

City Branding and Place Attachment: A Case Study about Viana Do Castelo

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Abstract: The competitiveness of places has been growing with no signs of slowing down. People are more informed and demanding when looking for a place to live or visit and the development of an emotional marketing has been an important dimension in city and tourism management. The literature has focused on factors promoting place attachment and its consequence in place satisfaction and loyalty. However, little is known about the contrary - the effect of city brand in place attachment. This study analyses how the construction of a territorial brand and the perceived identity of it enhance the place attachment. Viana do Castelo city, in the north of Portugal, whose city brand was created in 2010, was chosen as a unit of analysis. A mixed methodology was conducted. To analyse the brand's construction, the City's Councilor of Culture was interviewed. To identify the brand's perceived identity, two important personalities of the city were interviewed. A focus group with residents and visitors discussed the elements of the city brand and an inquiry with a sample of 285 respondents was used to measure the place attachment to the city. The results show that place attachment is strong, especially concerning emotional factors. The study highlights the need to motivate the interaction between the target audience and the brand managers to monitoring city brand performance, by adopting a more engaging and active communication strategy. When the averages dimensions of the connection to the place are analysed, the place identity is higher than the place dependence for residents and visitors. These results suggest an effect of emotional city branding strategies in place attachment.

Keywords: City Branding; Place attachment, City Identity, Tourism Loyalty, City Marketing Management

1. Introduction

The increasing competition between cities can be seen as one of the effects of globalization, visible in various forms and activities. Cities, regions and nations compete more and more intensely, attracting residents, visitors and companies. As a means of making the city more attractive, in competition with others, city managers have adopted the city brand management process as part of marketing and urban development. In order to develop a strong brand, city managers need to identify a clear set of brand attributes for generating positive city perceptions for its target audiences. In recent years, there has been the recognition that successful city brand management needs to convey the expectations or promises of a memorable travel experience that is associated with that destination (Dinnie, 2011).

The concept of place attachment has been widely studied in several contexts (Kyle et al., 2004, 2005; Scannell and Gifford, 2010b; Hidalgo and Hernandez, 2001 and Jorgensen and Stedman, 2001), and some marketing literature has addressed the relationship between place attachment and the retention and satisfaction of visitors (Sousa et al., 2017). This study intends to be a contribution to the topic, measuring the emotional connection to the place, according to the different theoretical dimensions. Then, we discuss how the territorial brand management enhance the emotional connection of residents and visitors to a place.

2. Theoretical Framework

2.1 City Branding

City branding can be defined as the adaptation of marketing to cities. According to the existing literature, there is an increasing attention of researchers on the management of a city brand in order to attract residents, visitors and investors. As stated by Braun et al. (2010), residents play a fourfold role in the local brand management, given that they are an internal target market, an integral part of brand management, possible brand ambassadors, as well as can influence the policy of management initiatives of the city brand. Residents are an important means of brand building because they are the city's best ambassadors (Kavaratzis, 2017). The development of connecting people to their place of residence is beneficial. This theme has been associated with many positive outcomes in community participation. People with greater emotional attachment to the

city have greater social and political involvement in their communities and when they are composed of people with greater attachment they are more likely to achieve the desired result, such as environmental protection (Brown et al., 2002) and the social and physical factors that characterize their sites.

The concept of city brand is relevant because there are more and more reasons for cities to manage and control their images as brands, given the need to attract tourists, factories, companies and talented people, the urgency to find export markets (Kladou et al. 2016), or the importance of increasing the satisfaction of their residents are some of them. The city brand management should include a partnership with all stakeholders, being those that can contribute significantly to shaping the city's future through its policies, investments, actions, behaviors and communications (Dinnie, 2011). Brand perception can differ strongly between the target audience by different levels of knowledge possessed by them and the different searches for a place. In the context of a site brand management strategy it is important to understand how the current image of the same place is perceived by internal (resident) clients as well as external clients (visitors) (Kavaratzis and Hatch, 2013).

