



Document details

1 of 1

Export Download Print E-mail Save to PDF Add to List More... >

View at Publisher

Journal of Destination Marketing and Management
Volume 16, June 2020, Article number 100413

The interplay between social media communication, brand equity and brand engagement in tourist destinations: An analysis in an emerging economy (Article)

Huerta-Álvarez, R.^a, Cambra-Fierro, J.J.^b, Fuentes-Blasco, M.^b

^aBusiness & Economics, University of Lima, Lima, Peru

^bDepartment of Management and Marketing, Pablo de Olavide University, Sevilla, Spain

Abstract

View references (121)

The consolidation of Web 2.0 has modified the way people communicate and interact with tourists. User-generated social media communication continues to increase: to the detriment of traditional media channels, where the message is controlled by destination marketing organizations. Moreover, uncontrolled user-generated communication is increasingly considered more reliable than traditional, controlled communication. All this has considerably modified tourist perceptions regarding destination image and brand equity. From a business perspective, a line of thought addressing the study of these interrelationships has emerged in the literature, going so far as to consider their impact on brand engagement. Despite the current prevalence and relevance of social media communication as a loyalty-building factor in a context as competitive as the tourism sector, relatively little literature has addressed it in emerging tourist destination scenarios. Hence, the present paper presents an analysis of how – and to what extent – social media communication, both controlled and uncontrolled by the destination organization, has an impact on destination brand equity and destination brand engagement. More specifically, this study applies it to an emerging economy scenario: Metropolitan Lima, Peru. The implications of our research, presented at the end of the paper, are of interest – both as a contribution to the literature and from the perspective of tourist destination management – and can serve to aid the economic and social development of emerging economies. © 2020 Elsevier Ltd

Author keywords

Brand engagement Customer-based destination brand equity Emerging economy Social media communication Tourist destination

Funding details

Funding sponsor	Funding number	Acronym
Secretaría de Estado de Investigación, Desarrollo e Innovación	ECO2017-83933-P	I+D+i
	ECO2016-76553-R	
Ministerio de Ciencia e Innovación	S09	MICINN

Funding text

This work was supported by SEJ-601 Innovación y Marketing para un Entorno Global Sostenible (IMEGS). Jesús Cambra-Fierro also acknowledges the financial support from the following sources: I+D+i (ECO2017-83933-P) from the Spanish Ministry of Science and Innovation, and Generis research project (S09) from the European Social Fund and Gobierno de Aragón. María Fuentes-Blasco also acknowledges the financial support from the Spanish Ministry of Economy and Competitiveness (Project reference: ECO2016-76553-R).

Metrics View all metrics >



PlumX Metrics Usage, Captures, Mentions, Social Media and Citations beyond Scopus.

Cited by 0 documents

Inform me when this document is cited in Scopus:

Set citation alert >

Set citation feed >

Related documents

- An interregional extension of destination brand equity: From Hong Kong to Europe
Kim, S. , Schuckert, M. , Im, H.H. (2017) *Journal of Vacation Marketing*
- Comparison of destination brand equity models of competitive convention cities in East Asia
Kim, S. , Moon, J. , Choe, J. (2016) *Journal of Convention and Event Tourism*
- Effects of the intensity of use of social media on brand equity: An empirical study in a tourist destination
Stojanovic, I. , Andreu, L. , Curras-Perez, R. (2018) *European Journal of Management and Business Economics*

View all related documents based on references

Find more related documents in Scopus based on:

Authors > Keywords >

References (121)

[View in search results format >](#)

