

Positive Emotions, Destination Brand Equity and Word of Mouth: Mediating Role of Satisfaction

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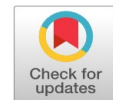
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Abstract: This research investigates the relationships between tourists' emotions, satisfaction, and word-of-mouth intentions, and expands the model of destination brand equity in the context of tourism in northern Pakistan. 204 domestic tourists who provided the data visited various tourist destinations in the region and filled out self-administered surveys. Using validated scales, emotions, destination brand equity, satisfaction, and word-of-mouth intentions were measured using a convenience sample to collect data. It is evident from the data that positive emotions such as happiness, love, and pleasant surprise have a substantial effect on how satisfied visitors depart a location. Also discovered to have a positive impact on happiness was the destination's brand equity. The results of the study support the hypothesis that customers who are more satisfied are more likely to recommend a product or service to others. The findings emphasize the significance of identifying and quantifying specific emotions in the tourism industry, while recommending that businesses catering to tourists place a particular emphasis on evoking positive emotions and enhancing the reputation of destinations. These findings have significant managerial implications for tour operators, travel agencies, and destination managers in northern Pakistan. In order to enhance tourists' stays, marketers should employ innovative promotional appeals to create an emotional impact and increase the brand's equity. Understanding the effect of emotions and destination brand equity on satisfaction and word-of-mouth intentions can assist stakeholders in developing strategies to attract more visitors and promote sustainable tourism in the region.

Keywords: Emotions, Satisfaction, Destination Brand Equity, Word-Of-Mouth, Tourism, Northern Pakistan, Tourist Behavior, Marketing, Tourist Destinations, Domestic Tourists

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INTRODUCTION

Tourism is a social, traditional, and monetary component that includes people traveling to places/ realms outside of their residences/ institutions for personal or trade / professional reasons (Irshad et al., 2017). It is a multifaceted industrial movement with excellent employment production competence due to its employees' concentrated features, income generation through tax collection, typically from the hotel industry, revenues of significant exotic swap over, relationships related to multicultural understandings and collaboration, trade prospects for businesspeople, and monetary development of a country (Rana, 2015). Tourism is regarded as an important player in rapid and massive economic activity, aiding in poverty alleviation and peacekeeping. Furthermore, it is recognized as a significant deliberate transfer of wealth from fertile to impoverished countries (Mitchell and Ashley, 2009). International tourism has grown in popularity and financial prudence over the last few years. Tourism is a source of income for a variety of people (including paternities, retirees, and students) (Jucan and Jucan, 2013). This market is very dynamic, and it is influenced by the experience of the tourists, their satisfaction, and the quality of services. Hence, many researchers have attempted to study the effect of satisfaction on tourist behavior with several recent studies demonstrating a positive relationship between tourists' satisfaction and their intention to return as well as their recommendation about a tourism destination or activity (Kotler et al., 2008; Wei et al., 2004). The term destination brand equity (DBE) has been used in academic research (Bourgey and Northcraft, 2012; Chen et al.,

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2013; Papadopoulos et al., 2013). It refers to the loyalty that potential customers have in relation to a particular destination. It has been accepted that the effect of MHC (Monetary, Hostility and Culture) variables on destination brand equity can be regarded as a form of service quality (Kotler et al., 2008; Papadopoulos et al., 2013). It suggests that high MHC increases the importance of amusement value in destination selection. However, it is not clear observed by researchers on how the satisfaction and positive emotions affect destination brand equity. The current study was designed to assess whether there is a significant relationship between tourists' satisfaction and positive emotions on their intention to return as well as their rating about visitors' experience in tourism destinations, and to investigate the mediating role of DBE in this relationship.

Furthermore, international tourism helps destination countries raise their domestic income levels through the following binary processes (Irshad et al., 2017). First, it promotes efficiency by improving competition among tourism-related businesses. Following that, it promotes the use of frugality in national enterprises (Irshad et al., 2017). It may be an area that aids in alleviating severe domestic poverty and increasing financial growth (Zortuk, 2009). Tourism contributes significantly to the economies of host countries. In recent years, developing countries have emerged as prime locations for tourism industry expansion (Murdapa, 2023). According to scholars, developing countries must do more to reap the economic benefits of tourism (Sanches-Pereira et al., 2017). To advance with tourism promotion, a thorough understanding of the factors influencing tourism in developing countries is required. This study aims to add to the body of knowledge by investigating how visitors' positive emotions and destination brand equity influence the spread of positive word-of-mouth (WOM) about a tourist hotspot.

Word-of-mouth (WOM) marketing communication is important because it can influence consumer purchasing decisions (Richins, 1983). When deciding where to go on vacation, travellers frequently rely on the advice of others (Lai et al., 2018; Phillips et al., 2013). Interpersonal communication influences significant outcomes such as perceptions of service quality, purchase intentions, and brand equity, in addition to influencing potential tourists' choice of destination (Chen-Hung et al., 2017). As a result, many studies have attempted to identify the causes of WOM (Huete-Alcocer, 2017; King et al., 2014; Taheri et al., 2020).

Understanding contributing factors and creating positive WOM are especially important and challenging in order to improve the tourism industry in Pakistan, which has recently gone through a difficult period due to the war on terror. Pakistan's tourism industry has enormous growth potential. Pakistan, according to the British Backpacker Association, is one of the friendliest countries in the world, with breathtaking mountain scenery (Gulf News, 2017). The country's economy has taken a significant hit as a result of the war on terror, but this remains the case (Ali, 2010). This study aims to clarify the role that destination brand equity and positive visitor emotions play in influencing WOM through the mediation of tourist satisfaction in order to contribute to these scholarly discussions.

Tourism research is heavily focused on topics such as tourist happiness (Engeset & Elvekrok, 2015), destination pride (Boo, 2009), and future actions (Engeset & Elvekrok, 2015). Some experts have emphasised the importance of emotions in fostering visitor loyalty and satisfaction in these discussions, arguing that emotions are inherent in the tourism industry (Aho, 2001). Emotions are the most important component of describing unforgettable experiences (Tung and Ritchie, 2011), and they are the most powerful factor that can influence tourism (Mitas et al., 2012). They are essential for selecting a destination and becoming excited about visiting it (Goossens, 2000; Chuang, 2007). As a result, this study adds two new pieces of knowledge to the scholarly canon. To begin, previous research has focused on how WOM affects brand equity; however, this study investigates the role of destination brand equity in generating WOM in the context of tourism. It contributes to the study of human emotions by investigating how satisfied visitors spread the word about a location.

LITERATURE REVIEW

Emotions and Tourist Satisfaction

Scherer et al. (2001) define an emotion as a coherent sequence of interconnected and coordinated alterations in the functioning of the five subsystems of an organism. These changes occur in response to the assessment of a stimulus event, whether it be external or internal, that is deemed significant to the primary concerns of the organism. Emotions can be understood as subjective responses that individuals have to specific experiences. According to Frederickson (2009), individuals encounter a diverse range of positive emotions, including but not limited

to happiness, tranquility, inquisitiveness, gratitude, pride, optimism, astonishment, amusement, inspiration, and affection. The primary emotions delineated in the examination of festivals, nevertheless, encompass affection, elation, and delightful astonishment (Lee and Kyle, 2013).

Inaccurate forecasting of future outcomes surprises (Robert et al., 2002). Surprising or unexpected products, amenities, or ascriptions can persuade (Scherer, 1984). A "schema discrepancy" in particular stimulates surprise (Reisenzein, 2000).

