kenya. To achieve the objective of the study, primary data was collected from a sample of 196 tourists, out of whom 178 responded successfully. Data was collected using a structured questionnaire and subsequently analysed using descriptive statistics. These included tables, pie charts, percentages and frequency tables. Differences in observed responses from different groups of tourists based on gender, age, and level of education, employment status and country of origin were tested using Chi-square. The perceived factors influencing destination brand loyalty, derived from the Theory of Multidimensional Brand Loyalty, were weighted and ranked on a Likert scale. The tourists sampled represented 29 nationalities. The majority were from the United Kingdom. These were followed by United States, Uganda, Italy and Tanzania in that order. About four out of every ten respondents (mostly from Uganda) were doing a repeat visit and were generally satisfied with their choice of destinations. The study found out that achievement of satisfaction, risk avoidance and buyer inertia were the most important factors influencing destination brand loyalty of the respondents scoring 4.47, 4.26 and 4.14 respectively on a Likert scale. Results from this study demonstrated the existence of destination brand loyalty among interviewed tourists. Further empirical research to examine specific steps within the destination branding process may prove beneficial to destination marketing organizations and therefore is warranted. Other researches may include an examination of more than one tourist region with almost similar geographical and demographic make up to determine if the same factors influence destination brand loyalty and ultimate destination choice.

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# CHAPTER ONE: INTRODUCTION

## 1.1 Background

Brand loyalty in a destination is a relatively new field and the academic investigation of such a process is still in its infancy. In the ever more competitive tourism marketplace, destinations are increasingly adopting branding techniques to craft an identity which emphasizes the uniqueness of their product. A key component of this loyalty building process is the thorough management of service delivery with particular attention to brand related factors. Destination brand loyalty can be regarded as an attitudinal construct and it can be clearly argued that our loyalty towards a destination is affected by the experience we get from that destination which in turn is affected by different factors (Aaker & Erich, 2000).

Destination loyalty has been getting more attraction for its greater significance in destination marketing and management research for a long time as competition and loyal visitors' importance grows faster (Han & Back, 2008; Lee, 2003; (Hsu & Cai, 2009)). The major factors that influence destination loyalty include destination brand awareness, destination brand image, destination brand quality, and destination competitive factors. Currently, majority of research and academic literature have been focused on the customer loyalty in different settings (Adkins, 2005; X. Li, 2006), and few researches have focused on destination brand loyalty in tourism settings (Boo, Busser, & Baloglu, 2009a; Pike, Bianchi, Kerr, & Patti, 2010). Furthermore, interested scholars in the field have not clearly identified a theoretical

framework and factors that could lead to the development of destination loyalty (Phelps, D'Souza, & Nowak, 2001).

Sheth & Park (1974) presented a factor analytic model with loyalty scores of individual consumer to a brand. In his theory of multidimensional brand loyalty, a buyer is loyal not to one brand but too many in the market although he may have greater loyalty to one particular brand over others. A consumer has some loyalty scores for each of the brands that he is aware of, including a zero score for a large number of them. Non-zero loyalty scores indicate his narrowing choice to brands in his evoked set. Research on buyer attitudes carried on several brands depicts that a buyer has, in fact, a rank order of preferences. The study sets to assess the drivers of brand loyalty on tourists' choice of destination in Kisumu County, Kenya.

### **1.1.1 Brand Loyalty**

Destination brand loyalty is defined as a tourist's intention to return to a destination and the recommendations to others (Aaker, 1997). Numerous studies in tourism have used tourist's recommendation of the visit to other indicators of attitudinal loyalty (Chen & Gursoy, 2001; Oppermann, 2000). Oliver (1999) has defined loyalty as a deeply-held predisposition to patronize a preferred brand or service consistently in the future, thereby causing repetitive same brand purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour. When a customer is loyal, he or she continues to buy the same brand, tends to buy more and is willing to recommend the brand to others (Hepworth & Mateus, 1994).

Loyalty has been measured in the following ways: the behavioural approach, the attitudinal approach, and the composite approach (Jacoby, Chestnut, & Fisher, 1978). The behavioural perspective defines loyalty as actual consumption, as a sequence of purchase (Brown, 1952), as proportion of market share (Cunningham, 1956), as probability of purchase (Frank, 1962), as duration, as frequency and as intensity (Mechinda, Serirat, & Gulid, 2009). This behavioural approach was viewed as producing only static outcome of a dynamic process (Dick & Basu, 1994). In contrast, the attitudinal approach goes beyond overt behaviour and expresses loyalty in terms of consumers' strength of affection toward a brand (Backman & Crompton, 1991a). Finally, composite measures of loyalty integrate both behavioural and attitudinal dimensions. Day (1969) argues that to be truly loyal, a consumer must both purchase the brand as well as have a positive attitude toward it. This composite approach has been used a number of times in leisure settings (Backman & Crompton, 1991b; Pritchard, Havitz, & Howard, 1999).

In the consumer marketing community, customer loyalty has long been regarded as an important goal (Reichheld & Schefter, 2000a). Customer loyalty is critical for business to gain competitive advantage. Firstly, it is much less expensive to retain current visitors than it is to seek new ones (Reichheld & Schefter, 2000b). Further, loyal customers are more likely to create a positive word-of-mouth advertising at no extra cost to the service provider (Shoemaker & Lewis, 1999). Thirdly, it secures the relationship between customer and service provider, when the customer is faced with increasingly attractive competitive offers. Finally, loyal customers are more easily

accessible than first-timers since organizations usually retain records, making targeted indirect marketing more feasible.

Brands help customers identify specific products that they like and do not like, which facilitates the purchase of those items that satisfy individual needs. It helps a buyer evaluate the quality of products, especially when the person lacks the ability to judge a product's characteristics; that is, a brand may symbolize a certain quality level to a purchaser, and the person in turn lets that perception of quality represent the quality of the item. A brand helps reduce a buyer's perceived risk of purchase finally it can give buyers the psychological reward that comes from owning a brand that symbolizes status.

### **1.1.2 Drivers of Brand loyalty**

A driver is something that creates and fuels activity, or gives force or impetus. It has been suggested that loyalty includes some degree of pre-dispositional commitment toward a brand. Brand loyalty is viewed as multidimensional construct. It is determined by several distinct psychological processes and it entails multivariate measurements. Customers' perceived value, brand trust, customers' satisfaction, repeat purchase behaviour, and commitment are found to be the key influencing factors of brand loyalty. Commitment and repeated purchase behaviour are considered as necessary conditions for brand loyalty followed by perceived value, satisfaction, and brand trust (Punniyamoorthy & Raj, 2007). Among the benefits from brand loyalty specifically, longer tenure or staying as a customer for longer is lower sensitivity to price (Dawes, 2009), dramatic effects on profitability (Reichheld, 1996).

### **1.1.3 Buyer Purchase Decision**

A consumer's buyer behaviour is influenced by four major factors: social personal, psychological and cultural. They cause the consumer to have a product and brand preference. Although marketers do not have much control over them, understanding them may impact on developing marketing strategies that appeal to the consumers. When purchasing a product a consumer goes through five major stages: problem recognition, information search, and evaluation of alternatives, purchase decision and finally the post purchase behaviour. It is the final stage thus determines how a consumer will behave next time he is making a purchase decision that is either to do a repeat purchase, switch to another brand or go all over to search for more information (Kotler & Keller, 2009).

### **1.1.4 Kenya Tourist Destinations**

Kenya is one of the leading tourism destinations in the world. In 2011, Kenya recorded 1,822,900, 2010 1,490,450 tourists compared to 952,481 in 2009 (MOT, 2013). This is due to aggressive marketing in the new markets and efficient utilization of the resources available. Locations which can develop and market a tourism product, whether it be a special natural, historic or cultural attraction or an urban or rural destination, can take advantage of this market by attracting revenue from visitors (Mechinda et al., 2009). Tourism is being used to generate foreign exchange, increase employment, attract development capital and promote economic independence (Britton, 1982).

