# EVALUATION OF DESTINATION IMAGE OF PASIG CITY USING MULTISENSORY MARKETING MODEL IN THE LIGHT OF THE RESIDENTS AND THE NON-RESIDENTS

Eric Jayson V. Asuncion
Institute of Accounts, Business & Finance, Regular Faculty-Business Administration Department
De La Salle University/Far Eastern University
Manila, Philippines

**ABSTRACT**

A good destination image is significant in promoting a product, service or even a destination. The paper seeks to determine the current image of Pasig City and evaluate it using the Multisensory Marketing Model. Data triangulation was done through one on one in-depth interviews with three residents and five non-residents of Pasig city as well as secondary sources (newspaper articles, Pasig city website and Pasig city bookazine). Moreover, NVivo software was utilized for the analysis of the data. Findings revealed that non-residents of Pasig had knowledge about the city either through their relatives and friends residing there, it is the location of their work particularly in the business district-Ortigas Center and the Philippines Stock Exchange, an affair in the school located there and through the news. Best things about the city are their food parks and foods hubs mostly situated in Kapitolyo, infrastructures, the people and celebrations. In contrast, both residents and non-residents found that traffic in the city is a major problem that needs to be addressed. The city is known as the "Green city. The city was advertised frequently through segment features in different programs among local channels and print ads (tarpaulins and posters). Although there is a website and social media like Facebook and Twitter but was often used for announcement of class suspensions. There is an opportunity for the local tourism government to exploit more on this medium to better promote the city as a "Green City". They can also highlight through this medium the good infrastructures, places, festivals and food hubs that the city can offer. In terms of the use of Multisensory Marketing Model, Pasig City was engaged in Visual, Gustatory and Tactile Marketing strategies. Sight is the most obvious strategy utilized by the city as perceived by the residents and non-residents. The city also engaged in gustatory strategy because of the presence of food hubs, good parks and restaurants around the city. The city government should capitalize more on this strength and develop other barangays near the city hall and market just like Kapitolyo area where other tourists visit for some food adventure. There is also a recommendation for the city to create a jingle that will advertise the city. It can be a sort of novelty that can catch the attention of tourists. Conclusions, management implications and recommendations for future study were also presented.

## 1.0  INTRODUCTION

### 1.1.  Conceptualization of destination image

Apart from brand awareness/familiarity, brand image is also one of the most used dimensions in consumer-based brand equity (CBBE) model and a widely accepted concept in marketing. It is defined as the "perceptions about a brand as reflected by the brand associations held in consumer memory" (Keller, 1993). Brand associations are the other informational nodes that link to the brand nodes and contain the meaning of the brand in consumers' minds (Keller, 1998). Therefore, we can conclude that brand image is a "set of unique connections related to the brand that remains in the customers' memories" (Tran *et al*., 2019). Moreover, it is an essential factor in making consumer decisions. Consumers mainly based their future buying decisions in their personal experiences about the brand. Customers having positive experiences will create positive associations and favorability. As a result, these positive associations will then help the brand gets a unique position in the market (Foroudi *et al.*, 2018). Destination image was also found to positively affect behavioral intentions such as word of mouth, intention to visit the destination or recommend the destination (Kock *et al.*, 2016).

On the other hand, destination brand image (also called destination image) has been defined as "the sum of beliefs, ideas, and impressions that a person has of a destination" (Crompton, 1979). Moreover, Echtner and Ritchie (2003) defined it as "the perceptions of individual destination attributes and the holistic impression made by the destination" while, Tasci *et al.* (2007) refer it as "an interactive system of thoughts, opinions, feelings, visualizations, and intentions toward a destination". Such thoughts and visualizations for a destination could be based on the cognitive image while the opinions and feelings toward the destination refer to the affective image.

Many governments and stakeholders have invested huge amounts of money in an attempt to improve the image of specific places, reposition them, and thus boost their economies.