The schema could be considered as a private, generally unconsidered, casual and ambiguous concept approaching the spirit of events, conditions, and objects (Rumelhart, 1984). Characters constantly assess whether their plans are consistent with ideas from the surrounding environment. The distinction between the inputs and the schema causes surprise (Vanhamme and Snelders, 2003). When assessing "schema discrepancy," people immediately assess whether their feelings are pleasing or unpleasing. When it is admired by an encouraging emotion, it becomes positive (Vanhamme & Snelders, 2001). Customers' surprising and unexpected experiences surprise (Kim and Mattila, 2013). Because surprise "boosts" customers' amenity feelings away from their prospects, the ultimate imagined sense of surprise that escorts to customer's pleasure (Wu et al., 2015).

Song et al. (2012) emphasized the importance of understanding and maximizing tourist satisfaction for a tourism destination's survival, growth, and triumph. Satisfaction is an affirmative response resulting from favorable evaluations of utilization experiences (Hossain et al., 2023). Despite its importance, the explanation for tourist satisfaction is ambiguous (San Martn & Del Bosque, 2008). However, in contemporary tourism research (Engeset & Elvekrok, 2015), satisfaction is operationalized as a general, all-encompassing perception resulting from the tourism experience. A review of existing research indicates that positive emotion experience is an important determinant of customer satisfaction (Del Chiappa et al., 2014). As a result, it is reasonable to expect that positive emotions such as "pleasure", "happiness", "excitement" (Grappi and Montanari, 2011) and "joy" (Faullant et al., 2011) will influence tourist satisfaction. As a result, we propose the following hypotheses:

H1: The emotion of Joy has a positive effect on tourist satisfaction with destination.

H2: The emotion of love has a positive effect on tourist satisfaction with a destination.

H3: The emotion of Positive surprise has a positive effect on tourist satisfaction with a destination.

Destination Brand Equity and Tourist Satisfaction

Researchers have extensively studied tourist satisfaction with destinations (Chung & Petrick, 2013; Dmitrovic et al., 2009). Satisfaction is important in revisiting intentions and recommending destinations to others (Chi and Qu, 2009). In general, greater satisfaction leads to more visits to the same location and increases positive sharing about the location. However, there is evidence that returning tourists are infrequent (Bigné, Sanchez, and Andreu, 2009). Satisfied tourists may consider returning, but with new experiences and a different destination. A scholarly debate has erupted over whether the concept of product brand can be applied to tourist destinations (Dhewi & Kurnianto, 2023). It is argued in those discussions that, in order to move a product brand to a tourism destination, brands must be measured in terms of tourism traits and destination features (Konecnik & Gartner, 2007; Tasci et al., 2007). According to Gartner and Ruzzier (2011), the resulting "Destination Brand Equity" has four key dimensions (Boo et al., 2009; Kim et al., 2009). Perceived quality (Murphy et al., 2000), destination awareness (Milman and Pizam, 1995; Dinnie et al., 2010), destination loyalty (Reinhartz & Kumar, 2002), and destination image (Gallarza et al., 2002) are among these dimensions. Tourist satisfaction has been extensively studied in tourism literature (Chung and Petrick, 2013; Dmitrovic et al., 2009), and it has been discovered that some aspects of destination brand equity play an important role in influencing tourist satisfaction (Prayag, 2009). As a result, we propose the following hypotheses:

H4: A more favorable Destination brand equity will result in higher level of tourist satisfaction with destination.

Tourist Satisfaction and WOM

Tourist satisfaction and Word-of-Mouth (WOM) communication have emerged as integral components in the domain of destination marketing and tourism research. Tourist satisfaction, a multidimensional construct reflecting the fulfillment of individual expectations and desires, has been recognized as a crucial determinant of repeat visits

and positive destination evaluations (Oliver, 1997; Yoon & Uysal, 2005). Meanwhile, WOM, a potent form of communication that transmits tourists' experiences and opinions, holds significant influence over potential travelers' decision-making processes and destination choices (Litvin et al., 2008; Hennig-Thurau et al., 2004). Extensive literature has investigated the interplay between these two constructs, unveiling their intricate relationship and consequent implications for destination management. Studies have consistently demonstrated a strong linkage between tourist satisfaction and WOM behavior, highlighting the propensity of satisfied tourists to engage in positive WOM by sharing their favorable experiences with friends, family, and online communities (Litvin et al., 2008; Chi & Qu, 2008). Positive WOM serves as a powerful promotional tool, contributing to destination reputation enhancement and visitor influx (Baloglu & McCleary, 1999; Litvin et al., 2008). Conversely, dissatisfied tourists are more likely to engage in negative WOM, warning others about subpar experiences and potentially deterring potential visitors (Cheung & To, 2014; Yoon & Uysal, 2005). Nevertheless, the dynamics between tourist satisfaction and WOM extend beyond direct associations. Research has also explored the mediating role of satisfaction in the satisfaction-WOM relationship, emphasizing satisfaction as a key explanatory factor that bridges the cognitive and emotional experiences of tourists with their subsequent communication behaviors (Litvin et al., 2008; Chi & Qu, 2008). Satisfied tourists are more inclined to share their positive experiences, given the emotional resonance and cognitive alignment between their expectations and actual experiences (Yoon & Uysal, 2005; Litvin et al., 2008). Moreover, the WOM process itself can further influence tourist satisfaction, as positive or negative responses from friends, peers, or online platforms may reinforce or challenge initial satisfaction levels, thereby influencing revisit intentions and destination loyalty (Chen & Xie, 2008; Kim et al., 2020). Despite these advances, certain research gaps remain. Investigating the moderating role of different destination attributes, such as culture, natural resources, or hospitality, on the satisfaction-WOM linkage can provide nuanced insights into the contextual factors that shape the relationship (Dedeoğlu & Demir, 2017; Baloglu & McCleary, 1999). Moreover, exploring the impact of different WOM channels, including online reviews and social media platforms, can elucidate the changing landscape of tourist communication and its implications for destination management (Xiang et al., 2015; Kim et al., 2020). In conclusion, this literature review underscores the symbiotic relationship between tourist satisfaction and WOM communication in the context of destination marketing and tourism research. The evidence highlights not only the direct associations between satisfaction and WOM behaviors but also the mediating and moderating mechanisms that operate within this nexus. Recognizing the pivotal role of tourist satisfaction as a catalyst for WOM, destination marketers and managers can strategically harness positive experiences to stimulate favorable WOM advocacy, ultimately fostering destination success and sustainability. This framework contributes to a comprehensive understanding of the complex interactions that underlie tourist behavior and their consequential impact on destination image and promotion. As a result, we offer the following hypothesis:

H5: A higher level of tourist satisfaction with a destination will result in higher tendency of tourists to generate WOM.