Kenya Tourist Board has continued to reposition the destination since 2009 as a high value for high spending tourists and this is paying dividends. Tourists from India, Russia, China and Middle East have shown great improvement though little resources have been put into marketing in the regions (KTB, 2009). United Kingdom is the leading in terms of arrivals with 174,051 followed by United States 107,842 while Italy and Germany take third and fourth positions at 87,694 and 63,011. France is in fifth position with 50,039 visitors. Uganda tops the African market with 33,900 followed by South Africa 33,076 and Tanzania with 30,264. From Asian markets, India led with 47,611 arrivals followed by China 28,480 and UAE 14,874 (MOT, 2013). This data excludes cross-border travel, Kenyan diaspora returning home and foreign experts working in the country. Kenya is divided into eight tourists circuits namely: Central tourism region, western tourism region, coastal tourism region, Maasai land tourism region; divided into Amboseli and Maasai land, eastern tourism region Tana basin tourism region, Turkana regions and northern tourist region.

#### **1.1.5 Tourism Destinations in Kisumu County**

The proposed study will investigate the western circuit which includes; Nyanza, the western and middle part of the rift valley province. It is a highland and mountain area surrounding the Lake Victoria Basin. Composed of lush tropical forests, spectacular landscapes and well cultivated fields, the region has quite different characteristics from other regions, and the tourists' image of Kenya as well. It has the highest population density of the regions indicating that it is rather a human's territory than a



wilderness. Various ethnic groups inhabit the region with their distinctive cultures and ways of life.

Western tourism circuit attractions include: Weeping Stone of Maragol Kakamega Forest Reserve; Mt. Elgon National Park; Cherangani Hills; Elgeyo Escarpment; Saiwa Swamp National Park; Kitale Museum; Kericho Tea; Kisii Soapstone; Lake Victoria; Kisumu Museum; Impala eco lodge.

## **1.2 Statement of the Problem**

Brand loyalty is often considered in conjunction with creating long-term relationships with customers, or the acquisition of regular customers, in lieu of the traditional goal of short-term sales (Back, 2008). It has been suggested that loyalty includes some degree of pre-dispositional commitment toward a brand. Brand loyalty is viewed as multidimensional construct. It is determined by several distinct psychological processes and it entails multivariate (Adkins, 2005; Chen & Gursoy, 2001). Customers' perceived value brand trust, customers' satisfaction repeat purchase behaviour, and commitment are found to be the key influencing factors of brand loyalty. Commitment and repeated purchase behaviour are considered as necessary conditions for brand loyalty followed by perceived value, satisfaction, and brand trust(Punniyamoorthy & Raj, 2007).

Over the past two decades, the significance and contribution of the tourism industry to the world economy has been widely acknowledged and discussed. In the last few decades, travel and tourism have passed various stages of development especially for the economic growth worldwide (Gnoth, 2002). To date, not many studies have been

conducted to understand tourists' loyalty (Pike et al., 2010). Boo et al. (2009b) highlight that investigating destination loyalty is a challenging task due to the paucity of research in this area. However, they believe that such study is important as it has important repercussions to the tourist and travel industry. The literature on destination branding indicates lack of empirical data that evaluate the effectiveness of brand campaigns, particularly in terms of enhancing destination brand loyalty.

Studies relating to brand loyalty include; factors influencing brand loyalty to craft breweries (Murray, 2012), promotional activities and brand loyalty (Gerald, 2011), *Collecting the Real Thing: a Case Study Exploration of Brand Loyalty Enhancement Among Coca-Cola Brand Collectors* (Slater, 2000) the effectiveness marketing strategies used in destination branding in the promotion of domestic tourism (Ndung'u, 2010). Although a conceptual model exists in (Hsu & Cai, 2009) academic study, no apparent effort has been made to empirically investigate the relationship between destination influential factors and destination loyalty in a particular tourism context. Marketing scholars have long emphasized the importance of branding. Many have approached branding issues from a strategic perspective, where managing and leveraging brands is viewed as a marketing strategy to sustain competitive advantage this is majorly influenced by the last stage of consumer purchase behaviour that is making a purchase decision that is either to do a repeat purchase, switch to another brand or go all over to search for more information (Kotler & Keller, 2009). The aim of this study is to present a thorough discussion of factors influencing brand loyalty in choice of a tourism destination. What are the drivers of brand loyalty that influence tourists' choice of destination in Kisumu County, Kenya?

### **1.3 Research Objectives**

The study aimed at investigating the drivers of brand loyalty and tourists' choice of destination in Kisumu County, Kenya

### **1.4 Value of the Study**

Tourism has been identified as a major contributor to the vision 2030. In order for the government to attain this, it needs to translate the tourism policy and plans into reality. Brand loyalty being a relatively new concept to most establishments in the region, the proposed study will contribute to the knowledge pool by providing baseline information upon which further research on the subject can be founded. The study will help companies acting deliberately to delight their customers to improve customer service costs, and decrease customer churn.

The pursuit of brand loyalty by customers is of course a key business goal as it generates a propensity to both increased levels of product purchase and higher levels of repeat spend by consumers. It is also a fact that retaining existing customers is a far more cost effective than the cost of acquiring new customers. The recommendations that will be provided will assist in ensuring quality customer delivery thus sustaining existing customers.

## **CHAPTER TWO: LITERATURE REVIEW**

### **2.1 Introduction**

This chapter explored different authors' writings thus giving an exhaustive understanding of the drivers of brand loyalty on consumer destination choice it examined the theoretical underpinning of the study, the drivers of brand loyalty, buyers' purchase decision and the relationship between drivers of brand loyalty and buyer purchase decision.

### **2.2 Theoretical Underpinning of the Study**

This study adopted the Theory of Multidimensional Brand Loyalty. Brand loyalty defined as a positively biased tendency contains three distinct dimensions. The first dimension is the emotive tendency toward the brand. It refers to the affective (like-dislike), fear, respect or compliance tendency which is systematically manifested more in favour of a brand than other brands in the market place. The value-expressive or ego-defensive attitudes as suggested by Katz (1960) will be part of the emotive brand loyalty. The emotive tendencies are learned by the consumer either from prior experiences with the brand or from no experiential or informational services. The examples of emotive tendencies include the strong emotional stereotypes or brand imageries which researchers talk about as commonly prevalent among consumers.

The second dimension of brand loyalty is the evaluative tendency toward the brand. It refers to the positively biased evaluation of the brand on a set of criteria which are relevant to define the brand's utility to the consumer. For example, one may positively evaluate Lincoln Continental as a brand of automobile on durability,

performance, prestige, and the like.. However, the evaluative tendency includes the instrumental, utilitarian attitudes suggested by Katz (1960) as well as the perceived instrumentality component of the Rosenberg (1956) model. Of course, it comes closest in measurement to the model of attitude structure proposed in Howard and Sheth (1969) and Sheth (1973). The evaluative tendency dimension of brand loyalty is also learned by the consumer either from prior experiences with the brand or from non-experiential or informational sources.

The third dimension of brand loyalty is the behavioural tendency towards the brand. It refers to the positively biased responses toward the brand with respect to its procurement, purchase and consumption activities. The behavioural dimension includes all the physical activities of shopping, search, picking up the brand physically from the shelf, paying for it and ultimately consuming or using it in a systematic, biased way. In short, it represents the time and motion study of the consumer as he behaves toward the brand in a positively biased way. The behavioural tendency is learned primarily from the experiences of buying and consuming the brand or from generalization of similar tendencies toward other brands.

The theory further explains several reasons why buyers are loyal to specific products, brands or store Achievement of Satisfaction that is no buyer is likely to consider seriously repeating purchases when there is no real benefit. At least this is true when the buyer has meaningful alternatives; that is to say, they are not faced with a monopoly such as a public utility. Satisfaction can be based on certain aspects of the firm's store, brand, or product. The customer may have a strong feeling for the

salespeople or the store's atmosphere. Satisfaction may relate to the brands carried, the line of products, or the prices. It may be the availability of such services as credit, returns, delivery, or warranty (Shoemaker & Lewis, 1999).