Brand identity is considered as a central concept of brand management, because of the contribution to its consistency and continuity, so brand management should focus on its identity to make the brand durable and realistic and convey consistent signals (Sousa et al, 2017). Kapferer (2008) distinguishes identity and brand image. The brand identity is the way the brand wants to be perceived, being a concept of emission, while the brand image is the interpretation that the public makes of the set of signals emitted by the brand, being a concept of reception. In this way, the brand consists of two parts, identity and image.

2.2 Place Attachment

The emotional place attachment, has attracted significant attention in the study of individuals' bonds to a specific place. Emotional attachment to the place implies the attribution of emotions and that represents the perceived relationship of an individual with functional dependence to a place. For individuals create emotional bonds with places by developing regular contacts, with specific contexts, over more or less lasting periods.

Although different site-linking factors are used in many disciplines, many have in common the distinction between an emotional dimension and a functional dimension (Anton and Lawrence, 2016). Thus, the construct of place attachment was described as having two dimensions: identity of place, which refers to the symbolic or affective attachment to place; and dependence of place, which refers to a functional attachment to a place.

For the research under analysis, the study will focus on the dimensions of place identity and dependence of place because they are considered to be the most relevant to the object of study. The identity of the place or place identity is the dimension of the connection to the place that has most often been studied. The identity of the place refers to the emotional attachment of a person to an area as part of a process of environmental self-regulation. Identity of place increases the sense of belonging to the community and is an important component of communication about environmental values and policies (Williams and Vaske, 2003). Place-dependence is described as well as functional attachment to a specific site, reflecting its awareness of the importance of configuration in providing functionalities necessary to achieve its goals (Kyle et al. 2004).

The concept of emotional attachment to the place was analyzed as an important factor in predicting loyalty intentions towards a destination, which in turn could be an indicator of loyalty behaviors. Emotional bonding and loyalty therefore seem to be connected and destination's loyalty as an indicator as to the intention of tourists to revisit the same fate, and recommend it to others (Hidalgo and Hernandez, 2001).

3. Methodology

The purpose of this research is to study how territorial brand management, specifically how brand building and brand awareness can enhance the emotional connection of residents and visitors to the city. In this context, we have analysed the construction of the brand identity; whether the brand identity is perceived by the residents and visitors of the city; and the impact of territorial brand management on the emotional connection through the factors described above.

The research is based on an empirical approach to a case study on the Viana do Castelo brand supported by a mixed, qualitative and quantitative analysis, in order to reach the objectives proposed in this study.

The qualitative methodology was developed for the analysis of the brand's construction through document analysis, and a semi-structured interview was carried out in person at the Town Council of Viana do Castelo and for the analysis of the perceived identity of this brand, a focus group was held with residents and visitors and two interviews, one semi-structured to the goldsmith, writer and economist Manuel Freitas, who is an Entrepreneur of goldsmiths, writer and economist Manuel Freitas, resident in Viana do Castelo, a very prestigious local personality, deeply acquainted with the tradition of "Ourar à Viana", author of books published on the subject, resulting from many years of collection and conservation of a vast collection of pieces of jewelery, with strong value in terms of the history and ethnography of the region, in which the identity of the city brand was founded. Also, the Plastic artist Joana Vasconcelos, a visitor to Viana do Castelo, considering that one of her most emblematic works, the "Independent Heart", is inspired by the brand symbol.

The present study also adopts the quantitative methodology to measure the emotional connection to the city, whose final purpose is to understand how this connection is related to brand management, namely with the construction of the territorial brand and with the perception of the brand identity.

A Focus group was held in May 2017 with eight participants, four residents and four visitors from the city of Viana do Castelo. The participants, six males and two females, are aged between 19 and 56 years. The issues discussed at this meeting were the perceived identity of the Viana do Castelo brand and the emotional connection to this city. Table 1 below provides information about the participants. Since one of the participants did not want his name mentioned, the eight participants are appointed P1 to P8.