Mediating Role of Satisfaction in relationship between Emotions and WOM

In consumer behavior and marketing, people are paying more and more attention to how emotions, satisfaction, and Word-of-Mouth (WOM) talk to each other. Emotions are powerful motivators of human behavior, and they play a key role in how people react to products, services, and experiences (Lazarus, 1991; Mehrabian, & Russell, 1974). Researchers are learning more and more about how emotions can affect WOM behaviors. They have found that positive emotions tend to lead to positive WOM and negative emotions can lead to negative WOM (Laroche et al., 2003; Richins, 1983). But not much is known about how satisfaction plays a role in the relationship between emotions and WOM. This literature review looks at how satisfaction might act as a mediator. It suggests that the emotional responses a consumer has to an experience affect their overall satisfaction, which in turn affects how likely they are to spread WOM. Previous studies have found a link between emotions and satisfaction, with positive emotions often leading to higher levels of satisfaction and negative emotions often leading to lower levels of satisfaction (Andreassen & Tellefsen, 2019; Oliver, 1997). (Tsai & Huang, 2002; Holbrook, 1999): Feelings of happiness and excitement, like joy and excitement, are likely to make people feel better about service quality and overall happiness. In the same way, negative emotions like anger or disappointment can decrease satisfaction by changing how people see service failure or unmet expectations (Oliver, 1997; Richins, 1983). There is also a

lot of research on the link between satisfaction and WOM. Satisfied customers are more likely to spread positive WOM because they want to tell others about their good experiences (Hennig-Thurau et al., 2004; Zeithaml et al., 1996). On the other hand, East et al. (2019) and Richins (1983) say that dissatisfied customers are more likely to spread negative WOM because they want to show how unhappy they are and warn others. So, satisfaction is a key point in the relationship between emotions and WOM, because the emotional responses triggered by experiences all come together to affect satisfaction, which then makes people do WOM behaviors. But the process of mediation is not a simple one. (Huang et al., 2015; Laroche et al., 2003) found that different emotional valences (positive or negative) may have different effects on the satisfaction-WOM link, which could lead to different mediating patterns. Also, cultural factors may affect how the emotions-satisfaction-WOM pathway works (Matos & Rossi, 2008; Lee & Watkins, 2016). For example, different cultures have different ways of expressing emotions and communicating norms. So, there needs to be more research that takes into account these complexities and looks at how they affect the role of satisfaction as a mediator in the relationship between emotions and WOM. In the end, this literature review shows how satisfaction plays a role in the connection between emotions and WOM. Scholars and marketers can learn more about how emotional responses become actual communication behaviors by recognizing that satisfaction is a key psychological mechanism. Also, the fact that satisfaction is a "mediator" shows how important it is as a "nexus" that connects emotional experiences, shapes perceptions, and drives what consumers do next. This framework gives us a good way to think about how to make effective marketing strategies that use emotions to increase customer satisfaction, which in turn leads to positive word-of-mouth and more consumer engagement.

Scholars have extensively researched the relationship between emotions and customer behavioral intentions, and a congruent relationship has been observed (Ladhari, 2007; White, 2010; White 2006; Yu and Dean, 2001). In a study of university students in Switzerland, White (2006) discovered a positive impact of positive emotions on WOM generated by customers. Although researchers have focused on the relationship between positive emotions and WOM, the mechanism by which positive emotions influence WOM has received little attention. Because satisfaction comes before WOM, it appears that tourist satisfaction mediates the relationship between positive emotions and WOM. As a result, this study will also look into the following hypotheses:

H6: Satisfaction mediates the relationship between emotion of joy and WOM with destination.

H7: Satisfaction mediates the relationship between emotion of love and WOM with destination.

H8: Satisfaction mediates the relationship between emotion of positive surprise and WOM with destination.

Mediating Role of Satisfaction in relationship between Destination Brand Equity and WOM

Researchers and practitioners in the field of tourism and destination marketing have paid a lot of attention to the correlation between Destination Brand Equity (DBE) and Word-of-Mouth (WOM) communication. A large body of research (Aaker, 1991; Yoo & Donthu, 2001) acknowledges the importance of DBE in shaping visitors' impressions and opinions of a destination. However, the underlying mechanisms through which DBE affects WOM are still largely uncharted. In this analysis of the literature, we explore how contentment serves as a moderator between DBE and WOM. According to the literature, satisfaction serves as a link between the power of a destination's brand equity and subsequent WOM behaviors (Oliver, 1997; Hennig-Thurau et al., 2004) due to its central role as an emotional and cognitive outcome of tourists' experiences. Previous studies have shown that satisfaction can act as a mediator between different antecedents and WOM intentions (Litvin et al., 2008; Kladou & Mavragani, 2015). Tourists are more likely to have a positive experience (Kim et al., 2020; Echtner & Ritchie, 2003) when they have a favorable impression of a destination's brand image, perceived quality, and unique attributes. Travelers who have a good time at a destination are more likely to tell others about it, which boosts the destination's word-of-mouth (WOM) and popularity (Liu et al., 2016; Wang et al., 2021). Thus, satisfaction mediates the effect of DBE on WOM, providing insight into the mental and emotional processes that underlie the concretization of consumers' impressions of a brand into actions that spread the word. In this review, we bring together evidence from a variety of empirical studies to show that satisfaction plays a mediating role in the DBE-WOM relationship in a wide range of travel settings (Chen & Tsai, 2007; Beerli & Martn, 2004). Destination marketers can learn more about the psychological path that tourists take from first encountering a destination's brand to word-of-mouth advertising by dissecting this mediation process. Furthermore, the recognition of satisfaction as a key intermediary emphasizes

the significance of providing exceptional and fulfilling experiences that are consistent with the promises embedded within a destination's brand (Beerli & Martn, 2004; Homburg et al., 2015). However, there are still questions that need answering about the relationship between DBE satisfaction and word-of-mouth marketing, such as the role that tourists' demographics, travel motivations, and cultural orientations might play as moderators. The use of sophisticated analytic methods, such as structural equation modeling, can further refine mediating effects and shed light on underlying mechanisms (Hair Jr et al., 2017; Hayes, 2017). In summary, this review of the literature highlights the significance of happiness as a moderator between Destination Brand Equity and Word of Mouth promotion. Insightful destination branding strategies and marketing campaigns can benefit greatly from a deeper understanding of the complex chain of events that leads from positive WOM to a visitor's positive impression of a destination.. As a result, we propose the following hypotheses:

H9: Satisfaction mediates the relationship between Destination brand equity and WOM with destination.

Emotions and WOM

The complex relationship between emotions and Word-of-Mouth (WOM) communication has received significant scholarly interest in multiple disciplines, notably marketing and consumer behavior. Emotions, being fundamental motivators of human cognitive processes and actions, possess the capacity to exert a substantial impact on individuals' participation in word-of-mouth (WOM) activities. Considerable research has shed light on the significant influence of emotions on the decision-making processes of consumers and their subsequent behavioral reactions (Bagozzi et al., 1999; Lerner & Keltner, 2000). Within the domain of word-of-mouth (WOM), emotions are acknowledged as influential factors that mold the character and substance of individuals' expressions, encompassing both favorable endorsements and unfavorable criticisms (Hennig-Thurau et al., 2004; Richins, 1983). Positive emotions, such as joy and excitement, have been associated with an increased inclination to participate in positive word-of-mouth (WOM) communication. This inclination is driven by the motivation to share experiences that elicit pleasure and delight (Herr et al., 1991; Zeithaml et al., 1996). In contrast, it has been observed that negative emotions, such as anger and disappointment, have the potential to motivate consumers to express their complaints and dissatisfactions, resulting in the generation of negative word-of-mouth (WOM) (Wirtz & Chew, 2002; Richins, 1983). The emotional impulses described in the statement demonstrate the inherent link between personal emotions and the expression of those emotions to others. This connection highlights individuals' motivations to seek social validation, reciprocity, or provide cautionary advice to fellow consumers (Van Doorn et al., 2010; Hennig-Thurau et al., 2004). Nevertheless, the complex interplay between emotions and word-of-mouth (WOM) extends beyond a one-way impact. Word-of-mouth (WOM) serves as a catalyst for emotional involvement, as individuals undergo emotional experiences by means of sharing, reenacting, or empathetically encountering the narratives of others (Hennig-Thurau et al., 2004; East et al., 2019). The emotional contagion theory highlights the occurrence in which emotions conveyed through word-of-mouth communication are passed on to recipients, eliciting comparable emotional reactions (Hatfield et al., 1994; East et al., 2019). The act of sharing positive stories through word-of-mouth can elicit a sense of empathetic joy, thereby cultivating positive emotions towards both the individual sharing the stories and the topic being discussed (Van Doorn et al., 2010). On the other hand, it has been observed that negative word-of-mouth narratives have the potential to elicit empathetic distress or anger, thereby exerting an impact on the perceptions and attitudes of the individuals receiving such narratives (Van Doorn et al., 2010). The aforementioned exchange exemplifies the complex emotional dynamics that are inherent in the word-of-mouth process, thereby underscoring the crucial significance of emotions in influencing consumer interactions and outcomes within the marketplace. Notwithstanding the considerable knowledge acquired, there are specific areas of research that warrant additional investigation. The examination of the impact of particular emotions on different word-of-mouth (WOM) platforms, such as social media and offline interactions, has the potential to yield detailed understandings of the emotional stimuli and consequences that are unique to each platform (East et al., 2019). Furthermore, a more comprehensive comprehension of the cross-cultural dynamics that underlie consumer behaviors can be achieved by taking into account the moderating effects of cultural variations on the emotional aspects of word-of-mouth (WOM) (Wirtz & Chew, 2002; Lee & Watkins, 2016). Through the process of examining the complex interrelationships between emotions and word-of-mouth (WOM), marketers and practitioners have the opportunity to acquire valuable knowledge regarding the emotional mechanisms that

