

RESEARCH ARTICLE

# DESTINATION BRAND EXPERIENCE AND SEMIOTIC BRAND RESONANCE

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**Abstract :** Marketing is about offering a superior value proposition. Phenomena indicate that the product or service as a value proposition that is not enough to act as a value or tool of differentiation and value has moved to the creation of customer experience. Adapting the brand theory of experience from the realm of marketing and the experience theory of the tourism, this study discuss the destination brand experience and the semiotic brand resonance. Semiotic is a study of symbols and signs in the context of a destination that may create a brand resonance for the tourists. Brand resonance refers to the nature of the relationship customers have with the brand and the extent to which they feel they're 'in sync' with the brand. Both of theories becomes one knowing that consequent of destination brand experience. Destination brand experience as a sensation, feeling, cognition and behavioral response caused by brand-related stimuli that are brand design, packaging, communication and the environment. Indicator of destination brand experience affective, behavioral, intellectual. Indicators of Semiotic used are denotation-connotation, ideologies, and myths, than Brand resonance can usefully be characterized in terms of two dimension-intensity and activity. This study is conduct with literature study, which shows that the study of brand experience of a tourist destination and related with semiotic brand resonance.

**Keywords :** Tourism Marketing, Destination, Brand, Semiotic, Brand Resonance, Consumer Behavior

**JEL Classifications:** M1, E0,

## I. INTRODUCTION

Places have unique characteristics that produce conventional branding models that are considered inadequate to place branding efforts (Pryor & Grossbart, 2007) [1]. At that time, post-industrial cities began to overhaul through property-led regeneration schemes and urban managers began to utilize marketing techniques as a way to gain competitive advantage (Kearns and Philo, 1993) [2].

Marketing development in the development of places and the use of branding concepts can be seen in the stages in the three marketing stages of Ashworth and Voogd (1994) [3]. The first stage is the implementation of marketing in its simplest form, which has actually been practiced in urban areas, at least, since the 19th century (Ward, 1998) [4]. Development of the theory of marketing support places marks the beginning of the second

part of the journey. There are three important developments to the establishment of place marketing: marketing in non-profit organizations, social marketing and image marketing.

The theoretical appearance of marketing where the three developments in the marketing discipline have paved the way, by solving the difficulty in transfer marketing knowledge from the initial field of the goods and services industry to places. The last stage has acknowledged that 'place marketing is a legitimate form of marketing in the sense that terminology, engineering and marketing philosophy can be applied to place (Ashworth and Voogd, 1994) [3].

To this day, cities are increasingly likely to rely on marketing methods in the last three decades as competition for investment, tourism revenues and populations on various spatial scales intensified (Achrol & Kotler, 1999) [5]. However, Ashworth and Voogd (1994) [3] suggests that special types of marketing should be designed if place marketing would be successful.

This study want to fulfill the goal to explain that brand experience of a tourist destination related with semiotic brand resonance.

## II. LITERATURE STUDY

This study have explore the journals and others literature to get understanding about destination brand experience and especially about semiotic theory and the brand resonance.

### A. Place Marketing

Place Marketing refers to various communication techniques used to sell their place and attractiveness or products through image identity and construction. It involves four activities (Kotler, Heaider and Rein, 1993) [6]. First, designing the right mix of features and community services. Second, establish attractive incentives for current and potential customers and users of their goods and services. Third, deliver products and service places in an efficient and accessible way. Fourth, promoting the values and image of the place so that the potential users are fully aware of the distinctive advantages of this place. The latter deals with branding activities. Place branding emerged in the early 2000s as a distinct academic discipline and is seen as a way in which countries and cities can control their reputation given the increasing competition and global economic pressures.

The main target markets of place marketing are visitors, residents and workers, business and industry and export markets (Kotler, et al., 2003) [7]. The visitor market consists of two major groups: business and non-business visitors. The visitor market consists of two major groups: business and

non-business visitors. Business visitors come to destinations for business purposes or attend MICE (meetings, incentive events, conferences and exhibitions). Non-business visitors include tourists who want to see places and the traveller who visit family and friends. The traveller is someone who moves between different geographical locations for any purpose and duration of any kind. Tourist is a visitor whose trip includes an overnight stay (UNWTO, 2013) [8]. The current study focuses on tourists.