All Export Print E-mail Save to PDF Create bibliography

View all 121 references

-
- 1 Aaker, D.A.
Managing brand equity
(1991). Cited 3804 times.
Free Press New York, NY
-
- 2 Aaker, D.A.
Measuring Brand Equity Across Products and Markets
(1996) *California Management Review*, 38 (3), pp. 102-120. Cited 1173 times.
doi: 10.2307/41165845
[View at Publisher](#)
-
- 3 Ahn, J., Back, K.-J.
Antecedents and consequences of customer brand engagement in integrated resorts
(2018) *International Journal of Hospitality Management*, 75, pp. 144-152. Cited 21 times.
<http://www.elsevier.com/locate/ijhosman>
doi: 10.1016/j.ijhm.2018.05.020
[View at Publisher](#)
-
- 4 Anderson, J.C., Gerbing, D.W.
Structural Equation Modeling in Practice: A Review and Recommended Two-Step Approach
(1988) *Psychological Bulletin*, 103 (3), pp. 411-423. Cited 19115 times.
doi: 10.1037/0033-2909.103.3.411
[View at Publisher](#)
-
- 5 Arnett, D.B., Laverie, D.A., Meiers, A.
Developing parsimonious retailer equity indexes using partial least squares analysis: A method and applications
(2003) *Journal of Retailing*, 79 (3), pp. 161-170. Cited 137 times.
doi: 10.1016/S0022-4359(03)00036-8
[View at Publisher](#)
-
- 6 Bagozzi, R.P., Yi, Y., Phillips, L.W.
Assessing construct validity in organizational research
(1991) *Administrative Science Quarterly*, 36 (3), pp. 421-458. Cited 2861 times.
-
- 7 Bansal, H.S., Voyer, P.A.
Word-of-Mouth Processes within a Services Purchase Decision Context
(2000) *Journal of Service Research*, 3 (2), pp. 166-177. Cited 588 times.
doi: 10.1177/109467050032005
[View at Publisher](#)
-

- 8 Beerli, A., Martín, J.D.
Tourists' characteristics and the perceived image of tourist destinations: A quantitative analysis - A case study of Lanzarote, Spain
(2004) *Tourism Management*, 25 (5), pp. 623-636. Cited 403 times.
doi: 10.1016/j.tourman.2003.06.004
[View at Publisher](#)
-
- 9 Bianchi, C., Pike, S., Lings, I.
Investigating attitudes towards three South American destinations in an emerging long haul market using a model of consumer-based brand equity (CBBE)
(2014) *Tourism Management*, 42, pp. 215-223. Cited 64 times.
doi: 10.1016/j.tourman.2013.11.014
[View at Publisher](#)
-
- 10 Black, H.G., Kelley, S.W.
A storytelling perspective on online customer reviews reporting service failure and recovery
(2009) *Journal of Travel and Tourism Marketing*, 26 (2), pp. 169-179. Cited 54 times.
doi: 10.1080/10548400902864768
[View at Publisher](#)
-
- 11 Boo, S., Busser, J., Baloglu, S.
A model of customer-based brand equity and its application to multiple destinations
(2009) *Tourism Management*, 30 (2), pp. 219-231. Cited 268 times.
doi: 10.1016/j.tourman.2008.06.003
[View at Publisher](#)
-
- 12 Brodie, R.J., Hollebeek, L.D., Jurić, B., Ilić, A.
Customer engagement: Conceptual domain, fundamental propositions, and implications for research
(2011) *Journal of Service Research*, 14 (3), pp. 252-271. Cited 957 times.
doi: 10.1177/1094670511411703
[View at Publisher](#)
-
- 13 Bruhn, M., Schoenmueller, V., Schäfer, D.B.
Are social media replacing traditional media in terms of brand equity creation?
(2012) *Management Research Review*, 35 (9), pp. 770-790. Cited 186 times.
doi: 10.1108/01409171211255948
[View at Publisher](#)
-
- 14 Cai, L.A.
Cooperative branding for rural destinations
(2002) *Annals of Tourism Research*, 29 (3), pp. 720-742. Cited 457 times.
doi: 10.1016/S0160-7383(01)00080-9
[View at Publisher](#)
-
- 15 Calder, B.J., Malthouse, E.C., Schaedel, U.
An Experimental Study of the Relationship between Online Engagement and Advertising Effectiveness
(2009) *Journal of Interactive Marketing*, 23 (4), pp. 321-331. Cited 363 times.
doi: 10.1016/j.intmar.2009.07.002
[View at Publisher](#)
-

