A BRAND EXPERIENCES' CONCEPTUAL MODEL FOR VISITORS' ATTITUDINAL LOYALTY

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The paper examines the antecedents of visitors' attitudinal loyalty to a place, introducing the concepts of brand experiences and place identity that have not been conceptualized in the tourism context.The available literature on place identity, brand experiences, satisfaction and loyalty was reviewed, leading to this conceptual model.The paper discusses the use of brand experiences and place identity in the tourism sector in order to further enhance the knowledge of visitors' loyalty. This is an area, relatively understudied and not fully developedin the tourism sector.Brand experiences and place identity can be significant elements in explaining attitudinal loyalty in the tourism sector. The examination of their role can lead to important implications for marketers of a company or an organization, since it can provide a better understanding of the visitor's consumer behavior.

This paper presents a conceptual model of visitors' loyalty incorporating place identity, place brand experiences and satisfaction as antecedents of loyalty, further enhancing our knowledge of visitors' loyalty. To date, no studies in the tourism context have attempted to conceptualize such a model.

Keywords: place identity, brand experiences, loyalty, satisfaction, tourism marketin

INTRODUCTION

In the highly antagonistic market of leisure and tourism, customer loyalty and satisfaction have become even more important. Understanding the way visitors choose a place, evaluate superior brand experiences, become delighted, attached and loyal to a place is, therefore, a highly significant goal for every place brand marketer. These issues have recently attracted the attention of those academicians and practitioners in the tourism sector who are interested in shaping their value propositions and communication messages even more carefully, and in treating the visitors of a place well(Beckman, Kumar and Kim, 2013; Hanna and Rowley, 2013). Peopleconsume products and services and they share experiences before buying them, during the purchase process and while they consume them in various contexts (Skinner, 2008; Brakus *et al*, 2009: 52; Agapito*et al*., 2013). Further research on the meaning of brand experiencesshould take place, since the experiences provided by brands,especially in the cognitive, affective and social context,may affect consumer behavior;thus, research on the experience concept, especially in the services industry, is encouraged(Brakus *et al.*, 2009).In fact, further research will allow for the incorporation and examination of the significance of all dimensions. Do place brand experiences influence tourists' choices about a place? Do they influence place attachmentfor this specific place?

People connect socially and emotionally withspecific places and they want to continue to be intimate with theseplaces; this is what place attachment represents (Hidalgo and Hernández, 2001: 274; Yuksel *et al.*, 2010: 274; Williams and Patterson, 1999; Kyle *et al.*, 2004; Prayag and Ryan, 2012: 343; Casakin*et al*., 2015). Yuksel *et al*. (2010: 274)argue that place attachment has an 'emotional connection' through 'both direct and/or indirect experiences', and therefore it needs to be further examined (Casakin *et al*., 2015). Since the literature has shown that not much research has taken place on this topic, this paper aims to examine the emotional significance that a person attributes to a place. If social ties -as well as emotional attachment with an area- grow, people developa sense of belonging thatis significant to them. The connection that a visitor can develop with a place is reinforcedthroughplace identity, place attachment, and the experiences with the place brand. Destinations are amalgams of manytourism products and services that are promoted and consumed by a

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system of factors (Buhalis, 2000; Kazancoglu and Dirsehan, 2014; Govers, 2015).

The attachment that people have for different settings and environments may influence consumer behavior, including loyalty (Yuksel *et al.*,2009). Also, according to the literature, consumers with greater brand experiences will develop higher levels of brand loyalty (Iglesias *et al.*,2011; Nam *et al.*, 2011; Prayagand Ryan, 2012; Kazancoglu and Dirsehan, 2014).The paper proposes that brand experiences have positive direct and indirect effects on loyalty. The desired outcomes are mediated by the visitors' overall satisfaction, but are also affected by the degree to whichthe visitor feels engaged and committed, as part of the place brand.

Thus, the paper argues for the role of place identity and brand experiences in association with tourists' satisfaction and loyalty, and presents a conceptual model of visitor's loyalty that incorporates brand experiences, satisfaction and place identity. The study investigates(i) the effects of brand experiences on satisfaction and place brand loyalty, (ii) the relationship between place identity and tourists' loyalty, and (iii) the role and effects of place identity on satisfaction and loyalty. According to the literature and extending the previous research of Brakus *et al*. (2009) who examined the effects of brand experiences on satisfaction and loyalty, a proposed model of the antecedents of visitor's loyalty thatincorporates brand experiences, satisfaction and place identityis conceptualized.