### B. Brand Experience

The initial literature in marketing lies in the theory that consumption has the experience aspect. In this paradigm, the consumption of experience as a phenomenon is directed toward the pursuit of fantasy, feeling, and pleasure (Holbrook and Hirschman, 1982) [9]. Consumption is seen as the production experience of the product (Fornell, Robinson, and Wernerfelt, 1985) [10] resulting in an emotional response (Havlena and Holbrook, 1986) [11]. The late 90's increasing Experience Economy era (Gilmore and Pine, 1999) [12] and Experiential Marketing (Schmitt, 1999) [13]. Pine and Gilmore's writings on Experience Economy (1999) study experience in retail and event settings. Based on Performance Theory, the idea is to form a 'stage experience' that has the following dimensions; aesthetics (including visual, aural, olfactory, and tactile aspects), education, entertainment and escapist. Pine and Gilmore (1999) argue that creating a distinctive customer experience can provide a huge economic value for the company.

Schmitt (1999) proposed five experiences; sense, feel, think, act, and relate. The taste experience includes aesthetic and sensory qualities, taste experiences including moods and emotions, thoughtful experiences including analytical and imaginative thinking, acting experiences referring to motor acts and behavioural experiences, and experience relationships referring to social experience. In the same light, Brakus et al (2009) [14] breaks the brand experience into four dimensions, sensory, affective, intellectual, and behavioural. Sensory indicators measure the degree of impression created by brands that affect the senses. Affective indicators include sentiments and emotions. Behavioural indicators measure body orientation and action. Intellectual indicators involve thinking, curiosity and problem solving. Therefore, brand experience is not only the concept of emotional connection, but also incorporates cognitive and behavioural concepts.

### C. Semiotic Brand Resonance

Semiotics sees communication as composed of Signs. Signs are made from Signifiers (what you see/hear) and the Signified (what it means). In general, semiotics is the science of signs. According to Semiotic according to Barthes (1957) [15]; Bignell (2002) [16] and Piero (2011) [17], semiotics has several core concepts, namely denotation-connotation, ideologies, and myth

The brand resonance model the brand resonance model suggests that brand resonance, e.g., brand loyalty, can ultimately be achieved via two routes, i.e., rational and emotional (Keller, 2013) [18]. The rational route includes important components, such as performance (e.g., price, efficiency, durability, reliability), judgment (e.g., quality, credibility), while emotional one includes those, such as imagery and feelings (e.g., fun, excitement) (Keller, 2013) [18]. The detailed brand resonance model is portray as show in Fig.1:

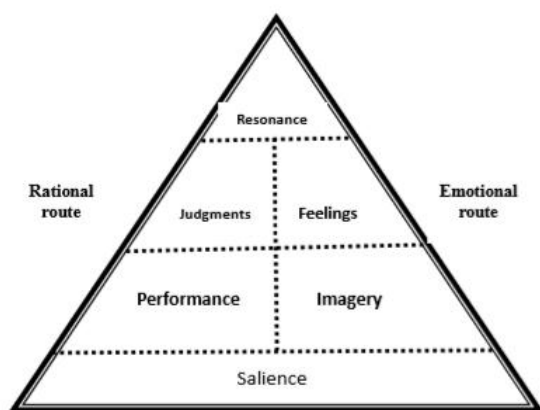


Fig. 1 The brand resonance model (Keller, 2013) [18]. Chao-Chin Huang, (2017) [19]

Brand resonance represents a willingness to engage with the destination. This can be viewed in terms of visitation or at least stated intent to visit. The highest level of the hierarchy is brand loyalty, a topic that has received little attention in the tourism literature despite its importance. Loyalty is represented by repeat visitation and word of mouth (WOM) recommendations.

### III. DISCUSSION

These variables will connected in this study, destination brand experience and semiotic brand resonance. When highlighting the tourism and tourist industries as the target market, most literatures use the term marketing of destination marketing rather than place marketing. WTO (2004)

[21] defines destination marketing to cover all activities and processes to bring customers and sellers together to focus on responding to consumer demand and competitive positions, is a series of ongoing coordinated activities related to efficient product distribution to the market high potential; and involves making decisions about products, branding, places, market segmentation, promotion and distribution. Schmitt (1999) [13] suggested to treat a brand as a rich sensory, affective and cognitive associations that result in memorable and rewarding brand experiences.

