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# The Effect of Brand Feelings on Perceived Destination Image

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## Abstract

The objective of this study was to offer an integrated approach to understanding brand feelings by examining the theoretical and empirical evidence on the causal relationships among the components of brand feelings dimensions and overall perceived destination image of Feynan Ecolodge. A research model was proposed in which sex hypotheses were developed. The empirical data was collected in a major tourism destination in Feynan site. A total of 42 questionnaires were returned and the data were analyzed using a series of multiple regressions to determine the relationship between brand feelings dimensions and brand image. The results supported the proposed model: (1) warmth, fun, excitement, security, social approval and self-respect directly influenced brand image; (2) there is a significant impact of the brand feelings dimensions on perceived image of Feynan Ecolodge. The theoretical and managerial implications were drawn based on the study findings, and recommendations for future researchers were made, and limitations and conclusions are discussed.

**Keywords:** Brand Feelings Dimensions, Perceived Brand Image, Feynan Ecolodge.

## Introduction and Purpose

Ecotourism is one of the fastest-growing segments of the tourism industry. Its potential for growth is virtually unlimited. Any tourism program which is nature –

based, ecologically sustainable, where education and interpretation is a major concept and where local people are benefited can be called ecotourism (Thampi, 2005).

Ecotourism has become an important economic activity in natural areas around the world. It provides opportunities for visitors to experience powerful manifestations of nature and culture and to learn about the importance of biodiversity conservation and local cultures. At the same time, ecotourism generates income for conservation and economic benefits for communities living in rural and remote areas (Drumm and Moore, 2002).

The study aimed to measure the dimensions of brand feelings and its impact on the brand image through the answering of the following questions:

- What's the impact of brand feeling dimensions on perceived destination image of Feynan Ecolodge?
- What's the impact of warmth on brand image?
- What's the impact of fun on brand image?
- What's the impact of excitement on brand image?
- What's the impact of security on brand image?
- What's the impact of social approval on brand image?
- What's the impact of self-respect on brand image?

## Literature Review

Brands are no longer supportive functions of marketing; rather, brands are the essence of marketing (Salzer-Morling and Strannegard, 2004), providing owners, investors and shareholders with greater financial rewards than unbranded products (Pahud de Mortanges and van Reil, 2003). Because the brand is linked to the product category, some category associations may also become linked to the brand, either in terms of specific beliefs or overall attitudes. Of concern is that a number of managers

do not understand brand value other than through its economic origins, and so have no explicit value proposition, instead managing their brand by relying heavily on reputation without a meaningful point of value differentiation (Aaker, 2004). One of the core constituents of the value of a brand is the symbolism of the signals consumers assess a brand to be sending to themselves and to other consumers, in terms of the rank and value associated with the status of a brand (Douglas and Isherwood, 1979). Traditionally status has been associated with prestigious and luxurious product categories such as art, jewellery, collectables and aeroplanes (Dubois and Laurent, 1996; O'Cass McEwan, 2004; Vigneron and Johnson, 1999); however, findings from Van Kempen (2004), O'Cass and Frost (2002), del Rio, Vazquez and Iglesias (2001), reveal that status may also be associated with brands in lower-priced product categories, such as perfume, sunglasses and sport shoes. Brand status is subjective and based on consumer perceptions, thus perceived brand status is defined as a consumer's assessment that a brand displays high levels of quality, prestige, luxury, and symbolizes success (O'Cass and Frost, 2002).

Brand name is part of a brand that is pronounceable. It means it is explicable (Esmailpur, 2005). Brand name is a passage, beyond a mark. It has been considered as a discourse even beyond a passage (Arjomandian, 2009). Brands are often named as a valuable asset of an organization. Making powerful brands creates important priority in many organizations, because, in general opinion, making powerful brands creates competitive advantages (Bekhradi, 2009). This is because of the brand's power in attracting new customers and keeping present customers. Having high brand equity, a corporation can decrease marketing costs under its shadow (Rahimi and Helery, 2005). A brand adds dimensions to a product or service so that it will be different from others (Mohamadion, 2009). According to the information obtained from Aaker's research, a superior brand means a better quality of a product for a customer unconsciously. The customer believes that he has received a valuable thing

in return for his money (Heydarzadeh, 2007). If customers are loyal, they will be ready to pay more cost for products (Dean and Molden, 2009).

### **Brand Feelings:**

Brand feelings are customers' emotional responses and reactions with respect to the brand. Brand feelings also related to the social currency evoked by the brand. What feelings are evoked by the marketing program for the brand or by other means? How does the brand affect customers' feelings about themselves and their relationship with others? These feelings can be mild or intense and can be positive or negative (Keller, 2002).

