

Therefore, there is a relationship between wedding destination brand image, brand awareness, brand quality and brand loyalty on customer based equity for promoting wedding tourism in Southern Region of Sri Lanka.

Conclusion

In conclusion, this study examined brand equity dimensions within a Wedding Tourism Destination context. Different dimensions of customer-based brand equity influences wedding destination promotions and its effect is extended to products associated with a wedding destination. Specifically, brand image, brand awareness, brand quality and brand loyalty of destination were positively related with promoting for wedding tourism.

This study only looked at the associations between the degrees of influence that the dimensions of brand equity of influencing factors had on wedding destination promoting. But other possible promotional tools, promotional strategies and also segmentation and positioning strategies were not analyzed due to time restraints and the narrow focus of the study. Future researchers can use these other models and strategies as a basis for their studies as well.

Key Words: *Brand equity, Customer based brand equity (CBBE), Destination branding, Destination marketing, Niche market, Wedding tourism*

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