- 16 Cambra-Fierro, J.J., Centeno, E., Olavarria, A., Vazquez-Carrasco, R.
Success factors in a CRM strategy: technology is not all
(2017) *Journal of Strategic Marketing*, 25 (4), pp. 316-333. Cited 12 times.
<http://www.tandf.co.uk/journals/titles/0965254X.asp>
doi: 10.1080/0965254X.2016.1148760
View at Publisher
-
- 17 Cambra-Fierro, J., Melero-Polo, I., Javier Sese, F.
Can complaint-handling efforts promote customer engagement?
(2016) *Service Business*, 10 (4), pp. 847-866. Cited 23 times.
<http://link.springer.com/journal/11628>
doi: 10.1007/s11628-015-0295-9
View at Publisher
-
- 18 Camprubí, R., Guia, J., Comas, J.
The new role of tourists in destination image formation
(2013) *Current Issues in Tourism*, 16 (2), pp. 203-209. Cited 26 times.
<http://www.tandfonline.com/doi/pdf/10.1080/13683500.2012.733358>
doi: 10.1080/13683500.2012.733358
View at Publisher
-
- 19 Chang, H.H., Tsai, Y.-C., Wong, K.H., Wang, J.W., Cho, F.J.
The effects of response strategies and severity of failure on consumer attribution with regard to negative word-of-mouth
(2015) *Decision Support Systems*, 71, pp. 48-61. Cited 30 times.
doi: 10.1016/j.dss.2015.01.007
View at Publisher
-
- 20 Chi, H.-K., Huang, K.-C., Nguyen, H.M.
Elements of destination brand equity and destination familiarity regarding travel intention
(2020) *Journal of Retailing and Consumer Services*, 52, art. no. 101728.
www.elsevier.com/inca/publications/store/3/0/4/4/6/
doi: 10.1016/j.jretconser.2018.12.012
View at Publisher
-
- 21 Christodoulides, G., Jevons, C., Blackshaw, P.
The voice of the consumer speaks forcefully in brand identity: User-generated content forces smart marketers to listen
(2011) *Journal of Advertising Research*, 51 (SUPPL. 1), pp. 101-111. Cited 32 times.
<http://previous.warc.com/PDFFilesTmp/a70242a0-b827-42a9-9320-5cc3a9cbd32a.pdf>
doi: 10.2501/JAR-51-1-101-111
View at Publisher
-
- 22 De Moya, M., Jain, R.
When tourists are your " friends" : Exploring the brand personality of Mexico and Brazil on Facebook
(2013) *Public Relations Review*, 39 (1), pp. 23-29. Cited 45 times.
doi: 10.1016/j.pubrev.2012.09.004
View at Publisher
-