The emotions evoked by a brand can become so strongly associated that they are accessible during product consumption or use (Hoch and Deighton, 1989).

### **The following are six important types of brand-building feelings (Keller, 2010):**

1. Warmth: Soothing types of feelings; the brand makes consumers feel a sense of calm or peacefulness. Consumers may feel sentimental, warmhearted, or affectionate about the brand.
2. Fun: Upbeat types of feelings; the brand makes consumers feel amused, lighthearted, joyous, playful, cheerful, and so on.
3. Excitement: A different form of upbeat feeling; the brand makes consumers feel energized and feel they are experiencing something special. Brands that evoke feelings of excitement may result in consumers feeling a sense of elation, of "being alive," or being cool.
4. Security: The brand produces a feeling of safety, comfort, and self-assurance. As a result of the brand, consumers do not experience worry or concerns that they might have otherwise felt.
5. Social approval: The brand results in consumers having positive feelings about the reactions of others; that is consumers feel that others look favorably on their appearance, behavior, and so on. This approval may be a result of direct

acknowledgment of the consumer's use of the brand by others or may be less overt and a result of attribution of product use to consumers.

6. Self-respect: The brand makes consumers feel better about themselves; consumers feel a sense of pride, accomplishment, or fulfillment.

The first three types of feelings are experiential and immediate, increasing in level of intensity. The latter three types of feelings are private and enduring, increasing in level of gravity.

### **The Notion:**

The notion that consumers view the equity of a brand as related to perceptions of its functional attributes and emotional associations (feelings related to brand image) is well established in marketing literature (Aaker 1996, Keller 1993, 2008, Keller and Lehmann 2006). Similarly, Kevin (2004) suggested the Lovemark model that uses the functional and emotional attributes of a brand. The functional attribute is the respect consumers have to product/brand performance and the emotional attribute is represented by the attachment or love they have toward the brand. Brands with low love and low respect are merely "products". Brands with high love and low respect are "fads" that eventually will despair. Brands with low love and high respect are "real brands". But brands with both high love and high respect and "lovemarks", brands with "loyalty beyond reason". While the influence of perception of quality on consumer decision-making has been extensively examined in the marketing literature (Mano and Oliver 1993, Oliver 1980, Tsiotsou 2006 and Weaver and Brickman 1974), not much research has been done on the impact of love on the process of how consumers form their consumption and brand choices (Ahuvia 2005, Carroll and Ahuvia 2006 and Sarkar 2011).



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### **Feynan Ecolodge:**

Deep in the heart of the mountainous Dana Biosphere Reserve, at the end of a rugged track just off the Dead Sea Highway, an idyllic candle-lit lodge rests in the magnificent Wadi Feynan, was constructed in 2005 by renowned Jordanian architect Ammar Khammash. Before the lodge was built, the land was utilized as a campsite by archaeologists conducting studies and digs in the area (Map.1 & Photo 1).

