



## ANALYSIS OF THE BRAND VALUE MEASUREMENT OF PLACES: AN EMPIRICAL RESEARCH ON A STATE OF THE NORTHEAST REGION

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### resume

In times of globalized markets, the choice of tourist destinations is increasingly present in people's daily lives. Managing tourist destinations as corporate brands is important for professionalizing place marketing. In this context, the following research problem arises: what are the variables that make up the model for measuring the brand value of places for a state in the Northeast? Having as general objective: to describe and to analyze the variables that compose the model of measurement of the value of mark of places for a state of the Northeast. Thus, we sought to fulfill the research objectives through empirical described research and the use of a research questionnaire (surveys). The data were analyzed using structural equation modeling and the SmartPLS 3 software was used to build the model. The results showed an  $r^2$  of 0.887, this value means high power of interaction between the independent variables and the dependent variable. It can be concluded that the model is efficient to measure the state brand and can assist both new academic research in the area and in management decision-making by public managers in cities, states, regions in general.

**Key words:** Marketing of places; State brand; Tourist destinations; Measurement model.

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## **Introduction**

The image of a place is somewhat complex and involves several products, services and associated attributes, being a state the tourist image shapes the mark of that state (Gartner, 1989). According to Sparks and Rybaczewska (2019), the brand of a place is necessary for its management and marketing.

The consumer-tourist when deciding to spend time away from home takes into account several factors and when looking at the destination options, he searches for the one that will meet his expectations and satisfy his needs. The final choice of a tourist destination can be based on a package of benefits that provides more rewards to the traveler, whether intrinsic or extrinsic (Gartner, 1989).

When visiting a destination, the traveler consumes experiences and if his experiences meet his expectations and needs this can result in the formation of a good image of the place, that is, the tourist experiences form the image of a tourist destination, be it a city, a state, country or region (Gartner, 1989).

The formation of the image of a place is something that is worked through the tools of place marketing, which is a complex process because, the objective is to make a certain place desirable. Thus, the formation of the image becomes important because it involves a tourist product, in this case, the state. Determining and measuring the place brand value for a state is important for the management of the place and relevant for destination marketing (Gartner, 1989).

The purpose of this paper is to present the analysis of the measurement of the brand value of places for the state of Ceará - Northeast.

## **Theoretical Reference**

The theoretical framework aims to support the concepts necessary to understand this work. A reference was elaborated regarding the concepts of place marketing, brand state, tourism, tourism in northeastern Brazil, northeastern Brazil and Ceará.

## **Marketing places**

Marketing seeks to know the behavior of people and from that to satisfy the needs and desires of each one, it can be said that marketing is the result of several sciences such as Psychology, Sociology, Statistics and others. Marketing is considered to be a very influential force in the sectors of the economy, being seen as an important tool for different types of organizations (Shimoyama & Zela, 2002).

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According to Shimoyama and Zela (2002) marketing is a process of dependence between the market and organizations, where they search the market for information about desires and needs in order to transform this information into offers of products or services so that the exchange occurs where organizations generally have a financial return and satisfied customers.

Consumers' needs are met through offers, offers can be understood as a value proposition, which involves a set of benefits that are able to satisfy needs. The offer can be materialized by a “combination of products, services, information and experiences”, thus having the brand as an offer from a known source; brands awaken associations in the minds of consumers and organizations strive to establish a solid and as exclusive image as possible (Kotler & Keller, 2012).

The brand can be defined as a name, symbol, design or a combination of these and other elements that allows the identification of goods and services in the market and differentiates them from competitors, it is through brands that consumers know the products and services and based in their experiences, they assess which meet their needs and which do not (Kotler & Keller, 2012). The brand can also be understood as a means of communication (Leão & Mello, 2009).

Brands play an important role for organizations, as mentioned, needs can be met through a combination of services, information, experiences and products; marketing can also be applied to places, in which case the brand would be the name of the place itself and marketing focuses on territorial development through tourism, making the place a product, attracting tourists and investors to develop the place economically and socially, a locality becomes a brand (Keller & Machado, 2006; Machado et al., 2011; Kotler & Gertner, 2006; Gaio & Gouveia, 2007; Warnaby & Medway, 2013).