- 23 Dedeoğlu, B.B., Taheri, B., Okumus, F., Gannon, M.
Understanding the importance that consumers attach to social media sharing (ISMS): Scale development and validation ([Open Access](#))
(2020) *Tourism Management*, 76, art. no. 103954. Cited 2 times.
www.elsevier.com/inca/publications/store/3/0/4/7/2/
doi: 10.1016/j.tourman.2019.103954
[View at Publisher](#)
-
- 24 Dedeoğlu, B.B., Van Niekerk, M., Weinland, J., Celuch, K.
Re-conceptualizing customer-based destination brand equity
(2019) *Journal of Destination Marketing and Management*, 11, pp. 211-230. Cited 7 times.
<http://www.journals.elsevier.com/journal-of-destination-marketing-and-management/>
doi: 10.1016/j.jdmm.2018.04.003
[View at Publisher](#)
-
- 25 Diga, M., Kelleher, T.
Social media use, perceptions of decision-making power, and public relations roles
(2009) *Public Relations Review*, 35 (4), pp. 440-442. Cited 77 times.
doi: 10.1016/j.pubrev.2009.07.003
[View at Publisher](#)
-
- 26 Dijkmans, C., Kerkhof, P., Beukeboom, C.J.
A stage to engage: Social media use and corporate reputation
(2015) *Tourism Management*, 47, pp. 58-67. Cited 157 times.
www.elsevier.com/inca/publications/store/3/0/4/7/2/
doi: 10.1016/j.tourman.2014.09.005
[View at Publisher](#)
-
- 27 Dixit, S., Jyoti Badgaiyan, A., Khare, A.
An integrated model for predicting consumer's intention to write online reviews
(2019) *Journal of Retailing and Consumer Services*, 46, pp. 112-120. Cited 6 times.
www.elsevier.com/inca/publications/store/3/0/4/4/6/
doi: 10.1016/j.jretconser.2017.10.001
[View at Publisher](#)
-
- 28 Dodds, W.B., Monroe, K.B., Grewal, D.
Effect of price, brand, and store information on buyer's product evaluations
(1991) *Journal of Marketing Research*, 28 (3), pp. 307-319. Cited 2243 times.
-
- 29 (2018)
<http://www.undp.org>
-
- 30 van Doorn, J., Lemon, K.N., Mittal, V., Nass, S., Pick, D., Pirner, P., Verhoef, P.C.
Customer engagement behavior: Theoretical foundations and research directions
(2010) *Journal of Service Research*, 13 (3), pp. 253-266. Cited 1015 times.
doi: 10.1177/1094670510375599
[View at Publisher](#)
-

- 31 Dwivedi, A.
A higher-order model of consumer brand engagement and its impact on loyalty intentions
(2015) *Journal of Retailing and Consumer Services*, 24 (C), pp. 100-109. Cited 82 times.
www.elsevier.com/inca/publications/store/3/0/4/4/6/
doi: 10.1016/j.jretconser.2015.02.007
[View at Publisher](#)
-
- 32 Eisingerich, A.B., Auh, S., Merlo, O.
Acta Non Verba? The Role of Customer Participation and Word of Mouth in the Relationship Between Service Firms' Customer Satisfaction and Sales Performance
(2014) *Journal of Service Research*, 17 (1), pp. 40-53. Cited 77 times.
doi: 10.1177/1094670513490836
[View at Publisher](#)
-
- 33 Ferns, B.H., Walls, A.
Enduring travel involvement, destination brand equity, and travelers' visit intentions: A structural model analysis
(2012) *Journal of Destination Marketing and Management*, 1 (1-2), pp. 27-35. Cited 59 times.
<http://www.journals.elsevier.com/journal-of-destination-marketing-and-management/>
doi: 10.1016/j.jdmm.2012.07.002
[View at Publisher](#)
-
- 34 Fornell, C., Larcker, D.F.
Evaluating structural equation models with unobservable variables and measurement error
(1981) *Journal of Marketing Research*, 18 (1), pp. 39-50. Cited 30591 times.
-
- 35 Frías-Jamilena, D.M., Sabiote-Ortiz, C.M., Martín-Santana, J.D., Beerli-Palacio, A.
The effect of Cultural Intelligence on consumer-based destination brand equity
(2018) *Annals of Tourism Research*, 72, pp. 22-36. Cited 3 times.
www.elsevier.com/inca/publications/store/6/8/9/
doi: 10.1016/j.annals.2018.05.009
[View at Publisher](#)
-
- 36 Gamble, J.
Transferring organizational practices and the dynamics of hybridization: Japanese retail multinationals in China
(2010) *Journal of Management Studies*, 47 (4), pp. 705-732. Cited 69 times.
doi: 10.1111/j.1467-6486.2009.00876.x
[View at Publisher](#)
-
- 37 Gartner, W.C.
Image formation process
(1994) *Journal of Travel and Tourism Marketing*, 2 (2-3), pp. 191-216. Cited 961 times.
doi: 10.1300/J073v02n02_12
[View at Publisher](#)
-
- 38 Gensler, S., Völckner, F., Liu-Thompkins, Y., Wiertz, C.
Managing brands in the social media environment
(2013) *Journal of Interactive Marketing*, 27 (4), pp. 242-256. Cited 273 times.
doi: 10.1016/j.intmar.2013.09.004
[View at Publisher](#)