Place attachment and place identity are interesting concepts which add to current research on places as brands.Brand is associated with different target groups and their mental representations and evaluations (Keller and Lehmann, 2006),as well as withbrand associations (Aaker, 1996,2014). In their study of the categorization and conceptualization of experience, Pine and Gilmore (1998) put forth a framework of experiences by categorizing them across two dimensions, customer participation and connection or relationship with the environment - that is the degree that a customer is connected to an event. According to their study, the four realms of experience areentertainment, educational, esthetic and escapist.

Schmitt (1999) distinguished experiences based on what the consumers can see, how they feel, think orbehave and whether they join a specific group. However, the literature focuses on what is on offer from the supply side and

not on what people actually want or what they understand. In fact, the senders of communication messages through advertisements of a place or a region, should specify what they want to project to the rest of the world, so as to have a consistent message to reach the demand (Konečnik and Go, 2008: 178-179).

To date, no studies in the tourism context have attempted to conceptualize such a model,whichwould further add to the knowledge on visitors' loyalty.Better understanding of place attachment through place identity may advance the knowledge of the sense of place and its influence on the way visitors behave. The significance attached to place identity from the visitors' point of view needs to be further examined because it will shed light on how to market places. In that way, a more critical approach towards the implementation of marketing activities may take place, especially by state organizations, mainly in charge of managing the tangible and intangible assets of a state, region, city or place. Experiences, as complex phenomena that involvesensory, intellectual, affective and behavioral aspects (Brakus *et al.*, 2009), need better understanding by policy makers, marketers and advertisers in order to plan and manage all customer touch points to support visitors' experience (Brodie, 2009; Frow and Payne, 2009; Kazancoglu and Dirsehan, 2014).

The researchers searched well-known databases which were Science Direct, Scopus, Emerald, Eric, E-List for available literature and search engines such as Google Scholar. The specific keywords under examination were the ones which were associated with the abovementioned concepts.

PLACE BRAND EXPERIENCES

Brand experiences are perceived by each person according to many different stimuli which occur when the person is connected with the brand in a direct (physical experience) or in an indirect (virtual presentation in an advertisement) way (Brakus *et al.*, 2009: 52-53). Brand experiences exist even when a person may not be related with a product or a service (Lee and Kang, 2012).

Brakus *et al.*(2009) distinguish four aspects of brand experiences: affective, behavioral, sensory and intellectual,and discuss the different degree of influence that may emerge from them.This study applies these four experiential dimensions (Brakus *et al.,* 2009) toplace branding in the tourism context, an investigation which has not been made before. Place brand experiences may include intellectual experience that can stimulate a visitor's curiosity to learn more about a place brand. Place brand experiences also refer to the relation created between a person and a brand when the person thinks about the brand (Zarantonello and Schmitt, 2010). Consumers may use convergent thinking to analyze communication meanings about a specific area or employ divergent thinking about potential experiences they may have in a place;these are sometimes stimulated by slogans, web sites and other media communications (Brakus *et al.*, 2009; Fotis *et al*., 2011; Hays *et al*., 2013), or by other heuristics used by marketers that appeal to their needs.

The dimension of sensory brand experiences includes aesthetic and sensory qualities such as visual, auditory, tactile, gustative and olfactory stimulations (Zarantonello and Schmitt, 2010). The visual stimulation is the most significant aspect (Schmitt, 1999; Schmitt, 2008). Colors, proportion, size and shape, architecture, landscapes, buildings, decorations, and light contribute to the provision of an aesthetic sense of a place brand (Uusitalo, 2010; Lew, 2011; Beckman *et al.*, 2013). A visitor also senses smells, tastes (local food), and sounds (music, local language) that are distinct in each place and are considered to be significant (Agapito *et al*., 2013).

The behavioral aspect is associated with physicalexperiences, includingthe way one lives and how s/he uses a brand (Zarantonello and Schmitt, 2010). Behavioral experiences that one chooses to have in a specific place illustratethe way one lives (Schmitt, 2008) and can encompass different types of experiences; these can either be associated with enjoyment, management of free time at night or enogastronomy (Bitsani and Kavoura, 2012; Beckman *et al.,*2013).