Perhaps the underlying reason for all buyer loyalty is an image of superiority the customer associates with a brand, product, or store. This image is more than simple satisfaction. There may be several products, brands, or stores that can provide essential satisfaction, but the buyer perceives one product, brand, or store to be superior to any others. This image can be so strong that it precludes, at least in the short run, even the desire to test the market periodically for a possibly better solution (Lee, Leung, & Zhang, 1999).

Buyer inertia is not the most important foundation for loyalty, but it can be critical in conjunction with other factors. Buyer inertia means that there is no compelling reason to seek out an alternative product or store. It is simply easier for the buyer to continue purchasing the same product or brand or visiting the same store than it is to change (Kotler, 2012). Buyer conformity is closely associated with inertia. Conformity means that if the image of the product, brand, or store is compatible with what the buyer's friends and associates deem to be satisfactory, the buyer may develop loyalty in order to be like these people. The individual may not want to question the judgment of associates. Then too, it may mean something to a circle of friends to be observed using the product in question or visiting the proper store. A buyer may develop loyalty to a product or brand that is not personally considered the best because of the necessity to conform (Aaker, 1997).

Loyalty can aid the buyer in reducing or avoiding risk. When buyers remain loyal to a product, brand, or store they avoid the possibility of being wrong. In other words, one way to avoid the risk of dissatisfaction from a new product, brand, or store is to remain with a familiar product, brand, or store. The essential considerations for the buyer where risk is concerned are; how strong is the perception that there is a risk, and how important is it to avoid the risk of being wrong. Of course, these two considerations vary greatly among individuals. There is evidence that customer loyalty is greater among persons who perceive considerable risk in brand, product, or store selection but who have already found a satisfactory solution to their problem (Cai, 2002).

At any given time, the average buyer is faced with a vast array of product, brand, and store decisions. The number of alternatives available to satisfy even the simplest of problems can be tremendous. Loyalty can help the buyer in these and similar decision situations; it simplifies future decisions. Loyalty reduces the number of decisions that the buyer has to make (Keller, 2003a). Buyer loyalty can result from conditions in the market. For example, if there are no alternatives in the market, the buyer must either be loyal or go without. Municipal services, such as garbage collection, electricity, and street repairs, are handled as monopolies, and buyers have no choice in their purchase. The buyer may even have to pay whether the service is desired or not (Backman & Crompton, 1991c).

### **2.3 Drivers of Brand Loyalty**

Loyalty is measured in the following ways: the behavioural approach, the attitudinal approach, and the composite approach (Jacoby et al., 1978). Different factors have

been attributed to destination brand loyalty as shown below. Brand awareness refers to what someone knows or thinks they know about a destination. Destination awareness is not simply whether consumers have heard about a destination, but the likelihood the destination will appear in tourists' destination choice set (Keller, 2003a; Lee & Crompton, 1992). Destination brand awareness is a combination of brand recall and recognition performance for customers. In addition, Cai (2002) defines it as the consumer's ability of identifying or recognizing the brand. Brand recall reflects the ability of tourists to retrieve the brand from memory. Brand recognition reflects the ability of tourists to confirm prior exposure to the brand (Keller, 2003a).

Brand awareness is essential for brand equity to sustain any product or service that is common to both (Aaker, 1991a; Keller, 1993). Brand awareness is the first priority as it affects the width and depth of brand loyalty. Tourists are not able to choose destination if they do not have enough knowledge of the brand at first. Brand awareness can affect consumer perceptions, as tourists feel more comfortable if they have familiarity and want to assign all kinds of good feelings to items that are known to them (Aaker & Erich, 2000). It is obvious that tourist might be able to recognize the brand whenever they need to prefer a destination category that increases the brand's probabilities of becoming a member of the preference set; the bundle of brands from which the tourist may chose.

Previous studies on destination image can be traced back to the early 1970s. Pike & Ryan (2004) identifies a variety of areas such as the role and impact of destination image in consumer behaviour, image construct, and the creation of a scale for



destination image. Backman & Crompton (1991c) defined destination image as “the aggregate sum of beliefs, ideas, impressions and expectations that a tourist has about a tourist destination area. Destination image is a vital aspect in effective tourism development and destination marketing that is related to the overall success of a destination in tourism (Lee & Crompton, 1992). However, destination image includes a variety of elements related to cognitive image, and affective aspect (Pike & Ryan, 2004). In the same vein, a large number of researches support the opinion that destination image contains two dimensions: cognitive and affective (Pike et al., 2010). The cognitive part can be describes as beliefs and knowledge related to physical attributes of a destination, while the affective part points out the attachments to the attributes and environments (Baloglu & McCleary, 1999; Mechinda, Serirat, Popaijit, Lertwannawit, & Anuwichanont, 2010).

Brand quality is a main dimension of brand equity (Aaker, 1996; Keller, 2003b) and has been used interchangeably with customer perceived quality. In addition, brand quality is a major phenomenon for the core competency and that is significant for the sustainable tourism development of the industry and for generating and expanding job opportunities (Hui, Wan, & Ho, 2007). Thus, promoting quality in tourism industry and tourism related products are a preference in various tourism activities Brand quality encourages organizations to be competitive, as favourable quality affects customer loyalty, arises desire to return and inspires expected behaviour. It is also widely acknowledged that perceived quality is a necessary aspect of visit evaluation (Keller, 2003b).

Brand quality is defined as the consumer's judgment of a product or services linking to its desired purpose. It can also be evaluated of excellence or superiority, as an attitudinal assessment (Aaker, 1991b). Keller (2003a) treated brand quality as one vital way of brand judgments. There are seven dimensions of product quality in the customer-based brand equity model, such as performance features, conformation quality, reliability, durability, serviceability, and design of which brand performance relates to the ways in which the destination tries to satisfy tourist's functional needs Keller (2003a). Other researchers perceive quality as a destination infrastructure impacting brand performance (Buhalis, 2000; Pike et al., 2010). Provision of reliable and responsive services enhances a destination's competitive advantage asserts (Dawes, 2009). Murphy, Pritchard, & Smith (2000) found that destination environment in terms of climate, scenery, ambience, friendliness and, to a lesser extent, cleanliness, is a key predictor of destination's quality.

Marketers are increasingly emphasizing brand value as a recent line of research (Sánchez, Callarisa, Rodríguez, & Moliner, 2006) as present-day firms are becoming interested in creating value for their distinctive target publics. It becomes a competitive advantage of the first order in the present times to create and transmit value to tourists, in the midst of global competition and more demanding tourists' (Pike et al., 2010; Pike & Ryan, 2004). In the past decade, perceived value has been raised as a significant phenomenon for a marketer as it is considered a prime driver of loyalty and desire in the regard of both products and services (M. Li & Green, 2011).

Keller (2003a) defined consumer brand knowledge as all descriptive and evaluative brand-related information stored in a consumer's memory. He maintained that brand knowledge is multi-dimensional as it incorporates all kinds of personal meaning that consumers associate with a brand. Broadly speaking, this includes brand awareness, attributes, benefits, images, thoughts, feelings, attitudes, experiences, and so on. Brand knowledge is the source and antecedent of brand equity, which is the sum of factors (or dimensions) contributing to a brand's value in the consumer's mind (Keller, 2003b).

More specifically, Keller (1993) conceptualized brand knowledge in terms of two major components: brand awareness and brand image, based on the associative network memory model constructed by cognitive psychologists. Basically, consumers brand knowledge is considered as part of their long-term memory, which is conceptually modelled as a network with each unit as a node and the connections between nodes as links. Under the guideline of the FRAN ("Free Recall Associative Network") metaphor, a brand (in the form of a name, logo, or other representations) is one node in memory, and brand associations are various informational nodes linked with one brand node (Keller, 1993). Thus, the ease and likelihood of memory retrieval (brand awareness) and the favourability, strength, and uniqueness of the associations between nodes in the memory network (brand image) distinguish brands from each other. Building on a strong legacy of destination image studies, tourism destination branding research has started to adopt Keller's conceptualization (Cai, 2002).

