

Brand Awareness, Perceived Quality and Perceived Uniqueness on Consumer Intention and Willing to Pay Premium for Hotel Service

Le Thai Phong*, Nguyễn Thuý Anh**, Nguyễn Thị Khánh Chi***

Abstract *This paper analyses the role of brand equity components as brand awareness, perceived quality, perceived uniqueness on consumer intention and willing to pay premium (WTP) hotel service in Vietnam. The data for this study were gathered through face-to-face questionnaires that were distributed to target participants who reported their consumption experience with hotel services. The survey was conducted at three big cities of Vietnam with the sample size at 835. We used structural equation model (SEM) to evaluate the suitability of the theoretical model under analysis with respect to the empirical data and examine the significance of hypotheses. The results showed that brand awareness has the largest direct impact on consumer intention and brand uniqueness has the biggest indirect effect on WTP. Otherwise, customers intend to use hotel service through their full of awareness about that hotel and hotel service quality as well as hotel uniqueness. In turn, their intention and hotel brand uniqueness push them willing to pay premium to hotel service.*

Keywords: Brand Awareness, Perceived Quality, Perceived Uniqueness, Consumer Intention, WTP Premium

INTRODUCTION

In today's competitive business environment, brand asset management has become essential for any business organization. Hotel organizations are no exception since the hotel industry has been characterised by global nature and high competition. Initially, these brands were primarily low-cost alternatives, but they have grown more sophisticated over time (Laaksonen & Reynolds, 1994). A brand can create a differentiated position that motivates consumers to pay more by increasing the objective or perceived product quality (Anselmsson & Dondesson, 2013). Some researches argue that service quality is losing its strength as a competitive tool (Gerzema & Lebar, 2008) because of the reduction of the service quality in order to meet low-cost competition (Silverstein, 2006; Ettlinger, 2008). Current business contexts show that it might be difficult to gain market share if firms base solely on service quality. Empirical studies show that perception of product quality

can only explain a small share the price in which consumers is willing to pay for service (Sethuraman, 2003). This can be explained by using customer-based brand equity theories, which have clear concerns for customer perceptions not related to service that add value of service and lead to the ability to charge premium prices (Farquhar, 1989; Keller, 1993).

On the other hand, many researches addressed the valuable study about the brand equity which is intangible assets in the hotel industry (Nam et al., 2011; O'Neill et al., 2013; Huang & Cai, 2015; Forgacs, 2003). Kim and Kim (2005) proved that brand equity have impact on stock prices, financial performance. Specifically, the dimensions of brand equity have focused on two main areas: those relating to consumer perceptions (brand awareness, brand image and brand associations, perceived quality, and perceived uniqueness) and those linked to consumer behavior (the various ways in which loyalty is shown; willingness to pay premium) (Aaker, 1991). Hence, in this study, we investigate both

* Associate Professor, Faculty of Business Administration, Foreign Trade University, Hanoi, Vietnam.
Email: lethai phong@ftu.edu.vn

** Faculty of Business Administration, Foreign Trade University, Hanoi, Vietnam. Email: nthuyanh@ftu.edu.vn

*** Faculty of Business Administration, Foreign Trade University, Hanoi, Vietnam. Email: chintk@ftu.edu.vn

side of brand equity including consumer perceptions (brand awareness, perceived quality and perceived uniqueness) and consumer behavior (intention and WTP premium) in the context of hotel industry.

Although previous studies have tried to test the relationship between brand equity and WTP premium in tangible products (Anselmsson & Dondesson, 2013) and in tourism services (Hultman et al., 2015), there has been only limited investigation into the impact of brand awareness, perceived quality and perceived uniqueness on consumer intention and WTP premium in the hotel industry. This study further contributes to the existing body of knowledge by examining the mediating role of consumer intention on the relationship between consumer-based brand equity and WTP premium.