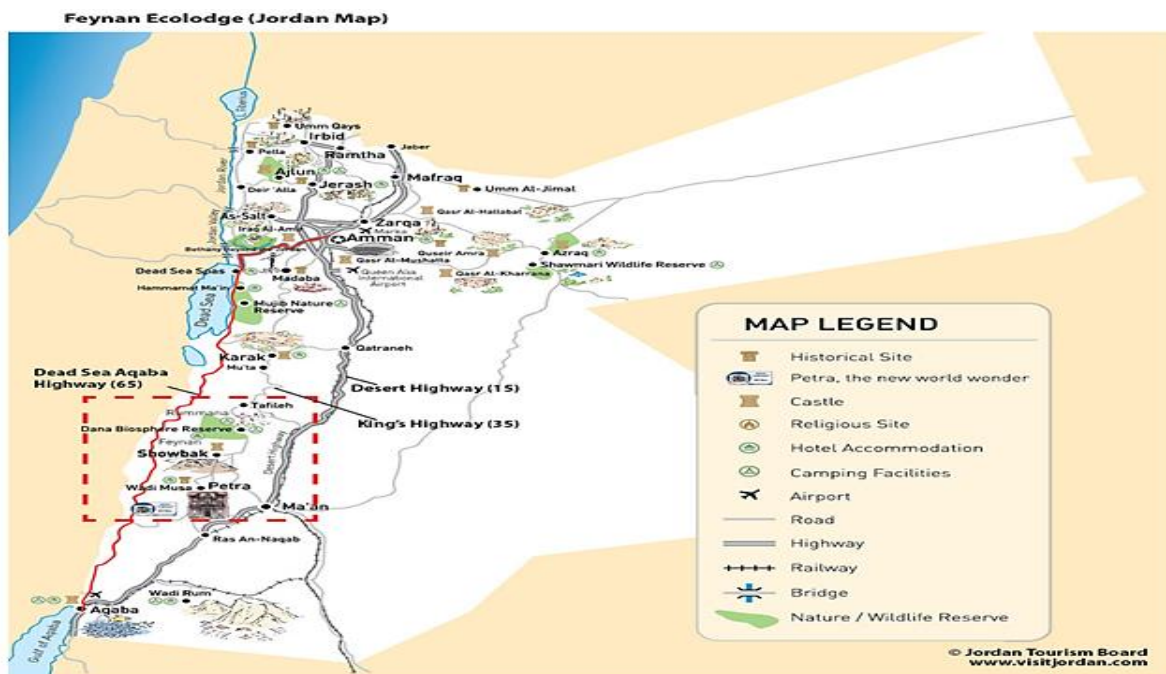
The Guardian calls it a lodge that manages to “fuse tradition and tourism”, while National Geographic has crowned it one of the top 50 desert ecolodges in the world, offering “unprecedented access to Bedouin life”. Such accolades do not come easy, but in the scope of a thriving local ecotourism sector, the Feynan Ecolodge has managed to stand out in the midst of its barren surrounding environment as a model for ecotourism, sustainability and an environmentally friendly way to do business. In essence, guests do not see Feynan as a hotel, but rather as an experience. Feynan differs from other lodges in Jordan and the region in that it truly embraces the tenants of ecotourism – tenants that are responsible travelers who want to conserve the environment they travel to while providing socioeconomic benefits to local communities and preserving their unique cultures and traditions. Many tourists who come to Feynan prefer to stay in a quiet, clean, safe and peaceful lodging that is built using traditional Feynan designs, guests staying at the 26-room lodge can be found adventuring through the untouched outdoors, sipping mint tea with the native Bedouin, exploring local archaeological sites or simply unwinding in the serene courtyards and terraces of the candle-lit complex; safe in the knowledge that they are vacationing in a socially and environmentally -responsible way (Jordan Business, 2011).

All energy is generated through renewable resources, waste is recycled and composted and it is the only lodge in Jordan whose lighting is run, for the most part, on candles. The Feynan Ecolodge derives its energy from renewable resources that

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minimally impact the environment, following a set of criteria for its operations that are at the core of Feynan's ethos and mission. Local material was predominantly used to build the lodge, and a well-conceived design with an integral courtyard linked to outer patios providing soft breezes and shady spots to rest. Perpendicular outcrops on the lodge's facades shade outer surfaces and provide aesthetically appealing contrasts. These design features help combat hot desert temperatures in the absence of air conditioning instructed to use very low amounts of energy. Feynan's consumption of electricity is relatively low 14 kWh/day. Meanwhile, the kitchen, washrooms and office are the only areas electrically lit, with CFL 8-watt bulbs. Candles made on-site by Bedouin women are used to light the lodge at night, with each candle burning for roughly eight hours and lasting two to three days, as the common areas are only lit when guests are physically in them. To heat water, an extensive solar heating system is in place, providing all necessary hot water for the kitchen, guests and washing machines that do not heat water electrically. Laundry is air dried, reducing the need for energy-consuming driers, while sheets and towels are only changed when a guest checks out of the room or if guests specifically request new items. This reduces the overall amount of water and energy used to clean them frequently (Debnave, 2011). Due to the warm climate at Feynan, heating is only required for a short period of time each year. For 60 to 90 evenings each winter, waste from olive pressing (*jift*) or olive pit charcoal is burned in the two fireplaces at the lodge to provide heat. This preserves Jordan's trees and utilizes a renewable source of energy that is a natural by-product of Jordan's annual olive harvest. Plastic, paper, glass and tin are collected and sent to Entity Green Training (EGT) in Amman for recycling, while recycling bins are placed around the lodge for guests to use. Water is sourced on-site from a natural aquifer situated in one of the nearby mountains that Feynan is nestled between. Kitchen water use is under strict controls, while aerators limit water flow from room faucets and showers. Minimal water is used in cleaning, and biodegradable cleaning products are predominantly utilized.

The staff at Feynan has undergone training for best practices involving environmental standards and the conservation of nature various initiatives are underway to educate the local community about the importance of conservation and maintaining the local environment. The candle-making and leather workshops on-site give women in the surrounding community the opportunity to work, help support their families and showcase their art. All transportation at Feynan is carried out by local Bedouin drivers in their own vehicles, with all the revenue from transportation passed entirely on to the drivers. This money provides supplementary income to around 40 local Bedouin families. Compared to other ecolodges in the world, Feynan is actually relatively inexpensive. Amongst the other 49 ecolodges that were chosen by *National Geographic Adventure* magazine as the top 50 ecolodges in the world. (Jordan Business, 2011).



