THE EFFECT OF DEVOTEE-BASED BRAND EQUITY ON RELIGIOUS EVENTS

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ABSTRACT

The objective of this research is to apply DBBE model to discover the constructs to measure the religious event as a business brand on the bases of devotees' perception. SEM technique was applied to measure the hypothesized model of which CFA put to analyze the model and a theoretical model was made to measure the model fit. Sample size was of 500. The base of brand loyalty was affected directly by image and quality. This information might be beneficial to event management and sponsors in making brand and operating visitors' destinations. More importantly, the brand of these religious events in Pakistan can be built as a strong tourism product.

Keywords: Devotee-based brand equity (DBBE), religious events, event awareness, event image, event quality, event loyalty.

INTRODUCTION

In Pakistan, after Islam two great religions play pivotal role in humanity, Hinduism and Buddhism. They support to each other. Similarly, Sikhism, Gurdwaras situated at Nankana Sahib, whereas, Hasan Abdal has spiritual attraction for Sikhs all over the word. Likewise, there is lot of Sufis shrines. There are number of pilgrims belonging different areas attract towards the Sufis and saints. In Pakistan, there are abundance shrines from different areas of Pakistan including Lal Shahbaz Qalandar, Bahauddin Zakaria and Baba Farid, Data Ganj Bakhsh, Mian Mir, Shah Abdul Latif Bhattai and Shah Hussain, where millions of people get to gather. This religious tourism takes form of religious event or religious festival.

RELIGIOUS EVENTS

Many religious places and shrines were built with the advent of human history in the Sub-Continent. Sufism was emerged in the twelfth century through the movement of spiritual, legal and remaining close with Allah (Hatina, 2007). The tradition of Sufism and shrine are closely related to each other Bashir, (2011) and this strong bound has been observed in the history (Sabra, 2013). Sufi shrines are very famous public places where devotees offer religious rituals or religious events and consider it to be pious by doing righteous deeds (Platteau, 2011). Devotees of Sufis display deep feelings and affections with shrines (Manzo, 2003). Their emotional attachment with Sufism, shrines have an important value and impact on the life of people regarding religiously and socially in Pakistan (Farooq & Kiyani, 2012). Sufi shrines put influence on devotees' life through political, social, economic and cultural implications; this tradition will always carry on (Kreiner, 2010; Malik, 1990; Platteau, 2011). Dedicated devotees go to Sufi shrines having so many aims except cultural tradition (Farooq & Kiyani, 2012). So many materialistic visitors and non-followers have also been attracted towards Sufi shrines for enjoying and social gathering other than keen devotees of Sufism (Khan & Sajid, 2011). Religious practices are the main purpose of traditional festival (Hansson et al., 2002).

The main purpose of shrines in the eyes of people is to get spiritual healing and satisfaction. Many followers come to perform mannat along with certain activities. Along with spiritual healing and satisfaction, visiting to shrines also provide the group cohesion. People who have the same spiritual leader perform bayat on his hand. Furthermore group cohesion on shrines becomes a wonderful social cohesion for people by supporting them to promote affinity, ritual relations and ceremonial relations. Further, shrines also become the source of food not only for the workers who work there but also for the followers who visit. Such practices have been identified by a researcher namely Lyon S.M (2002) with the interesting name as "Public kitchen" that serve the large number of visitors only with the help of devotees and the pirs. Shrines also do helpful in managing the stress of people regarding their daily life tensions. Shrine serves as a source of marketing, publicity and showoff for the people, actually two types of people visit shrines, firstly silent followers and visitors and secondly those people who contribute it by writing their names. Shrines also become the source of recreation for both regular and casual followers.

Significance of the Study

Research on tourism especially on religious event is limited, but in Pakistan negligible research has been made on religious event as a business brand. The significant of this research is to apply DBBE model to discover the constructs to measure the religious event as a business brand on the bases of devotees' perception. Therefore, this research would be supportive in promoting tourism/religious industry.

Research Objectives

- To apply the DBBE model on the religious event and its dimensions to get the devotee's perspective
- To determine the impact of event brand awareness on event brand image in the mind of devotee to create loyalty and build profitable religious tourism industry
- To find out the impact of event brand image on event brand quality
- To build the effect of brand awareness on event brand quality to create loyalty among devotee for religious event

Research Questions

- Can the DBBE model be applied to the religious event and its dimensions to get the devotee's perspective?
- Is it compulsory to create event brand awareness and event brand image in the mind of devotee to create loyalty by building profitable religious tourism industry?
- What are the elements for destination manager to create event brand image on event brand quality
- Does destination manager necessitate putting impact of event brand awareness on event brand quality in the mind of loyal devotee

Research Hypotheses

H1**:** There is a significant relationship between event brand awareness and event brand image
H2: There is a significant relationship between event brand awareness and event brand quality
H3: There is a significant relationship between event brand image and event brand quality
H4: There is a significant relationship between event brand image and event brand loyalty
H5: There is a significant relationship between event brand quality and event brand loyalty

LITERATURE REVIEW

Devotee- Based Brand Equity (DBBE)

Brand equity was introduced first time in marketing in1980s. Scholars are of the view that brand equity not only provides support to the destination brand but only to the other fields (Keller, 2008; Yoo & Donthu, 2001). Brand equity means brand awareness and brand image with specific features put impact on customer's feed back to the brand, the marketing 4 piece with advertising and promotion along with new brand and its expansion (Keller, 2003). Researchers focus on two points, a) what customer keeps in mind regarding brand, b) to add value in the brand as customer's perception. The brand equity is a customer's perception about the product causes added value to the brand. Konecnik and Gartner (2007) also agree with that definition and said Brand equity means what measuring factors customer has in his mind to add the value of a brand.