THEORETICAL BACKGROUND AND HYPOTHESES

WTP Premium, Purchase Intention and Dimensions of Brand Equity

Ajzen (1985) proposed the theory of planned behavior (TPB) applying in research evaluating WTP for different type of products and services. A few research draw from the TPB theory to examine WTP in hotel industry (Hultman, Kazeminia & Ghasemi, 2015). Willingness to pay (WTP) is considered as maximum amount an individual is willing to spend for product/service (Monroe, 2003). Researching WTP is important for hotel managers in expecting demand and establishing the price strategy (Wertenbroch & Skiera, 2002). Various research in WTP premium for hotel industry obtained demand and supply-side approach. For example, Wong and Kim (2012), Kuminoff et al. (2010), Heo and Hyun (2015) applied direct methods to estimate WTP premium. However, some studies used demand-side approach to investigate WTP by the impact of brand equity (Anselmsson, Bondesson & Johansson, 2014; Kang et al., 2012; Dwivedi, Nayeem & Murshed, 2018). This study also assess WTP premium by brand equity and consumer intention.

Ajzen and Fishbein (1980) proposed that intention are possibly the best predictors of actual behavior. "Purchase intention is a customer's plan to buy a specific brand and has recently been the focus of considerable attention" (Chang & Liu, 2009, p. 1690). Previous studies indicated that brand equity can affect purchase intention in various contexts (Assil & Sinha, 2004; Chang & Liu, 2009). Brand equity is considered as a set of assets and symbol adding value to customers (Aaker, 1991). Thus, this study focus on three dimensions of brand equity including brand awareness, perceived quality and perceived uniqueness.

Brand awareness is defined as an individual's ability to recall and recognize a brand (Aaker, 1996; Keller, 2003).

Awareness can affect customers' perceptions, which lead to different brand choice and even loyalty (Aaker, 1996). Brand awareness is one of the main factors in creating brand added value and is also considered as one of the key factors affecting the knowledge level of consumers about the brand (Ekhveh & Darvishi, 2015). Brand awareness can be a sign of quality and commitment, letting consumers become familiar with a brand and helping them consider it at the point of purchase (Aaker, 1991).

Perceived quality is defined as overall superiority that ultimately motivates the customer to purchase the product (Aaker & Jacobson, 1994). They are likely using quality attributes like colour, flavour, form, appearance of the product and the availability of production information (Bernués et al., 2003). In terms of hotel service industry, perceived quality is considered by physical quality and staff behavior (Parasuraman et al., 1988). Physical quality is the image projected by the design, equipment, facilities, and materials of the hotel or restaurant while staff behaviour is the image projected by competence, helpfulness, friendliness, and responsiveness of the hotel or restaurant employees (Ekinici et al., 2008).

Uniqueness refers to customers feel about the difference of the brand form competing other brands (Netemeyer et al., 2004). Uniqueness is fundamental in a brand's associations to determine brand equity (Keller, 1993). Perceived uniqueness provides value added to hotel visitors, thereby impacting their WTP premium (Dwivedi, Nayeem & Murshed, 2018). Like this, Anselmsson et al. (2014) addressed that uniqueness is among the strongest factors of price premium. They concluded that perceived uniqueness is a key reason for hotel visitors paying the price premiums.

Relationship between Research Concepts

Awareness is one of the most important pillars of brand equity (Aaker, 1996). It refers to the strength of the presence of brand in customers' minds (Hulter et al., 2013), meaning that consumers think about a brand when making a purchase decision (Chakravarti et al., 2003). In other words, brand awareness can influence decisions in the consideration set (Jacoby et al., 1977). Even if there are no other specific brand associations, guests still tend to buy a brand that is familiar to them (Pae et al., 2002). Hence, when guests perceive that a brand has high awareness, a purchase decision tend to be made in booking hotel. Otherwise, in several research, brand awareness has been found to influence guests' response to brands positively (Washburn & Plank, 2002; Yoo & Donthu, 2001; Anselmsson et al., 2014). Consequently, we assume that brand awareness impact guests' WTP premium for booking hotel.

H1a: Brand awareness has a positive impact on purchase intention.

H1b: Brand awareness has a positive impact on WTP premium.