Map (1): Shows the Location of Feynan Ecolodge in Jordan





Photo no. (1): General view of Feynan Ecolodge "Taken by authors, 2012"

### **Brand Feelings and Its Impact:**

Research in marketing has shown that the love for a brand has a positive influence on the consumer's purchasing process. Carroll and Ahuvia (2006) suggest that satisfied consumer love is greater for more hedonic brands and that brand love is also linked to higher levels of brand loyalty and positive word-of-mouth. Whang, Allen, Sahoury, and Zhang (2004) found that the love bikers have toward their motorcycles is passionate, possessive and selfless and that love influences their loyalty toward their bikes. Ahuvia (2005) suggests that love helps resolve conflicts and tensions between consumer's ideal identity, past identity, and the identity advocated by socializing agents. Sarkar (2011) found a positive relationship between love and satisfaction and that loyalty is an outcome of this romantic brand love.

While the relationship between product and brand quality to satisfaction has been investigated, there are very few studies that examine the relationship between the love and satisfaction consumers feel towards their brand. Helson (1964), Weaver and Brickman (1974) and Howard and Sheth (1969), found that consumer satisfaction is a function of expectation and disconfirmation (between perceived performance

outcomes and expectations) and that satisfaction influences post-purchase attitudes and purchase intentions. Churchill and Suprenant (1982) found that in durable goods a direct performance-satisfaction link accounts for most of the variance in satisfaction. Mano and Oliver (1993) showed that product evaluation (utilitarian and hedonic judgment) has a direct influence on pleasantness and arousal effects and product satisfaction. Bou-Liusar, Zornoza Escrig-Tena (2001) found that overall customer satisfaction acts as a mediating variable on the relationships between a firm, perceived quality and customer purchase. Yand and Peterson (2004) suggested that switching costs is influenced significantly by customer loyalty, satisfaction and perceived value only when their level is above average. Tsotsou (2006) found that perceived quality had both a direct and an indirect effect (through overall satisfaction) on purchase intentions; overall satisfaction had a direct effect on purchase intentions; and involvement had an indirect effect on purchase intentions through overall satisfaction and perceived quality.

Pawle and Cooper (2006) examined the lovemark model suggested by Roberts (2004). Their findings support the concept of the lovemark model that intimacy, mystery, and sensuality as well as trust, reputation, and performance are the main influences on love and respect for brands. And the feelings with the strongest influences on buying intention are the emotional factors that drive love.

### **Brand Image:**

Previous research has addressed brand status as social image (Lassar, Mittal and Sharma, 1995), the perception of esteem in which the consumer's social group holds the brand (p. 13), or as a component of symbolic brands (Bhat and Reddy, 1998) satisfying a need for self-expression and prestige (p. 32). Much of the research into brand status is in relation to consumption, determining whether status consumption is associated with class (e.g. Batra, Ramaswamy, Alden, Steenkamp and Ramachander, 2000; van Kempen, 2004), or reference groups, self-monitoring and