#### A. Brand Experience Concept

Brand experience concept in marketing stemmed from hedonic and experiential aspect of consumption by Hoolbrook and Hirschman (1982) [9]. Their theorized that consumption has experiential aspects characterized by consumer's search for "fantasies, feeling and fun" or 3F's. Hoolbrook and Hirschman (1982) [9] highlight the multisensory, fantasy and emotive aspect of consumption experience in their study of consumption of novels, movies, performing arts and sporting events.

The experiential aspect of brand is also a result of consumer evolution. Holt's (1995) [21] theory of the evolution of how consumers consume indicated that consuming is more holistically considered as experience, as integration, as classification and as play. Gilmore and Pine [12] give same theory about experience economy that they admitted that consumer is moving beyond service to a stage where experience is central to consumption activity (Erdly and Kesterson-Townes, 2003) [22]. Gilmore and Pine (1999) [12] experience economy is based on the theory of performance of setting a stage experience. Gilmore and Pine (1999) [12] argued that creating as distinctive customer experience can provide enormous economic value for firms.

Constructing brand experience is consequence. Maslow with of peak experience suggested the beneficial after-effects of peak experiences that it stays in neurotic symptoms forever; changing one's view of himself, others and the world; releasing for greater creativity and spontaneity; the desire to repeat the experience (Dennis and Powers, 1974) [23]. Repetition is indicator of loyal behaviour. Thus suggest that experience might leads to brand loyalty as a consequence.

#### B. Semiotic Brand Resonance

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includes those, such as imagery and feelings (e.g., fun, excitement) (Keller, 2013) [18].

Semiotic according to Barthes (1957) [15]; Bignell (2002) [16] and Piero (2011) [17], semiotics has several core concepts, namely denotation-connotation, ideologies, and myth.

- 1) *Denotation and Connotation*: In semiotics, denotation is the most literal interpretation of a sign. Connotation is the secondary, culturally created, means of a sign.
- 2) *Ideologies*: A series of codes linked together to create meanings that reinforce society's power structures
- 3) *Myth*: A repeated story rich with cultural associations.

Both of concept will unify and make the construct i.e. semiotic brand resonance, may create the loyalty, which loyalty as the highest block on the Fig.2, means on consumers intensity and activity base on the semiotic on the destination i.e. denotation and connotation, ideologies and myth.

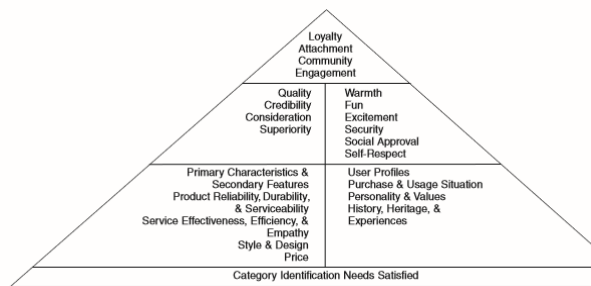


Fig. 2 Sub-dimension of brand resonance model (Keller, 2001) [24].

### C. Brand Experience Related with Semiotic Brand Resonance

The ability to create personal experiences to drive customer loyalty that will give companies a sustainable competitive advantage (McCole, 2004 [25]; Prahalad and Ramaswamy, 2004 [26]). Loyalty results more from how customer feel about the total experience they receive than from what they rationally think about a company's product and services (Berry and Carbone, 2007) [27].

The experience in the destination with any kind offer in tourism, i.e. ecotourism, culture tourism, education tourism etc. This semiotic of destination to create the resonance of loyalty the consumers.

## IV. CONCLUSIONS

Marketing where a lot of things to develop a region to become an attractive tourist destination. An attractive tourist destination can provide a personal experience for consumers. Personal experience provides good memories, and instinctively wants to

return to the tourist destination again or give recommendations to others about the destination.

Destinations have history and culture, in a semiotic sense will be judged through several things denotation-connotation, ideologies and myth. Merging the concept of semiotic with brand resonance, which builds relationships with consumers that ultimately formed consumer loyalty in intensity and activity.

Thus, denotation-connotation, ideologies and myth as well as intensity are also increasingly loyal consumer activity through experience and create emotional bonds denotation-connotation, ideologies and myth in the destination. This study have limitation in the literature of semiotic in the destination context, needs to explore more the literature and study empiric to support this unify concept.

## ACKNOWLEDGMENT

The author wishes to acknowledge a PDIM University of Sumatera Utara for this research. She also wishes to thank the Editors of Management Decision, and the anonymous reviewers, for their valuable insights in improving the quality of this manuscript

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