Affective brand experiences include feelings and moods evoked by a brand, emotions that can be mild (moods) or intense (feeling and sentiments evoked byexceptional service experience for example) (Schmitt, 1999). Irrespective of the degree of influence,different emotions may result

inaffective experiences such as satisfaction, feeling of belonging to a group, happiness (Schmitt, 1999; Kim *et al.*, 2010). These feelings contribute to a personremembearinga place brand (Gnoth, 2007; Beckman *et al.*, 2013). In their study about brand experiences,Brakus *et al.*(2009) also argued that participants referred to social aspect inreferences such as "It's like a membership in an exclusive, country-clubbish community", "I am part of a smarter community" (Brakus *et al.*, 2009: 55).The authors   nonetheless, brought together affective and social items (Brakus *et al.*, 2009: 58) butdid not further examine the social context of brand experiences. This latter topic needs further analysis (Brakus *et al.*, 2009: 57).Accordingly, this paper aims to examine Brakus *et al.'s*aspects of brand experience, includingits affective, emotional and social dimensionsthat are also present in place attachment.

PLACE IDENTITY-AN ASPECT OF PLACE ATTACHMENT

The aspects of place attachment are place dependence, place identity and affective attachment (Yuksel *et al.*, 2010: 275-276). Hidalgo and Hernández (2001, p. 279) and Gu and Ryan (2008:641) argued for the physical and social aspects of place attachment,determining that the social part ismore significant; however, this isan issue which has not been fully investigated and needs further research (Prayag *et al.*, 2013). Much weight has not been put on the social dimension of place attachment and this research aims to examine this perspective based on the fact that the literature calls for further research on this topic.

One component of place attachment, that of place identity, has been examined by Proshansky (1978: 155) and is associated with "those dimensions of the self that define the individual's personal identity in relation to the physical environment by means of a complex pattern of conscious and unconscious ideas, beliefs, preferences, feelings, values, goals and behavioral tendencies and skills relevant to this environment". Place identity is related to a sense of belonging and attachment (Hummon, 1986). According to Breakwell (1986, 1992, 1993), place identity is characterized by four principles: a person's desire to maintain his personal

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distinctiveness, continuity that is carried on through the importance places have for a person, self- esteem and self- efficacy which is associated to the functionality of the environment in which the person lives. Yuksel *et al.* (2010) in fact argued that the aforementioned is associated with one's self-identification,such as gender identification,where a place may be related to one person and may lead to emotional bondswith it.

The affective dimension of place attachment can be further researched since Yuksel *et al.* (2010: 282), Prayag and Ryan (2012: 342) and Casakin*et al.*, (2015) demonstrated its salience for the 'closeness' that a visitor has for a place. Affective attachment is the emotional tie with a particular setting, and is usually combined under place identity; thus, in the proposed model of this paper, the affective dimension will be examined under place identity. Place dependence, the other component of place attachment, is associated with the physical or functional attachment,and illustrates the importance of a place to provide the setting for desired activities (Stokols and Shumater, 1981; Kyle *et al*., 2004: 125; Yuksel e*t al.,*2010: 275). In regard to the limited existing studies, place identity was found to have stronger effects than place dependence, the other dimension of place attachment (Kyle *et al*., 2004; Yuksel *et al.*, 2010: 282). On the other hand, place dependence is associated withthose elements of a place that contribute to someone's personal needs and objectives and do not exist in other places (Alexandris *et al*., 2006). Attachment can be formed with buildings, landscapes, environments and nations, real places mythical, hypothetical and imagined (Yuksel *et al.*, 2010: 275). Thus, it is not only the physical boundaries of a place that may create attachment to a person or people. Places are abound of social relations that bring people together (Hidalgo and Hernández, 2001: 275; Casakin *et al*., 2015; Hanna and Rowley, 2015).

Place identity is associated with what the location symbolizes (Yuksel *et al.*, 2010: 276). The role of place identity refers therefore, to a symbolic, emotional and affective attachment which involves bonding and experiences (Mlozi *et al.*, 2013).Place identity is associated with a sense of being a city person, a small-town person, of a country person (Hummon, 1986: 3), locating in that way, the self within a specific community which is spatially defined. At the same time, the sense of 'placelessness,' associated with a symbolic placement which is not only directly related to a residential

status (Hummon, 1986: 4; Hidalgo and Hernández, 2001; Casakin *et al*., 2015),is acknowledged. The person situates himself/herself in the world, identifies with others, "forging in that way, a sense of belonging and attachment" (Hummon, 1986: 4, 6; Hidalgo and Hernández, 2001: 274) portraying the type of person someone is, based on values, interest and knowledge. In that way, people may identify with different forms of community - like a city or a nation (Hidalgo and Hernández, 2001: 274)-, develop feelings of attachment, such as that they "belong in that kind of community, that they are of this kind of person" (Hummon, 1986: 21), but still this is an area that needs to be further examined.