Clark (2006) presented that four million dollars were invested to rebrand Toronto (a major Canadian city). Such strategy led to a beneficial 26% increase in the number of overseas tourists to Toronto. Similar study reported that a total of 3.3 million pounds (about 6 million US dollars) were invested between 2004 and 2007 on Glasgow's image makeover to position it as a cosmopolitan, modern, and dynamic location for investment and tourism. The rebranding strategy was expected to earn 42 million pounds (about 76 million US dollars). Moreover, Bagaeen (2007) discovered that Dubai (the most famous city of the United Arab Emirates) has been spending hundreds of billions of dollars to shape its image. To date, the city has significantly improved its infrastructure and became a well-known place of attraction. It is also expected that the hosting of Expo 2020 in Dubai will boost the city brand value by an estimated $8 billion (Brand Finance-Nation Brands, 2014). These scenarios obviously illustrate the beneficial effects of a particular destination or country in investing to build a good brand image. Although there were lots of existing literatures about destination image and branding, little has been written about the destination image of Pasig City. Therefore, the researcher focused on the destination image of Pasig City and evaluated it with the use of Multisensory Marketing Model (sight, smell, sound, taste or also known as sensory strategies by Pawaskar and Goel (2014).

### 1.2  Objectives of the study

The study seeks to obtain data to achieve the following objectives:

1. To assess the destination image of Pasig City using the Multisensory Marketing Model.
2. To establish a solid identity of Pasig City for its positioning as a tourist spot.
3. To recommend possible action plans to enhance destination image of the city.

## 2.0  LITERATURE REVIEW

## 2.1 Destination image

According to Pike (2002), destination image is a popular topic in tourism research. Several scholars (Baloglu & McCleary, 1999; Crompton, 1979) define destination image as "the sum of beliefs, ideas, and impressions that a person has of a destination". Moreover, destination image is also defined as "an attitudinal construct consisting of an individual's mental representation of knowledge (beliefs), feelings, and global impression about an object or destination" (Baloglu & McCleary, 1999). It is also commonly referred to as brand image. Brand image is defined as the set of all associations linked in the consumer's memory, to a brand (Aaker, 1991). According to Aaker (1994), brand image creates value for the brand for at least five reasons: 1. it helps the consumer process information on the product; 2. product differentiation and positioning; 3. gives justification for purchase; 4. development of positive feeling towards the brand and 5. it allows for brand extensions. According to Nadeau *et al.* (2008), 'product-country image' and 'tourism destination image', both examine consumer perceptions of tourist destinations and how they may affect consumer decisions (Beerli & Martin, 2004). Image attributes are often classified as cognitive (i.e. an individual's beliefs and attitudes about the destination) and affective (i.e. the feelings or emotions that a tourist destination is able to evoke) attributes.

## 2.2 Cognitive and affective attributes of destination image

Academicians concur that destination image is comprised of cognitive and affective image. Moreover, different tourism studies established that tourist destinations can be positioned through cognitive (rational benefits) attributes and affective (emotional reactions associated with the destination) (Hosany *et al.*, 2007; San Martin & Del Bosque, 2008).

Pike and Ryan (2004) claimed that the "cognitive image is the sum of beliefs and knowledge about a destination, primarily focused on tangible physical attributes". Valle *et al.* (2012) divulge that "the cognitive image results from multiple cognitions or perceptions related to knowledge of the specific attributes of a place" (as cited in Rosa *et al.*, 2017). Cognitive image refers to the beliefs or perceptions that tourists hold related to a destination. It is the knowledge about the place's objective attributes or the appraisal of physical features of environments. It is usually linked to physical and experiential factors such as: natural attractions, climate, culture, tourist sites, nightlife and entertainment, infrastructure, accommodation, shopping facilities, cleanliness, safety and costs/price level, etc.