In reviewing previous research dealing with purchase intention, this study found very few papers covering the discussion of perceived quality in hotel industry. Service with high quality certainly add value to consumer purchase (Low & Lamb, 2000). Murphy, Pritchard and Smith (2000) showed that perceived quality positively impacted intention in travelling. In a similar vein, Boo et al. (2009) identified perceived quality in Taiwan culinary culture is a key factor in travel intentions. Moreover, Zeithaml (1988) expressed the effect of quality on purchase intention. In hotel industry, Ashton et al. (2010) concluded the relationship between perceived quality and purchase intention. Their research found that if service quality is too high and consumers are unwilling to pay for it, its value will not be perceived.

From other perspectives, perceived quality is a core element in brand equity models (Lassar et al., 1995; Aaker, 1996). In marketing literature, Anselmsson et al. (2007) and Kalogeras et al. (2009) proposed quality is a determinant of price premium. In addition, perceived quality is a subjective mental notion available in guests' minds (Zeithaml, 1988). Customers' willingness to pay a price premium is related to price levels and the margins a company can obtain and thus an important profitability driver (Anselmsson, Bondesson & Johansson, 2017). Many previous studies confirmed the positive influence of perceived quality on WTP premium (Sethuraman, 2000), purchase intention (Yoo & Donthu, 2001).

H2a: Perceived quality has a positive impact on purchase intention.

H2b: Perceived quality has a positive impact on WTP premium.

Specifically, consumers have the ability to choose creatively conformity will adhere to social norms, even if they want to show their identity and uniqueness by consumption a brand and exclusive products because they still want to be socially acceptable (Tian, Bearden & Hunter, 2001; Knight & Kim, 2007). Consumers oriented towards nonconformity with unpopular choices may risk social disapproval by choosing unique brands that deviate from social rules because they cannot find an effective way to distinguish themselves in a socially approved way (Tian, Bearden & Hunter, 2001). Unique brand is referred to differentiate themselves from others (Ruvio, 2008). The purchase of luxury goods can thus give these consumers a unique feeling among their peers (Chan, To & Chu, 2015). Although, TPB studies intention and behavior in different areas, the theory is not without criticism (Armitage & Conner, 2001). Specifically, TPB addresses belief-based evaluation of a behavior's benefits

and costs (Hultman et al., 2015). Moreover, WTP for hotel alternatives reflects customers' perceived affect associating with the activity (Ajzen & Driver, 1992). Therefore, we suggest the following hypothesis:

H3a: Perceived uniqueness has a positive impact on purchase intention.

H3b: Perceived uniqueness has a positive impact on WTP premium.

H4: Consumer intention has a positive impact on WTP premium.

The purpose of this research is to investigate the relationship between consumer-based brand equity and WTP premium. Fig. 1 exhibits the research model that guides this research. As Fig. 1 depicts, the important variables of this research include brand equity as the independent variable, consumer intention as the mediating variable, and WTP premium as the dependent variable.

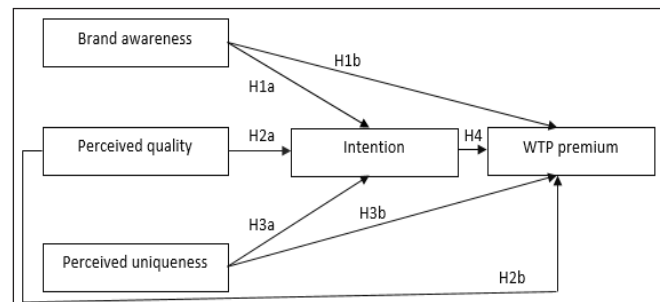


Fig. 1: The Proposed Conceptual Model

RESEARCH METHOD

Survey Instrument

The questionnaire is divided into two parts. The first is concerned with the demographic. The second part is independent and dependent variables. The data collection instrument is a structure questionnaire. A pool of 27 items compiled from the literature was incorporated in the questionnaire (Table 1). A Liker-scale of 1 to 5 was adopted for all measure with the anchors 'strong disagree' (1) and 'strongly agree' (5).