influence consumer engagement. This understanding empowers them to customize their strategies in order to maximize emotional impact and cultivate favorable WOM advocacy (East et al., 2019; Hennig-Thurau et al., 2004). As a result, we present the following hypotheses:

H10: There is a positive relationship between emotion of joy and WOM.

H11: There is positive relationship between emotion of love and WOM.

H12: There is positive relationship between emotion of positive surprise and WOM.

Destination Brand Equity and WOM

There has been considerable academic debate on the impact of WOM on the generation of positive brand image (Al-Gharaibah, 2020; Mahrinasari et al., 2017; Murtiasih et al., 2014; Murtiasih and Siringoringo, 2013). In a different vein, one important goal of this research is to determine the role of brand equity in the generation of WOM. Prayag (2009) cited a large body of academic research in which destination image played a significant role in predicting a wide range of future customer behavior, including their intentions to recommend products to future customers. The logic behind these findings is that positive brand image in customers’ minds influences their willingness to return and recommend the product to other potential customers. Based on these findings, we anticipate that destination brand equity will have a positive impact on positive WOM generation. As a result, we propose the following hypotheses:

H13: There is positive relationship between Destination brand equity and WOM.

Theoretical Framework

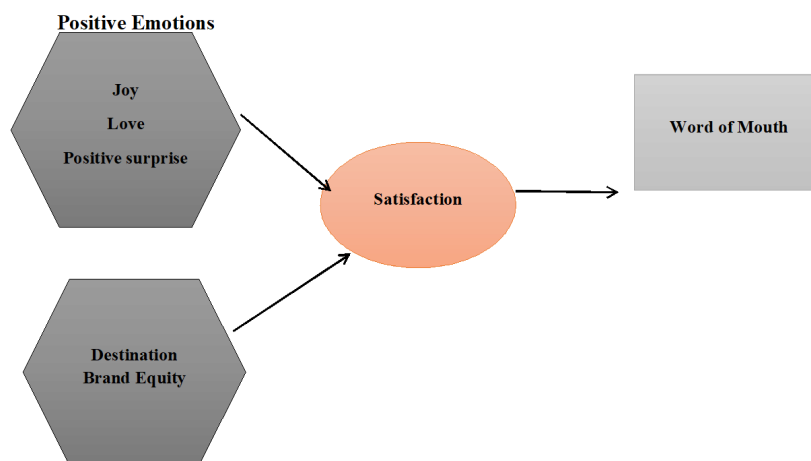


Figure 1: Theoretical Framework

METHODS

Procedure and Participants

The information for this study came from some of the most popular tourist destinations in northern Pakistan. We collected data from this region for two important reasons. First, we chose this area to collect data for our study because the central and provincial governments in Pakistan are particularly focused on increasing tourism in this region (Arshad et al., 2018). Second, the tourism sector in Pakistan has faced serious challenges as a result of the country’s long war on terror (Arif & Shikirullah, 2019). Because the security situation has significantly improved, the findings of this study can greatly assist decision makers.

The convenience sampling approach, a type of non-probability sampling, was used to collect data. Data was collected from 204 tourists who visited various tourist destinations in Northern Pakistan. Self-administered questionnaires were used to collect data from respondents. All of the items used were first established in English.

Measures

Researchers used a 13-item DES to assess how participants felt about their final destination (Hosany et al., 2015). Each survey question featured a Likert scale, with 1 indicating "strongly disagree" and 5 indicating "strongly agree." The survey includes questions such as "I feel Joyful towards this destination," "I feel Affection towards this destination," and "I feel Awe towards this destination." For the "Joy," "Love," and "Positive Surprise" measures, Prayag et al. (2013) found reliability coefficients of 0.90, 0.90, and 0.86, respectively.

This study employed a 25-point scale to determine a destination's brand strength. Each survey question featured a Likert scale, with 1 indicating "strongly disagree" and 5 indicating "strongly agree." For instance, "I feel Affection and Awe towards this destination," and "the image of this destination matches my own self-image." Dolores et al. (2016) and Wong (2015) determined the reliability of destination brand equity to be 0.97 and 0.87, respectively.

Based on the work of Lee et al. (2008), this study employs a three-item satisfaction scale. Each survey question featured a Likert scale, with 1 indicating "strongly disagree" and 5 indicating "strongly agree." To provide two examples: "Please indicate your overall satisfaction with the destination experience" and "I am satisfied with my decision to visit this destination." Hosany et al. (2015) determined the instrument's reliability to be 0.95.

Three questions from Lee et al. (2008) and Grappi and Montanari (2011) form the basis of the questionnaire for this study. Each survey question featured a Likert scale, with 1 indicating "strongly disagree" and 5 indicating "strongly agree." Examples of items from a questionnaire could include "I will recommend to others" and "I will say nice things about others." Hosany et al. (2015) determined the instrument's reliability to be 0.96.

RESULTS

Reliability

Using the Cronbach Alpha coefficient, we were able to evaluate the instruments' reliability and internal consistency. Cronbach's alpha is a reliability measure. The alpha values of Cronbach must be at least 0.70 in order to pass the minimum credibility threshold. This demonstrates that the data collected from respondents matched their responses. Cronbach Alpha results included four variables, each measured on a Likert scale ranging from one to five. The analysis of reliability reveals that the Cronbach Alpha of Positive Emotions, Destination Brand Equity, Satisfaction, and Word of Mouth are all strong indicators of dependability.

The Cronbach Alpha for "JOY" is 0.75, while it is 0.78 for "Love", 0.74 for "Positive Surprise", 0.91 for "Destination Brand Equity", 0.71 for "Satisfaction", and 0.70 for "WOM". Each of them falls below the minimum requirement.