Most approaches in relation to the identity of a place take into consideration cognitive rather than sentimental factors (Iglesias *et al*., 2011: 572). The use of both cognitive and emotional elements leads to the creation of a concise and holistic identity of a place, which will then lead to its branding. The aim of the current study focuses on the symbolic, emotional and affective bonds that people may have with a place. The proposed model employs the place identity dimension of place attachment.

SATISFACTION AND LOYALTY IN TOURISM

Satisfaction, as well as loyalty and its conceptualization and measurement, have been the object ofextensive research in the service context (Buttle and Burton, 2002; Bennett and Rundle-Thiele, 2004; Stavrianea, 2010, Velasquez *et al.*, 2011). Loyalty has long been considered as a multi-dimensional concept (Rundle-Thiele, 2005a). Much of the research approaches consumer loyalty from two perspectives: behavioral loyalty (as repeat purchases), and attitudinal loyalty (Oliver, 1997). The latter,is associated with the psychological commitment that one makes in the purchase act, such as intention to purchase and to suggest such a purchase to someone else, without necessarily taking into account the actual repeat purchase behavior (Jacoby, 1971; Rundle-Thiele, 2005b). In the tourism literature, it is argued that the aforementioned is more appropriate to study travelers' loyalty, because travelers can be loyal to a place even when they do not repeatedly visit the place (Chen and Gursoy, 2001; Nam

et al., 2011). Taking also into consideration van Doorn *et al's*. (2010) study, whichargued that customer engagement behaviors go beyond transactions and may be defined as "a customer's behavioral manifestations that a brand or firm focuses on, beyond purchase, resulting from motivational drivers", in this research, loyalty is defined as attitudinal loyalty and is defined as the visitor's intention to visit or the willingness to suggest a place brand to another person.Interested parties such as stakeholders, destination management organizations, tourism marketers, the local community of a place who are associated with place marketing aim to fulfill visitors' satisfaction because of the strong relation between customer satisfaction and loyalty (Anderson and Fornell, 1994; Oliver, 1997; Mittal and Kamakura, 2001; Baker and Crompton, 2000; Bigne *et al.*, 2005; Stavrianea, 2010; Yuksel *et al.*, 2010; Yoon and Uysal, 2005)taking into consideration sustainability issues because these parties usually have limited knowledge and awareness about the sustainability of a destination while promoting it (Ozdemir *et al*., 2015). The literature on satisfaction has significant differences ranging from cognitive to affective perspectives (Del Bosque and San Martin, 2008; Stavrianea, 2010). Satisfaction emerges when a person reaches a goal and the vehicles to do so can be based on products or services that offer different levels of fulfillment to the person (Oliver, 1997: 13).

In regard to place satisfaction, Stedman (2002) was among the first to conceptualize it. According to Stedman (2002), satisfaction for a place means that a person's needs are met in the place through quality offerings. When researching satisfaction the clarification of whether this constructis conceptualized as a facet (attribute- specific) or as an overall (aggregate) concept is needed; additionally,whether satisfaction is viewed as transaction- specific (encounter satisfaction) or as cumulative (satisfaction over time) becomes important (Hoest and Knie-Andersen, 2004; Dimitriades, 2006; Stavrianea, 2010). is the literature has argued that overall satisfaction is a better indicator of future loyalty and behavioral intentions (Fornell *et al*., 1996; Johnson *et al*., 2001; Stavrianea, 2010; Nam *et al*., 2011). In the present study, satisfaction is conceptualized as an overall, emotional response of the consumer to the place.

RESEARCH QUESTIONS DEVELOPMENT AND PROPOSED MODEL

In designing a model for tourist's loyalty for a place brand,several theoretical bases were taken into consideration. The focus is on the antecedents of visitor's loyalty.By incorporating in this framework Brakus' work on brand experience,includingthe dimensions that he proposed in 2009 as well as the concept of place attachment, this paper differentiates from previous models, such asthe ECSI Index that was for example applied in Chitty et al. (2007).To date, no studies in the tourism context have attempted to conceptualize such a model.