According to Rybaczewska and Sparks (2019), the marketing place is considered a priority for local managers. The local brand becomes necessary for its management and marketing; nowadays the local brand has gained importance due to the competition between the locations and how they are seen by consumers and companies. However, the theme gap is in how to place the brand and consequently how to measure its value.

The marketing of places is important for the management and development of the place, the potential of a place according to Rybaczewska and Sparks (2019), must consider the main stakeholders, these being the managers, investors, business managers, and the consumers and also the desire to increase the attractiveness of the place. It is interesting to understand the needs and desires of consumers to provide the offer that meets the demands, in this process, beneficial

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relationships are created for the place, providing more visitors and greater business turnover, among others.

### **Brand State**

Place marketing can be defined as a tool that offers parameters for selling the place through positive communication of what a certain place has to offer, and this communication can be through photographs, films, exhibitions and others, materializing the promises and creating in the consumer the desire and the need to visit a certain tourist destination, thus inducing advance purchase, as there is a promise of satisfaction (Barroso & Mota, 2010).

Thus, a state can also become a brand, according to Halsall (2008), the state brand is a discourse in which culture is seen as equivalent to aspects of a country's brand equity, that is, it functions as a tool to satisfy recognition requirements. The culture of a society and the way it is treated, can be worked on by the political economy and interpreted as global economic trends, depending on the cultural attitude. For Halsall (2008) the state brand is composed by the narrative of its history, geography and ethnic motifs that build its image.

According to Halsall (2008), branding aimed at the country, state, nation, works as an image manipulation.

According to Scott et al. (1978), the marketing activities associated with tourism in a state revolve around the development of the product (the state) and the persuasion of tourists in choosing this product. In order to understand how consumers make their decisions, marketing scholars applied behavioral theories and concepts seeking to model consumer decision making. From studies of the tourist as a typical consumer, a modeling of the state's tourist choice was developed. For the promotion of a state, the government can make decisions about advertising resources according to the needs of the market, and through this it will be modeling the attractions desired by the market and consequently promoting visits.

The image of a state can be said to be composed of the combination of several products and attributes. The formation of a good image generates expectations of experiences in the tourist consumer and forming a desirable image is considered a complex process, its importance is relevant for tourism products, as these are formed by several attributes, thus measuring the importance of the attributes of the product becomes paramount for place marketing (Gartner, 1989).

### **Tourism**

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According to Aguiar (2016), tourism can be defined as the set of voluntary and temporal displacements, the goods, services and organizations that make these displacements and experiences with the place part of this process, it can also be said that it is human activity intentional that allows interaction between peoples. The tourist service is related to those people who go out to visit other places in order to satisfy their leisure, business and cultural needs.

Tourism also represents an important economic segment responsible, for many countries, for a significant share of GDP (Gross Domestic Product). Tourism is considered an essential segment of a booming activity (Aguiar, 2016).

In Brazil, EMBRATUR - Brazilian Tourism Institute, which is “responsible for generating the country's social and economic development” (Embratur, 2020).

EMBRATUR - Instituto Brasileiro de Turismo - “is the special autarchy of the Ministry of Tourism responsible for the implementation of the National Tourism Policy with regard to the promotion, marketing and support to the commercialization of Brazilian tourist destinations, services and products in the international market ”(Embratur, 2020).

Tourism can be classified in three basic ways: domestic tourism, receptive tourism and export tourism. Domestic tourism comprises displacement within the resident's own country, receptive tourism includes those who are not residents and arrive to visit a certain country and export tourism comprises residents of a given country who travel to visit another country (Aguiar, 2016 ).

The main element of tourism is the final consumer, that is, the tourist, so it is necessary for the segment to have the consumer's knowledge so that in this way the needs of the consumer can be identified and, through that, ways to satisfy these needs (Aguiar, 2016).

Another important point in this segment is the government's participation in planning and development, with the development of policies and infrastructure to meet the demands being important (Aguiar, 2016).

### **Tourism in Northeast Brazil**

The tourism segment is inserted in the service sector and has an increasing participation in the countries' economy (Saab, 1999).

According to Coriolano (2009), tourism maps territories, defines destinations and proposes itineraries giving visibility to the places, this economic activity generates jobs and income and promotes development.