Table 1: Reliability Analysis

Variables	CRONBACH ALPHA	NO. OF ITEMS
JOY	0.75	5
LOVE	0.78	3
POSITIVE SURPRISE	0.74	5
DESTINATION BRAND EQUITY	0.91	25
SATISFACTION	0.71	3
WOM	0.70	3

Construct Validity

The analysis employed the concept of construct validity in order to assess the reliability. Construct validity refers to the extent to which theoretical constructs accurately and faithfully represent the real-world situations they are intended to simulate. The operationalization of the experiment has an impact on the resulting outcome. When an experiment is successful, it has the ability to translate theoretical concepts into empirical evidence. Gaining comprehension of the constructs that are required to be true can prove advantageous in certain circumstances. One method of assessing the dependability of an instrument or experiment involves examining its construct validity. This inquiry assesses whether the variable under consideration effectively captures the intended constructs. The construct validity of an experiment ensures the dependability of the findings. The results of assessing the convergent and discriminant validity of the CFA model are illustrated in Figure ??.

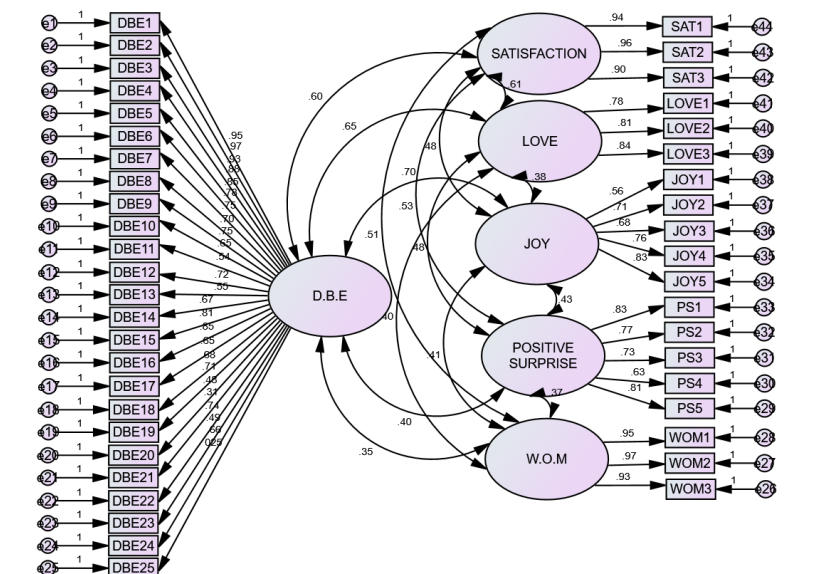


Figure 2: "CFA" MODEL

CFA model was developed with the help of AMOS statistical software. This model was developed to check the construct validity of this research.

Discriminant Validity

Discriminant validity is observed when anticipated constructs exhibit no significant relationship, thereby facilitating the differentiation between these constructs. The correlation of measurements used within constructs is a commonly employed method to showcase convergence and discrimination. The combination of discriminant and convergent validity provides evidence of construct validity. According to Wong (2013), the utilization of the average variance is proposed as a means to ascertain dominant validity. In order to establish the discriminant validity, it is necessary to calculate the square root of the mean variance and subsequently determine the mean variance associated with the correlation of constructs. According to Bonties and Serenko (2007), values located outside the innermost rows and columns should exhibit greater magnitudes. For the adequate discriminant validity another method is that squared correlation value should be less than AVE value of convergent validity. Table 2 shows the result of discriminant validity. Result that squared correlation values are less than AVE.

Table 2: Discriminant Validity Analysis

	1	2	3	4	5	6
1. JOY	.48					
2. LOVE .50	.50					
3. POSITIVE SURPRISE	.53	.48	.62			
4. DESTINATION BRAND EQUITY .70	.58	.65	.48			
5.SATISFACTION	.81	.60	.60	.67	.71	
6. WORD OF MOUTH	.78	.47	.67	.77	.63	.80

Correlation

Correlation analysis checks variable relationships. Table 3 shows correlations. Correlation analysis determines two variables' direction, strength, and positivity. The correlation coefficient (r) ranges from -1 to + 1.

Table shows variable correlations. The correlation between positive emotions "Joy" and "Satisfaction" is .45 ($p = .00$), indicating a positive relationship. The result supports this study's first hypothesis, "The emotion of Joy will have a positive effect on tourist satisfaction with destination" (H1). The correlation between positive emotions "Love" and "Satisfaction" is .28 ($p = .00$), indicating a positive relationship. Which supports the second hypothesis of this study, "The emotion of love will have a positive effect on tourist satisfaction with a destination" (H2). Positive

Surprise and Satisfaction have a positive correlation of .37 ($p = .00$). Which supports the third hypothesis, "The emotion of Positive surprise will have a positive effect on tourist satisfaction with a destination" (H3). Destination brand equity positively correlates with satisfaction (.43, $p = .00$). Which supports the fourth hypothesis, "A more favorable Destination brand equity will result in higher tourist satisfaction with destination" (H4). Satisfaction and word-of-mouth have a positive correlation of .51 ($p = .00$). Which supports the fifth hypothesis, "A higher level of tourist satisfaction with a destination will result in higher tendency to WOM" (H5 Accepted). Joy and word-of-mouth have a positive correlation of .40 ($p = .00$). which supports H10, "There will be positive relation between emotion of joy and WOM with destination." Love and word-of-mouth have a positive correlation of .32 ($p = .00$). which supports H11, "There will be a positive relation between emotion of love and WOM with destination." The correlation between "Positive surprise" and "WOM" is .43 ($p = .00$), indicating a positive relationship. Which supports H12, "There will be positive relation between emotion of positive surprise and WOM with destination." The correlation between "Destination brand equity" and "WOM" is .39 ($p = .00$), indicating a positive relationship. which supports H13, "There will be positive relation between emotion of Destination brand equity and WOM with destination."

Table 3: Correlation Analysis

	1	2	3	4	5	6	7	8	9	10	11
1. Gender	1										
2. Age	.14**	1									
3. Qualification	.06	.20**	1								
4. Monthly Income	.21**	.69	.17**	1							
5. Destination	.04	.22**	.10**	.18**	1						
6. Joy	.08	.17**	.02	.05	.24**	1					
7. Love	.07	.16**	.04	.09	.45**	.52**	1				
8. Positive Surprise	.02	.11**	.03	.06	.39**	.34**	.25**	1			
9. Destination Brand Equity	.02	.21**	.007	.14**	.53**	.48**	.35**	.43**	1		
10. Satisfaction	.04	.18**	.02	.13**	.21**	.45**	.28**	.37**	.43**	1	
11. WOM	.02	.14**	.002	.10**	.22**	.40**	.32**	.43**	.39**	.51**	1

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Regression

Normality: Normality is one of the assumptions of the regression analysis. Normality means the data of the variables is normally distributed. For checking the normality of the variables data; kurtosis and skewness test was used. Both the values of kurtosis and skewness should be between +1 to -1 (Hair et al., 1998) and for "joy", "Love", "Positive Surprise", "Destination Brand Equity", "Satisfaction" and "WOM" are within the range shown in the table.

Table 4: Statistics for Kurtosis and Skewness

Variables	Skewness	Kurtosis
JOY	-.678	.585
LOVE	-.820	.418
POSITIVE SURPRISE	-.597	.500
DESTINATION BRAND EQUITY	-.747	.433
SATIAFACTION	-.632	.264
WOM	-.637	.429

Multicollinearity: Multicollinearity comes when the correlation is too high between the two variables. Multicollinearity can mislead the results, when a researcher analysis the data to determine the effect of independent variable to dependent variable. Tolerance and VIF test is used to check the multicollinearity among the variables. VIF acceptance level is "VIF < 10" and Tolerance's acceptance level is "Tolerance < 1". Results in the below table 13 shows that "VIF" for joy is 2.16 < 10 and "Tolerance" value is .46 < 1, for Love "VIF" is 1.75 < 10 and "Tolerance" value is .57 < 1, "VIF" for positive surprise is 3.3 < 10 and "Tolerance" value is .30 < 1, "VIF" for

destination brand equity is $3.86 < 10$ and “Tolerance” value is $.25 < 1$. This means there is no multicollinearity among the variables.