Customer makes the purchasing decision about the brand with the help of brand equity. Customer forms the choices among the brand on the basis of brand equity (konecnik & Gartner, 2007; KIM, Jin –Sun, & Kim & Kim 2008; Bailey & Bll, 2006). Brand equity provides the guideline about the brand in forming marketing policy and helpful in doing job of event manager (Keller, 2008). Brand equity has been employed in many cases to evaluate the customer's perspective.

There has been conducted a research in Japan, Kim et al. (2009), where brand equity of a destination is measured by six constructed, brand recall, brand recognition, brand image, brand distinction, brand quality and brand loyalty. Another study, Bailey and Ball (2006), has been conducted in UK about evaluation of a theory of hotel brand equity on hospitality field. Bailey and Ball (2006) point out in this study that brand equity can measure the financial performance of the position of the company.

It is observed that brand equity is valuable for customer as well as destination manager. But brand equity is a mystifying and vague theory regarding destination (Gartner 2009). Many researchers said that despite the evolution of theoretical development, still confrontation is carry on whether the theory of brand equity can be transmit by setting marketing policy to destination (Konecnik & Gartner, 2007; Gartner, 2009; Pike & Scott, 2009). So, above discussion declares that it would be complicated to acquire obvious and understandable results about the behavior of tourists on the bases of only brand equity.

However, the Customer-based brand equity model is helpful as it provides theoretical advances and assists managerial practices in understanding and influencing consumer's behavior (Keller, 2008). The idea of Customer-based brand equity (CBBE) and its dimension has been employed recently in destination and hotel fields (Kim & Kim, 2005; Konecnick & Gartner, 2007; Boo et al., 2010; Qu et al., 2010).

By approaching this model, it would be feasible for manager to get better understandings about customer's perspective and preference (Keller, 2008). Keller (2008) says about the CBBE" the differential effects that brand knowledge (brand awareness and image) have customer's response to the marketing of that brand" (p.48).

Aaker (1991) mentioned the dimensions of CBBE as "brand loyalty, brand awareness, brand quality, brand associations and other proprietary brand assets". In following Yoo & Dontu, (2001 & 2002); MajaKonecnik (2006) in her research concluded that both approaches explained by Aaker and Keller included similar dimensions which could represent a common measure of a customer's evaluation of a brand. Keller says CBBE builds strong event brand through customer's perspectives and customer's behavior. In destination marketing, in fact, CBBE is used in tourism and hospitality fields (Blain, Levy, & Ritchie, 2005).

FIGURE 2.1
DBBE Dimensions
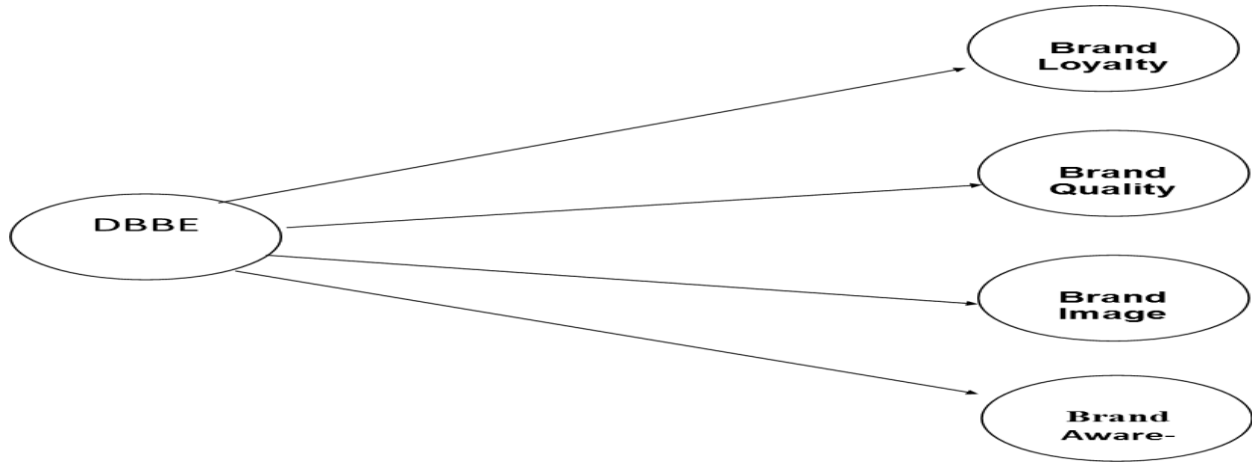
Conceptual Framework

Brand literature regarding destination marketing was reviewed and exhibited that many studies have been analyzed on the subject of CBBE without complete investigating of inclusive and comprehensive model (Blain et al., 2005; Boo et al., 2009; Pike et al., 2009).