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The governments of several countries created development policies based on tourism, in Brazil there is an official strategy to explore the Northeast, considering its natural and cultural potential, which is also the cradle of the country's colonization (Duda & Araújo, 2014 ).

According to Aguiar (2016), tourism has grown significantly in the world in recent decades, thus, the Brazilian northeast since the last two decades has been developing a national tourism strengthening the tourist tradition. With the growth of tourism, changes have emerged that favored this segment in the country and for the Northeast region, these changes were: the increase in people's purchasing power due to economic growth and technological advances, which reduced the distance and facilitated access to information.

Tourism in northeastern Brazil is divided into traditional and modern tourism, in the first mentioned products and services are offered in a standardized manner and based on the price factor, whereas modern tourism gives priority to environmental conservation and quality, products they are diversified, information and technologies are used and human resources also play an important role in the search for quality (Aguiar, 2016).

The northeast region has many natural, cultural and historical attractions which favor the development of tourism in the region, considering the region's natural resources as the basic raw material for the development of tourism activity.

In addition to the beaches, the region has historic sites, national parks, in cities like Salvador, Porto Seguro, and states like Piauí, Bahia. Other attractions of the region are the folkloric events, the artisanal activity, the diversified cuisine with typical dishes, and others. A point to be highlighted that favors the region is the receptivity of people, who welcome visitors and encourages good business, thus the northeast region of Brazil is considered the target of investments by international tour groups and real estate, favoring the growth of region (Aguiar, 2016).

The northeast has become a preferred destination for Brazilians and the international market is increasingly being discovered by travelers from Europe, the United States and Latin America (Aguiar, 2016).

### **Northeast of Brazil**

“The Regional Division of Brazil consists of the grouping of States and Municipalities in regions in order to update the country's regional knowledge”. It is divided into five regions called: North Region, Northeast Region, Southeast Region, South Region and Midwest Region (IBGE, 2020).

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The northeast region is the third largest region in Brazil and the largest in number of states, it is composed of nine states, which are: Alagoas, Bahia, Ceará, Maranhão, Paraíba, Pernambuco, Piauí, Rio Grande do Norte and Sergipe, includes also the Atol das Rocas Biological Reserve, located in Rio Grande do Norte and the Fernando de Noronha archipelago in Pernambuco (Só Geografia, 2020).

Historic cities with monuments and buildings that allude to the colonial era favor tourism in the region. The Northeast stands out for its particularities about the history of cities, culture, colonial buildings, rich handicrafts, typical food and also folk festivals (Only Geography, 2020).

According to Torres (2013), the most visited places on domestic trips after São Paulo and Rio de Janeiro were Bahia and Ceará. The northeast region is a tourist destination for most Brazilians, with interest in the most paradisiacal places such as Fernando de Noronha (PE) and Fortaleza (CE).

According to Sena (2019), tourism has gained strength in Brazil with the diversity of tours and existing experiences, in the Northeast there are options for those who like adventure sports, the beach and even visiting historic cities; the Northeast has several tourist attractions for all tastes, it is considered the most sought after region by Brazilians for trips within the country. The landscapes and the coast are the main attractions of the region, attracting the attention of visitors from Brazil and the world and it is considered a great holiday destination.

The main tourist attractions in the Northeast are Canoa Quebrada (CE), Fortaleza (CE), Natal (RN), Teresina (PI), São Luís (MA), Jericoacoara (CE) and Delta do Parnaíba (PI) (SENA, 2019).

According to Coriolano, 2009, northeastern Brazil is one of the fastest growing tourist regions in the country, even though it is one of the poorest regions.

The northeast is always among the most sought after regions, being the most desired tourist destination for Brazilians and foreigners, Ceará as well as Bahia has been very much in demand, with Fortaleza being the focus of travel (Gurgel, 2019).

A survey conducted by the Ministry of Tourism listed 10 most popular national travel destinations, Fortaleza (CE) is in the first position, followed respectively by Maceió (AL), Natal (RN), Gramado (RS), Rio de Janeiro (RJ), Porto Seguro (BA), Ipojuca (PE), São Paulo (SP), Salvador (BA) and Campos do Jordão (SP) (Melo, 2019).