Table 5: Multicollinearity Analysis

Model	Tolerance	VIF
1 JOY_MEAN	.463	2.162
LOVE_MEAN	.572	1.750
DBE_MEAN	.259	3.860
SAT_MEAN	.730	1.370
PS_MEAN	.300	3.336

a. Dependent Variable: WOM_MEAN

Autocorrelations: Autocorrelation is an attribute of data in which the correlation between the values of same variable is based on the related objects. It disrupts the assumptions of instance independent, which underline most of the conventional models. Durban-Watson test is to check the autocorrelation among the variables. Acceptance value of Durban-Watson test is 1.5 to 2.5. The results in the table 4.6 shows that Durban-Watson value is between “joy” and “satisfaction” is 1.9, “love” and “satisfaction” is 1.9, “positive surprise” and “satisfaction” is 1.7, “destination brand equity” and “satisfaction” is 1.6, “joy” and “WOM” is 1.6, “love” and “WOM” is 1.9, “positive surprise” and “WOM” is 1.7, “destination brand equity” and “WOM” is 1.7, while for “satisfaction” and “WOM” is 1.8. All the results are under the acceptance range.

Table 6: Autocorrelation Analysis

Model	Durban-Watson
Joy and Satisfaction	1.9
Love and Satisfaction	1.9
Positive Surprise and Satisfaction	1.7
Destination Brand Equity and Satisfaction	1.6
Joy and WOM	1.6
Love and WOM	1.9
Positive Surprise and WOM	1.7
Destination Brand Equity and WOM	1.7
Satisfaction and WOM	1.8

Regression Weights: Joy and Satisfaction: In Table 7, we can see the results of the adjusted regression and the p value that goes with them. The link between joy and satisfaction has a P value of 0.000. A statistically significant ($p < 0.05$) link is one with a “ Pp value” of 0.000. So, joy and satisfaction are the building blocks of variety.

Table 7: Regression Weights

Estimate	S.E.	C.R.	P
Joy Satisfaction	.402	.051	9.918 ***

Love and Satisfaction: Table 8 displays the results of the regression weights along with the significance level (p) of the relationship. Between Love and Satisfaction, a p value of 1.000 exists. The term “ p value” refers to the level of significance of the relationship, and a value of 0.000 indicates a significant relationship ($p < 0.05$). Thus, Love and Satisfaction serve as the basis for variation.

Table 8: Regression Weights

Estimate	S.E.	C.R.	P
LoveSatisfaction	.272	.046	5.869 ***

Positive Surprise and Satisfaction: Table 9 displays the results of the regression weights and the relationship’s significance (p) value. Positive Surprise and Satisfaction have a correlation with a p value of 0.000. A relationship

with a "p value" of.000 is statistically significant ($p < 0.05$). Thus, pleasant surprises and satisfaction constitute the foundation of variety.

Table 9: Regression Weights

Estimate	S.E.	C.R.	P
Positive Surprise Satisfaction	.370	.058	7.996 ***

Destination Brand Equity and Satisfaction: Table 10 displays the regression weights and the associated p value. The relationship between Destination Brand Equity and Satisfaction is significant, with a p value of.000. A statistically significant ($p < 0.05$) association has a "p value" of.000. Destination Brand Equity and Satisfaction are therefore the foundation for variety.

Table 10: Regression Weights

Estimate	S.E.	C.R.	P
Destination Brand Equity Satisfaction	.420	.065	9.508 ***

Joy and WOM: Table 11 displays the regression weights and the associated p value. $p = .000$ indicates that Joy and WOM have a significant positive relationship. A statistically significant ($p < 0.05$) association has a "p value" of.000. Thus, Joy and WOM serve as the foundation for variety.

Table 11: Regression Weights

Estimate	S.E.	C.R.	P
Joy WOM	.338	.051	8.679 ***

Love and WOM: Table 12 displays the outcomes of the regression weights and the corresponding p value. The relationship between Love and WOM has a p value of 1.000. A relationship with a "p value" of.000 is statistically significant ($p < 0.05$). Thus, Love and WOM provide the foundation for variety.

Table 12: Regression Weights

Estimate	S.E.	C.R.	P
Love WOM	.300	.045	6.664 ***

Positive Surprise and WOM: Table 13 displays the results of the regression weights and the statistical significance of the relationship (p value). Positive Surprise has a correlation of 1.000 with Word of Mouth. A relationship with a "p value" of.000 is statistically significant ($p < 0.05$). Therefore, Positive Surprising and Word-of-Mouth are the foundation of diversity.

Table 13: Regression Weights

Estimate	S.E.	C.R.	P
Positive Surprise WOM	.410	.055	9.576 ***

Destination Brand Equity and WOM: Table 14 displays the results of the regression weights, as well as the significant (p) value of the relationship. The p value for the correlation between WOM and destination brand equity is.000. The term "p value" refers to the level of significance of the relationship, and a value of.000 indicates a significant relationship ($p < 0.05$). As a result, variation is based on WOM and Destination Brand Equity.

Table 14: Regression Weights

Estimate	S.E.	C.R.	P
Destination Brand Equity WOM	.410	.066	8.382 ***

Satisfaction and WOM: Table 15 displays the regression weight results and associated *p* value. There is a *p* value of 0.000 between Satisfaction and WOM. A relationship with a "*p* value" of .000 is statistically significant (*p* 0.05). Thus, the components of variety are Satisfaction and WOM.

Table 15: Regression Weights

Estimate	S.E.	C.R.	P
SatisfactionWOM	.490	.040	15.315 ***

Mediation Test: AMOS statistic software performed mediation analysis. This analysis examines the mediating role of "SATISFACTION" in the relationships between "Joy and WOM", "Love and WOM", "Positive Surprise and WOM", and "Destination Brand Equity and WOM". Baron and Kenny (1986) require three conditions for the mediation test. The independent-dependent relationship must be significant. Significant mediator-dependent relationship. The independent-mediator relationship must be significant.

Preacher and Hayes (2008) list two mediation rules. No mediator if independent variable and dependent variable have no relationship. Mediation requires a significant relationship between independent and dependent variables. Mediations exist if the indirect effect of independent variable on dependent variable is insignificant. Indirect effects must be significant.

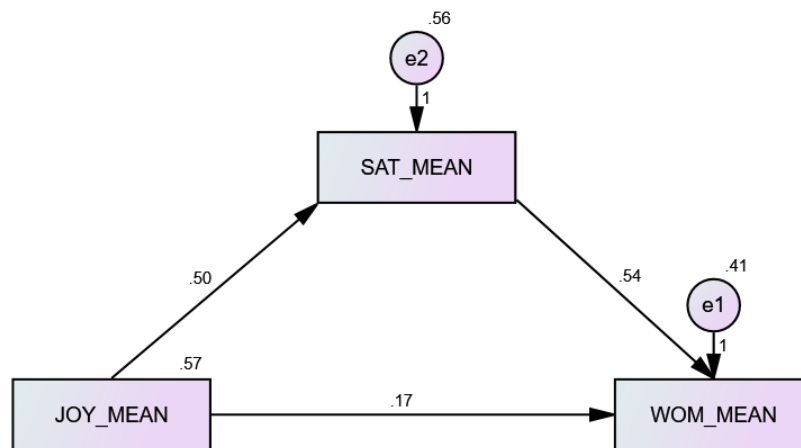


Figure 3: Mediation Model

Table 16 shows that the indirect effect is .27 and the *p* value is significant with .000 (*P*0.05), indicating that the model has a significant mediation effect. Total effects denotes the effect of positive emotion joy on WOM, with role satisfaction serving as a mediator. The results show that the total effect value is .44, indicating that 44% of the change in WOM is due to joy, including the mediation role of satisfaction, and the *p* value is .000 (*p* 0.05), indicating that this result is significant.