Table 1: Focus group Participants

Participant	Resident/Visitor	Gender	Age	Profession
P1	Resident	Male	19	Student
P2	Resident	Male	52	Economist
P3	Resident	Male	42	Manager
P4	Resident	Male	55	Militar
P5	Visitor	Male	52	Architect
P6	Visitor	Male	45	Bank officer
P7	Visitor	Female	22	Student
P8	Visitor	Female	56	Retired

Source: authors

Given the nature of the information needed to analyze the linkage of the target public to Viana do Castelo, a survey was used to measure the link between residents and visitors to the city. Thus, to measure the dimensions of the emotional attachment construct, place identity, and place dependence, scales based on the Williams and Vaske (2003) model were used. The questionnaire consists of four questions to assess the identity of the place and three questions about the dependency of the place of the residents and visitors of the study city. In this questionnaire, to measure each item was used a Likert scale of 5 points (from 1 - I totally disagree; 2 - I disagree; 3 - I do not agree or disagree; 4 - I agree; 5 - I agree completely).

Table 2: Survey of Place Attachment

Place Identity
Viana do Castelo means a lot for me.
I am highly emotionally connected to Viana do Castelo.
I identify myself with Viana do Castelo.
I have a special connection with Viana do Castelo and with who lives or visit the city.
Place Dependence
Living/visiting in Viana do Castelo is more important for me than living or visiting other city.
I have more satisfaction in living/visiting Viana do Castelo than other city.
I would not replace Viana do Castelo for another city considering my experience with Viana do Castelo.

The questionnaire was made available online from the Google Forms platform after a pre-test with 25 participants was performed to assess the clarity of the questions in order to obtain the maximum number of possible answers. The survey was delivered by email and social networks, and the recipients were asked to share the questionnaire with their contacts. The sampling is not probabilistic, of convenience. A total of 288 responses were obtained, of which 285 were considered valid and the statistical analysis was performed, corresponding to 164 residents and 121 visitors representing in relative terms 58% and 42% respectively.

4. Results

The construction of the brand passes through the choice of the constituent elements of identity (such as name, logo and symbols) and its integration into programs that reinforce notoriety and establish favorable associations, strong and unique in the minds of consumers. Their presence may be central to brand development and their absence may be a substantial disadvantage. In line with Kapferer (2008), the goal of the Viana do Castelo brand was to create a strong symbol with an immediate adhesion by the target public, whose results obtained in the study demonstrate that it is recognized and identified in almost all the residents and in the majority of the visitors, and when asked if the slogan reflects the brand's identity, the agreement was almost unanimous.

The essence of the soul of the brand was defined as the "Love of Viana" and the additional attributes of natural beauty, gastronomy, tradition and ethnography. A broader identity means a stronger, more memorable, interesting and connected brand to the lives of customers. The expected emotional and functional benefits for residents and visitors were the brand's affectivity and easy visual identification associated with Viana do Castelo.