- 39 Gerbing, D.W., Hamilton, J.G.
Viability of exploratory factor analysis as a precursor to confirmatory factor analysis

(1996) *Structural Equation Modeling*, 3 (1), pp. 62-72. Cited 371 times.
doi: 10.1080/10705519609540030

[View at Publisher](#)

- 40 Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., Singh, R.
Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior

(2016) *Journal of Business Research*, 69 (12), pp. 5833-5841. Cited 118 times.
<http://www.elsevier.com/locate/jbusres>
doi: 10.1016/j.jbusres.2016.04.181

[View at Publisher](#)

- 41 Gómez, M., Fernández, A.C., Molina, A., Aranda, E.
City branding in European capitals: An analysis from the visitor perspective

(2018) *Journal of Destination Marketing and Management*, 7, pp. 190-201. Cited 6 times.
<http://www.journals.elsevier.com/journal-of-destination-marketing-and-management/>
doi: 10.1016/j.jdmm.2016.11.001

[View at Publisher](#)

- 42 Gómez, M., Lopez, C., Molina, A.
A model of tourism destination brand equity: The case of wine tourism destinations in Spain

(2015) *Tourism Management*, 51, pp. 210-222. Cited 49 times.
www.elsevier.com/inca/publications/store/3/0/4/7/2/
doi: 10.1016/j.tourman.2015.05.019

[View at Publisher](#)

- 43 Gómez, M., Lopez, C., Molina, A.
An integrated model of social media brand engagement

(2019) *Computers in Human Behavior*, 96, pp. 196-206. Cited 9 times.
doi: 10.1016/j.chb.2019.01.026

[View at Publisher](#)

- 44 Hair, J.F., Black, W.C., Babin, B.J., Anderson, R.E.
Multivariate data analysis
(2013) . Cited 51490 times.
Pearson Education Harlow

- 45 Harrigan, P., Evers, U., Miles, M., Daly, T.
Customer engagement with tourism social media brands

(2017) *Tourism Management*, 59, pp. 597-609. Cited 136 times.
www.elsevier.com/inca/publications/store/3/0/4/7/2/
doi: 10.1016/j.tourman.2016.09.015

[View at Publisher](#)