On the other hand, affective image is described as the impressions or feelings that an individual possesses of a particular destination (Kaur *et al.*, 2016). Kim *et al.* (2010) found that the affective image is more volatile than the cognitive image. In addition, it was found out that cognitive images last longer because they are product of information search of a particular destination (Souiden *et al.*, 2017). Moreover, Kani *et al.* (2017) found out that destination source credibility and cultural values of tourists influence cognitive and affective reactions which results to formation of destination image that lead to tourists' destination attachment, satisfaction, and revisit intention.

## 2.3 Factors that affect destination image

According to Pike (2002), destination image plays a crucial role in a decision-making process of a tourist and to his/her satisfaction. Buhalis (2000) perception of a tourist to a destination that he/she intends to visit is a determinant factor in his decision-making process.

Destination image (both cognitive and affective components) is affected by tourist's country of origin since they have different cultural values. San Martin and Del Bosque (2008) believed that cultural values have significant effects on the behavior of tourists. This suggests that agencies promoting a tourist destination must understand the cultural values of the target tourist's country of origin. Contrary to these findings, Kani *et al.* (2017) discovered that destination source credibility has a stronger effect on destination image than cultural values. This relationship suggests destination marketing

officers (DMO) need to make higher investments on destination image advertising.

Tourist experience also influences destination image (Beerli & Martin, 2004; Kim *et al.*, 2012). Souiden *et al.* (2017) showed that constraints offer possibilities and more strongly felt by first timers than by repeaters.

Another factor was presented in the study of (Souiden *et al.*, 2017), that destination image is a precursor to destination personality, which has a direct impact on attitude toward a destination and an indirect effect on behavioral intentions. Destination image is considered a key factor in understanding tourists' post-purchase behavior (Bigne *et al.*, 2001).

Findings show that taste/quality value, emotional value, and epistemic value have positive direct effects on tourists' positive attitudes toward local food. Both attitudes toward local food and food destination image positively affect the intention to recommend local food and intention to visit the destination for food tourism (Choe & Kim, 2017).

### 2.4 Customer satisfaction/revisit intention of tourist in a destination

Prayag and Ryan (2011) explained that destination image has a direct and indirect effect through place attachment on overall satisfaction and revisit intention of tourists. A number of studies presented that destination image has a positive impact on tourists' satisfaction (Chi & Qu, 2008; Loureiro & Gonzalez, 2008; Veasna *et al.*, 2013). Moreover, tourist experience could positively influence destination image (Kim *et al.*, 2012) and revisit intention (Zhang *et al.*, 2014). According to Kani *et al.* (2017) higher levels of destination image lead to higher levels of emotional attachment toward the destination which in turn leads to higher tourists' satisfaction. Destinations with stronger positive images have a higher likelihood of being selected (Johnson & Thomas, 1992) and revisited (Kim & Lee, 2015). Kim and Qu (2014) argue that the positive image of a food origin country, which is generated by tourists' experience with its food, is related to the intention to revisit and recommend the destination to others. In addition, tourism studies revealed that tourists' attitudes affect their intention to choose or revisit a destination (Huang & Hsu, 2009).

### 2.5 Overview of Pasig City

In 2016, Pasig City remained to be in the fourth spot among the wealthiest cities in the Philippines with 29.899 billion from 24.945 billion in 2015 (Marcelo, 2016). Pasig City is subdivided into 30 barangays grouped into two districts. Most of the financial resources are generated from the eastern part where numerous factories and warehouses have been joined by new commercial facilities that flank E. Rodriguez Jr. Avenue (C-5). The most significant area in the eastern section is the Ortigas center, the heart of business comprising high-rise buildings, commercial spaces, hotels, entertainment hubs, residential condominiums, malls and schools-among these the University of Asia and the Pacific, a top-ranked private University. Pasig City is the 8th largest city in the country in terms of population with over 615,000 residents and rapidly growing (Pasig Profile of Progress, 2010, p. 11).