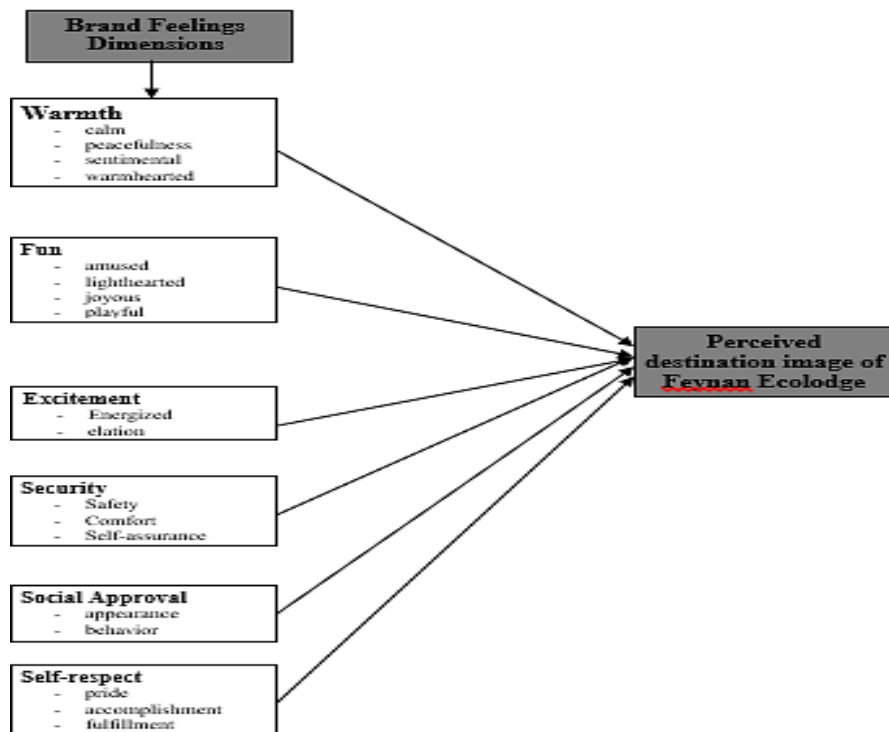
gender (O'Cass and McEwan, 2004). Other brand status research has focused on ascertaining whether consumers perceive status and the occurrence of status in selected product categories, such as fast-moving-consumer goods, and fashion labels (e.g. del Rio et al., 2001; McGoldrick, 1984; O'Cass and Frost, 2002; van Kempen, 2004). The desire for status, and with it, the desire for status brands, seems to be on the increase as high-priced status brands become more accessible to consumers, and as consumer's desire for luxury increases (Dubois and Laurent, 1996; Vickers and Renand, 2003). Despite the increased desire for status, Vickers and Renand (2003) argue that this area of research has received little attention. Identifying areas of future exploration, O'Cass and McEwan (2004) suggest that future research could explore the status of brands along with other brand assessments. Other brand assessment might include the overall self-concept, the extent of which perceived brand status matches an individual's self-concept or brand-aroused feelings, whether the perceived status of the brand arouses positive or negative brand-aroused feelings, and overall brand value, whether perceptions of status impact on consumer perceptions of overall brand value. The impact of brand status on value has been implied (i.e. Kirmani, Sood and Bridges, 1999; McGoldrick, 1984; O'Cass and McEwan, 2004), but not verified or measured to determine the extent of the impact that brand status has on the overall value of a brand.

### **Consumer's Positive Feelings toward the Brand:**

The overall value of a brand has been said to be influenced the relative strength of a consumer's positive feelings toward the brand (Lassar et al., 1995). In the discriminate validity tests from Lassar et al. (1995), the correlation between feelings (labelled attachment) and value was 0.61 indicating a positive moderate-to-high relationship between feelings aroused by the brand and overall brand value. Proponents of emotional branding (i.e. brands that arouse positive feelings), Gobe (2001), Lafferty, (2001), Thompson et al., (2006) and Woods (2004) argue that the

value of the brand is linked to the intensity of the feelings aroused by the brand, and this is important to marketers because the value of the brand is not based on a brand's ubiquity, visibility, or functionality, but rather, the brand-aroused feelings (Gobe, 2001), brand-aroused feelings will impact positively on overall brand value. Along the same thought process, the consistency with which consumers perceive the brand to match their self-concept is also likely to influence perceptions of overall brand value (O'Cass and Frost, 2002). Given the self-expressive nature of some brands and the symbolism associated them, a brand may be perceived as valuable to a consumer because it matches or enhances the self-concept (Johar and Sirgy, 1991; Park, et al., 1986), a consumer's overall self-concept will impact positively on overall brand value.

### Proposed Model and Hypothesis





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### Main Hypothesis:

**H<sub>0</sub>:** There is no significant impact of the dimensions of brand feelings on brand image.

### Subsidiary- Hypotheses:

**H<sub>01</sub>:** There is no significant impact of the warmth (calm, peacefulness, sentimental, warmhearted) on the perceived destination image of Feynan Ecolodge.

**H<sub>02</sub>:** There is no significant impact of the fun (amused, lighthearted, joyous, playful) on the perceived destination image of Feynan Ecolodge.

**H<sub>03</sub>:** There is no significant impact of the excitement (energized, elation) on the perceived destination image of Feynan Ecolodge.

**H<sub>04</sub>:** There is no significant impact of the security (safety, comfort, self-assurance) on the perceived destination image of Feynan Ecolodge.

**H<sub>05</sub>:** There is no significant impact of the social approval (appearance, behavior) on the perceived destination image of Feynan Ecolodge.

**H<sub>06</sub>:** There is no significant impact of the self-respect (pride, accomplishment, fulfillment) on the perceived destination image of Feynan Ecolodge.

### Methods and Materials:

#### Sample:

A self-report questionnaire was distributed to tourist at Feynan Ecolodge, the data were collected from Feynanan Ecolodge itself during the period from Spring until June. The questionnaire based on the components of the overall brand image model and sex major dimensions: warmth, fun, excitement, security, social approval, and self-respect of the brand feelings.

Collected data were processed in the statistical software package of SPSS-15 used to prove the hypothetical model and checked various goodness of fit indexes shows the model fit.