### **Ceara**



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Ceará is one of the nine Brazilian states that make up the Northeast Region, has 184 municipalities and its capital is the city of Fortaleza (IBGE, 2020).

“Tourism is one of the main economic activities in Ceará, where the sun shines all year. The attractions are mainly natural, historical, archaeological and religious. They stand out among the municipalities Fortaleza, Jijoca de Jericoacoara, Aracati, Juazeiro do Norte, Trairi and Caucaia ”(ABAV CE, 2020).

To carry out this study, the chosen state is Ceará, as it is among the most sought after destinations among national trips and so desired by Brazilians and foreigners.

### **Methodology**

The present work is about the application of a state brand measurement scale, through a questionnaire that was made available online. It is a descriptive study, in which the researcher “describes or defines a subject, usually creating a profile of a group of problems, people or events” (Cooper & Schindler, 2011).

Knowledge was sought in scientific articles on place marketing, state brand and measurement of the state brand, and data collection through the questionnaire to understand people's perception of the state of Ceará - Northeast. The applied questionnaire was presented in the studies by Scoot (1978), Gartner (1989), Goodrich (1978) and Boo et al. (2009), already properly tested and applied, did not require adaptations and the choice was due to the consistency of the studies already carried out elsewhere, thus producing specific information (Scherer et al., 2017). The questionnaire was divided into two parts: the first being 55 questions on the scale about the characteristics and perceptions of the respondents and the other 6 questions that characterize the respondent's profile, that is, variables such as: age, sex, marital status, city where he lives, income and how often you travel as a tourist per year.

The audiences investigated were based on non-probabilistic sampling for convenience, according to Cooper & Schindler (2011), sampling are the elements selected for analysis of the whole, that is, based on a given sample, it is possible to analyze and draw conclusions about the population in question. We opted for non-probabilistic sampling for convenience because the questionnaire would have more scope and could be answered by residents of the different cities that make up the state of Ceará as well as other states in the Northeast.

The sample of this study is composed of 72 respondents, containing 21 missing value, so only 51 respondents were considered for analysis. To build the model, the Smart PLS software was used. Table 1 below shows the scale used.



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**Table 1.** Measurement scale of the State Brand

<b>Dimension</b>	<b>References</b>
Destination Brand Image	1–2. Lassar et al. (1995) 3–4. Sirgy et al. (1997), Grace and O'Cass (2005)
Destination Brand Quality	1–2. Aaker (1991), Sweeney and Soutar (2001) 3–4. Lassar et al. (1995)
Mark of Destiny Loyalty	1. Baloglu (2002), Back and Parks (2003) 2–3. Keller (2003), Odin et al. (2001), Yoo and Donthu (2001) 4. Arnett et al. (2003), Bele'n del Rí'o et al. (2001)
Flag State Scott	1 - 18. Scott et al. (1978)
Flag State Gartner	1 - 15. Gartner (1989)
State Brand Goodrich	1 - 10. Goodrich (1978)

**Source:** Prepared by the authors

In the “Image Destination Brand” dimension, the variables are: 1. This destination fits my personality; 2. My friends would think well of me if I visited that destination (Lassar et al., 1995); 3. The image of that destination is consistent with my self-image; and 4. Visiting this destination reflects who I am (Sirgy et al., 1997; Grace & O'Cass, 2005).

In the “Quality Destination Brand” dimension, the variables are: 1. This destination offers tourism offers of consistent quality; 2. This destination offers quality experiences (Aaker, 1991; Sweeney & Soutar, 2001); 3. From the offers of that destination, I can expect superior performance; and 4. This destination performs better than similar ones (Lassar et al., 1995).

In the “Loyalty Destination Brand” dimension, the variables are: 1. I like to visit this destination (Baloglu, 2002; Back & Parks, 2003); 2. This destination would be my favorite choice for holidays; 3. In general, I am faithful to this destination (Keller, 2003; Odin et al., 2001; Yoo & Donthu, 2001); and 4. I would advise others to visit this destination (Arnett et al., 2003; Bele'n del Rí'o et al., 2001).