Six test items for measuring brand awareness were obtained from empirical studies of Yoo and Donthu (2001). Two service quality dimensions—physical quality and staff behaviour—are incorporated to measure perceived quality of hotel brand (Nam, Ekinci, Whyatt, 2011). Four items are proposed for measuring perceived quality of a hotel through the customer's perception of service quality responds to customer's needs. Four items regarding perceived uniqueness were modified to investigate the connection between the brand and customers based on the studies of

Dwivedi, Nayeem and Murshed (2018). Intention with seven items was assessed by adapting the scales developed by Zhang and Lei (2012) and Hultman, Kazeminia and Ghasemi (2015) to measure consumer intention for using

the service of hotel. Lastly, WTP premium with six items was evaluated by using scale items adapted from Hultman, Kazeminia and Ghasemi (2015); Dwivedi, Nayeem and Murshed (2018).

Table 1: Measurement of Independent and Dependent Variables

Dimensions/Scales	Items
Brand awareness (BAW)	I have easily in imagining this hotel brand in my mind.
	I am familiar with the hotel brand.
	I can recognize this hotel brand among competing brands.
	This hotel brand is the only brand recalled when I need to make a purchase decision on the service.
	This hotel brand comes up first in my mind when I need to make a purchase decision on the service.
	I am familiar with the hotel brand name.
Perceived quality (PVQ)	This hotel brand has modern-looking equipment.
	Materials associated with the service (such as menus, furniture) are visually appealing.
	Employees of this hotel brand are helpful.
	Employees of this hotel brand are friendly.
Perceived uniqueness (PVU)	I feel that brand really stands out from other hotel brands.
	I think that brand is distinct from other brands of hotel.
	Brand is unique from other hotel brands.
	Brand offers very different products than other automobile brands.
Intention (INT)	I will choose uniqueness hotel in my travelling.
	I will choose hotel I have a full of awareness in my travelling.
	I will choose hotel with high quality service in my travelling.
	I intend to visit luxury hotel within a foreseeable future.
	I intend to visit a hotel I have a full of awareness within a foreseeable future.
	I properly choose uniqueness hotel.
	I think the famous hotel is right.
WTP premium (WTP)	I am willing to pay a higher price for [Brand] hotels than for other brands.
	I am willing to pay a lot more for [Brand] than other hotel brand.
	The price of brand products would have to go up quite a bit before I would switch to another brand.
	I am willing to pay more for brand over other brands of hotels.
	I am willing to pay a more expensive hotel.
	I am willing to pay more for my holiday if I know the added cost paid for a better hotel service.

Sample and Data Collection

The survey was conducted from 5/2019 to 10/2019 at three big cities of Vietnam, namely Hanoi capital, Danang city and Hochiminh city. There are a large number of customers staying and working at these places. The sample size was identified at 800. Data was collected through face-to-face interview methods at entertainment areas, traditional markets and supermarkets. In order to get 800 valid responses, we launched 1500 survey in three big cities. There were 873 respondents in which 20 responds were invalid due to a few missing ones. We finally obtained 853 correctly completed results with a response rate of 56.9%. Demographic characteristics of customers (gender, age, job and income) are described in Table 2.

Table 2: Demographic Characteristics of Customers

Characteristic	Number	Percent
Gender		
Female	428	50.17
Male	425	49.83
Age		
20-30	108	12.66
31-40	376	44.08
41-50	229	26.85
Above 50	140	16.41
Job		
Student	124	14.53
Staff	305	35.76

Characteristic	Number	Percent
Business	10	1.18
Other	414	48.53
Income Per Month (USD)		
Below 250	104	12.2%
250-500	234	27.4%
500-1000	216	25.3%
1000-1500	145	17.0%
Above 1500	154	18.1%

DATA ANALYSIS

Reliability and Validity of Variable Measurement

In running CFA, the item PVU1 of perceived uniqueness construct was removed as the factor loading had been smaller 0.5. Then, the items analyzed continuously were 26 rather than 27 items as explaining in the research design. The composite and Cronbach's Alpha coefficients of each construct (BWA, PVQ, PVU, INT, and WTP) were bigger than 0.7 which showed the independent constructs in the model obtained reliability. The final model considered the relationship between the independent constructs (BWA, PVQ and PVU) with mediating construct (INT) and dependent construct (WTP). The result stated the overall model fit with Chi-square/df = 3.543; CFI = 0.921; TLI = 0.911; GFI = 0.910 and RMSEA = 0.055.