Destination competitiveness refers to the destination's ability to deliver goods and services that perform better than other destinations (Dawes, 2009). Hassan defines competitiveness as the destination's ability to create and integrate value-added products that sustain its resources while maintaining market position relative to competitors. Destination competitiveness is associated with the economic prosperity of residents of a country (Buhalis, 2000). To be competitive, a destination's development of tourism must be sustainable, not economically and not just ecologically, but socially, culturally and politically as well.

Competitiveness can be viewed from different perspectives. From a macro perspective, competitiveness is a national concern and the ultimate goal is to improve the real income of the community. From a micro perspective, it is seen as a firm level phenomenon. In order to be competitive, the firm must provide products and services, which satisfy the desires of the consumer. For such products and services, customers or clients are willing to pay a fair return or price. The elements of a competitive destination include: Core resources ( the primary motivation for destination appeal (Ritchie, 1997) they are divided into two types: endowed(natural and heritage and cultural ; resources its history, institutions, customs, architectural features, cuisine, traditions, artwork, music, handicrafts, dance etc., provides a basic and powerful attracting force the prospective visitor (Murphy et al., 2000) and created resources; tourism infrastructure, special events, range of available activities, entertainment and shopping.

## **2.4 Buyer Purchase Decision**

It involves five stages: first, Need recognition:- The marketer must recognize the needs of the consumer as well as how these needs can be satisfied secondly information search where consumer searches the information about the product and service either from family, friends, neighbourhood, advertisements, whole seller, retailers, dealers, or by examining or using the product. Thirdly evaluation of alternatives:- after getting the required knowledge about the product the consumer evaluate the various alternatives on the basis of it's want satisfying power, quality and it's features.

Fourthly purchase decision: - after evaluating the alternatives the buyer buys the suitable product. But there are also the chances to postpone the purchase decision due to some reasons. In that case the marketer must try to find out the reasons and try to remove them either by providing sufficient information to the consumers or by giving them a guarantee regarding the product to the consumer. Lastly post purchase behaviour: - after buying the product or service consumer will either be satisfied or dissatisfied. If the consumer is not satisfied in that case he will be disappointed otherwise if he is satisfied then he will be delighted. It is usually said that a satisfy consumer tell about the product to 3 people and a dissatisfy consumer tell about the product to 11 people. Therefore it is the duty of the marketer to satisfy the consumer (Kotler & Keller, 2009). According to Kotler & Keller (2009), this process is influenced among others factors like social factors; family, reference groups, aspiration and member groups: psychological factors including motivation, attitude,

perception, learning and beliefs, personal lifestyle, economic levels cultural factors and other people like culture, subculture and social class.

### **2.5 Drivers of Brand Loyalty and Buyer Purchase Decision**

A strong brand loyalty increases the likelihood that a consumer will consistently purchase this brand when the need arises. Development of brand loyalty in a customer reduces his or her risks and shortens the time spent buying the product. The degree of brand loyalty for products varies from one product category to another that is; brand recognition occurs when a customer is aware that a brand exists and views it as an alternative to purchase his or her brand is unavailable or if the other available brands are unfamiliar to the customer; brand preference is a stronger degree of brand loyalty.

A customer definitely prefers one brand over competitive offerings and will purchase the brand if available, but will accept a substitute and brand insistence is the strongest and least common degree of brand loyalty, in which a customer strongly prefers a specific brand, will accept no substitute, and will go to great lengths to acquire it. Although brand loyalty is a challenge to build, it makes a significant contribution to a sustainable competitive advantage.

## **CHAPTER THREE: RESEARCH METHODOLOGY**

### **3.1 Introduction**

This chapter described the research design research area, target population, sampling procedure, sample size, research instruments, data collection and data analysis.

### **3.2 Research Design**

The study was cross sectional in nature and follows the causal research design where information was collected without changing the environment that is., nothing was manipulated and explorative research design in order to examine data-sets and look for potential relations between variables. The study collected both quantitative and qualitative data simultaneously by using the questionnaire to investigate the impact of perceived factors affecting brand loyalty of tourism destination choices.

### **3.3 Population of Study**

Respondents of all regions (who visit Kisumu) comprised the population and ultimately the researcher's sample. These included specifically the tourists and destination management in Kisumu as at the time of collecting data. According to MOT (2013) averagely, tourist population in Nyanza Basin are estimated to be 20,839 per month . This data excludes cross-border travel, Kenyan diaspora returning home and foreign experts working in the country. Western tourism circuit comprises of fourteen (14) major attractions with Kisumu County having four of these.

Kisumu is a tourist destination in the western circuit which is recognized in creating the brand image of Kenya tourism. The population visiting this area is also significant

(appendix III) thus has a positive impact in contributing to the country's gross domestic product. Because of this the researcher therefore wants to enhance tourism in the destination in order to ensure sustainability through the research.

### **3.4 Sampling Design**

All the three tourism destinations were sampled. The tourists were sampled in these destinations using convenience sampling, where the tourists who were in the specific destination were identified and randomly sampled. Simple random sampling technique is simple and gives each and every member of the population an equal chance to participate in the study while convenience sampling helps the researcher to get tangible information from the people participating in the touristic activities.

The sample was determined using fisher's Exact Test Fishers, (1954), with consideration to similar studies carried out elsewhere. The formula for sample size determination therefore is  $n = Z^2 p (1-p) / d^2$

Where:

n=required sample size

Z=confidence level at 95% (standard value of 1.96)

p=expected proportion at 15%

d=level of precision at 5% (standard value of 0.05)

$n = 1.96^2 * 0.15 * (1 - 0.15) / 0.05^2 = 196$ .



### **3.5 Data Collection Method**

A questionnaire was used for data collection from tourists who were visiting the selected destinations. According to Best and Khan (1993), a questionnaire is a method of collecting data which enables the researcher to explain the purpose of the study and the meaning of items that may not be clear. They assert that a questionnaire is an appropriate data collection instrument as it gives the respondent time to give well thought out answers and it is also effective.

At the researcher's convenience all the respondents identified after which the questionnaires was distributed. This is adopted from the study of Baldauf, Cravens, & Binder (2003). The structure of the questionnaire was clear, easy to understand, and straightforward to ensure that the respondents answer the questions with ease. There was one questionnaire: containing two sections. The first section dealt with background information of the respondents while the second section dealt with the study objectives.

### **3.6 Data Analysis**

Selected personal characteristic (gender, age, nationality, education, and average income) will be controlled in the statistical analysis. Coding the responses, cleaning and screening the data will be done in an Excel spread sheet. Data were explored using descriptive statistics. Differences of responses from various clusters of respondents were tested using Chi Square at 95% confidence level.

The relative importance of the drivers of destination branding loyalty were weighted on a Likert scale (i.e. a score of 1 to 5). All statistical tests were done using SPSS version 20 software while graphics were done in Microsoft Excel 2013. The synthesized data was presented in graphs and tables preceded by a detailed description.

## **CHAPTER FOUR: DATA ANALYSIS, RESULTS AND DISCUSSION**

### **4.1 Introduction**

This section analyzes data collected from tourist visiting selected destinations in Kisumu County. The synthesized data is then presented in graphs and tables preceded by a detailed description. Observed trends are discussed and compared with similar case studies elsewhere and available literature on the subject. To achieve the objective of the study, primary data was collected from a sample of 196 tourists, out of whom 178 responded successfully leading to a response rate of 90.8%.