In the “Scott State Brand” dimension, the variables are: 1. Familiarity with the State; 2. The scenic quality of the state; 3. The level of expenses associated with holidays in the state; 4. The construction of state highways; 5. The friendliness of the people of the state; 6. The cleanliness of the state's environment; 7. The quality of the state's tourist information; 8. The interviewee's perception of the quality of advertising by the State; 9. The quality of the state's shopping facilities; 10. The image of the history associated with the state; 11. The degree of commercialization within the state; 12. The quality of tourist opportunities related to water in the state; 13. The degree of relaxation on vacation in the state; 14. Better in hot weather than in cold weather; 15. The number of attractions available for tourist use in the state; 16. The quality

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of accommodation within the state; 17. The quality of state parks within the state; 18. The cultural image associated with the state (Scott et al., 1978).

In the dimension "Marca Estado Gartner" the variables are: 1. Skiing; 2. Camp; 3. The hunt; 4. Fishing; 5. Boat trips; 6. Tourist tours; 7. City; 8. National Forests; 9. Historical Sites; 10. State Parks; 11. National Parks; 12. Cultural Sites; 13. Night life; 14. Residents' receptivity to visitors; 15. Laws on alcoholic beverages (Gartner, 1989).

In the "Marca Estado Goodrich" dimension, the variables are: 1. Availability of water sports facilities (for example, beaches, sailing, swimming, water skiing, etc.); 2. Availability of facilities for golf, tennis; 3. Historical and cultural interests (for example, museums, monuments, historic buildings, the people, their traditions, music, etc.); 4. Scenic beauty (panoramic view); 5. Pleasant attitudes of the people; 6. Opportunity for rest and relaxation; 7. Shopping facilities; 8. Cooking; 9. Availability of entertainment (for example, nightlife); 10. Availability of excellent accommodation (Goodrich, 1978).

### **Statistics used**

#### **Descriptive statistics**

Descriptive statistics is used to "characterize the center, dispersion and shape of distributions and are useful as preliminary tools for describing data" (Cooper & Schindler, 2011).

It is assumed that it is interesting to calculate the increase in sales of a given product, then research on the quantity sold per day of that product and obtain what is called normal distribution, normal distribution is an important concept in descriptive statistics because it is "the ordered set of all values for a variable". From the collected values, a table is constructed for data disposal that presents "codes of increasing values, with columns of percentage, percentage, percentage of missing values and cumulative percentage" (Cooper & Schindler, 2011).

According to Cooper and Schindler (2011), based on this table, the normal distribution (reflecting a frequency distribution of many natural phenomena) and the standard normal distribution (all values receive standard values) are obtained.

The following will briefly present some important descriptive tools:

Central tendency measures - When you want to find a typical value for something, that is, suppose you want to find the average age of students in a class, what is the "typical age" of the class? This typical value can be called average (sum of the values divided by the number of values, for example: 1, 2, 5, 6 =  $14/4 = 3.5$ , that is, the sum of 1 + 2 + 5 + 6 divided by the

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number of numbers, which are 4); is called median when the distribution is organized from the smallest to the largest, it is the central point of the distribution, when there is no central point the values of the middle are added and divided by 2 (for example: 1,2,3,3 , 4,5,5,6,7 in this distribution the central number is the median, in this case the number 4, if it were the example given in the average: 1, 2, 5, 6, the median would be the sum of  $2 + 5 / 2 = 3.5$ ); the most frequent value is called fashion, for example 1,2,2,

Dispersion measures - The dispersion measures are: variance - it is a measure of dispersion of value over the mean, the greater the dispersion the greater the variance, it is used with interval and ratio data, its symbol for sample variance is  $s^2$  and for population variance is the Greek letter sigma squared ( $\sigma^2$ ); standard deviation - summarizes how far from the average the given values are normally, the standard deviation reveals the amount of variability within the data set, its symbol is for sample if for population it is  $\sigma$ ; interval - is the difference between the highest and lowest value of the distribution, for example 2,3,4,5,5,6,7,7, the highest value is 7 and the lowest is 2 then  $7-2 = 5$  is calculated, and 5 is the range of this distribution, which can represent its homogeneity or heterogeneity; interquartile range - is the difference between the first and third quartiles of the distribution, it is used in conjunction with the median; quartile deviation - used with the median for ordinal data, used when the distribution is expanded / distorted by extreme values (Cooper & Schindler, 2011).