### 2.6 Pasig City Landmarks

According to Salud (2010), Pasiguenos are known for being religious and avid church goers. The Immaculate Conception Cathedral became the center of both life and faith that was built in 1574 after the very first landing of the Castilian conquistadors in the archipelago. Fr. Francisco San Diego took over the helm when the church was declared a cathedral in October 2003.

Adjacent to the cathedral is the Pasig Plaza - a place for people to conduct fellowship and hold Zumba classes in the morning. It was formerly known as Plazade la Paz as a Spanish-regime creation was renamed Plaza Rizal in honor of the Philippine national hero, Dr. Jose p. Rizal on November 21, 1920.

Few distances from the Plaza Rizal stands a monument of Andres Bonifacio. It was created in 1930 as a tribute to the heroism displayed none other than the great Plebeian- Supremo Andres Bonifacio.

The city also offers Pasiguenos a three-story public market complex at the middle of the

metropolis known to be the Mutya ng Pasig Public Market with a sprawling four-hectare parcel of land was considered as the largest single public market in the country.

Pasig has its own rainforest known as the Pasig City Rainforest Park. It is wholly devoted to sports and other recreational and educational activities. Its main feature is the Water Park, open for public enjoyment. Other features include a sports oval, gymnasium, multipurpose hall, leisure park and the veritable rainforest with camping grounds, apart from a zoo and aviary.

Pasig City is also a central district for business and commercial centers. Philippine Stock Exchange twin towers house different offices in Ortigas Center. The city takes pride that it can play host to all Filipinos, rich and poor by providing an assortment of restaurants, entertainment bars, theaters, bookstores, art galleries and the likes. Other sites in the city are Tanghalang Pasigueno, Pasig Library, Computer Center, Pasig City Institute of Science and Technology, the Justice Hall and Pasig City Sky Walk.

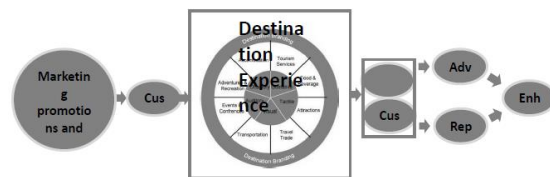## 3.0 FRAMEWORK USED IN THE ANALYSIS OF THE STUDY



Figure 1. Enhance Destination Image Model by Pawaskar and Goel (2014).

The present study made use of the Multisensory Marketing model that leads to enhance image of a particular destination. Several steps were involved in the tourist's decision-making process through the power of five senses; 1) a tourist depends on different *marketing communications and promotional tools* for information search about the travel destination he/she wants to visit; 2) tourists rely on their *expectations* of what a particular destination promise to deliver. Experiences can become memorable if it affects one of more senses of an individual; 3) the model introduced *sensorial strategies* among different sectors of tourism industry proposed by Goeldner (2007) to satisfy tourists' expectations; 4. Pawaskar and Goel (2014) believed that sensory experience is the result of the reactions of senses to different elements. Therefore, the challenge among marketing managers is to trigger the touch points of the individual through their five senses. 5) customer satisfaction often leads to brand loyalty and strong brand image; 6) satisfied customers will lead to repeat purchases; 7) destinations with good positioning strategy will result in "Enhanced Destination Image" (Lindstrom, 2005).

## 4.0 METHODOLOGY

### 4.1 Research design

The study is qualitative in nature. It is more of evaluative because it assessed the destination image of Pasig City in the light of the residents and the non-residents. Multisensory Marketing Model conceptualized by Pawaskar and Goel was used to assess the current image of the city being studied. On the other hand, to depict clearly the destination image of Pasig City, data triangulation was done through one on one in-depth interviews with three residents and five non-residents of Pasig City as well as secondary sources (newspaper articles, Pasig City website and Pasig city bookazine). The researcher involved different perspective to come up with a more reliable and unbiased finding.