The proposed conceptual model of place brand loyalty includes four latent constructs associated with six research propositions.The more positive the brand experiences are for the individuals and the more dimensions are assimilated, the more satisfied a visitor will feel. Brand experiences vary in strength and intensity (Brakus *et al.*, 2009) and also may vary in valence. A tourist can feel positive or negative, as well aslong lasting or short-lived brand experiences which influenceloyalty and satisfaction (Brakus *et al.*, 2009).

If people obtain exciting outcomes through the experiences they have with a place or a brand, we expect that those consumers or visitors -if we refer to the tourism literature- would want to repeat these experiences. Although we argue that brand experiences positively affect satisfaction and that the relationship between brand experiences and loyalty is mediated by satisfaction, in accordance with the literature (Brakus *et al.,* 2009), we also examine the direct effects of brand experiences on consumer loyalty.

Thus, we expect that:

P1. Place brand experiences have a positive direct effect on a visitor's overall satisfaction.

P2. Place brand experiences have a positive direct effect on a visitor's loyalty towards the place brand.

A key consequence of satisfaction is loyalty. Research has verified the relationship between the two constructs, both theoretically and empirically, in various markets (Anderson and Fornell, 1994; Mittal and Kamakura,

2001; Stavrianea, 2010). Previous research in the tourism context shows that satisfaction leads to intention to return, willingness to pay more and willingness to recommend the place to others (Baker and Crompton, 2000; Bigne *et al.*, 2005; Yoon and Uysal, 2005). Therefore, we propose that:

P3. Satisfaction affects loyalty towards the place brand positively.

Conclusions about a place's identity and brand experiences occur in response to any contact with the place brand. The development and update of a place identity, though, is an inferential process (Proshansky, 1978). A place identity may be inferred from people related to the place brand (e.g. local residents, tourism professionals), or from the culture, the characteristics of the place, symbols or communications. An important addition to these inference factors could be brand experience. A cognition about a place's identity representedby memories, feelings, ideas, attitudes, values, preferences, meanings, behavior and experiences that are related to the variety and complexity of the physical setting (Kyle *et al*., 2003) can be aided by the consumer's attention tospecific sensory, affective, intellectual or behavioral experiences.

This information may contribute to the place's identity formation. We propose that the experience that a person has with a place will influence that individal's sense and understanding of the identity of thatplace. Thus, we argue that brand experiences have an effect on place identity. The higher the overall rating of brand experiences, the more probable that the consumer will enrich the place with identity associations. Therefore we expect that:

P4. Brand experiences have a positive direct effect on place identity.

In addition to the direct effects of place brand experiences on satisfaction and loyalty, the purpose of this paper is to examine the indirect effects and the role of place identity. Proshansky (1978) argues that a person's place identity is formulated based on influences and ideas related to the physical environment. Thus, we may argue that if one thinks that a place is part of his/her existence, s/he will be satisfied.

Nevertheless, the existing relevant research does not provide concurring results about satisfaction. Brocato (2006) contendsthat as satisfaction becomes more favorable, place identity and affective attachment should increase,while other researchers argue that judgements concerning customer

satisfaction could be influenced by the type and level of place attachment (Wickhman, 2000; Halpenny, 2006; Scott and Vitardas, 2008).Yuksel *et al.*(2010: 281) also supported the effect of place identity on satisfaction in regard to holiday experiences. Therefore, in this conceptual model we argue that place identity affects satisfaction positively.

P5 Place identity affects satisfaction positively.

Previous research has demonstrated the link between place attachment and loyalty (Brocato, 2006; Lee *et al.*, 2007; Simpson and Siquaw, 2008, Alexandris *et al.*, 2006), thoughthe path between place attachment's dimension -place identity- and loyalty has not been fully examined (Yuksel *et al.*, 2010; Prayag and Ryan, 2012). A person is symbolically related to a place through place identity (Stedman, 2002) and there is a psychological connection that has evolved in time (Williams and Patterson, 1999), thus, a person may develop a form of emotional -symbolic attachment to a place, leading to place loyalty. In other words, the more an individual identifies with a place that reflects his/her own identity, the more loyal s/he will be. Therefore, we argue that:

P6. Place identity has a direct positive effect on loyalty towards the place brand.