### **4.2 Data Analysis and Results**

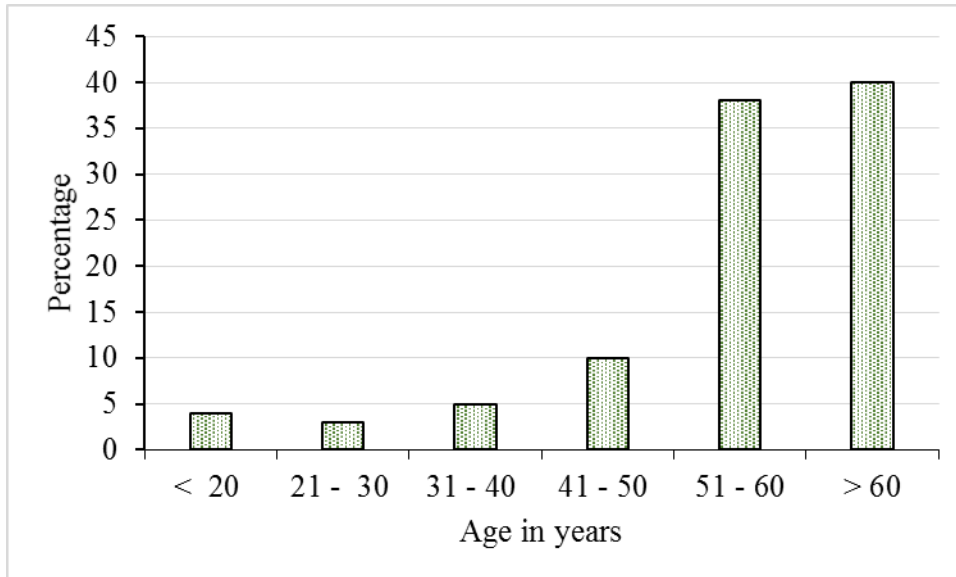
Demographic parameters of the respondents and perceived drivers of destination branding were analyzed using descriptive statistics with and presented graphically. Significance differences from different clusters were tested using non-parametric chi square and results visualized using pie and bar charts. The perceived drivers of destination brand loyalty were ranked on a Likert scale.

#### **4.2.1 Demographic Characteristics of Respondents.**

A total of 178 tourists were interviewed in the present study. Male tourists were slightly more (52%) as compared to females (48%). The tourists were asked to indicate their age in stipulated age classes. The data was subjected to descriptive statistics and differences in age groups tested using Chi-square. The interviewed tourists were aged between 17 to 78 years. The age structure of the respondents is depicted in Figure 1. There was a significant difference ( $df = 5, p < 0.05$ ) in the age

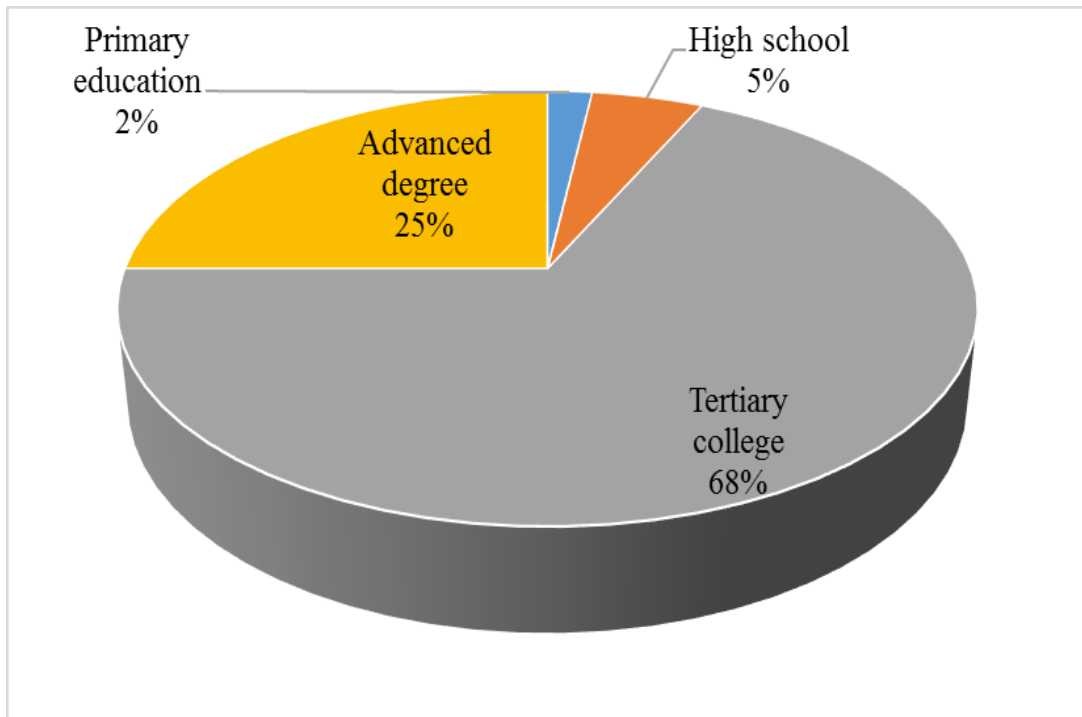
classes of the tourists that were sampled. Most of them were aged over 51 years. The numbers were reducing with decreasing age classes.

Figure 1: Age Structure of Respondents



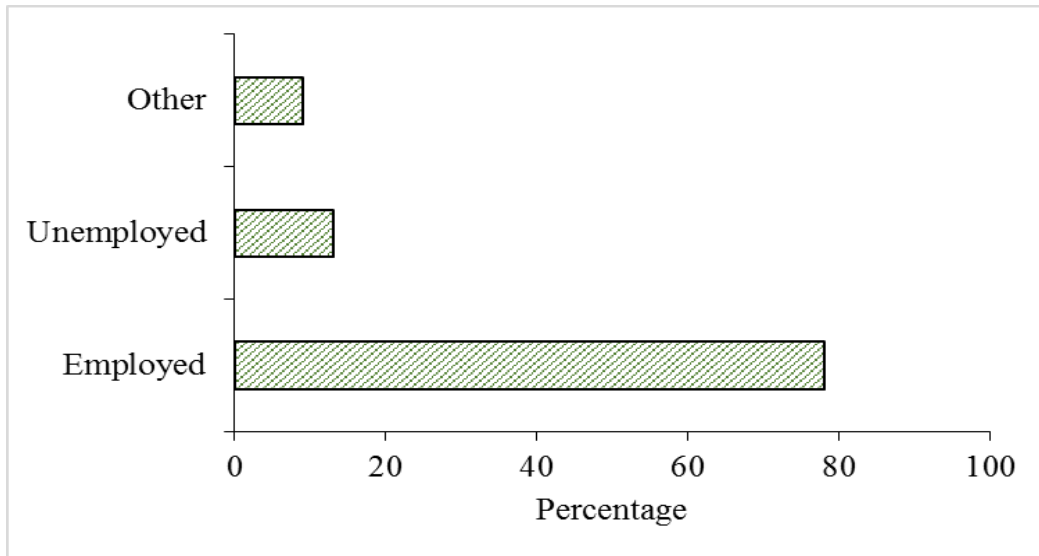
Respondents were asked to indicate their level of education to determine how education affected tourist's choice of destination. A Chi-square test revealed that the level of education attained by the tourists was varied and significantly different ( $df = 3$ ,  $p < 0.05$ ). It was evident that majority (68%) had attained tertiary education as shown in Figure 2. Twenty five percent had advanced degree (postgraduate). Those who had either secondary or primary education were 5% and 2% respectively.

Figure 2: Level of Education of Respondents



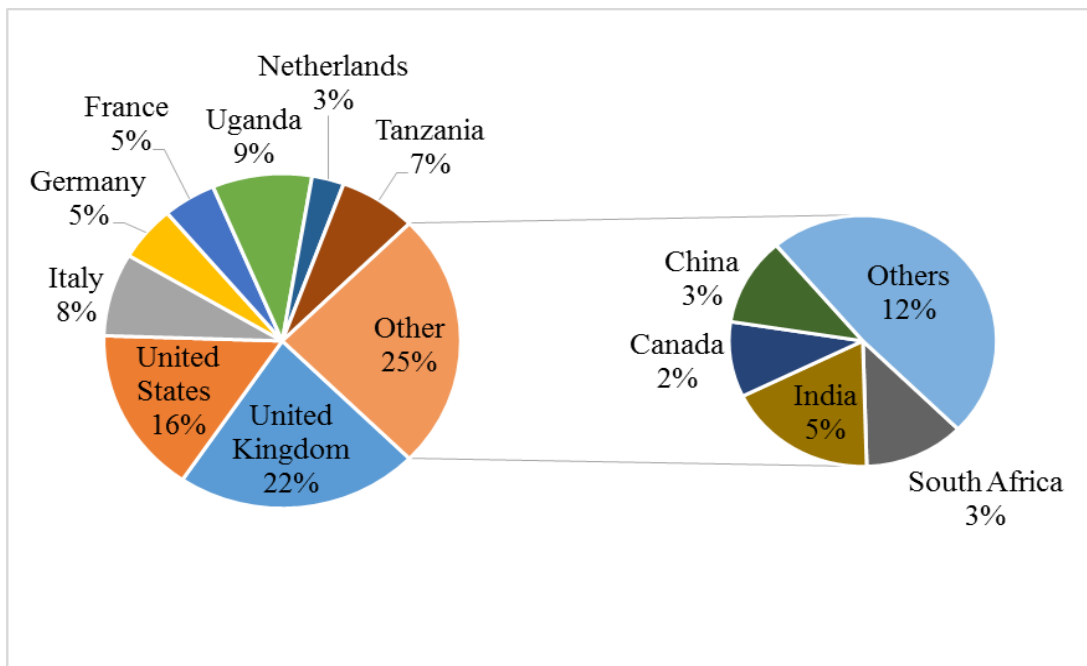
Respondents were asked to state their employment status. All those that had either formal or informal occupation were considered employed. The unemployed category included majorly students. Figure 3 illustrates the employment status of the respondents. This was found to be significantly different among the identified groups. Most of them (78%) were in one way or another employed. Only 13% and 9% were not employed or in the other categories respectively.