Hypothesis Testing

We used structural equation model to evaluate the suitability of the theoretical model under analysis with respect to the empirical data, and examine the significance of hypotheses. Observing literature review, we supposed 4 constructs as all these direct factors, and then SEM was conducted. The saturated model result showed that the structural model obtained the overall fit with the actual data: Chi-square/df = 3.598; CFI = 0.918; TLI = 0.909; GFI = 0.907 and RMSEA = 0.055.

Table 3: The Regression Weights of Each Effect

			Estimate	S.E.	C.R.	P
INT	<---	BWA	0.469	0.052	7.864	<0.01
INT	<---	PVQ	0.215	0.054	4.552	<0.01
INT	<---	PVU	0.293	0.038	6.444	<0.01
WTP	<---	INT	0.917	0.075	17.286	<0.01

In order to evaluate the total effect of each construct in the final model, we use analysis by direct, indirect and total

impact. The results showed that brand awareness has the largest direct impact on consumer intention to use hotel service (0.496) and perceived uniqueness has the largest indirect effect on willing to pay premium for hotel service (0.431).

Table 4: The Standardized Direct, Indirect and Total Effects

Dependent Variable	Effect	BWA	PVQ	PVU	INT
INT	Direct	0.293	0.215	0.469	0.000
	Indirect	0.000	0.000	0.000	0.000
	Total	0.293	0.215	0.469	0.000
WTP	Direct	0.000	0.000	0.000	0.917
	Indirect	0.269	0.197	0.431	0.000
	Total	0.269	0.197	0.431	0.917

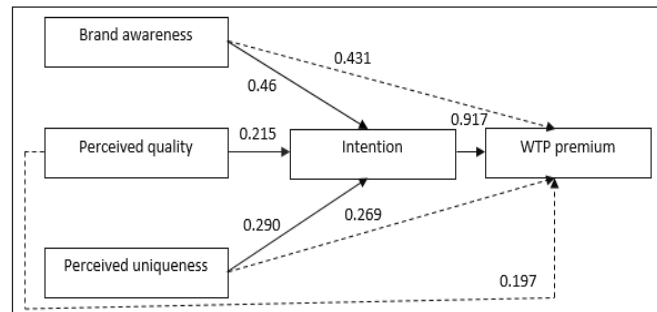


Fig. 2: The Tested Conceptual Model

Finally, we observed that that all the coefficients estimated in these equations were significant. Fig. 2 shows the estimations of the standardized regression coefficients in which brand awareness has the largest impact on consumer intention to use hotel service and perceived uniqueness has the biggest indirect effect on WTP premium. Otherwise, brand awareness, perceived quality and perceived uniqueness has strong direct relationship with consumer intention and do not effect directly on WTP premium.

DISCUSSION

Generally, brand awareness was found to be the most determinant on consumer intention to use hotel service in the whole brand equity, following by perceived uniqueness and perceived quality. Thus, H1a, H2a and H3a were supported. Some previous studies also confirmed these relationships (Chakravarti et al., 2003; Hulter et al., 2013; Murphy, Pritchard & Smith, 2000; Boo et al., 2009; Tian, Bearden & Hunter, 2001; Knight & Kim, 2007).

On the other hand, our research showed impact of consumer intention on WTP premium in hotel industry which was also

proposed by other studies (Ajzen & Driver, 1992; Hultman, Kazeminia & Ghasemi, 2015). Therefore, H4 were accepted. Moreover, in this paper brand awareness played the crucial role in direct relationship with consumer intention.

