



Relationships among Brand Equity, Satisfaction and Perceived Value of hotel's spa, wellness and exercise centers visitors

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Abstract

The strong competition in the sport tourism industry has led executives to look for new ways to differentiate their brand image and gain a competitive edge. Therefore, studying the relationships between brand equity, satisfaction and perceived value can lead hotel executives to create effective marketing strategies. The purpose of the present study was to investigate the relationships among brand equity, satisfaction and perceived value of hotels' Spa, Wellness and Exercise Centers visitors. The sample of the study consisted of 544 (N = 544) participants who had recently visited a hotel that had a spa, wellness and exercise center and made use of such activities. The results of the structural equation model (SEM) analysis showed that two dimensions of brand equity (perceived quality and brand associations) had a statistically significant influence on satisfaction and one dimension (perceived quality) had a statistically significant influence on perceived value. Statistically significant influence also found between satisfaction and perceived value. Theoretical and practical applications of the research results were discussed.

Key words Brand Equity, sport tourism, spa, wellness and exercise center, satisfaction, perceived value, hotel