Figure 3: Employment Status of Respondents



The country of origin of respondents was profiled by simple frequencies and presented using a pie chart. The respondents represented 29 nationalities. A Chi-square test showed that the number of tourists from the various countries were significantly different ( $df = 28, p < 0.05$ ). The contribution from each country is shown in Figure 4. The majority were from the United Kingdom (22%). These were followed by United States, Uganda, Italy and Tanzania with 16%, 9%, 8% and 7% respectively. Germany, France and India each had 5%, while China and Netherlands had 3% each. Those from Canada accounted for only 2%. The rest of the countries accounted for the remaining 12%.

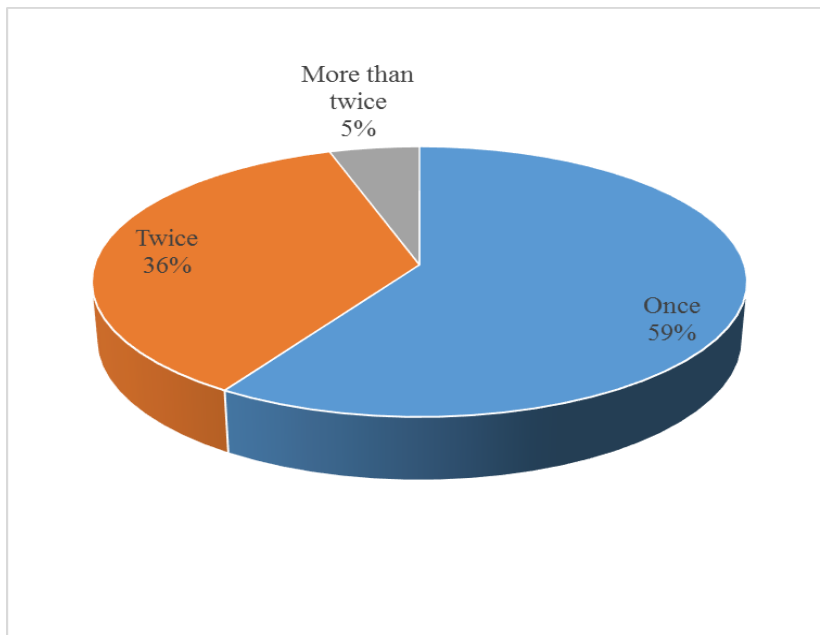
Figure 4: Country of Origin of Respondents



#### 4.2.2 Destination Brand Loyalty

In order to find out if the tourists do repeat purchases, respondents were asked if they had ever visited tourist destinations before. Most (59%) of them were visiting destinations in Kisumu County for the first time (Figure 5). Thirty six percent were on their second visit. Only 5% had visited the destinations more than twice. The latter two groups were probed if they were visiting the very same destination they had visited before. The majority (59%) in this group affirmed that they were doing repeat visits

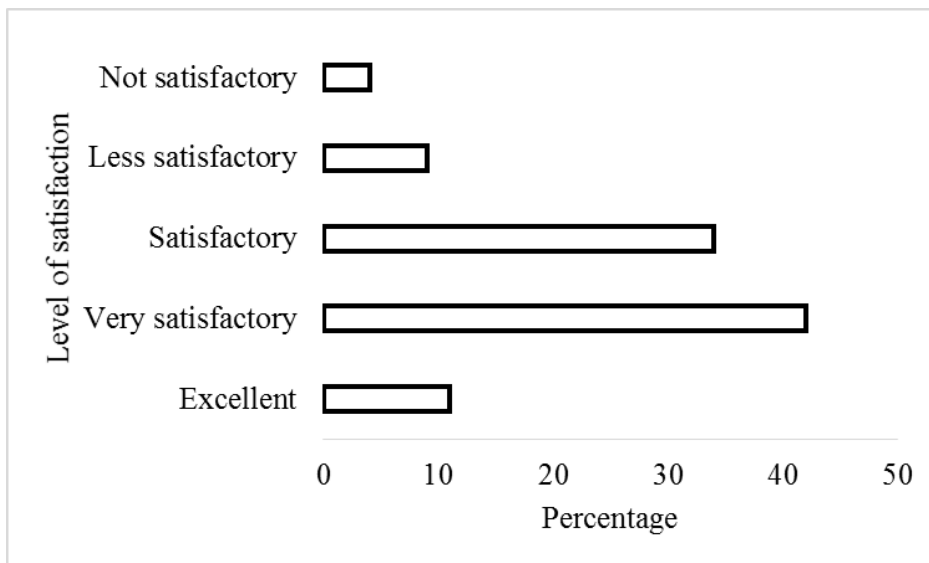
Figure 5: Number of Times Respondents had Visited Destinations in Kisumu County



Reasons for repeat visits notwithstanding, respondents' level of contentment with their destination choices were sort. The majority were either very satisfied (42%) or just satisfied (34%). A good proportion (11%) felt that the destinations were excellent. Nine percent got little contentment whereas only 4% were not satisfied at all as presented in Figure 6.



Figure 6: Contentment Levels of Respondents



Based on the theory of Multidimensional Brand Loyalty, respondents were asked whether their destination choice was influenced by listed factors affecting brand loyalty. The responses ranged from strongly agree to strongly disagree with scores ranging from 5 to 1 respectively. After collating data from all respondents, the factors were weighted on a Likert scale as shown in Table 1, all the factors were rated above average on the scale of 1 to 5. Achievement of Satisfaction was rated as the most influential factor in brand loyalty with a mean of 4.47.

This was followed by risk avoidance and buyer inertia in order of intensity of preference. Buyer conformity and number of alternatives available were also rated highly that is 3.93 and 3.89 respectively. Image superiority 2.94, also emerged as one of the influential factors of brand loyalty in the sampled destinations in Kisumu County.