Using 5-point Likert-type scales, the survey employed validated scales from the existing literature, adapted as follows:

- Warmth was measured with 2 items.
- Fun was measured with 5 items.
- Excitement was measured with 3 items.
- Security was measured with 3 items.
- Social approval was measured with 3 items.
- Self-respect was measured with 2 items

Table (1): reliability using the approach of alpha cronbach for internal consistency

Dimension	No. of items	Alpha value
Warmth	2	0.774
Fun	5	0.635
Excitement	3	0.766
Security	3	0.803
Social approval	3	0.711
self respect	2	0.750
Feynan image	2	0.830
Questionnaire	20	0.884

Table (1) indicates the results of reliability using the approach of alpha cronbach for internal consistency the total consistency of the questionnaire was (0.884) indicating high reliability. The lowest reliability was observed in the domain of fun (0.635) while the highest reliability was observed in the domain of Feynman image (0.830) all the values provided indicate good and appropriate reliability.

### Analysis:

A series of multiple regressions were conducted to determine the relationship between brand feelings dimensions and brand image based on statistical correlation

use regression coefficients; simple linear regression analysis to test the impact of each independent variable on tourist satisfaction and Multiple linear regression was used (with the stepwise criteria) to test the main hypothesis.

### Describing the Sample by the Demographic Variables:

The sample of respondents was very evenly divided in terms of gender, with 31.8% males and 66.7% females. Tourists who visited Feynan for the first time were the majority (89%), while those who visited it before were very less (11%), and visits in group tour was more 54.5% than free individual group 45.5%. tourists who visited Feynan for adventure purposed came first on the list (82%), whereas people who traveled for medical came in last (1.6%). As the table shows, European tourists (56.8%) were the most people visiting Feynan during the spring period, while African people (4.5%) were the less.

Table (2): Describing the sample by the demographic variables

Variable	category	Frequency	%
Gender	Males	14	31.8
	Females	28	66.7
	Total	42	100
Age	Less than 20	1	2.3
	20 – 30 years	13	29.5
	31 – 40 years	19	43.2
	41 – 50 years	5	11.4
	51 – 60 years	4	9.1
	61 – 70 years	2	4.5
	71 – 80 years	0	0.0
	80 years and above	0	0.0
	Total	42	100
Nationality	Middle east	8	18.2
	American	9	20.5
	African	2	4.5
	European	25	56.8
	Asian	0	0.0
	Oceania	0	0.0
	Total	42	100

Table (3): means and standard deviations for the question of brand feeling dimensions

Dimension	Question	Mean	Sd
warmth	x1	4.43	0.82
	x2	4.41	0.73
fun	x3	4.45	0.63
	x4	4.32	0.74
	x5	3.75	0.97
	x6	4.64	0.53
	x7	4.07	0.93
excitement	x8	4.18	0.79
	x9	4.50	0.63
	x10	3.95	0.89
security	x11	3.68	1.23
	x12	4.82	0.45
	x13	4.68	0.56
social approval	x14	4.75	0.44
	x15	4.52	0.63
	x16	4.57	0.62
self respect	x17	4.30	0.67
	x18	4.43	0.66
Feynman image	x19	4.52	0.70
	x20	4.48	0.79

Table (4): means and standard deviations for perceived destination image of Feynman ecolodge site in Jordan

Quality of services	mean	Sd	Order
Warmth	4.42	0.70	2
Fun	4.25	0.50	5
Excitement	4.21	0.64	6
Security	4.39	0.62	3
social approval	4.61	0.39	1
self respect	4.36	0.59	4
Feynman image (dependent variable)	4.50	0.69	

Table (4) indicates the values of means and standard deviations for perceived destination image of Feynman ecolodge site in Jordan. The social approval was the



highest mean (4.61) indicating its importance from the point of view of the sample individuals while the excitement was the least mean (4.21) indicating less importance upon the sample individuals.

The Feynman image (as dependent variable) was expressed by a mean of (4.50) and is considered as a very good satisfaction.

## Results of Hypothesis Testing

**H<sub>0</sub>: There is no significant impact of brand feelings on the perceived destination image of Feynman ecolodge site in Jordan:**

Table (5): simple linear regression analysis to test the impact of warmth on the perceived destination image of Feynman ecolodge site in Jordan

Variable	R	R <sup>2</sup>	f	Sig ()	t	Sig(t)	$\alpha$	B	Null hypothesis decision
	0.778	0.606	64.60	0.000	8.03	0.000	-1.294	1.324	reject

Table (5) indicates the results of simple linear regression analysis to test the impact of brand feelings on the perceived destination image of Feynman ecolodge site in Jordan. The correlation coefficients was (0.778) suggest a strong positive relationship to Feynman ecolodge image. The f value (64.60) indicate that there is a relationship to Feynman ecolodge image as the value of the significance level (0.000) related to f value was less than 0.05 suggesting the presence of the relationship. The value of R<sup>2</sup> shows how much the independent variable explain to the variance of the dependent variable (Feynman ecolodge image), upon this idea the warmth explains (60.6 %) of the variance of Feynman ecolodge image. The t value (8.03) reflects the importance of this variable as the value of the significance level was (0.000) less than 0.05 indicating the linear relationship.