- 46 Herrero, Á., San Martín, H., García de los Salmones, M.D.M., Collado, J.
Examining the hierarchy of destination brands and the chain of effects between brand equity dimensions
(2017) *Journal of Destination Marketing and Management*, 6 (4), pp. 353-362. Cited 15 times.
<http://www.journals.elsevier.com/journal-of-destination-marketing-and-management/>
doi: 10.1016/j.jdmm.2016.05.001
[View at Publisher](#)
-
- 47 Hollebeek, L.D.
Demystifying customer brand engagement: Exploring the loyalty nexus
(2011) *Journal of Marketing Management*, 27 (7-8), pp. 785-807. Cited 425 times.
doi: 10.1080/0267257X.2010.500132
[View at Publisher](#)
-
- 48 Hollebeek, L.D., Glynn, M.S., Brodie, R.J.
Consumer brand engagement in social media: Conceptualization, scale development and validation
(2014) *Journal of Interactive Marketing*, 28 (2), pp. 149-165. Cited 606 times.
http://www.elsevier.com/wps/find/journaldescription.cws_home/716985/description#description
doi: 10.1016/j.intmar.2013.12.002
[View at Publisher](#)
-
- 49 Homburg, C., Giering, A.
Personal characteristics as moderators of the relationship between customer satisfaction and loyalty - An empirical analysis
(2001) *Psychology and Marketing*, 18 (1), pp. 43-66. Cited 551 times.
doi: 10.1002/1520-6793(200101)18:1<43::AID-MAR3>3.0.CO;2-I
[View at Publisher](#)
-
- 50 Horng, J.-S., Liu, C.-H., Chou, S.-F., Yin, Y.-S., Tsai, C.-Y.
Developing a Novel Hybrid Model for Industrial Environment Analysis: A Study of the Gourmet and Tourism Industry in Taiwan
(2014) *Asia Pacific Journal of Tourism Research*, 19 (9), pp. 1044-1069. Cited 15 times.
<http://www.tandf.co.uk/journals/titles/10941665.asp>
doi: 10.1080/10941665.2013.837399
[View at Publisher](#)
-
- 51 Horn, I.S., Taros, T., Dirkes, S., Hüer, L., Rose, M., Tietmeyer, R., Constantinides, E.
Business reputation and social media: A primer on threats and responses (Open Access)
(2015) *Journal of Direct, Data and Digital Marketing Practice*, 16 (3), pp. 193-208. Cited 15 times.
<http://www.palgrave-journals.com/ddmp/index.html>
doi: 10.1057/ddmp.2015.1
[View at Publisher](#)
-
- 52 Hudson, S., Huang, L., Roth, M.S., Madden, T.J.
The influence of social media interactions on consumer-brand relationships: A three-country study of brand perceptions and marketing behaviors
(2016) *International Journal of Research in Marketing*, 33 (1), pp. 27-41. Cited 134 times.
<http://www.elsevier.com/locate/ijresmar>
doi: 10.1016/j.ijresmar.2015.06.004
[View at Publisher](#)
-

- 53 Hudson, S., Roth, M.S., Madden, T.J., Hudson, R.
The effects of social media on emotions, brand relationship quality, and word of mouth: An empirical study of music festival attendees

(2015) *Tourism Management*, 47, pp. 68-76. Cited 137 times.
www.elsevier.com/inca/publications/store/3/0/4/7/2/
doi: 10.1016/j.tourman.2014.09.001

[View at Publisher](#)

- 54 Im, H.H., Kim, S.S., Elliot, S., Han, H.
Conceptualizing Destination Brand Equity Dimensions from a Consumer-Based Brand Equity Perspective

(2012) *Journal of Travel and Tourism Marketing*, 29 (4), pp. 385-403. Cited 66 times.
doi: 10.1080/10548408.2012.674884

[View at Publisher](#)

- 55 Ji, Y.G., Li, C., North, M., Liu, J.
Staking reputation on stakeholders: How does stakeholders' Facebook engagement help or ruin a company's reputation?

(2017) *Public Relations Review*, 43 (1), pp. 201-210. Cited 27 times.
<http://www.elsevier.com/locate/pubrev>
doi: 10.1016/j.pubrev.2016.12.004

[View at Publisher](#)

- 56 Kaplan, M.D., Yurt, O., Guneri, B., Kurtulus, K.
Branding places: Applying brand personality concept to cities

(2010) *European Journal of Marketing*, 44 (9), pp. 1286-1304. Cited 106 times.
doi: 10.1108/03090561011062844

[View at Publisher](#)

- 57 Karakaya, F., Barnes, N.G.
Impact of online reviews of customer care experience on brand or company selection

(2010) *Journal of Consumer Marketing*, 27 (5), pp. 447-457. Cited 53 times.
doi: 10.1108/07363761011063349

[View at Publisher](#)

- 58 Kavaratzis, M., Ashworth, G.J.
City branding: An effective assertion of identity or a transitory marketing trick?
(2006) *Place Branding*, 2 (3), pp. 183-194. Cited 89 times.

