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## **Editorial: Building behavioural brands in leisure and tourism industry: role of interactive campaigns**

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Leisure and tourism services are influenced more by consumer psychodynamics than the brand image. However, both brand image and consumer psychodynamics built through the interpersonal relations and e-word-of-mouth motivate the consumers towards developing association with the leisure and tourism services. Successful leisure brands are co-created by the consumers by involving them in designing brand attributes, and consumer generated contents (CGC), and sharing consumer values across the consumer segments. The CGC drive the word-of-mouth and develop brand affinity in the leisure and tourism industry. Co-creation, consumer involvement, and sharing CGC and consumer experience on leisure services help companies in building behavioural brands in the leisure and tourism industry. Among various examples of brand co-creation in leisure and tourism industry, Disney World, Six Flags, and Universal Studios are prominent behavioural brands that have been developed over time by involving consumers. Consumers develop brand affinity with the behavioural brands, gain anthropomorphic experience, and develop self-image congruence with such brands. The behavioural brands grow in the marketplace largely through the word-of-mouth experience sharing and value creation. Behavioural brands have also grown with ecological focus in the industrial sector worldwide. Kalundborg Eco-Industrial Park is a symbiotic network converging exhibition of ecological industrial products and destination tourism, located in Kalundborg, Denmark, in which companies in the region collaborate to use each other's by-products and share eco-friendly resources. Such co-

created brands drive a new branch of tourism, which is emerging as industrial tourism across business destinations in Europe and Asia.

The word-of-mouth (WOM) marketing has become a vogue as a brand campaign strategy through the digital and interactive marketing platforms among the leisure and tourism companies in the 21st century. Most leisure and tourism companies including aviation industry are engaged in promoting actively the eWord-of mouth through popular social media channels like Facebook, Twitter, and Instagram (picture blogs). This strategy has generated considerable interest among managers to motivate consumers and generate brand knowledge and brand literacy. However, there is paucity of market research on the strategies that drives the value of WOM programs and how they should be designed to optimise value. Leisure and tourism companies therefore rely on simple metrics to measure the success of their WOM marketing efforts as compared to the fast moving consumer goods companies. These companies follow consumer prompted rules while making crucial digital brand campaign programs (Haenlein and Libai, 2017).

Leisure and tourism marketing companies in the emerging markets encourage referral marketing by allowing consumers to post their experience on the referral sites like 'Trip Advisor' and popular blogs to guide the consumer decision-making. Referrals in the leisure and tourism marketing are generated through the snowballing methods. The traditional marketing programs seek employees to spread word of mouth, aim marketing efforts at high lifetime-value customers, focus on customer satisfaction, and use promotional programs that heavily rely on social media. On the other hand, the referral marketing relies on motivating satisfied and delighted customers as a referral base. Hotel industry generates referrals on their services through the current customers by seeking their opinion in reference to value and lifestyle. The referral-based marketing programs enhance the quality of marketing campaigns, and help companies in developing competitive differentiation and consumer visibility on competing brands. The referral marketing programs in leisure and tourism services include greater credibility of peers and family member recommendations to attract new consumers (Berman, 2016). Companies spend enormous resources on managing word-of-mouth effects by filtering the consumer generated contents, and developing consumer appealing advertising by exhibiting on real time experiences. The digital marketing technologies have accelerated the word-of-mouth effects in stimulating psychodynamics among consumers (Li and Bernoff, 2011).

Leisure and tourism marketing companies motivate consumers towards their services also by generating emotional attachments to the brands. The religious tourism organisations in India are deploying significant resources to corporate social responsibility (CSR) initiatives, to drive emotions with their services. However, the routinised and monotonic relationships between CSR often daunt consumer purchase behaviour towards the leisure product and services (Bhattacharya and Sen, 2004). Behavioural brands tend to succeed as consumers develop self-congruence with such brands, and their personality traits provide symbolic meaning or emotional value that can contribute to consumers' brand preferences, and can be more enduring than functional attributes. Behavioural brands trigger cognitive processes towards assessment of brand attributes and self-congruity, the successive consumer perceptions leading to form consumer attitude towards brands, and the subsequent development of an 'interpersonal' relationship with them (Fournier and Alvarez, 2012).

This issue of the journal includes five papers that address consumer perceptions and response on crowd tolerance, cross-destination travelling between China and the USA, impact of brand name on destination image in reference to word-of-mouth and etymological perspectives, word-of-mouth advertising, and perceived risk in WOM approaches. The above-mentioned research papers represent study areas of Brazil, China, USA, Iran, and Tunisia. These papers discuss contemporary research propositions and attempt to establish convergence between the role of consumers and companies in managing brand awareness, brand knowledge, and brand affinity among competitive leisure and tourism brands in the marketplace. I hope the collection of research papers appearing in this issue will enrich the existing literature on the topic and stimulate future research.

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