Otherwise, components of brand equity such as brand awareness, perceived quality and perceived uniqueness in some previous research were impact on WTP premium (Anselmsson, Bondesson & Johansson, 2017; Lang & Armstrong, 2018). For example, Porter (1985) stressed that the strong link between perceived uniqueness and price premium is interesting in which differentiation is put forward as a method to avoid price competition. However, we just found that these brand equity component just had indirectly effect on e-brand loyalty rather than their direct impacts. Hence, H1b, H2b and H3b were only partially confirmed. Perceived uniqueness in hotel industry seemed to be the biggest indirect effect on customers' WTP premium.

Finally, it can be said that companies in hotel industry in Vietnam should pay more attention in customer-brand awareness, customer-perceived uniqueness and perceived quality in attracting more customer and increase their profits.

CONCLUSION

The present paper highlights one of the central ideas in the brand equity literature: strong brands manage to evoke both sensible and emotional affection, which make them less sensitive to competitive action by setting more access points in the minds of your customers (Keller, 2001).

We believe that thinking of hotel brand can help managers find alternative routes for competition and differentiation. Instead of focusing on conveying or changing the service quality, invisible building blocks like customer – brand awareness and uniqueness can be used. This applies to brands that want to distance themselves. Therefore, another meaning is that marketing communications (such as advertising and PR) are a powerful tool and should act as a component in providing service process.

The results show a clear distinction between the personalities of a premium brand, which is a previously unresolved distinction about brand equity. In simple terms of management, it can be considered to correspond to the middle strategic tension profits and revenue growth that many companies are facing (Dodd & Favaro, 2006). We present insights for understanding the area of customer-based brand equity and WTP premium in hotel concept. These finding tallies to brand management literature that view brand awareness, perceived quality and perceived uniqueness as central in creating brand value.

Conceptualizing brand equity from the consumer's perspective is useful because it suggests both specific guidelines for marketing strategies and tactics and areas

where research can be useful in assisting managerial decision making. From the results, it is meaning to marketing practitioners and hotel managers.

REFERENCE

- Aaker, D. A., & Jacobson, R. (1994). The financial information content of perceived quality. *Journal of Marketing Research*, 31(2), 191-201.
- Aaker, D. (1991). *Managing brand equity*. New York, NY: Free Press.
- Aaker, D. A. (1996). Measuring brand equity across products and markets. *California Management Review*, 38(3), 102-120.
- Ajzen, I., & Driver, B. L. (1992). Contingent value measurement: On the nature and meaning of willingness to pay. *Journal of Consumer Psychology*, 1(4), 297-316.
- Ajzen, I. (1985). *From intentions to actions: A theory of planned behavior*. In Action Control (pp. 11-39). Berlin, Heidelberg.: Springer.
- Anselmsson, J., & Bondesson, N. (2013). What successful branding looks like: A managerial perspective. *British Food Journal*, 115(11), 1612-1627.
- Anselmsson, J., Bondesson, N. V., & Johansson, U. (2014). Brand image and customers' willingness to pay a price premium for food brands. *Journal of Product & Brand Management*, 23(2), 90-102.
- Anselmsson, J., Bondesson, N. V., & Johansson, U. (2014). Brand image and customers' willingness to pay a price premium for food brands. *Journal of Product & Brand Management*, 23(2), 90-102.
- Armitage, C. J., & Conner, M. (2001). Efficacy of the theory of planned behaviour: A meta-analytic review. *British Journal of Social Psychology*, 40(4), 471-499.
- Ashill, N. J., & Sinha, A. (2004). An exploratory study into the impact of components of brand equity and country of origin effects on purchase intention. *Journal of Asia-Pacific Business*, 5(3), 27-43.
- Ashton, A. S., Scott, N., Solnet, D., & Breakey, N. (2010). Hotel restaurant dining: The relationship between perceived value and intention to purchase. *Tourism and Hospitality Research*, 10(3), 206-218.
- Bernués, A., Olaizola, A., & Corcoran, K. (2003). Extrinsic attributes of red meat as indicators of quality in Europe: An application for market segmentation. *Food Quality and Preference*, 14(4), 265-276.
- Boo, S., Busser, J., & Baloglu, S. (2009). A model of customer-based brand equity and its application to multiple destinations. *Tourism Management*, 30(2), 219-231.
- Chakravarti, A., Janiszewski, C., Mick, D. G., & Hoyer, W. D. (2003). The influence of macro-level motives