Shape measures - describe the symmetry output of a distribution and its relative uniformity. Asymmetry is a measure of deviation from symmetry of distribution, kurtosis is a measure of peak distribution (Cooper & Schindler, 2011).

### **Reliability analysis**

According to Jr et al. (2009), reliability is the degree to which a variable or set of variables is consistent with what it is intended to measure, that is, it indicates whether the research data collection is consistent with what it is intended to measure, it indicates the probability of something function as intended.

According to Malhotra (2012), reliability shows the extent to which a scale produces consistent results if measurements are taken repeatedly. The random error must be minimal as this confirms the consistency of the research.

Reliability is assessed based on the variation of the measured scale, "it is performed through the association between the scores obtained in different situations that the scale was administered", if the association is high, the results are consistent, being a reliable scale.

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### **Regression analysis**

Regression analysis, according to Malhotra (2012), is a “statistical procedure to analyze associative relationships between a dependent metric variable or one or more independent variables”, the objective of the regression analysis is to know the nature and the degree of association between the variables .

There is simple regression and multiple regression, simple regression contains a single independent variable and multiple regression is the model that contains two or more independent variables (Jr et al., 2009).

Multiple regression analysis is used to analyze the relationship between a single dependent variable and several independent variables, the objective is to use the independent variables to predict the values of the dependent variable (Jr et al., 2009).

Linear regression is the equation that best models the data, the equation of the regression line will allow the use of the independent variable (x) to make predictions for the dependent variable (y) (Larson & Farber, 2015).

### **Structural equation modeling**

Structural equation modeling are statistical models that seek to explain the relationships between multiple variables. It combines aspects of factor analysis and multiple regression, allowing the “researcher to simultaneously examine a series of interrelated dependency relationships between the measured variables and latent constructs” (Jr et al., 2009).

Constructs are dependent and independent variables, they can be unobservable or latent factors. Structural equation models can be distinguished by the following characteristics:

Estimation of multiple interrelated dependency relationships - structural equation modeling "estimates a series of separate, but interdependent, multiple regression equations". The researcher decides which independent variables predict each dependent variable;

Incorporation of latent variables that we do not directly measure - structural equation modeling is also capable of incorporating latent variables in an analysis. A latent variable "is a theorized and unobserved concept that can be represented by observable or measurable variables". It is measured indirectly through the multiple measured variables, which are gathered through data collection.

Definition of a model - it is important to define a model, which is the representation of a theory, and the theory provides an explanation of the phenomena. In structural equation modeling, there are two models, the measurement model that “represents how measured variables come together

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to represent constructs” and the structural model “shows how constructs are associated with each other” (Jr et al., 2009).

### Results

#### Sample characterization

As mentioned in the methodology, a total of 51 valid responses were obtained for the study. Table 1 shows the sociodemographic characteristics of the sample collected in relation to gender, age, marital status, income and how many times you travel as a tourist per year.

**Table 1 - Respondents' characteristics**

<b>Respondents</b>	<b>No.</b>	<b>%</b>
<b>Genre</b>		
Male	30	58.82%
Female	21	41.18%
<b>Total</b>	<b>51</b>	<b>100%</b>
<b>Age</b>		
14 to 18 years	two	3.92%
18 to 22 years	3	5.88%
22 to 26 years	two	3.92%
26 to 30 years	5	9.80%
30 to 49 years	34	66.67%
Above 50 years	5	9.80%
<b>Total</b>	<b>51</b>	<b>100%</b>
<b>Income</b>		
Below 1 minimum wage	6	11.76%
From 2 to 3 minimum wages	10	19.61%
From 4 to 6 minimum wages	7	13.73%
From 7 to 10 minimum wages	12	23.53%
From 11 to 15 minimum wages	10	19.61%
From 16 to 20 minimum wages	4	7.84%
Above 21 minimum wages	two	3.92%
<b>Total</b>	<b>51</b>	<b>100%</b>
<b>How often do you travel as a tourist per year</b>		
1 or 2 times a year	40	78.43%
3 or 4 times a year	10	19.61%

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5 or more times a year	1	1.96%
<b>Total</b>	<b>51</b>	<b>100%</b>

**Source:** Research data.

It can be seen in table 1 that there is a difference in relation to gender, men represented 58, 82% of the sample and women 41.18%. Regarding age, the sample is composed predominantly of people aged between 30 and 49 years (66.67%), followed by Over 50 years (9.80%) and 26 to 30 years (9.80%). As for family income, the sample is made up of people who receive more than R \$ 3,000.00, with the highest percentage being 7 to 10 minimum wages (23, 53%); considering the minimum wage of 2020, the year in which the survey was conducted.