Table 16: Mediation Analysis

Effects	<i>R</i> ²	P
Total Effects	.44	.000
Direct Effects	.17	.000
Indirect Effects	.27	.000

Table 15 shows the results of the regression weights and the corresponding *p* value. The *p* value between Satisfaction and WOM is 0.000. A "*P* value" of .000 means that a relationship is statistically important (*p* 0.05). So, Satisfaction and WOM are the parts that make up variety.

Table 17: Regression Weights

Estimate	S.E.	C.R.	P	Label
SAT_MEAN ← JOY_MEAN	.502	.051	9.918 ***	
WOM_MEAN ← JOY_MEAN	.174	.048	3.596 ***	
WOM_MEAN ← SAT_MEAN	.535	.044	12.269 ***	

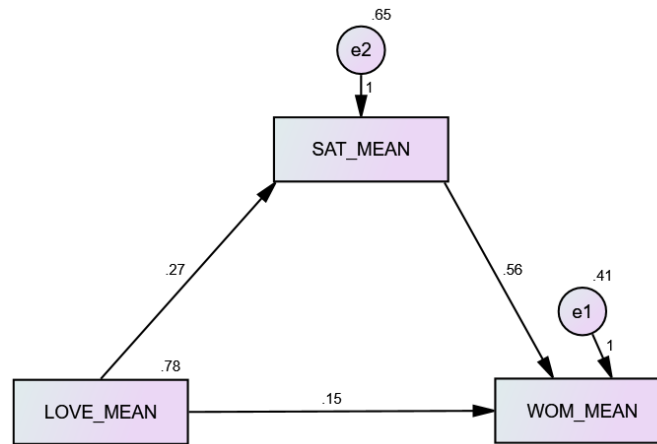


Figure 4: Mediation Model

Results Table 18 shows that the indirect effect is .15 and the p value is significant with .000 ($p < 0.05$), which means that there is a significant mediation effect in the model. Total effects shows that the positive emotion of love has an effect on word-of-mouth, with role satisfaction acting as a mediator. The results show that the total effect value is .30, which means that WOM is expected to change by 30% because of Love and the role of satisfaction as a mediator. The p value is .000 ($p < 0.05$), which suggests that this result is significant.

Table 18: Mediation Analysis

Effects	R^2	P
Total Effects	.30	.000
Direct Effects	.15	.000
Indirect Effects	.15	.000

Table 19: Regression Weights

Estimate	S.E.	C.R.	P	Label
SAT_MEAN ← LOVE_MEAN	.272	.046	5.869 ***	
WOM_MEAN ← SAT_MEAN	.561	.041	13.848 ***	
WOM_MEAN ← LOVE_MEAN	.148	.038	3.844 ***	

So, Table 19 shows how important each relationship in this model is. The result shows that the significant value has not changed after the mediation test has been run. That means that there is some kind of compromise.

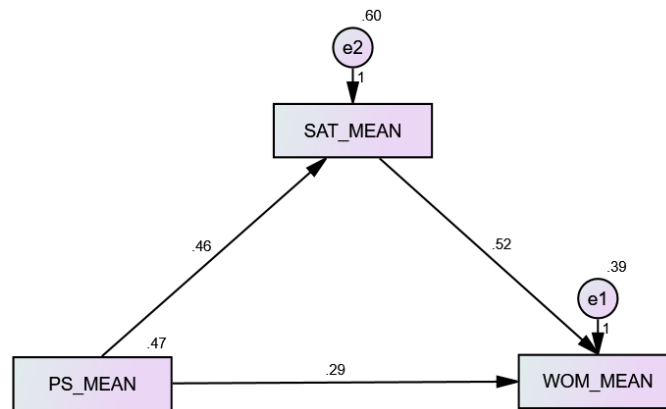


Figure 5: Mediation Model

The results Table 20 shows that the indirect effect is .24 and the p value is significant with .000 ($p < 0.05$), which means that there is a significant mediation effect in the model. Total effects shows the effect of Positive emotion Positive Surprise on WOM, with the role of satisfaction as a mediator. The results show that the total effect value is .53, which means that 53 percent of the predicted change in WOM is due to Positive Surprise, including the role of satisfaction as a mediator. The p value is .000 ($P < 0.05$), which suggests that this result is significant.

Table 20: Mediation Analysis

Effects	R^2	P
Total Effects	.53	.000
Direct Effects	.29	.000
Indirect Effects	.24	.000

Table 21: Regression Weights

Estimate	S.E.	C.R.	P	Label
SAT_MEAN ← PS_MEAN	.464	.058	7.996 ***	
WOM_MEAN ← SAT_MEAN	.516	.041	12.601 ***	
WOM_MEAN ← PS_MEAN	.291	.050	5.780 ***	

So the Table 21 shows the significant level of all the relationship in this model. Result shows that after running the mediation test the significant value remains the same. That means, there is a partial mediation.

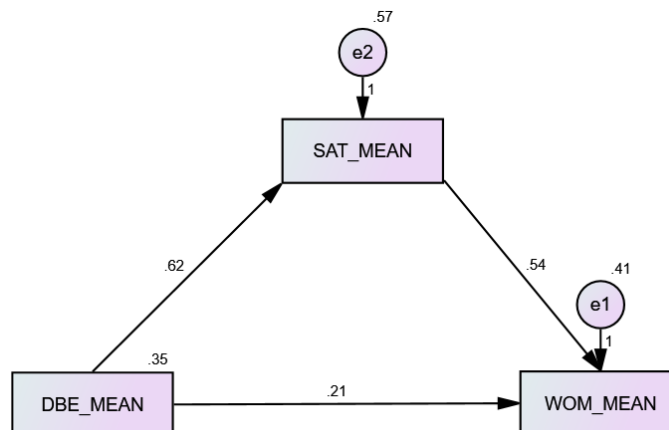


Figure 6: Mediation Model

Table 22 of the results demonstrates a significant mediation effect in the model, with an indirect effect of .33 and a *p* value of .000 (*p* < 0.05). The sum of all effects illustrates the way in which role satisfaction mediates the connection between the equity of a destination's brand and word-of-mouth. With a total effect value of .55 and a corresponding *p* value of .000 (*p* < 0.05), the results show that word-of-mouth (WOM) is predicted to change by 55 percent due to destination brand equity (including the mediating role of satisfaction).

Table 22: Mediation Analysis

Effects	<i>R</i> ²	P
Total Effects	.55	.000
Direct Effects	.22	.000
Indirect Effects	.33	.000

Table 23: Regression Weights

Estimate	S.E.	C.R.	P	Label
SAT_MEAN ← DBE_MEAN	.620	.065	9.508	***
WOM_MEAN ← DBE_MEAN	.215	.061	3.495	***
WOM_MEAN ← SAT_MEAN	.540	.043	12.471	***

All of the significant relationships in this model are summarised in Table 24. The mediation test was run, and the results showed that the significant value had not changed. A partial mediation has taken place.