## 4.2    Respondents

| Respondent | Age | Gender | Profession | Number of Years Residing in Pasig | Residence |
|---|---|---|---|---|---|
| **Resident** | | | | | |
| 1 | 59 | female | housewife | 59 years | Pasig |
| 2 | no response | male | professor | 8 years | Pasig |
| 3 | 19 | female | student | 12 years | Pasig |
| **Non-resident** | | | | | |
| 1 | 38 | male | bank executive | N/A | Manila |
| 2 | 37 | male | bank manager | N/A | Pasay |
| 3 | 27 | female | professor | N/A | Naga city |
| 4 | 32 | female | marketing director | N/A | Mandaluyong |
| 5 | 25 | female | call center agent | N/A | Pateros |

## 4.3    Research procedures

The researcher used open-ended guide questions (see Annex A) and seeks the approval of the respondents to use a voice recorder in the entire duration of the interview. After which, the researcher transcribed the interview and coded it using the NVivo 11 Starter for data analysis.

## 5.0    ANALYSIS OF THE RESULTS

Non-residents of Pasig had knowledge about the city either through their relatives and friends residing there, it is the location of their work particularly in the business district-Ortigas Center and the Philippines Stock Exchange, an affair in the school located there and through the news. They have impression of a feeling that is refreshing, full of green trees and clean. It can be attributed to its tagline "Green city". It is also a progressive and rich city. There are lot of nice places to visit like the food hubs and food parks. However, streets are too narrow and happened to be the major roads.

Non-residents of Pasig found the city as center of sports, work, leisure and recreation. It is a progressive, community-friendly and child-friendly too. It houses a lot of food parks and food hubs especially in the stretch of Kapitolyo and Capitol Commons. Pasiguenos are known for being friendly, accommodating and disciplined individuals. It is also known for the celebration of the feast of Immaculate Conception. In terms of culture, the city hall and the church are more of a historical area. It also made an effort to promote the clean and green programs as well as food businesses. Moreover,

the city finds better ways to ease traffic in the city through the implementation of the Odd-Even scheme apart from the one implemented by MMDA. On the other hand, residents described the city as industrialized, well-developed and accessible to other cities. It is known for different celebrations such as the Pasig Day celebrated every 2nd day of July and the "Bambino Festival". People are nice, hospitable and religious. In addition, crime rate is low; there were good infrastructures (church, market, and plaza) as well as a lot of restaurants and malls.

Traffic is the worst thing in the city because of the narrow streets. Moreover, the streets are very hard to navigate. Similarly, residents also identified traffic as the worst issue in Pasig especially in Ortigas area and near the city hall. The marketplace also contributed to the traffic problem because of the vendors selling in the streets. Needless to say, flooding and poor service of the government offices should be fixed.

For non-residents of Pasig, the famous Pasig River is the symbol they associate with the city. Letter E which is the initial of the surname of the incumbent mayor is also visible in the city. Residents identified the city as the best place to live in, accessible and industrialized. It is also known for the "Bahay na Tisa" where it is always used as a shooting location in movies and television programs; The Pasig Cathedral-the first Marian parish in the Philippines and the former house of the famous actor Luis Gonzalez which is now converted into Pasig Museum. Other symbols and landmarks are Ortigas Center, Pasig Cathedral, Revolving Tower,

Philippines Stock Exchange, SM Megamall and the food hubs and food parks in the city.

Both residents and non-residents believed that Pasig is known as a Green City. It has open grass, lots of trees that brought fresh air. They observed that the city has the effort to become environment-friendly through its various programs. It promotes electronic bike lanes, use of solar panels among business establishments, provided waste bins for proper segregation and actively engaged in cleaning and greening the Pasig River. People become more appreciative of nature through these programs. Different schools are also engaged in tree-planting activities. Compared with other cities, it is better in terms of cleanliness.