Regarding the number of times he travels as a tourist per year, most of the sample stated that he travels only 1 (one) or 2 (two) times a year (78, 43%), followed by 3 (three) or 4 (four) times a year (19.61%).

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It is noticed that the respondents of this study, that is, people who travel to the state of Ceará - Northeast, have an adult profile, aged between 30 and 49 years, with a family income above R \$ 3,000.00, making an average of 1 to 2 trips per year for tourism purposes.

### **Analysis of the state brand measurement model**

The dimensions that make up the measurement scale of the Estado brand are: image, quality and loyalty, which form brand equity; Gartner state mark, Goodrich state mark and Scott state mark; these dimensions were named with the author of the articles that presented this scale.

The proposed state brand measurement model was tested and presented an  $r^2$  of 0.887 as can be seen in image 1, this value means the power of interaction between the independent variables and the dependent variable, the result shows that the independent variables explain the variable dependent, that is, it has high explanatory power, however the questionnaire had few answers, which influences a positive result due to the small sample.

Among the interactions of the dimensions with the Scott state brand, it can be observed that the dimension that had the greatest influence was the Goodrich state brand, with a value of 0.367, followed by the Gartner state brand presenting an interaction of 0.366. The dimensions of image, quality and loyalty showed low values, being 0.175; 0.137 and -0.007, respectively, however, it can be said that the loyalty variable, despite being negative, presents consistent variables, since, adopting a reference value of 0.7 for more as influential for the model, all the variables that make up the Loyalty brand destination dimension are influential as they have a value above 0.7.

Analyzing the variables that make up the dimensions, it can be observed that most of the variables presented values above 0.7, being thus influential for the model, it is worth highlighting the variables that did not prove to be influential for the model, which were only 10

In the destination brand image, quality and loyalty dimension, all variables showed values above 0.7, therefore, it is considered that these three dimensions have a high influence on the measurement model of the state brand.

Among the variables that make up the Gartner state brand dimension, those that were not influential for the model were: Hunting (0.454) with low explanation power; Cultural, (0.690) and Receptive (0.654) sites.

In the Goodrich state brand dimension, the ones that were less influential for the model were: Golf and Tennis (0.527); Interests (0.587) and Attitude (0.639).