The real meaning of a brand is developed by leveling the whole dimension of a destination after that, conceptual model or frame work can be built up in it in order to develop brand equity. As a result, a clear analysis of the literature was carried out for choosing the better and suitable technique to calculate each dimension or construct. The analysis presented a lot of deep knowledge that earlier studies have provided the deep thought regarding destination brand. The four vital variables or dimensions in the devotee based-brand equity model are revealed in figure 2.1.So it is appropriate to apply customer – base brand equity (CBBE) concept to evaluate religious event brand from the customer's point of view. The model has four dimensions loyalty, awareness, quality and image. The person who visits the religious event is called devotee. So, the word "customer" is replaced by devotee. Therefore, the Devotee-base brand equity (DBBE) will be employed in this study as CBBE.

Figure 2.2

Conceptual Model
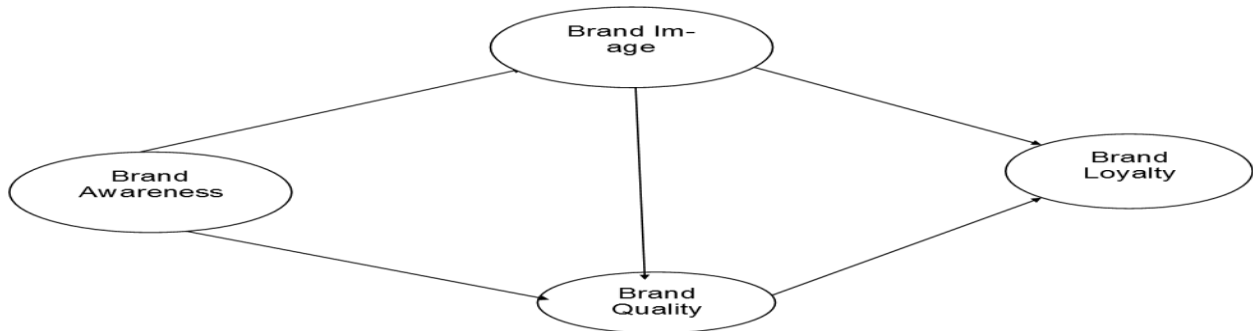
Event Brand Awareness

Event awareness is essential in making favorable decision of customer towards Event (Konecnik and Gartner 2007). Event awareness performs the function of "customer's ability to recall and recognize the event under different condition and to link the brand, logo, symbol and so forth to certain association in memory" (Keller, 2008, p. 61). So event awareness is a dimension of DBBE (Konecnik and Gartner 2007). Event Brand awareness has three levels: first is brand recognition; second is brand recall; and third is top-of-the-mind awareness (Dolak 2003). Brand recognition means when a customer is capable to verify that he has previously seen the brand and communicated familiarity with it (Dolak, 2003). Brand recall reflects awareness of a brand when it gets into a customer´s mind as soon as the brand's product category is stated. The top-of-the-mind awareness is highest form, which indicates that a customer considers of a specific brand first, when he listens a product category (Dolak, 2003). To evaluate the quality of event, event awareness plays major role (Kim & kim, 2005; Li et. 2008). DBBE is created by the event awareness (Keller, 2008) and especially at the time of evaluating the event (Kwun and Oh; 2004: Li et al., 2008).

Event Brand Image

Event image means what the customer puts strong image in his mind about the event Keller , (2008), and plays pivotal role in creating event brand (Baloglu and McCleary, 2009). Image also gives an important contribution in making brand equity (Boo et al., 2009; Ruzzier, 2010; pike et al., 2010; Gartner, 2007) and dimensions of DBBE (Konecnik and Gartner, 2007; Boo et al ., 2009; Ruzzier, 2010; Pike et ., 2010; Pike and Scott, 2009). If the customer keeps positive image in his mind then loyalty will be towards event brand Cretu and Brodie, (2007) describe that customer will be loyal by getting positive event image

Event Brand Quality

"Customer's perceptions of the overall quality or superiority of a product or service with respect to its intent purpose" (Aaker, 1991, p. 85). Event quality is a dimension of brand equity Keller, (2008) as well as DBBE (Konecnik and Gartner, 2007; Boo et al,. 2009; Pike et al,. 2010; Ruizzer, 2010). Event quality along with brand value creates loyalty and makes the reasons of increasing sale and leads to enhance the value of brand (Oh, 2003). Brand quality forms the reason to buy the product again and again (Chen and Tsai, 2007; Castro, Armario andRuiz, 2007). Chen and Tsai (2007) further say how the quality of event brand and image put a significant effect on customer's mind. Quality of event brand, satisfaction and loyalty depend on likeness, awareness, culture harmony and all basic requirements that the tourist needs (Baker and Crompton, 2000).

