

DESTINATION E-BRANDING AND AFFECTIVE IMAGE

A Study on Consumer Perception from the Official Social Media of Porto de Galinhas, PE – Brazil

*Isadora Bianca Cavalcanti Silva
André Falcão Durão
Universidade Federal de Pernambuco
Recife - Brasil*

The objective of this study is to analyze how the consumer perceives the affective image of the destination Porto de Galinhas from the ebranding applications in their official social media. The theoretical basis used for this research consists in addressing the function of destination ebranding, the relevance of social media and the importance of the affective image of tourist destinations. This study adopts a mixed approach, being both qualitative and quantitative, with an exploratory and descriptive character. As for the procedures and/or research strategy, we chose the case study. The data collection will be done through a semi-structured interview with those responsible for the OGD of Porto de Galinhas and through a survey. In this survey, a scale adapted from Russel and Pratt (1980) will be used, which measures the affective quality of places. It was found, therefore, that the consumers perceive Porto de Galinhas destination image such as it is projected by the DMO – with some differences that are explained throughout the results analysis.

KEY WORDS: *branding, destination branding, e-branding, social media, destination image, affective image.*