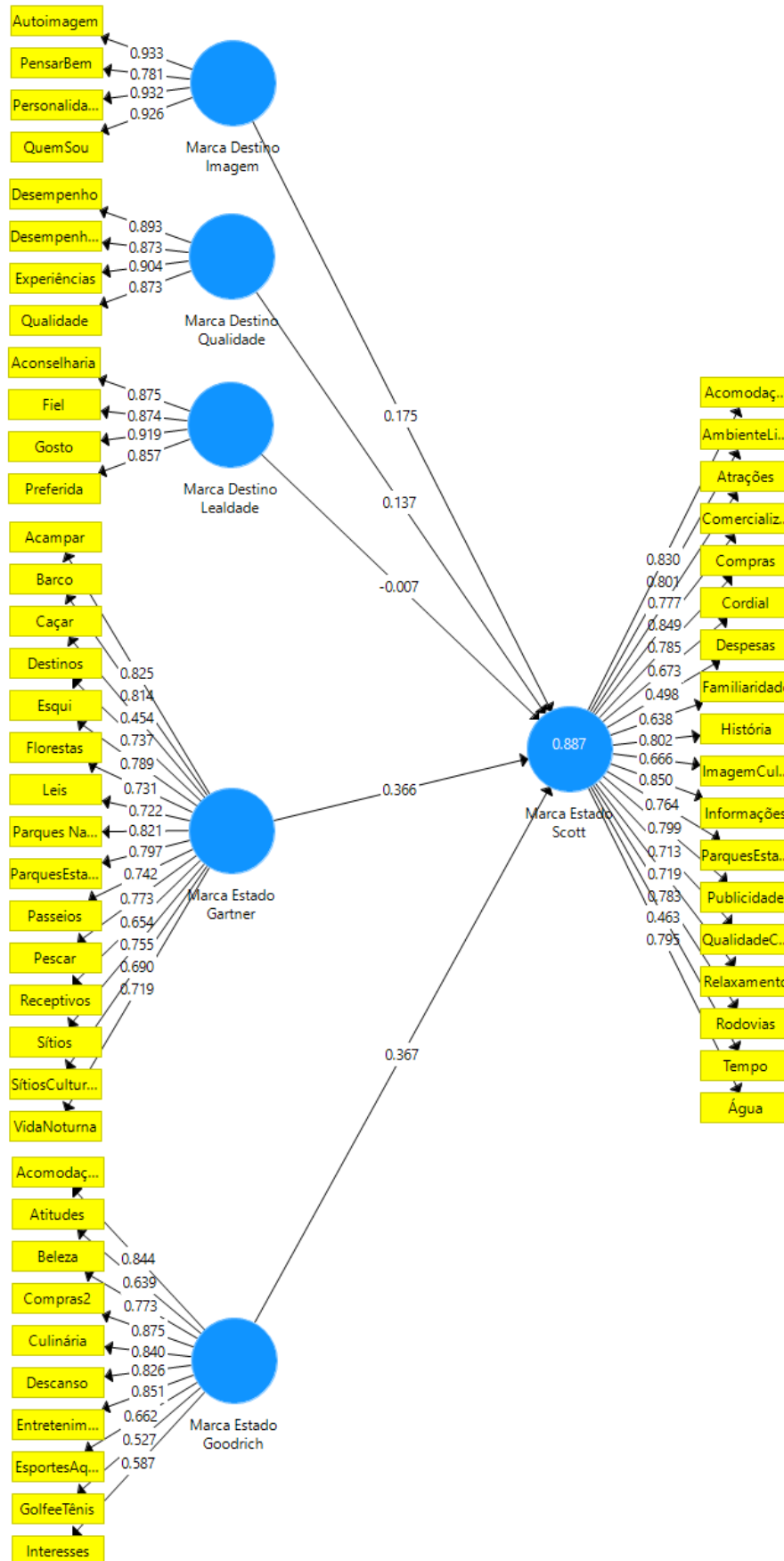


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And in the Scott state brand dimension, the least influential variables were: Time (0.463); Expenses (0.498); Familiarity (0.638); Cultural Image (0.666) and Cordial (0.673).

One can also observe, among the variables that compose the dimensions, the most influential, that is, those that presented the highest values among the others, were: Self-image (0.933); Experiences (0.904); Taste (0.919); Camping (0.825); Purchases2 (0.875) and Information (0.850).

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## **Conclusions and final remarks**

It is concluded that the measurement of the value of a state brand is a complex and dynamic process that involves a tourist product and the formation of a good image of the place. Considering the most visited tourist states in Brazil, the state of Ceará was chosen to measure and evaluate the state brand value.

According to the results presented, the model presented an  $r^2$  of 0.887, therefore, it is considered the efficient model to measure the value of the state brand, however, the number of respondents was low which can influence a positive result, this is considered As a limitation of our study, a larger sample would be more suitable for evaluating the measurement model.

It can be seen that the most influential dimensions for the model were the Goodrich state brand and the Gartner state brand, both dimensions are from studies that evaluated the image of a state, the study by Goodrich (1978), investigated the perceptions and preferences of tourists for nine types of tourist regions, his discoveries were the beginning in an area of research untouched by academics and marketing professionals, whereas the study by Gartner (1989), shows an overview of the attributes related to the product of the state image, that is, it can be said that these two dimensions reflect the Scott state brand more precisely because it has more specific variables.

Among the variables that make up the dimensions, the most influential for the model were self-image and taste.

The study provides information that can assist in the decision making of place managers and contributes to the growth of academic research in the area marketing of places, as a reference, the management of places is important for their commercialization.

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