- on consideration set composition in novel purchase situations. *Journal of Consumer Research*, 30, 244-258.
- Chan, W. Y., To, C. K., & Chu, W. C. (2015). Materialistic consumers who seek unique products: How does their need for status and their affective response facilitate the repurchase intention of luxury goods? *Journal of Retailing and Consumer Services*, 27, 1-10.
- Chang, H. H., & Liu, Y. M. (2009). The impact of brand equity on brand preference and purchase intentions in the service industries. *The Service Industries Journal*, 29(12), 1687-1706.
- Dodd, D., & Favaro, K. (2006). Managing the right tension. *Harvard Business Review*, 84(12), 62-74.
- Dwivedi, A., Nayeem, T., & Murshed, F. (2018). Brand experience and consumers' willingness-to-pay (WTP) a price premium: Mediating role of brand credibility and perceived uniqueness. *Journal of Retailing and Consumer Services*, 44, 100-107.
- Ekhveh, A., & Darvishi, A. Z. (2015). The impact of brand awareness on re-purchase intention of customers with trilogy of emotions approach (case study for cell phones). *Journal of Management and Technology*, 3(4), 25-30.
- Ekinci, Y., Dawes, P. L., & Massey, G. R. (2008). An extended model of the antecedents and consequences of consumer satisfaction for hospitality services. *European Journal of Marketing*, 42(1/2), 35-68.
- Ettlinger, S. (2008). *Twinkie, Seconstructed: My Journey to discover how the ingredients found in processed foods are grown, mined (yes, mined), and manipulated into what America eats*. New York, NY: Hudson Street Press.
- Farquhar, P. H. (1989). Managing brand equity. *Marketing Research*, 1(3), 24-33.
- Forgacs, G. (2003). Brand asset equilibrium in hotel management. *International Journal of Contemporary Hospitality Management*, 15(6), 340-342.
- Gerzema, J., & Lebar, E. (2008). *The brand bubble: The looming crisis in brand value and how to avoid it*. San Francisco, CA.: John Wiley & Sons.
- Heo, C. Y., & Hyun, S. S. (2015). Do luxury room amenities affect guests' willingness to pay? *International Journal of Hospitality Management*, 46, 161-168.
- Huang, Z. J., & Cai, L. A. (2015). Modelling consumer-based brand equity for multinational hotel brands—When hosts become guests. *Tourism Management*, 46, 431-443.
- Hultman, M., Kazemina, A., & Ghasemi, V. (2015). Intention to visit and willingness to pay premium for ecotourism: The impact of attitude, materialism, and motivation. *Journal of Business Research*, 68(9), 1854-1861.
- Hultman, M., Kazemina, A., & Ghasemi, V. (2015). Intention to visit and willingness to pay premium for ecotourism: The impact of attitude, materialism, and motivation. *Journal of Business Research*, 68(9), 1854-1861.
- Hutter, K., Hautz, J., Dennhardt, S., & Fuller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: The case of MINI on Facebook. *Journal of Product & Brand Management*, 22(5/6), 342-351.
- Jacoby, J., Szybillo, G. J., & Busato-Schach, J. (1977). Information acquisition behavior in brand choice situations. *Journal of Consumer Research*, 3(4), 209-216.
- Kalogeras, N., Valchovska, S., Baourakis, G., & Kalaitzis, P. (2009). Dutch consumers' willingness to pay for organic olive oil. *Journal of International Food & Agribusiness Marketing*, 21(4), 286-311.
- Kang, K. H., Stein, L., Heo, C. Y., & Lee, S. (2012). Consumers' willingness to pay for green initiatives of the hotel industry. *International Journal of Hospitality Management*, 31(2), 564-572.
- Keller, K. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1-22.
- Kim, H., & Kim, W. G. (2005). The relationship between brand equity and firms' performance in luxury hotels and restaurants. *Tourism Management*, 26(4), 549-560.
- Knight, D. K., & Young Kim, E. (2007). Japanese consumers' need for uniqueness: Effects on brand perceptions and purchase intention. *Journal of Fashion Marketing and Management: An International Journal*, 11(2), 270-280.
- Kuminoff, N.V., Zhang, C., & Rudi, J. (2010). Are travelers willing to pay a premium to stay at a "green" hotel? Evidence from an internal meta-analysis of hedonic price premia. *Agricultural and Resource Economics Review*, 39(3), 468-484.
- Laaksonen, H., & Reynolds, J. (1994). Own brands in food retailing across Europe. *Journal of Brand Management*, 2(1), 37-46.
- Lang, C., & Armstrong, C. M. J. (2018). Collaborative consumption: The influence of fashion leadership, need for uniqueness, and materialism on female consumers' adoption of clothing renting and swapping. *Sustainable Production and Consumption*, 13, 37-47.
- Low, G. S., & Lamb Jr, C. W. (2000). The measurement and dimensionality of brand associations. *Journal of Product & Brand Management*, 9(6), pp. 350-370.
- Monroe, K. (2003). *Pricing: Making profitable decisions*. Boston, MA, USA: McGraw-hill.
- Murphy, P., Pritchard, M. P., & Smith, B. (2000). The destination product and its impact on traveller perceptions. *Tourism Management*, 21(1), 43-52.