Event Brand Loyalty

Keller (2008) says that event loyalty is a dimension of devotee- base brand equity. Event loyalty means customer's attitude and behavior towards brand (Li et al., 2008). Manager becomes successful by persuading the rule of event loyalty (Oppermnn, 2000), and it plays an important role to build confidence on the brand (Kwun and Oh, 2004; Bigne, Sanchez and Sanchez, 2001). Event brand loyalty can be observed by how many times customer purchases the same brand (Back and Parks, 2003). Event loyalty depends on brand value. That's mean in tourism industry; event loyalty derives from DBBE (Keller 2008). Further researchers say that event loyalty can be measured by customer's image and behavior (Oppermnn, 2000; Petrick, 2004). Konecnik and Gartner (2007) mention that brand loyalty depends on quality while evaluating the performance of luxury hotel.

RESEARCH METHODOLOGY

Research Design

This is a quantitative study in which data has been collected through an adapted questionnaire from the dissertation" A multidimensional customer-based brand equity and its application to religious events: The case of Mazu by Hsing-Hui Lin" in this study, back to back translation of English in to Urdu with the help of three experts to ensure linguistic equivalence. Basically, this study is on religious event. Data were obtained from the devotees who attended the religious events in Pakistan. The literature review was made on survey items

Population and Sampling

Comrey and Lee (1992) suggested that selecting the sample size in a series for inferential statistics. Sample size with 50 participants indicates weaker sample; 100 would be weak, 200 would be sufficient; 300 would be taken as good; 500 considered as very good while 1000 would

be observed to be excellent. There was very essential and key issue to construct the appropriate sample size to be employed. Even though, it is likely to select larger sample sizes yet in between 300 and 600 were taken as the sample size for Structural Equation Modeling (SEM) for the method of data analysis (Schreiber, 2008).

In this research, Structural equation modeling (SEM) was employed to examine collecting data. Usually, for Structural equation modeling (SEM) large size sample was used to control sampling error. In this study, the devotees who attended the religious events were the population, and as suggested by Comrey and Lee (1992) a sample of 500 respondents was taken, which is considered as very good. In this research the events (Urs) of Channanpir, LalShahbaz Qalandar, and Hazrat Ali Hajweri (data darbar) were taken. In order to divide the samples among the respondents, the researcher contacted the Department of Auqaf (controlling authority of Shrines, Mosques and other religious places in Pakistan) to know the population of the devotees attending the events. According to the department of Auqaf almost equal numbers of respondents visit all the three events, however, the exact figure in not known. Therefore, keeping in view the equal population size of all the three events, the sample size was divided equally among the three events. Therefore, 500 questionnaires were distributed randomly however, after cleaning of data only 304 questionnaires were found correct.

DATA ANALYSIS

Distributional test characteristics exhibited that the data was normally distributed on every scale. The test of normality of each construct exhibited that the value of Skewness ranged from 0.19 to 1.53 and the value of all kurtosis below 2.2 see in table 4.1. Data screening was used to test whether the collected samples were appropriate and normal for CFA and SEM model assessment. Actually, the issue regarding normality would not influence on the CFA result if the test of normality of skewness and kurtosis enhanced beyond the level of acceptance (skewness< 2; kurtosis < 7) suggested by Muthen and Muthen (1998-2007). This is due to the one benefit suggesting by AMOS program that permits the scholars to evaluate frequent continuous but may be the non-normal distributed data. The outcome of the test of normality appeared to be normal without validating the assumption of the normality of multivariate of Structural Equation Modeling. The outcomes of normality testing approved that the distribution of each observed variable was normal and thus, pointed out that CFA data was valid for testing of SEM.

Table 4.1
Indicator's Mean, Skewness, and Kurtosis (n=500)

Indicators	Mean	SD	Variance	Skewness	Kurtosis
x1	4.83	1.6	2.569	-0.403	-0.55
x2	4.04	1.64	2.688	-0.596	-0.369
x3	4.27	1.59	2.523	-0.804	-0.091

Indicators	Mean	SD	Variance	Skewness	Kurtosis
x4	4.37	1.57	2.473	-0.887	0.111
x5	4.79	1.56	2.437	-0.434	-0.466
x6	4.88	1.51	2.293	-0.567	-0.148
x7	4.88	1.63	2.656	-0.588	-0.295
x8	4.22	1.59	2.534	-0.701	-0.205
x9	4.66	1.46	2.118	-1.106	0.738
x10	4.27	1.49	2.21	-0.809	0.318
x11	4.20	1.52	2.325	-0.645	-0.34
x12	4.79	1.5	2.260	-0.614	-0.001
x13	4.73	1.66	2.745	-0.467	-0.528
x14	4.74	1.79	3.190	-0.465	-0.787
x15	4.24	1.75	3.072	-0.19	-0.94
x16	4.86	1.53	2.327	-0.626	0.012
x17	6.11	1.25	1.553	-1.532	2.159
X18	4.74	1.44	2.063	-1.332	1.384
x19	4.71	1.42	2.015	-1.105	0.64
x20	4.90	1.58	2.481	-0.616	-0.191
x21	4.88	1.57	2.479	-0.671	-0.059
x22	4.81	1.57	2.466	-0.588	-0.231
x23	4.22	1.6	2.552	-0.859	0.066