Insert Figure 1 about here

This conceptual model incorporates visitors' loyalty, place identity, place brand experiences and satisfaction. Its contribution is further presented in the next section.

CONTRIBUTION OF THE CONCEPTUAL MODEL TO KNOWLEDGE

Consumer behavior research may well be linked with the sense of place in regard to travel and tourism. In the context of place marketing, loyalty remains an important indicator of successful place development; many studies exist on the antecedents of tourist loyalty, including, trip quality, place image, motivation, perceived value and satisfaction, in different settings such as countries, states, cities, islands (Bigne *et al.*, 2001; Chen and Tsai, 2007; Huang and Hsu, 2009).Only recently has the role of place

attachment and its dimensions as predictors of visitors loyalty been examined (Hwang *et al.*, 2005; Alexandris *et al.*, 2006, Yuksel *et al.*, 2010; Prayag and Rayan, 2012).

The significance attached to place identity from the visitors' point of view needs to be further examined because it will shed light on how to market places. In that way, a more critical approach towards the implementation of communication activities may take place, especially if this concerns the officially sanctioned promotional narrative initiated by state organizations, mainly in charge of managing the tangible and intangible assets of a state, region, city or place (Kavoura and Bitsani, 2013: 58; Kavoura, 2013: 69).

"Understanding how consumers experience brands is critical for developing marketing strategies for goods and services" (Brakus *et al.,* 2009: 52; Stavrianea and Kavoura, 2014) since "brand experiences are about delivering the brand promise and providing consistent action" (Iglesias *et al.*, 2011: 572). Experience considers the customer as a co-creator in a collective service interaction (Vargo and Lusch, 2008). Since experiences are complex phenomena that involve, at least four dimensions - sensory, intellectual, affective and behavioral (Brakus *et al.*, 2009) - policy makers, marketers and advertisers need to be able to make informed decisions regarding planning and managing the whole process at all these dimensions and all customer touch points to support visitors' experience (Brodie, 2009; Frow and Payne, 2009).

The way of narrating the brand is significant in order to provide such elements as emotions, feelings, affection in order to enhance brand loyalty when branding a place. As brand experiences may occur when the consumer gets into contact with the brand in a direct (physical experience) or in an indirect (virtual presentation or in an advertisement) way (Brakus *et al.*, 2009: 52-53), then the role of communication needs to be examined as well (advertisements, brochures, web sites). This suggests that place marketers and people in charge of planning communication campaigns and tourism policies would take into consideration these factors and apply new strategies to target, attract, satisfy and maintain tourists. Perceptions of place identity and reputation that influence decision-making and communication offerings by local marketers, for example in a rural area,

providea valuable insight tothe way marketing is undertaken (Giles *et al*., 2013). Social media may be used by those involved with place marketing as a tool to reach a global audience (Hays*et al*., 2013) providing them with experiences over the internet about the place they are about to visit. In fact, social media are predominantly used after holidays for experience sharing, and as research has shown,it is trusted more than the official tourism websites, travel agents, and mass media advertising (Fotis *et al*., 2011).Digital presence of place brands plays an important role since people use the web to collect information about a place, to make decisions, to book online services. In that way, co-branding is created based on the online communication among people who use social media to promote and express their personal experiences.As these experiences are projected via the online platforms of social mediai images of places are virtually formed through electronic word of mouth (Hanna and Rowley, 2015; Govers, 2015).thus, people having the role of customers create this value (Grönroos and Gummerus, 2014).

CONCLUSION AND FUTURE RESEARCH

To date, no studies in the tourism context have attempted to conceptualize a model of visitors' loyalty antecedents incorporating brand experiences, satisfaction and place identity. This is the theoretical contribution of the paper since it will further enhance our knowledge of visitors' loyalty. We argue that the cultivation of a sense of place through the reinforcement of place identity and brand experiences may affect satisfaction and enhance a place's brand loyalty base.

The next step is to measure the effects of brand experiences and place identity on satisfaction and loyalty in a quantitative way so that communication and marketing strategies are targeted. The empirical research would shed light on the relations between brand experiences, place attachment and its dimensions in relation to satisfaction and loyalty, verifying the theoretical contribution that the model attempts to bring forth.

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