Summary of the Hypothesis

Table 24: Hypothesis Summary

Hypothesis	Results
The emotion of joy will have a positive effect on tourist satisfaction with destination.	Accepted
The emotion of Love will have a positive effect on tourist satisfaction with destination.	Accepted
The emotion of Positive Surprise will have a positive effect on tourist satisfaction with destination.	Accepted
A more favorable Destination brand equity will result in higher level of tourist satisfaction with destination.	Accepted
A higher level of tourist satisfaction with a destination will result in higher tendency to WOM.	Accepted
Satisfaction will mediate the relation between emotion of joy and WOM with destination.	Partially Accepted
Satisfaction will mediate the relation between emotion of love and WOM with destination.	Partially Accepted
Satisfaction will mediate the relation between emotion of positive surprise and WOM with destination.	Partially Accepted
Satisfaction will mediate the relation between destination brand equity and WOM with destination.	Partially Accepted
There is relation between emotion of joy and WOM.	Accepted
There is relation between emotion of love and WOM.	Accepted
There is relation between emotion of positive surprise and WOM.	Accepted
There is relation between destination brand equity and WOM.	Accepted

DISCUSSION

The primary objectives of this research were to examine the nexus between tourists' emotions, satisfaction, and recommendation intentions; to develop a more comprehensive model of destination Brand equity; and to evaluate the factors that contribute to visitors' feelings of satisfaction and, by extension, their likelihood of repeat visits. Like

previous marketing research (Yu and Dean, 2001), this analysis demonstrates the impact of emotions and destination brand equity on models of tourists' actions. Our research centred on (1) the connections between individual feelings and a sense of satisfaction. Specific emotional responses and tourist satisfaction; (2) satisfaction and destination brand equity; (3) satisfaction and intent to recommend; (4) satisfaction and specific emotional responses. The results show that emotional investment in a destination and its associated brand equity play a significant role in predicting visitors' attitudes and actions once they arrive. The results support previous studies by demonstrating the correlation between visitors' positive emotional reactions (such as happiness, love, and pleasant surprise) and their level of satisfaction with a destination. Joy-satisfaction, love-satisfaction, and Positive Surprise-satisfaction are consistent significant paths, which contrasts with the findings of Prayag et al. (2013) in the tourism industry. There are a number of viable reasons why these differences exist. To begin with, there are distinctions in the experimental settings. Using data collected from tourists at a UNESCO World Heritage Site, Prayag et al. (2013) verified their model. With a specific focus on Pakistani tourists, this study differs from Prayag et al. (2013) in that its data came from domestic travellers. Earlier research indicated that domestic and international visitors had different opinions and assessments (Tasci and Gartner, 2007). Second, it's possible that the diversity and intensity with which tourists' emotions are felt account for these differences.

We also found that a positive correlation exists between satisfaction and brand equity of the path's final destination. Both Kim et al. (2008) and Lee et al. (2008) find results that are in line with this one (2007). The hypothesis that a link exists between happiness and word-of-mouth promotion was confirmed. This finding is in line with the work of Engeset and Elvekrok (2015), who found that happy tourists are more likely to recommend their destination to others. The results, as reported by Prayag et al. (2013), show how critical it is to accurately gauge visitors' emotions while on vacation. Positive and negative valence (pleasure and arousal) is a common method used by academics to categorise emotions (Grappi and Montanari, 2011). By reducing the nuances of human emotion, such studies only add to the confusion (Rucker and Petty, 2004). Emotional connections like happiness, love, and pleasant surprise are central to the concept, which proposes that visitors' interactions with a destination over time build up its brand equity. Our model suggests that tourists are more likely to have a good time if they feel good about the destination and have a positive opinion of the brand. This view suggests that, in contrast to Morgan's (2010) theory, visitors' on-the-ground experiences lead them to recall vivid emotions and thoughts that shape their subsequent actions. In significant communications between places and people, participants recall feelings of joy, love, and pleasant surprise. The emotions of this investigation suggest that "joy, love, and positive surprise," as well as "destination brand equity," are critical components of emotionally expressive tourism experiences. Such sentiments and the equity of a destination's brand contribute to the singularity of place and the strengthening of reliance on that place. Morgan's (2010) study indicates that the affection character can be a place or a person, and that it encompasses both "home" and "away" experiences. Favorite things about vacation spots are experiences that are best evaluated as a whole, including the sum of their parts. This research found that "satisfaction and WOM" were both enhanced by "joy, love, positive surprise, and destination brand equity." Emotions are complex, and tourism researchers need to be careful not to generalise too much (positive vs. negative). Using this method, the important connections between individual emotions and the more general evaluation variables satisfaction and behavioural intentions are obscured (Zeelenberg and Pieters, 2004).

Managerial Implications

Important managerial implications stem from the study. The results demonstrate a positive relationship between travellers' subjective experiences and their overall evaluation of a destination. According to Qu, Kim, and Im (2011), marketers and professional organisations like "travel agencies" and "tour operators" should advertise comprehensive and trustworthy destination brand equity based on the precise emotions a destination elicits. Providers in the tourism industry are tasked with promoting the destination's Brand equity and eliciting positive emotions like joy, love, and positive surprise through various promotional appeals. Many tourist destinations around the world have successfully used sophisticated descriptions, image property, and melody in their promotion to evoke an emotional response and bolster the destination brand equity. Many countries and regions have been given catchy nicknames, such as "There's Nothing Like Australia" for Australia, "In Your Heart" for Cyprus, "Malika Kohsar" for Murree, "The Switzerland of Pakistan" for Swat, and "The Paradise on Earth" for Kashmir. Marketers and domestic companies need to go above and beyond the opportunity and entertainment value of a destination to

create memorable emotional experiences for visitors. Various parties involved in the tourism industry in Pakistan's "Northern areas" need to work together to grow programmes that feature "joyous," "unexpected," and "stimulating" fixtures/activities and a solid destination brand equity. In order to wow visitors, places need to think outside the box about what they can offer. In order for tourists to Northern Pakistan, for example, to create meaningful experiences, they need unrestricted access to opportunities to work with local communities. When trying to attract repeat visitors, it can be challenging for governments, tour operators, and destinations to effectively generate destination brand equity and new amazing strategies for emotional associations.

Limitations and Future Suggestions

As with other studies, there are caveats to this one that call for more investigation. The information for this study was collected at a number of popular tourist spots in northern Pakistan. It would be intriguing to see how this model performs in regions with a varying mix of cultures and populations. Moreover, future studies should investigate how tourists' mental pictures of their destination affect how they feel during and after their trip. Second, this study employs a self-administered quantitative technique to engage participants and elicit useful feedback. Understanding the phenomenon would be greatly aided by future research employing in-depth qualitative methods.

CONCLUSION

The purpose of this study was to examine the relationship between positive emotions (satisfaction, love, and pleasant surprise) and "destination brand equity" in the tourism industry. Positive WOM and repeat visitors are the results of this study's findings that positive emotions (happiness, love, and pleasant surprise) and "destination brand equity" boost traveler satisfaction. We found evidence of a positive relationship between destination brand equity and WOM, with traveler satisfaction serving as a mediating outcome. In addition, the results of this research support the idea that visitors' perceptions of a destination's brand equity play a significant mediating and determining role in the levels of satisfaction and the likelihood that they will return.

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