- 59 Keller, K.L.
Conceptualizing, measuring, and managing consumer-based brand equity
(1993) *Journal of Marketing*, 57 (1), pp. 1-22. Cited 4960 times.

- 60 Keller, K.L., Parameswaran, M., Jacob, I.
Strategic brand management: Building, measuring, and managing brand equity
(2011). Cited 3485 times.
Pearson Education New York, NY
-

- 61 Kelly, L., Kerr, G., Drennan, J.
Avoidance of advertising in social networking sites: The teenage perspective
(2010) *Journal of Interactive Advertising*, 10 (2), pp. 16-27. Cited 170 times.
-
- 62 Kim, S.-H., Holland, S., Han, H.-S.
A structural model for examining how destination image, perceived value, and service quality affect destination loyalty: A case study of Orlando
(2013) *International Journal of Tourism Research*, 15 (4), pp. 313-328. Cited 91 times.
doi: 10.1002/jtr.1877
[View at Publisher](#)
-
- 63 Kim, W.G., Jin-Sun, B., Kim, H.J.
Multidimensional Customer-Based Brand Equity and Its Consequences in Midpriced Hotels
(2008) *Journal of Hospitality and Tourism Research*, 32 (2), pp. 235-254. Cited 104 times.
<http://jht.sagepub.com/>
doi: 10.1177/1096348007313265
[View at Publisher](#)
-
- 64 King, R.A., Racherla, P., Bush, V.D.
What we know and don't know about online word-of-mouth: A review and synthesis of the literature
(2014) *Journal of Interactive Marketing*, 28 (3), pp. 167-183. Cited 341 times.
http://www.elsevier.com/wps/find/journaldescription.cws_home/716985/description#description
doi: 10.1016/j.intmar.2014.02.001
[View at Publisher](#)
-
- 65 Kladou, S., Kehagias, J.
Assessing destination brand equity: An integrated approach
(2014) *Journal of Destination Marketing and Management*, 3 (1), pp. 2-10. Cited 41 times.
<http://www.journals.elsevier.com/journal-of-destination-marketing-and-management/>
doi: 10.1016/j.jdmm.2013.11.002
[View at Publisher](#)
-
- 66 Konecnik, M., Gartner, W.C.
Customer-based brand equity for a destination
(2007) *Annals of Tourism Research*, 34 (2), pp. 400-421. Cited 315 times.
doi: 10.1016/j.annals.2006.10.005
[View at Publisher](#)
-
- 67 Kumar, A., Bezawada, R., Rishika, R., Janakiraman, R., Kannan, P.K.
From social to sale: The effects of firm-generated content in social media on customer behavior
(2016) *Journal of Marketing*, 80 (1), pp. 7-25. Cited 185 times.
<http://journals.ama.org/doi/pdf/10.1509/jm.14.0249>
doi: 10.1509/jm.14.0249
[View at Publisher](#)
-