As a result, the null hypothesis is rejected and the alternative hypothesis was accepted.

**H<sub>01</sub>: There is no significant impact of warmth on the perceived destination image of Feynman ecolodge site in Jordan:**

Table (6): simple linear regression analysis to test the impact of warmth on the perceived destination image of Feynman ecolodge site in Jordan

Variable	R	R <sup>2</sup>	f	Sig ()	t	Sig(t)	$\alpha$	$\beta$	Null hypothesis decision
Warmth	0.711	0.506	43.03	0.000	6.56	0.000	1.391	0.703	reject

Table (6) indicates the results of simple linear regression analysis to test the impact of the warmth on the perceived destination image of Feynman ecolodge site in Jordan. The correlation coefficients was (0.711) suggest a strong positive relationship to Feynman ecolodge image. The f value (43.03) indicate that there is a relationship to Feynman ecolodge image as the value of the significance level (0.000) related to f value was less than 0.05 suggesting the presence of the relationship. The value of R<sup>2</sup> shows how much the independent variable explain to the variance of the dependent variable (Feynman ecolodge image), upon this idea the warmth explains (50.6 %) of the variance of Feynman ecolodge image. The t value (6.56) reflects the importance of this variable as the value of the significance level was (0.002) less than 0.05 indicating the linear relation ship.

As a result the null hypothesis is rejected and the alternative hypothesis was accepted.

**H<sub>02</sub>: There is no significant impact of fun on the perceived destination image of Feynman ecolodge site in Jordan:**

Table (7): simple linear regression analysis to test the impact of fun on the perceived destination image of Feynman ecolodge site in Jordan

Variable	R	R <sup>2</sup>	f	Sig ()	t	Sig(t)	$\alpha$	B	Null hypothesis decision
Fun	0.694	0.481	38.94	0.000	6.24	0.000	0.395	0.967	reject

Table (7) indicates the results of simple linear regression analysis to test the impact of the fun on the perceived destination image of Feynman ecolodge site in Jordan. The correlation coefficients was (0.694) suggest a moderate positive relationship to Feynman ecolodge image. The f value (38.94) indicate that there is a relationship to

Feynman ecolodge image as the value of the significance level (0.000) related to  $f$  value was less than 0.05 suggesting the presence of the relationship. The value of  $R^2$  shows how much the independent variable explain to the variance of the dependent variable (Feynman ecolodge image), upon this idea the fun explains (48.1 %) of the variance of Feynman ecolodge image. The  $t$  value (6.24) reflects the importance of this variable as the value of the significance level was (0.000) less than 0.05 indicating the linear relation ship.

As a result the null hypothesis is rejected and the alternative hypothesis was accepted

**H<sub>03</sub>: There is no significant impact of excitement on the perceived destination image of Feynman ecolodge site in Jordan:**

Table (8): simple linear regression analysis to test the impact of excitement on the perceived destination image of Feynman ecolodge site in Jordan

Variable	R	R <sup>2</sup>	F	Sig ()	t	Sig(t)	$\alpha$	$\beta$	Null hypothesis decision
Excitement	0.404	0.163	8.18	0.007	2.86	0.007	2.66	0.436	reject

Table (8) indicates the results of simple linear regression analysis to test the impact of the excitement on the perceived destination image of Feynman ecolodge site in Jordan. The correlation coefficients was (0.404) suggest a moderate positive relationship to Feynman ecolodge image. The  $f$  value (8.18) indicate that there is a relationship to Feynman ecolodge image as the value of the significance level (0.007) related to  $f$  value was less than 0.05 suggesting the presence of the relationship. The value of  $R^2$  shows how much the independent variable explain to the variance of the dependent variable (Feynman ecolodge image), upon this idea the excitement explains (16.3 %) of the variance of Feynman ecolodge image. The  $t$  value (2.86) reflects the importance of this variable as the value of the significance level was (0.007) less than 0.05 indicating the linear relation ship.

As a result the null hypothesis is rejected and the alternative hypothesis was accepted.

