

Brand Equity and Consumer Buying Behavior: Determinants of Intentions to Visit Tourism Destinations in Cavite, Philippines

Paulyn Jayziell S. Buhay, Mittm ¹

¹ *College of Education, Cavite State University, Indang, Cavite Philippines*

¹ polengsanchezbuhay@cvsu.edu.ph

Abstract

Purpose: By highlighting the four dimensions that constitute brand equity, and the four factors that influence the selection and decisions of consumers, this research aimed to assist tourist destination owners and managers in creating a brand and knowing their target market and their preferences when it comes to spending their money.

Design/methodology/approach: The descriptive correlational and comparative methods were employed and a total of 339 BSTM students during the first semester of SY 2022-2023 were the participants of the study.

Findings: This study revealed that the majority of the guests visiting the tourism destinations in Cavite were female, young, with a family earning above minimum wage in a month, and living in the urban areas of Cavite. Perceived quality and Psychological factors came out to be the most dominant factors the respondents considered in visiting tourist destinations. There is no significant difference in the perceived brand equity when grouped according to their demographic profile. There is no significant difference in the respondents' buying behavior when grouped according to their demographic profile. There is a significant relationship between perceived brand equity and buying behavior.

Practical Implications: This study recommends that a step-by-step approach should be used, from identifying whom the brand is to emphasizing its points of uniqueness and user profile.

Research limitations/implications: Customers may therefore positively assess and develop a link that will lead to an enduring and unbreakable bond (brand loyalty), which shapes and impacts their purchasing decision.

Originality/value: The analysis of this study concludes that Tourism Destinations in Cavite with higher levels of brand equity would generate higher levels of customer visits. Also, consumer buying behavior was associated with more willingness to visit a destination.

Keywords: *brand equity, consumer buying behavior, CvSU college students*