Table 1: Likert Scale Ranking of Factors Influencing Destination Brand Loyalty as Rated by Tourists Visiting Kisumu County.

| Factors influencing brand loyalty | WEIGHTS (W)     |       |          |          |                   | $\sum Wf$ | $\sum f$ | Mean<br>( $\sum Wf / \sum f$ ) $\pm$ S<br>D |
|-----------------------------------|-----------------|-------|----------|----------|-------------------|-----------|----------|---|
|                                   | Strongly agree  | Agree | Moderate | Disagree | Strongly Disagree |           |          |   |
|                                   | 5               | 4     | 3        | 2        | 1                 |           |          |   |
|                                   | FREQUENCIES (F) |       |          |          |                   |           |          |   |
| Achievement of Satisfaction       | 115             | 44    | 11       | 4        | 4                 | 796       | 178      | 4.47 $\pm$ 0.27                             |
| Image of superiority              | 34              | 33    | 36       | 38       | 37                | 523       | 178      | 2.94 $\pm$ 0.01                             |
| Buyer inertia                     | 91              | 48    | 20       | 11       | 8                 | 737       | 178      | 4.14 $\pm$ 0.20                             |
| Buyer conformity                  | 82              | 38    | 30       | 21       | 7                 | 701       | 178      | 3.93 $\pm$ 0.16                             |
| Risk avoidance                    | 101             | 45    | 17       | 8        | 7                 | 759       | 178      | 4.26 $\pm$ 0.22                             |
| Number of alternatives available  | 80              | 34    | 40       | 12       | 12                | 692       | 178      | 3.89 $\pm$ 0.16                             |

Source: Researcher (2013)

$\sum Wf$  = Sum (Weights\*Number of responses)

$\sum f$  = Total number of respondents

SD = Standard deviation

To further investigate, the impact of brand loyalty of destination choice, respondents were asked if marketing influenced their decision. The majority (62%) agreed that marketing affected their choice of destination while 38% did not agree, showing that they were influenced by other factors. marketing being one of the major influencing factors, tourism markets should therefore do aggressive marketing in order to create awareness of tourism destinations

### **4.3 Discussion**

This study investigated the drivers of brand loyalty on tourists' choice of destination in Kisumu County. There is not much academic research on brand loyalty in tourism destinations, and almost no research about factors influencing brand loyalty in destination choice (Boo et al., 2009b; Pike et al., 2010; Pike & Ryan, 2004). This section discusses the implications of the results derived from the analyzed data. It further compares findings in this study with similar studies carried elsewhere. It describes the demographic characteristics and destination brand choice thus concluding the objective of the study.

#### **4.3.1 Demographic Characteristics of Respondents**

Results indicated no gender parity in tourists visiting destinations in Kisumu County. This is largely attributed to the fact most of the respondents were traveling with their spouses and in some cases with their children. This however could not be corroborated as there is no publication that stratifies tourist arrivals based on gender in Kenya. Most of the interviewed tourists were aged over 50 years and were employed either in the formal or informal sector. Most of the respondents in this group had an advanced degree. Intuitively, these groups are able to make savings from their long careers and good jobs which they could use to tour the world.

United Kingdom was leading in terms of arrivals followed by United States while Italy and Germany took third and fourth positions. France took the fifth position (5%). Uganda topped the African (9%) market followed by Tanzania (7%). From Asian

markets, India (5%) led followed by China (3%). This finding is in agreement with the numbers given by the Ministry of Tourism for the national arrivals in the preceding year (MOT, 2013). The high number of tourists from Uganda and Tanzania can be attributed to the proximity of Kisumu County to the two countries making it a cheap destination for holiday makers.

#### **4.3.2 Destination Brand Loyalty**

The phenomenon of destination brand loyalty was manifest in the present study. Instead of visiting other destination, more than 40% percent of respondents acknowledged that they were revisiting the destinations they had visited before. They were generally satisfied with revisiting the sites. Further probing reinforced this observation with respondents revealing the most influential factor in destination brand loyalty is achievement of satisfaction. It has been argued that if tourism is to survive by generating satisfaction among interacting tourists and hosts, it must adopt societal marketing strategies (Kotler & Keller, 2009). This involves carefully monitoring tourist satisfaction levels and using them as part of the criteria to evaluate the success of the attraction destinations, rather than increasing numbers of tourists; continually monitoring host reactions to tourists, for host-tourist interaction is an important component of the tourist experience; and being aware that infrastructure development of tourism resort areas has implications for the types of tourists that will be attracted (Pike & Ryan, 2004).

The degree of consumer satisfaction will depend on the assessment of the perceived overall experience of the destination versus anticipated expectations and perceptions. Developing the right image for destinations, ensuring consumers get value for their money and enhancing the quality of the products and services offered in a particular destination augments the touristic experience therefore determining their ability to satisfy visitors as it will allow them to develop realistic and fulfil-able expectations (Murphy et al., 2000). Findings of this study are in agreement with M. Li & Green (2011) who linked customer satisfaction with destination loyalty (Li & Petrick, 2005).

Risk avoidance was rated the second most influential factor in destination brand loyalty in this study. Tourists do revisit destinations because they generally know what to expect from those and trust that their expectations will be met. Viewed within a tourism and hospitality context, visitors will likely expect high-quality facilities and customer service at an upscale internationally recognized chain (brand) of hotels. At the same time, visitors can also expect to pay a premium for this assurance of quality and reduction of perceived risk. Blain (2005) states that “a brand reduces customers’ perceived monetary, social, or safety risk in buying services, which are difficult to evaluate prior to purchase”. Consequently consumers find safety in what they already know. In other words, one way to avoid the risk of dissatisfaction from a new product, brand, or store is to remain with a familiar product, brand, or store (Cai, 2002).

Buyer inertia and conformity were rated as the third and fourth most influential factors respectively affecting destination choice by tourists visiting Kisumu County. Buyer inertia means that there is no compelling reason to seek out an alternative

product or store. On the other hand conformity means that if the image of the product, brand, or store is compatible with what the buyer's friends and associates deem to be satisfactory, the buyer may develop loyalty in order to be like these people (Aaker, 1997; Kotler, 2012).

The number of available alternatives scored above average on a scale of 1 to 5 an indication that it plays a critical role in destination brand loyalty. In a situation where a vast array of products exists loyalty can help the buyer in these and similar decision situations; it simplifies future decisions. It reduces the number of decisions that the buyer has to make (Keller, 2003a). Similarly, if there are no alternatives in the market, the buyer must either be loyal or go without and may even have to pay whether the service is desired or not (Backman & Crompton, 1991c). The latter was the most likely scenario in the present study. This is informed by the fact not so many touristic brands exist in Kisumu County.

Image superiority was also ranked as one of the factors affecting destination brand loyalty. Other authors have also agreed with this. Pike & Ryan (2004) identifies a variety of areas such as the role and impact of destination image in consumer behaviour, image construct, and the creation of a scale for destination image Backman & Crompton (1991c). Lee & Crompton, (1992) established that destination image is a vital aspect in effective tourism development and destination marketing that is related to the overall success of a destination in tourism.

## **CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATION**

### **5.1 Introduction**

This section concludes the key findings based on the objectives. It will also give recommendations for further research highlight on the implications and limitations of the study.

### **5.2 Summary**

This study investigated the drivers of brand loyalty on tourists' choice of destination in Kisumu County, Kenya. Data was collected from tourists in these destinations using convenience sampling, where the tourists who were in the specific destination were identified and randomly sampled. A questionnaire was used for data collection. The data was analysed using descriptive statistics and non-parametric tests (Chi-square). The relative importance of the drivers of destination branding loyalty was weighted on a Likert scale. The study was oriented on the Theory of Multidimensional Brand Loyalty, where achievement of Satisfaction, image of superiority, buyer inertia, buyer conformity, risk avoidance and number of alternatives available were investigated.

### **5.3 Conclusion and Implications**

This study presented a thorough discussion of factors influencing brand loyalty in choice of a destination. About 40% of the tourists who were interviewed in Kisumu County revealed that they were revisiting the same tourism destination they had visited before. Most of them were generally contented with the services they were receiving.

Results further showed that achievement of satisfaction, risk avoidance and buyer inertia were the most important factors influencing destination brand loyalty of the respondents. The responses ranged from strongly agree to strongly disagree with scores ranging from 5 to 1 respectively. On a likert scale, achievement of Satisfaction with a mean of 4.47 was rated as the most influential factor in brand loyalty. This was followed by risk avoidance (4.26) and buyer inertia (4.14) in order of intensity of influence. Buyer conformity number of alternatives available and image superiority (3.93, 3.88 and 2.94) respectively were also rated above average

Brand loyalty in a destination is a relatively new field and the academic investigation of such a process is still in its infancy(Aaker & Erich, 2000). According to existing literature, customers' perceived value brand trust, customers' satisfaction repeat purchase behaviour, and commitment are the key influencing factors of brand loyalty. Commitment and repeated purchase behaviour are considered as necessary conditions for brand loyalty followed by perceived value, satisfaction, and brand trust.