Residents and non-residents agreed that the city becomes popular because of their food parks, restaurants and food hubs. Most of these can be found in Kapitolyo area. Ado's Panciteria is known for their signature "pancit" while Aysees is noted in preparing the best "sisig" in the city. Pasig Cathedral is another remarkable landmark in the city proper. In terms of business district, Ortigas Center is the heart of it. ULTRA-provided the best jogging spot in the city where sports enthusiasts and athletes hold their trainings and practices. Lights show displays can be seen every Christmas season at Plaza Rizal. Not to mention, there were a lot of malls around the city.

For non-residents, Pasig city tourism advertised mostly through television. It was already featured in programs such as Rated K, Jessica Soho, Green Living and Potalk. Rehabilitation of Pasig River was seen in Balitanghali, Brigada and Failon Ngayon. It is also engaged in print advertisements like billboards, tarpaulins and flyers. Pasig has its own Facebook account as well as website that provide information about the city. It also holds events like gigs and Zumba dance classes near the city hall. It also considered their constituents as part of their advertising arm that promotes the city. On the other hand, resident also saw the city being featured in the morning show Umagang Kay Ganda. The city advertised their activities like "Bike for Life" through tarpaulins as well as politicians in the city. It was mentioned that a magazine about the city was given to the employees of the city government.

Both residents and non-residents identified sight as the most appealing to them in terms of assessing the image of the city. The city preserved its infrastructures particularly the Cathedral. Some areas were also converted into residential and condo complex. Furthermore, the city was covered with patches of greeneries. It is through sight that the participants appreciate and saw the beauty of the city. Second is gustatory. Pasig offers a lot of signature dishes and restaurants like Ado's Panciteria, Dimasalang, the famous and old bakery in Kapasigan, Three Sisters "b-b-q" in Kapitolyo as well as a posh restaurant Café Juanita. In terms of jingles, Pasig needs to make one to advertise the city. Non-resident associate Pasig with a certain floral fragrance in commercial areas, however, for the residents, a fresh smell in some areas where there is the presence of abundant trees and grasses and pollution in areas where vehicles passed. In addition, for the residents, Pasiguenos have a welcoming trait that makes them appealing to the sense of touch.

## 6.0   CONCLUSION AND MANAGEMENT IMPLICATIONS

Pasig City was known by non-residents through their relatives, friends and a place where they work. Best things about the city are their food parks and foods hubs mostly situated in Kapitolyo, infrastructures, the people and celebrations. In contrast, both residents and non-residents found that traffic in the city is a major problem that needs to be addressed. The city is known as the "Green city". The local government exerted various programs that are committed in their trust to be of concern to the environment. The non-resident also saw Pasig city as an environmentally friendly city at par with other cities like Pasay and Manila.

The city was advertised frequently through segment features in different programs among local channels and print ads (tarpaulins and posters). Although there is a website and social media like Facebook and Twitter but was often used for announcement of class suspensions. There is an opportunity for the local tourism government to exploit more on this medium to better promote the city as a "Green City". They can also highlight through this medium the good

infrastructures, places, festivals and food hubs that the city can offer.

In terms of the use of Multisensory marketing model, Pasig city was engaged in Visual, Gustatory and Tactile Marketing strategies. Sight is the most obvious strategy utilized by the city as perceived by the residents and non-residents. The city also engaged in gustatory strategy because of the presence of food hubs, good parks and restaurants around the city. The city government should capitalize more on this strength and develop other barangays near the city hall and market just like Kapitolyo area where other tourists visit for some food adventure. There is also a recommendation for the city to create a jingle that will advertise the city. It can be a sort of novelty that can catch the attention of tourists.