Table 4.2

Results of Internal Reliability Tests (n=500)

Construct	Item	Cronbach's alpha	Item-Total Correlation
Event Brand Awareness (EBA)	x1	.871	.696
	x2		.667
	x3		.641
	x4		.627
	x5		.646
Event Brand Image (EBI)	x6	.911	.744
	x7		.740
	x8		.806
	x9		.712
	x10		.769
	x11		.792
Event Brand Quality (EBQ)	x12	.867	.766
	x13		.721
	x14		.736

Construct	Item	Cronbach's alpha	Item-Total Correlation
	x15		.720
	x16		.738
	x17		.616
Event Brand	x18	.908	.709
Loyalty (EBL)			
	x19		.763
	x20		.722
	x21		.766
	x22		.804
	x23		.809
All Constructs		.976	

The estimation of scale reliability in this regard, Brown (2006) exhibited that the repeatedly employed evaluation are estimating by many items, like questionnaire. The measurement of reliability makes on the bases of such measures. The estimation of scale reliability by Cronbach's coefficient alpha (α) with AMOS 18 is to verify the accuracy of measurement. Table 4.2 demonstrated that the measurement of variables or items with reliable scores and all variables and also the values of total correlation of items among each element.

Data analysis exhibited that the overall reliability score (0.976) had a high level of consistency. In internal reliability testing of every variable, event brand image (EBI) with six items had reliability score (0.911). Event brand quality (EBQ) with six items had reliability score (0.867). Event brand awareness (EBA) with five items had reliability score (0.817). Event brand loyalty (EBL) with six items had reliability score (0.908). So, the outcomes of reliability tests exhibited that item-total correlations all went beyond 0.541 Crobach's alpha scores of all variables ranged from 0.768 (event brand awareness) to 0.899 (event brand loyalty) and presented better form for advance CFA.

Table 4.3
Results of Construct Validity

Factor	Convergent validity		Discriminant validity	
EBA	0.4116	0.6447	0.1806	0.638
EBI	0.5376	0.7623	0.28455	0.643
EBQ	0.46095	0.671	0.1806	0.651
EBL	0.588	0.8043	0.3171	0.721

The criterion of convergent validity and discriminant validity happened when every indicator loads only on a single construct (Schreiber, 2008). In this study, the outcomes shown that construct interval accuracy happened because a single item of SEM model did not lie down on more than one factor.

The model of MTMM matrix shown that all indicators of event brand awareness (EBA), event brand image (EBI), event brand quality (EBQ), event brand value (EBV), and event brand loyalty (EBL) were adequately or strongly related to their purported latent constructs and varied in magnitude range from .4116 to .8043. Thus, all indicators of a latent variable converged on the same construct. The correlations provided evidence in supporting of convergent validity.

Discriminant validity measures of theoretically different constructs do not highly relate to each other. In other words, the evidence of discriminant validity in the MTMM matrix can be found by weaker correlations between different traits measured by different methods in relation to correlations on the validity diagonal. In the MTMM matrix, discriminant validity was acquired under one condition that correlations in the off-diagonal component of the hetero method blocks were generally smaller (range of rs = .1806 to .721) than the validity coefficients (range of rs = .4116 to .8043).

Table 4.4
The SEM Model Goodness-of-Fit Statistics

Absolute fit indices	Obtained	Recommendations on fit indices
CFI	0.965	>= .95
RMSEA	0.065	< .06 or close to
90% C.I.	.058 - .076	.00 - .08
SRMR	0.026	< .08 (the closer to 0 the better)
X^2	261.37	The smaller the better
$X^2/d.f.$	Close to 3	< = 3

The Results of Structural Model

The results of SEM in figure 4.4 were analyzed for model fit for the sample of 500. The structural equation model was calculated with four variables, event brand awareness, event brand image, event brand quality and event brand loyalty.

For the whole sample (n=500) the assessment of Structural Equation model was done for model fit. SEM model was in final results along with structural path presented. The goodness-of-

fit indices exhibited tremendous fit with X^2 = 261.37, p<.001; CFI=.965; SAMR= .026; RMSEA = .065, along with 90% confidence interval = (.058 - .076).

Table 4.5

Results of Parameter Estimates of the SEM Model

Construct	Indicator	Factor Loading	Residual variances	R^2	p-value
Event Brand Awareness (EBA)	x1	0.762	0.460	0.570	***
	x2	0.659	0.610	0.420	***
	x3	0.680	0.590	0.440	***
	x4	0.618	0.371	0.347	***
	x5	0.577	0.346	0.430	***
Event Brand Image (EBI)	x6	0.814	0.488	0.450	***
	x7	0.845	0.507	0.650	***
	x8	0.865	0.519	0.680	***
	x9	0.824	0.494	0.730	***
	x10	0.855	0.513	0.660	***
	x11	0.875	0.525	0.690	***
Event Brand Quality (EBQ)	x12	0.876	0.526	0.740	***
	x13	0.773	0.464	0.740	***
	x14	0.814	0.488	0.580	***
	x15	0.880	0.528	0.650	***
	x16	0.881	0.529	0.750	***
	x17	0.778	0.467	0.590	***
Event Brand Loyalty (EBL)	x18	0.819	0.491	0.660	***
	x19	0.885	0.531	0.760	***
	x20	0.886	0.532	0.600	***
	x21	0.876	0.526	0.740	***
	x22	0.876	0.526	0.750	***
	x23	0.865	0.634	0.730	***

Note. *** P< .001.