Murray, (2012) in his study found a significant differences that emerged among various demographic groups, including residence, gender, work sector, age, and income. The mean Uniqueness score was 3.98 and emerged as one of the statistically significant factors that influences brand loyalty to craft breweries. Satisfaction was the second most significant predictor of brand loyalty and had a mean score of 4.48.

According to Ndung'u, (2010) her study was concluded that advertising, direct marketing, website and on-line marketing are highly effective marketing strategies used in the promotion of domestic tourism. The joint initiative between the media and



the tourism industry was considered highly effective in improving information flow between the industry and the consumers, in this case being the domestic tourists. Similarly, the study found that tour operators should be encouraged to use less traditional marketing strategies like the three aspects of destination branding to entice the domestic tourists to discover their beautiful country, thus increasing the number of domestic tourists and increasing revenue earned for the government. Concluding that all the three aspects of destination branding, that is destination image, personality and attributes would be able to market the different regions of Kenya to domestic tourists and prove the effectiveness of destination branding. This was in agreement with this study which also found a significant difference in those factors with achievement of satisfaction being ranged highly with a mean score of 4.47 and marketing which with 62% in influencing brand choice.

Destinations are recommended to expand the depth and/or breadth of destination awareness thus destination loyalty by improving brand recall and recognition across settings (Keller, 1999). They should also focus their marketing efforts on improving the strength, favourability, and uniqueness of brand associations to build positive destination image (Keller, 1999). Also, destination marketers are recommended to deliberately design the knowledge structures that they would like to create in tourists' minds (Keller, 1993). For instance, instead of competing randomly with all destinations available in a market, they should position themselves in certain product category(s) first. They also need to know the kind of image they want tourists to have in terms of cognitive, affective, and conative attributes. Successful image promotion is not only about demonstrating basic destination facts to the customers, but also

about creating emotional attachment and facilitating travel decisions. Thus, instead of showcasing numerous pictures of tourist attractions, destination promotion materials need to focus more on emotion and atmosphere themes. Finally, destination marketers need to adopt a broad and long-term view in strategic decision-making (Keller, 1993). Again, this stresses the importance of consistency in destination information conveyed to tourists. Marketing activities should not be considered as separate or isolated. Nor should the experience offerings from each tourism sector be fragmented. All of these should be planned and designed in a holistic manner.

#### **5.4 Limitations of the Study**

The items discussed as limitations hindered the scope of my study in one way or another. The first challenge I faced was how to get the data. It was the start of the high season in Kenya but because of the travel advisories occasioned by frequent terror attacks the tourist arrivals were low thus it took a long time to get enough sample size. The representation of countries was also affected by the travel advisories. The second limitation was time frame for the research. Time factor could have allowed the study to cover other destinations which might have a greater impact to the study. These could have enhanced the findings of the study. The third limitation was due to the fact that few local studies have been done on destination brand loyalty. This posed a challenge whereby most of the literature used in this study was based on studies done on developed markets whose factors could be different from the local situation making it difficult to generalize information obtained from these and compare the same with the destinations in Kisumu County

## **5.5 Recommendation for Further Research**

This exploratory study intended to investigate which factors influence destination brand loyalty and why certain visitors choose one destination over another it found out that achievement of satisfaction, quality of the destination image, buyer inertia risk avoidance and buyer conformity contribute significantly to destination brand loyalty and destination choice. Marketing was also found out to influence the tourists in choosing from available alternatives. Therefore there are several opportunities for future research to better understand the driving factors in choice of tourism destination. It is crucial to measure destination branding effectiveness because this is a marketing strategy that can be used to enhance both domestic and international tourism and can be measured through consumer research. Such research must include measurement of visitor perceptions of the destination and image before and after visitation to determine if the transmitted image that formed visitor expectations is matched by actual experience, which forms the heart of visitor satisfaction.

Since this study demonstrated that destination brand loyalty is effective, further empirical research to examine specific steps within the destination branding process may prove beneficial to destination marketing organizations. Other researches may include an examination of more than one tourist region with almost similar geographical and demographic make up to determine if the same factors influence destination brand loyalty and ultimate destination choice

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## **APPENDICES**

### **Appendix I: Introduction Letter**

#### **PART A: LETTER TO THE TOURISTS**

##### **RE: Study on the Factors Influencing Tourism Destination Brand Loyalty**

Thank you for agreeing to fill this questionnaire. The study is being conducted by a student of university of Nairobi (NANCY K MOMANYI D61/61163/2011) to gather information about the factors that are influencing destination brand loyalty.

The questionnaire should take 10-15 minutes of your time. Your participation is voluntarily and information given will be treated with utmost confidence for academic research only. Anonymity and confidentiality will be assured.

Thank you for taking your time to share the insight with me.

Yours faithfully,

Nancy K. Momanyi (D61/61163/2011)

**Appendix II: Questionnaire**

**PART A: DEMOGRAPHIC INFORMATION**

**Instruction: tick (✓) where appropriate**

**1. What is your country code.....**

**2. Please indicate your gender**                      female                                            male                     

**3 Please indicate your age**

11-20                          21-30                     

31-40                          41-50                     

51-60                          above 61                     

**4. Please indicate your education level**

Primary education                                            High school                     

Tertiary college                                            Bachelors                     

Advance degree                     

Any other (specify).....

**5. Indicate your current occupation.**

Employed                          Unemployed                     

Any other (specify).....

**6. Please indicate your race.**

White                          Black

Asian  Hispanic

Islander

Any other (specify).....

**PART B: DESTINATION BRAND LOYALTY**

**7. Please indicate how many times you have ever visited any of the Kisumu tourist destinations.**

Once  Twice

Thrice  More than thrice

**8. If more than once did you visit the same destination? Yes  no**

**9. On a scale of 1 to 5 rate to what extent you think tourism destination in Kisumu has delivered their products or services.**

Excellent  Less satisfactory

Very satisfactory  Not satisfactory

Satisfactory

**10. On a scale of 1-5 tick on the following checklist how the factors influence your visit**

**1-strongly agree 2-agree 3-moderately agree 4-disagree 5-strongly disagree**

| Factors influencing brand loyalty | 1 | 2 | 3 | 4 | 5 |
|-----------------------------------|---|---|---|---|---|
| Achievement of Satisfaction       |   |   |   |   |   |
| Buyer inertia                     |   |   |   |   |   |
| Buyer conformity                  |   |   |   |   |   |
| Risk avoidance                    |   |   |   |   |   |
| Availability of alternatives      |   |   |   |   |   |

**11. Does marketing of any destination affect your choice of a destination?**

Yes                                no                   

**12. If yes, how many of the destinations that you recall but are not marketed do you include in your visit.**

### Appendix III: Tourism Performance in Nyanza Basin

| <b>BED NIGHT STATISTICS</b>  | <b>2007</b>       | <b>2008</b>       | <b>2009</b>       | <b>2010</b>       | <b>2011</b>       | <b>2012</b>       |
|--|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Nyanza basin Bed nights Occupied   | 246,600           | 185,400           | 213,200           | 301,200           | 301,900           | 252,100           |
| Total Bed nights Occupied  | 6,939,400         | 3,699,000         | 6,242,800         | 6,662,300         | 7,015,200         | 6,860,800         |
| <b>TOTAL BEDS AVAILABLE</b>  | <b>14,233,600</b> | <b>14,233,600</b> | <b>17,125,300</b> | <b>17,161,800</b> | <b>17,419,600</b> | <b>18,849,600</b> |
| Comparative Analysis of % of beds occupied in Nyanza with the National Beds Occupied | 3.5               | 5.0               | 3.4               | 4.5               | 4.3               | 3.67              |
| <b>VISITORS TO ATTRACTIONS</b>   | <b>2007</b>       | <b>2008</b>       | <b>2009</b>       | <b>2010</b>       | <b>2011</b>       | <b>2012</b>       |
| Kisumu Impala Sanctuary  | 72,200            | 79,800            | 174,600           | 195,200           | 201,600           | 247,000           |
| Kisumu Museum  | 90,000            | 75,300            | 89,700            | 104,100           | 110,900           | 144,900           |

Source: Economic Survey 2007 and 2012