## 6.1 Recommendations and directions for future study

Based from findings, the researcher recommends that the local tourism office of Pasig city should continuously maximize their Visual, Gustatory and Tactile marketing strategies as a tool to promote the city. This will work better at their advantage if they will engage more on social media especially if they will highlight the famous Kapitolyo food hub which gained popularity among food lovers. The government agency must assign an individual or group that will be responsible for the maintenance and update of the website as well as different social media site. Such efforts will make Pasig City visible in the on-line world. Furthermore, the city government should focus more on creating policies that will ease the traffic congestion in the city. An odd-even scheme that was currently being observed apart from that of the MMDA is a good start. Furthermore, LGU must also create PR campaigns and community social responsibility projects towards cleaning and greening the "Pasig River". Such program will submit to the image of Pasig being a "Green city" with the inclusion of their identity with "Pasig River".

The present study made use of an in depth interviews; future studies can consider a quantitative study about the different perception of tourists about the city. Moreover,

other frameworks can be use in the analysis that will lead in the development of an enhanced image of Pasig city.

## REFERENCES

Aaker, D. A. (1991). *Managing brand equity: Capitalizing on the value of a brand name.* New York: The Free Press.

Aaker, D. A. (1994). *Le management du capital marque*. Paris: Dalloz.

Bagaeen, S. (2007). Brand Dubai: The instant city; or the instantly recognizable city. *International Planning Studies, 12*(2), 173-197.

Baloglu, S., & McCleary, K. W. (1999). A model of destination image formation. *Annals of Tourism Research, 26*(4), 868-897.

Beerli, A., & Martin, J. D. (2004). Factors influencing destination image. *Annals of Tourism Research, 31*(3), 657-681.

Brand Finance Nation Brands. (2014). The annual report on nation brands. Retrieved from http://brandfinance.com/images/upload/brand_finance_nation_brands_report_2014_final_edition.pdf.

Buhalis, D. (2000). Marketing the competitive destination of the future. *Tourism Management, 21*(1), 97-116.

Chi, C. G.-Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourists' satisfaction and destination loyalty: An integrated approach. *Tourism Management, 29*(4), 624-636.

Choe, J, & Kim, S. (2017). Effects of tourists' local food consumption value on attitude, food destination image, and behavioral intention. *International Journal of Hospitality Management*, 71, 1–10.

Clark, G. (2006, November). *City marketing and economic development*. Paper presented at the International City Marketing Summit, Madrid, Spain. Retrieved from http://www.madrid.es/UnidadWeb/Contenidos/EspecialInformativo/RelacInternac/MadridGlobal/Ficheros/InformesGenerales/Greg_Clark.pdf

Crompton, J. L. (1979). An assessment of the image of Mexico as a vacation destination and the influence of geographical location upon that image. *Journal of Travel Research, 17*(4), 18-23.

Echtner, C. M., & Ritchie J. R. B. (2003). The meaning and measurement of destination image. *The Journal of Tourism Studies, 14*(1), 37-48.

Foroudi, P., Jin, Z., Gupta, S., Foroudi, M. M., & Kitchen, P. J. (2018). Perceptional components of brand equity: Configuring the Symmetrical and Asymmetrical Paths to brand loyalty and brand purchase intention. *Journal of Business Research*, *89*, 462-474.

Goeldner, C. R., & Ritchie, J. R. B. (2007). *Tourism: Principles, practices, philosophies* (10th ed.). Hoboken, NJ: John Wiley and Sons.

Hosany, S., Ekinci, Y., & Uysal, M. (2007). Destination image and destination personality. *International Journal of Culture, Tourism and Hospitality Research, 1*(1), 62-81.

Huang, S., & Hsu, C. H. C. (2009). Effects of travel motivation, past experience, perceived constraint, and attitude on revisit intention. *Journal of Travel Research, 48*(1), 29-44.

Johnson, P. & Thomas, B. (1992). The analysis of choice and demand in tourism. In P. Johnson, & B. Thomas (Eds.), Choice and demand in tourism (pp. 1-12). London: Mansell.

Kani, Y., Aziz, Y. A., Sambasivan, M. & Bojei, J. (2017). Antecedents and outcomes of destination image of Malaysia. *Journal of Hospitality and Tourism Management*, 32, 89-98.