In the above table x1, x2, x3, x4, x5, give details the variance of (EBA) 46.0%, 61.0%, 59.0%, 37.1% and 34.6% in that order. The x6, x7, x8, x9, x10, give details the variance of (EBI) 48.8%, 50.7%, 51.9%, 49.4%, 51.3% and 52.5 in that order. The x12, x13, x14, x15, x16, x17 give details the variance of (EBQ) 52.6%, 46.4%, 48.8%, 52.8%, 52.9% and 46.7 in that order. The x18, x19, x20, x21, x22, x23 give details the variance of (EBL) 49.1%, 53.1%, 53.2%, 52.6%, 52.6% and 51.9 in that order.

There had no cross- loading indicators in the structural equation model; the standardization of factor loading can be explained according to the correlation between latent construct and

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indicator. All standardized factors loading had statistically significant (p < .001) and difference in range from 0.57 to 0.886. Outcomes of loading factors given confirmation in providing support to high dependency in the associations of the latent construct to their indicators. Latent constructs in the path loading (event brand awareness, event brand image, and event brand quality and event brand loyalty) were significant varied from .358 to .886 (p < .001).

The variance of standardized residual of every factor was absolutely significant (p < .001) and exhibited a modest degree of the difference between model-implied matrices and sample varies from 0.346 to 0.634. The outcomes exhibited that no association among the indicators were considerably below or over calculated by the estimation of the parameter of the model.

R2 was measured by the squared factor loadings. In SEM correlation coefficient can give R2 that provides better outcomes of future are expected to be forecasted by the present model. The outcomes had shown that indicators were reasonably associated to their supposed latent constructs and ranges from 0.34 to 0.76 (p < .001). The outcomes of the goodness of fit model exhibited that the way of entire data attained the high level of internal consistency among all variables in calculating structural equation model. The construct reliability of event brand awareness, event brand image, and event brand quality and event brand loyalty were .92, .96, .94, .96, and .94, in that order. Furthermore, the confirmation of convergent validity and discriminate validity were provided the support by the outcomes since every factor loaded on only one factor.

Table 4.6
Measuring the Hypothetical Event Brand Equity Model

	Hypothesis	**Path loading**	**Path pattern**	**p-value**	**Test outcome**
1.	EBA →EBI	0.886	direct	***	Supported
2.	EBA→EBQ	0.378	direct	*	Supported
3.	EBI→EBQ	0.608	direct	***	Supported
4.	EBI→EBL	0.556	direct	***	Supported
5.	EBQ→EBL	0.358	direct	***	Supported

Note. ***p < 0.005, *p < 0.05

FIGURE 4.1
SEM Model for Hypotheses
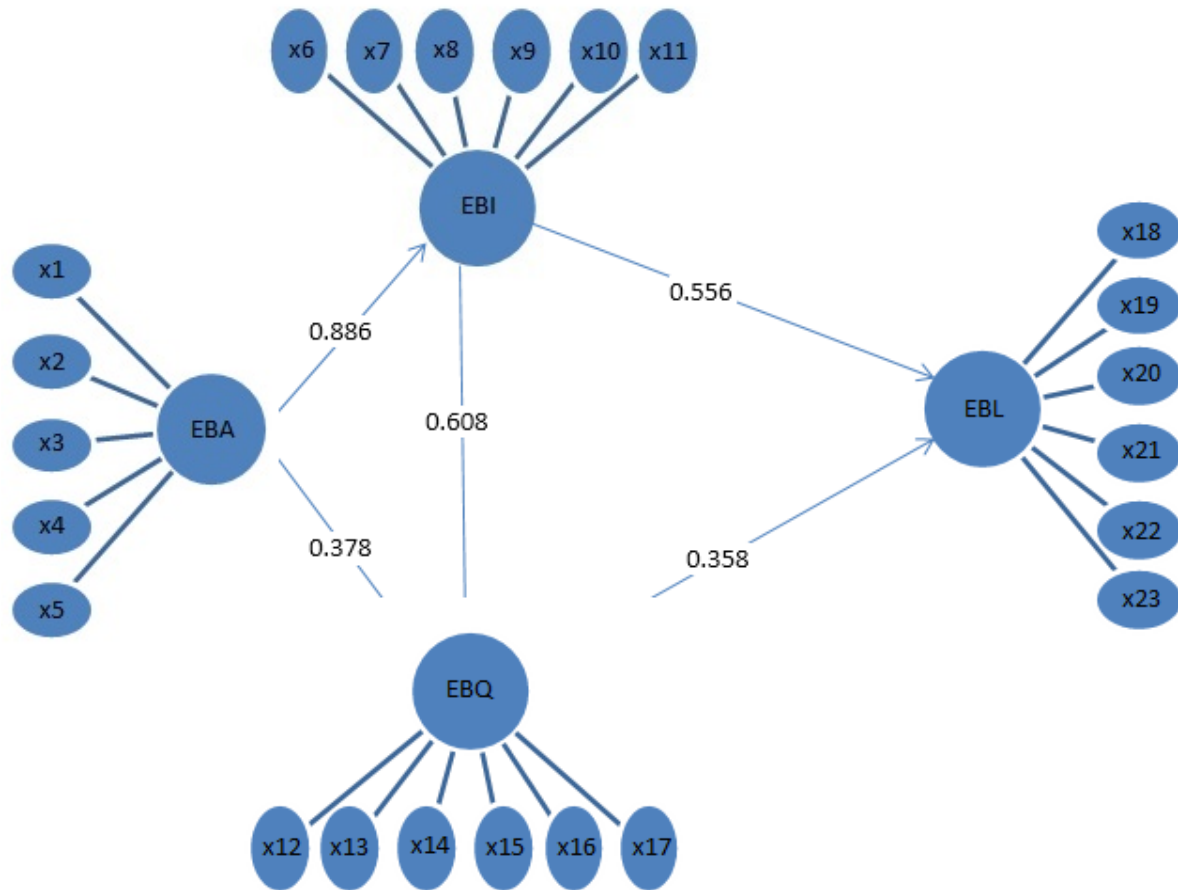
All research hypotheses were confirmed by the finalized model. As Hypothesis 1 proposed, event brand awareness was found positively and significantly related to the event brand image.