**H<sub>04</sub>: There is no significant impact of security on the perceived destination image of Feynman ecolodge site in Jordan:**

Table (9): simple linear regression analysis to test the impact of security on the perceived destination image of Feynman ecolodge site in Jordan

Variable	r	R <sup>2</sup>	F	Sig ()	t	Sig(t)	$\alpha$	$\beta$	Null hypothesis decision
Security	0.652	0.431	31.86	0.000	5.64	0.000	1.262	0.737	reject

Table (9) indicates the results of simple linear regression analysis to test the impact of the security on the perceived destination image of Feynman ecolodge site in Jordan. The correlation coefficients was (0.652) suggest a moderate positive relationship to Feynman ecolodge image. The f value (31.86) indicate that there is a relationship to Feynman ecolodge image as the value of the significance level (0.000) related to f value was less than 0.05 suggesting the presence of the relationship. The value of R<sup>2</sup> shows how much the independent variable explain to the variance of the dependent variable (Feynman ecolodge image), upon this idea the security explains (43.1 %) of the variance of Feynman ecolodge image. The t value (5.64) reflects the importance of this variable as the value of the significance level was (0.000) less than 0.05 indicating the linear relation ship.

As a result the null hypothesis is rejected and the alternative hypothesis was accepted.

**H<sub>05</sub>: There is no significant impact of social approval on the perceived destination image of Feynman ecolodge site in Jordan:**

Table (10): simple linear regression analysis to test the impact of social approval on the perceived destination image of Feynman ecolodge site in Jordan

Variable	r	R <sup>2</sup>	f	Sig ()	t	Sig(t)	$\alpha$	B	Null hypothesis decision
Social approval	0.319	0.102	4.76	0.035	2.18	0.035	1.870	0.570	reject

Table (10) indicates the results of simple linear regression analysis to test the impact of the social approval on the perceived destination image of Feynman ecolodge site in Jordan. The correlation coefficients was (0.319) suggest a moderate positive relationship to Feynman ecolodge image. The f value (4.76) indicate that there is a



relationship to Feynman ecolodge image as the value of the significance level (0.035) related to  $f$  value was less than 0.05 suggesting the presence of the relationship. The value of  $R^2$  shows how much the independent variable explain to the variance of the dependent variable (Feynman ecolodge image), upon this idea the social approval explains (10.2 %) of the variance of Feynman ecolodge image. The  $t$  value (2.18) reflects the importance of this variable as the value of the significance level was (0.035) less than 0.05 indicating the linear relation ship.

As a result the null hypothesis is rejected and the alternative hypothesis was accepted.

**H<sub>06</sub>: There is no significant impact of self respect on the perceived destination image of Feynman ecolodge site in Jordan:**

Table (11): simple linear regression analysis to test the impact of self respect on the perceived destination image of Feynman ecolodge site in Jordan

Variable	r	R <sup>2</sup>	f	Sig ()	t	Sig(t)	$\alpha$	B	Null hypothesis decision
Self respect	0.451	0.206	10.87	0.002	3.29	0.002	2.201	0.527	reject

Table (11) indicates the results of simple linear regression analysis to test the impact of the self respect on the perceived destination image of Feynman ecolodge site in Jordan. The correlation coefficients were (0.451) suggest a moderate positive relationship to Feynman ecolodge image. The  $f$  value (10.87) indicate that there is a relationship to Feynman ecolodge image as the value of the significance level (0.002) related to  $f$  value was less than 0.05 suggesting the presence of the relationship. The value of  $R^2$  shows how much the independent variable explain to the variance of the dependent variable (Feynman ecolodge image), upon this idea the self respect explains (20.6 %) of the variance of Feynman ecolodge image. The  $t$  value (3.29) reflects the importance of this variable as the value of the significance level was (0.002) less than 0.05 indicating the linear relation ship.

As a result the null hypothesis is rejected and the alternative hypothesis was accepted.

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## Limitations

Implications drawn here are subject to several limitations. First, this study encompassed only Feynan Ecolodge tourists. Therefore, it should be replicated among other groups of tourists representing larger populations and other main tourist-generating markets. Differences in culture and nationality might have an impact on attitudes and perceptions. Second, motivations affecting tourists' intentions to visit the area could have been taken into account while evaluating the level of tourist feelings. Third, a similar type of survey should be conducted among other tourist groups going on vacations to Feynan during the summer season so as to make a comparison with the findings presented in this article.

## Conclusions

It is hoped that these survey results will be valuable to tourism organizations and business in Feynan in evaluating their existing performance levels and designing their future management and marketing strategies. These findings can be used as a benchmark element to make a comparison with other research studies to be undertaken during the summer season. Depending on the positive or negative direction of results, destination management can be advised to take further actions.

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