- Nam, J., Ekinci, Y., & Whyatt, G. (2011). Brand equity, brand loyalty and consumer satisfaction. *Annals of Tourism Research*, 38(3), 1009-1030.
- Netemeyer, R. G., Krishnan, B., Pullig, C., Wang, G., Yagci, M., Dean, D., Ricks, J., & Wirth, F. (2004). Developing and validating measures of facets of customer-based brand equity. *Journal of Business Research*, 57(2), 209-224.
- O'Neill, J. W., Dev, C. S., & Hiromi, Y. (2013). Hotel assets: An analysis of brand attributes, franchise fees, hotel age and performance. *International Journal of the Built Environment and Asset Management*, 1(2), 139-164.
- Pae, J. H., Samiee, S., & Tai, S. (2002). Global advertising strategy: The moderating role of brand familiarity and execution style. *International Marketing Review*, 19(2), 176-189.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). Servqual: A multiple-item scale for measuring consumer perc. *Journal of Retailing*, 64(1), 12.
- Ruvio, A. (2008). Unique like everybody else? The dual role of consumers' need for uniqueness. *Psychology & Marketing*, 25(5), 444-464.
- Sethuraman, R. (2001). What makes consumers pay more for national brands than for store brands-image or quality? *Review of Marketing Science WP*, p. 318.
- Sethuraman, R. (2003). Measuring national brands' equity over store brands. *Review of Marketing Science*, 1(1), 1-25.
- Silverstein, M. (2006). *Treasure Hunt: Inside the mind of the new consumer*. New York, NY: Penguin Group.
- Tian, K. T., Bearden, W. O., & Hunter, G. L. (2001). Consumers' need for uniqueness: Scale development and validation. *Journal of Consumer Research*, 28(1), 50-66.
- Washburn, J. H., & Plank, R. E. (2002). Measuring brand equity: An evaluation of a consumer-based brand equity scale. *Journal of Marketing Theory and Practice*, 10(1), 46-62.
- Wertenbroch, K., & Skiera, B. (2002). Measuring consumers' willingness to pay at the point of purchase. *Journal of Marketing Research*, 39(2), 228-241.
- Wong, K. K., & Kim, S. (2012). Exploring the differences in hotel guests' willingness-to-pay for hotel rooms with different views. *International Journal of Hospitality & Tourism Administration*, 13(1), 67-93.
- Yoo, B., & Donthu, N. (2001). Developing and validating a multidimensional consumer-based brand equity scale. *Journal of Business Research*, 52(1), 1-14.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2-22.