Regarding Hypothesis 2, event brand awareness was observed to have exerted less impact on event brand quality than did event brand image but overall this hypothesis was confirmed by a positive relationship between event brand awareness and event brand quality.

An interesting finding in the present study came from the testing of Hypothesized 3: event brand image was positively associated with event brand quality. In addition, the outcome of model testing confirmed that event brand image had significant effect on event brand quality and event brand loyalty. Thus, Hypotheses 4 and 5 were supported in this study.

Discussion

The outcomes of this research testified that the religious events in Pakistan very popular and are well known event brand from the devotee's perspective. When the association of this awareness with call is to action advertising, the power of brand recall can be mounted in devotees' mind. The consequences also had shown that event brand awareness put a positive influence on event brand quality and image. This finding was almost according to some study of destination CBBE written by (Pike et al. 2009; Boo et al. 2009, and Baloglu 2001).

Likewise, the research of destination by Pike et al. (2009) discovered that top- of-mind awareness put a significant and positive association with visitors' last visitation. The findings of this study agree with previous study that the strong effect of the top-of-mind awareness might be an origin from the attributes of brand image.

The notable point of views of brad awareness was the bases of how to increase the fame and recognition of a brand to become well known in its prospective segments and how to employee energetic prompt or enticement to enhance tourists' notifications.

In that way, the creation of differentiation from other events, the usage of the strength of the media played pivotal role as an enticement that arouse the prospective visitor's attention and remind the awareness of the current visitor. Right through the media broadcasting, visitors might hold a lot of information regarding the program of event and relative activities while the arrangement of time schedule of vocation with preferable activities for participating.

The outcomes of this research revealed that the impact of event brand image and quality on event brand loyalty. The significance of numerical findings about the devotees' repurchases intentions and readiness to suggest the event to others also their liking for choosing a vacation.

The outcomes of the current research confirm the findings of the research by Baloglu and McCleary (1999) referring to that experiential devotees' recommendation had a strong ability to interpret their perception to their relatives and others. That is why; this research verified that the image of event brand put a significant and direct impact on event brand loyalty.

The strong influence of pull advertising played pivotal role to emphasize brand image on devotees to contribute in the events. It is recommended that destination management must put more focus to arrange its brand so devotees' intention bases of their real experiences, could imitate real objective and after that change brand image into negative image (Tasci& Gartner, 2007). Furthermore, knowledge and social motivations on overall image were made negative in Baloglu and McCleary's work. In contrast, the study has shown herein revealed different findings in that social motivations were the most significant values for a tourist to obtain acceptance and approval by others.

In Boo et al (2009) study, another form of brand components - brand experience that connected brand image with brand quality offered an examining visitors' experiences of two main gambling cities in Unites States of America. This major finding revealed that visitor' experiences might not simply be on the bases of a single constituent but combining brand image with brand quality was suitable aspect to be a symbol of the perspective of an experiential visitor. Likewise, a study of visitor's destination knowledge and loyalty assumed by Li et al. (2008) concluded that a thriving destination image construct on unique brand associations and positive emotional affection and attachment from the visitors' perception.