Kaur, A., Chauhan, A., & Medury, Y. (2016). Destination image of Indian tourism destinations. *Asia Pacific Journal of Marketing and Logistics, 28*(3), 499-524.

Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing, 57*(1), 1-22.

Kim, C., Mirusmonov, M., & Lee, I. (2010). An empirical examination of factors influencing the intention to use mobile payment. *Computers in Human Behavior, 26*(3), 310-322.

Kim, K., Hallab, Z., & Kim, J. N. (2012). The moderating effect of travel experience in a destination on the relationship between the destination image and the intention to revisit. *Journal of Hospitality Marketing & Management, 21*(5), 486–505.

Kim, M., & Qu, H. (2014). Travelers' behavioral intention toward hotel self-service kiosks usage. *International Journal of Contemporary Hospitality Management, 26*(2), 225-245.

Kim, S., Choe, J. Y., & Lee, A. (2015). Efforts to globalize a national food. *International Journal of Contemporary Hospitality Management, 28*(10), 2310-2330.

Kock, F., Josiassen, A. & Assaf, A. G. (2016). Advancing destination image: The destination content model. *Annals of Tourism Research*, *61*, 28-44.

Lindstrom, M. (2005). *Brand sense: Build powerful brands through touch, taste, smell, sight and sound.* New York: The Free Press.

Loureiro, S. M. C., & Gonzalez, F. J. M. (2008). The importance of quality, satisfaction, trust, and image in relation to rural tourist loyalty. *Journal of Travel & Tourism Marketing, 25*(2), 117-136.

Marcelo, E. (2016, October 16). Here are the Philippines' richest cities, provinces and towns in 2016. Retrieved from https://www.philstar.com/headlines/2017/10/16/1749451/here-are-philippines-richest-cities-provinces-and-towns-2016.

Nadeau, J., Heslop, L., O' Reilly, N. & Luk, P. (2008). Destination in a country-image context. *Annals of Tourism Research, 35*(1), 84-106.

Pasig Profile of Progress (2010). Reyes Publishing Corporation. 11.

Pawaskar, P., & Goel, M. (2014). A conceptual model: Multisensory marketing and destination branding. *Procedia Economics and Finance, 11*, 255-267.

Pike, S. (2002). Destination image analysis – A review of 142 papers from 1973 to 2000. *Tourism Management, 23*(5), 541-549.

Prayag, G., & Ryan, C. (2011). Antecedents of tourists' loyalty to Mauritius: The role and

influence of destination image, place attachment, personal involvement, and satisfaction. *Journal of Travel Research, 51*(3), 342-356.

Rosa, P., Carvalhinho, L. & Soares, J. (2018). Developing a destination image through the perceptions of stakeholders: A case study. *International Journal of Tourism Research*, *20*(1), 60-71.

Salud, J. (2010). Pasig Landmarks Pasig Profile of Progress. Reyes Publishing Corporation. 31-44.

San Martin, H., & Del Bosque, I. A. R. (2008). Exploring the cognitive affective nature of destination image and the role of psychological factors in its formation. *Tourism Management, 29*(2), 263-277.

Souiden, N., Ladhari, R., & Chiadmi, N. E. (2017). Destination personality and destination image. *Journal of Hospitality and Tourism Management, 32*, 54-70.

Tasci, A. D. A., Gartner, W. C., & Cavusgil, S. T. (2007). Conceptualization and operationalization of destination image. *Journal of Hospitality & Tourism Research, 31*(2), 194-223.

Veasna, S., Wu, W.-Y., & Huang, C.-H. (2013). The impact of destination source credibility on destination satisfaction: The mediating effects of destination attachment and destination image. *Tourism Management, 36*, 511-526.

Zhang, H., Fu, X., Cai, L. A. & Lu, L. (2014). Destination image and tourist loyalty: A meta-analysis. *Tourism Management, 40*, 213-223.