- 68 Kumar, J., Nayak, J.K.
Brand community relationships transitioning into brand relationships: Mediating and moderating mechanisms
(2018) *Journal of Retailing and Consumer Services*, 45, pp. 64-73. Cited 11 times.
www.elsevier.com/inca/publications/store/3/0/4/4/6/
doi: 10.1016/j.jretconser.2018.08.007
View at Publisher
-
- 69 Lassar, W., Mittal, B., Sharma, A.
Measuring customer-based brand equity
(1995) *Journal of Consumer Marketing*, 12 (4), pp. 11-19. Cited 490 times.
doi: 10.1108/07363769510095270
View at Publisher
-
- 70 Liew, C.-B.A.
Strategic integration of knowledge management and customer relationship management
(2008) *Journal of Knowledge Management*, 12 (4), pp. 131-146. Cited 37 times.
doi: 10.1108/13673270810884309
View at Publisher
-
- 71 Litvin, S.W., Goldsmith, R.E., Pan, B.
Electronic word-of-mouth in hospitality and tourism management
(2008) *Tourism Management*, 29 (3), pp. 458-468. Cited 1084 times.
doi: 10.1016/j.tourman.2007.05.011
View at Publisher
-
- 72 Liu, C.-H.S., Chou, S.-F.
Tourism strategy development and facilitation of integrative processes among brand equity, marketing and motivation
(2016) *Tourism Management*, 54, pp. 298-308. Cited 27 times.
www.elsevier.com/inca/publications/store/3/0/4/7/2/
doi: 10.1016/j.tourman.2015.11.014
View at Publisher
-
- 73 Liu, M.T., Wong, I.A., Tseng, T.-H., Chang, A.W.-Y., Phau, I.
Applying consumer-based brand equity in luxury hotel branding
(2017) *Journal of Business Research*, 81, pp. 192-202. Cited 25 times.
<http://www.elsevier.com/locate/jbusres>
doi: 10.1016/j.jbusres.2017.06.014
View at Publisher
-
- 74 Llodrà-Riera, I., Martínez-Ruiz, M.P., Jiménez-Zarco, A.I., Izquierdo-Yusta, A.
A multidimensional analysis of the information sources construct and its relevance for destination image formation
(2015) *Tourism Management*, 48, pp. 319-328. Cited 69 times.
www.elsevier.com/inca/publications/store/3/0/4/7/2/
doi: 10.1016/j.tourman.2014.11.012
View at Publisher

□ 75 Low, G.S., Lamb, C.W.

The measurement and dimensionality of brand associations

(2000) *Journal of Product & Brand Management*, 9 (6), pp. 350-370. Cited 393 times.
doi: 10.1108/10610420010356966

[View at Publisher](#)

□ 76 Mangold, W.G., Faulds, D.J.

Social media: The new hybrid element of the promotion mix

(2009) *Business Horizons*, 52 (4), pp. 357-365. Cited 1382 times.
doi: 10.1016/j.bushor.2009.03.002

[View at Publisher](#)

□ 77 Marine-Roig, E., Anton Clavé, S.

Perceived image specialisation in multiscale tourism destinations

(2016) *Journal of Destination Marketing and Management*, 5 (3), pp. 202-213. Cited 13 times.
<http://www.journals.elsevier.com/journal-of-destination-marketing-and-management/>
doi: 10.1016/j.jdmm.2015.12.007

[View at Publisher](#)

□ 78 Marine-Roig, E., Ferrer-Rosell, B.

Measuring the gap between projected and perceived destination images of Catalonia using compositional analysis

(2018) *Tourism Management*, 68, pp. 236-249. Cited 19 times.
www.elsevier.com/inca/publications/store/3/0/4/7/2/
doi: 10.1016/j.tourman.2018.03.020

[View at Publisher](#)

□ 79 Mauri, A.G., Minazzi, R.

Web reviews influence on expectations and purchasing intentions of hotel potential customers

(2013) *International Journal of Hospitality Management*, 34 (1), pp. 99-107. Cited 242 times.
doi: 10.1016/j.ijhm.2013.02.012

[View at Publisher](#)

□ 80 Mazzarol, T., Sweeney, J.C., Soutar, G.N.

Conceptualizing word-of-mouth activity, triggers and conditions: An exploratory study

(2007) *European Journal of Marketing*, 41 (11-12), pp. 1475-1494. Cited 153 times.
doi: 10.1108/03090560710821260

[View at Publisher](#)

🔍 Cambra-Fierro, J.J.; Department of Management and Marketing, Pablo de Olavide University, Sevilla, Spain;
email: jjcamfie@upo.es

© Copyright 2020 Elsevier B.V., All rights reserved.

ELSEVIER

[Terms and conditions ↗](#) [Privacy policy ↗](#)

Copyright © Elsevier B.V. All rights reserved. Scopus® is a registered trademark of Elsevier B.V.

We use cookies to help provide and enhance our service and tailor content. By continuing, you agree to the use of cookies.

 RELX