Interesting, all items of event brand quality derived lower scores than other factors rating by respondents in the study reported herein. Visitors with vigorous religious belief were behavioral like other tourists while travelling. The religious event visitors in this study did not have high interestingly, the whole content of event brand quality got lower values than other contents of variables rating by respondents in this research. Devotees having strong conviction were behavioral like other visitors while travelling. Devotees of religious event in this research did not posses high expectation regarding quality. Because these devotees complete their visits having strong believes. It might be said that pilgrims could show two separate roles. General devotees want lodging, food services and recreational activities. In the meantime, specific devotees to visit the religious event, accept low quality than general visitors.

Furthermore, Baloglu and McCleary (1999) presented that the perception of image regarding perceived quality and attraction. Their findings also exhibited that devotees took more interest in subjective quality experiences regarding personal safety, lodging, and attracting local food stuff while visiting. The devotees in this research had different views than that of Baloglu and McCleary's result. So, the destination management must focus on not only to preserve continues service quality but also supplement devotees' personal safety also improve lodging bases of the quality concern.

The most popular strategy in marketing was the brand loyalty and customer relationship management for elevating risk and enhancing customer's hidden faith (Statt, 1997). To pertinent the worth of brand loyalty in the devotee- based brand equity concept, the intention measured by attitude and behavior was chosen and then tested. As important findings determined in this research, the behavioral intentions had been significantly, directly and positively influenced by their loyalty to the event. As a result, tourists emerged to keep loyalty to the event and preferred high rating to select vacation and readiness to repurchase or revisit the event than the appreciable event for recreation and suggested to other that they had good visit. These outcomes were put in line with most experiential studies that had analyzed in the contemporary literature, that is, a direct association can be discovered between previous experience and future attitude and behaviors (Boo et al., 2009; Oppermann, 2000; Pike et al., 2010). On the whole, the brand loyalty contents exhibited a high level of consistency. Many respondents had intention to go again and again the same religious event in next year or for three years. Though, brand loyalty analysis appeared to

become more complicated rather than simply putting emphasis on visitor's intentional behavior. But in contrast, making revisit must be evaluated on "actual behavior rather than intention" (Niininen, Sziva, & Riley, 2004).

Implication and Recommendation

Implication of this research is that destination manager or event organizer must include these four elements (brand awareness, brand image, brand quality, and brand loyalty) into the marketing strategy to enhance the market share with distinguish position and emphasize the marketing mix along with successful strategies.

There are many recommendations to enlarge the outcomes of this research for future further progress in academic and empirical fields. The economic effect must keep in mind to depict a significant and complete image of what key factors should be listed in measuring perceived value of the event brand having two reasons. 1) Building a religious event brand was a new idea in terms of event tourism. 2) There are many successful events acting like a business brand for many years but has never been evaluated. But in contrast, the economic impact of the city can be measured by many ways bases of descriptive data of this research. To measure the economic impact, it is suggested to consider within two fields. Event management should estimate it's the decision of promotion on profit, cost, expense, market share and mediums of communication. Another domain is to measure the tourism destination multipliers by estimating real revenues that visitors bear during the visit multiplied by the total tours.

Second, further advancement might focus on interrogating the impact of environment from the supply side suggested by Getz (1998), particularly, negative effect, it is essential for event management to comprehend how a tourist evaluated the sense of place skill not only the natural atmosphere but also the cultural resources also the attraction of business and facilities. The impact of positive and negative information on environment might recommend beneficial resources in building considerable tourism to the city. Furthermore, these religious events might be built as powerful destination product by measuring environmental, economic and social effect that expands the product mix in the city. That is why; this research must be taken into account.

Third, it was accepted that to what extent the devotee's indulgence with an event of which regarding to the scale and different kinds of activities. Particularly, devotees' affection to the event based on how relevant such kind of events might suitable for their vacation plan and how the activities of events might draw attraction for their attention.

Additionally, with the help of "word of mouth" referral, devotees played two pivotal roles. Because a host, they could give invitation and mix their valuable experiences regarding their visits to the relatives. As a visitor, native people could take part in the activities of events and also the usage of amenities.

CONCLUSION

The aim of this research was to develop a theoretical devotee-based brand equity frame work in a clear way for which the essential elements of the brand equity were measured from the perception of the customer in terms of tourism. Furthermore, this study discovered sufficient and reasonable dimension in evaluating devotee-based brand equity event in the future.

Generally, the outcomes gave the practically evidence to hold many hypotheses of which building event brand process was developed and the event devotee-based brand equity model was estimated by devotees' experiences of event. This suggested model with four variables (event brand awareness, image, quality, and loyalty) presents both managerial framework and theoretical framework for evaluating the better implementation of developing event brand. In the meantime, the important findings of current research presented precious suggestion for both private and public sectors. Opting for one or more variables to put focus would offer event management with better effective arrangement regarding event brands and build better event brand to achieve the objectives.

Additionally, branding an event brand was a long-term task. Particularly, most of event marketers depended on mass media to boost tourists' attention for repeat visitations. However, the outcomes of using certain typologies of communication may not result in what event

Furthermore, the task of building an event brand was long term effort. Specially, many event marketers took media into account to attract visitors' attraction for making revisit. It is suggested that management must chose selective.

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