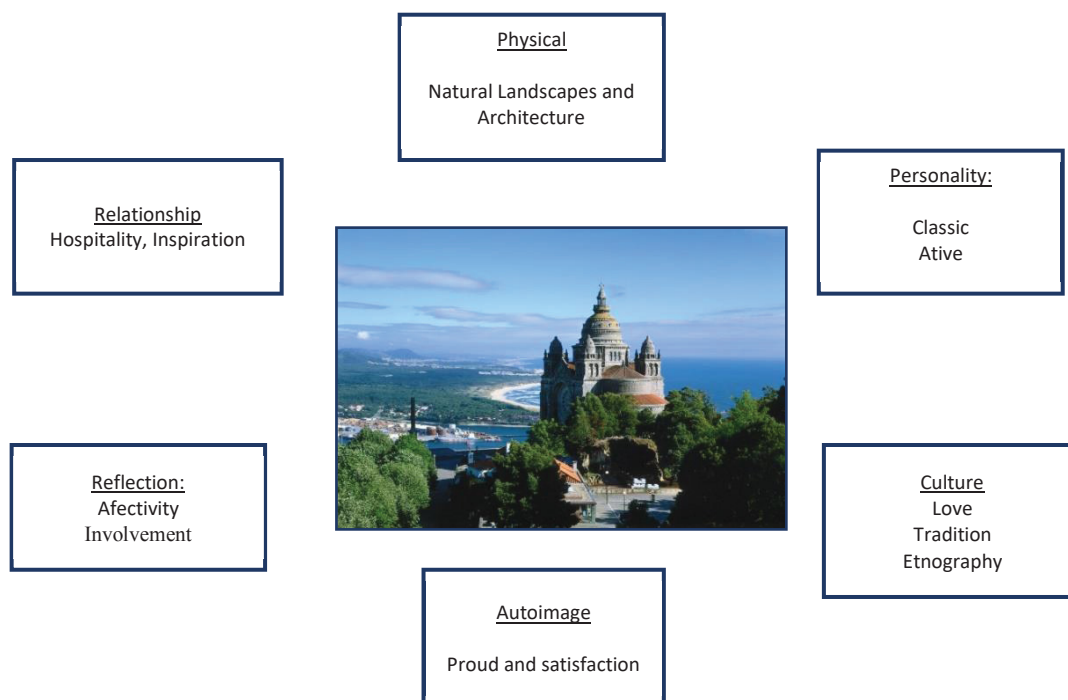
According to the literature the territorial brand benefits in the definition of its target audience. It is necessary to create a program to develop and market a city or a place, requiring a detailed knowledge of the target audience (Sousa and Vasconcelos, 2018). In this context the management of the Viana do Castelo brand in the implementation of its brand defined its target audience in residents, tourists and investors, showing on the official website of the City council and its communication for each group.

In the implementation phase of the brand it is important to understand how the current image of the same place is perceived by the internal (resident) customers as well as the external clients (visitors). With respect to the brand image, based on Kapferer's brand identity prism analysis (2008), the results are that the identity of the territorial brand is assimilated substantially by the residents and, in a significant way, by the non-existent visitors a significant difference between the brand's identity and its image.

After the brand's positioning follows the phase of its execution, through the development of communication programs that reflect the attributes of the brand and its corresponding benefits to the target audience (Keller, 1993). As for the execution phase, the Viana do Castelo brand promoted publicity actions among residents and investors, as well as through the media, coordinated by a marketing company. It also created, among others, an event in Viana do Castelo for its formal presentation associating an ambassador to the brand, the fado singer Katia Guerreiro.

In the process of implementing the brand identity system, and according to the theoretical model of Aaker (1996), it is essential to take into account the proper positioning of the brand, its execution and monitoring throughout the process, with the evaluation of all elements for possible optimization of those that are not consistent with the brand values. Regarding the monitoring of the process and according to information obtained in this study the brand has developed a qualitative and empirical evaluation.

Figure 1: Kapferer Prisme adapted to Viana do Castelo City Brand



Source: Authors.

Regarding the knowledge of the tagline of the Viana do Castelo brand, it is verified that it is well-known by the residents being that only 17% of these do not know it. As for the visitors, only about half of the respondents revealed to know the slogan. As for the question whether the slogan "Viana stays in the heart" reflects the brand's identity, the overwhelming majority of respondents revealed agreement.

The brand attributes identified have a certain similarity for residents and visitors, with predominant natural beauty, ethnography, gastronomy and hospitality.

The main motivations for the respondents to reside in Viana do Castelo are the place of birth and the quality of life presenting the same relative value followed by the proximity of the family. For visitors the reasons that motivate them to visit Viana do Castelo are "Visit family and friends" as well as tourism.

For the respondents, almost the fullness of the residents intends to continue to reside in Viana do Castelo, while all the visitors demonstrated the pretension to return to the city in study.

4.1 Connection to the place

Regarding the site link indicator and the analysis of the sample mean, the target population presents relatively high values in which the residents present a higher average of the visitors, in relation to the identity identity of the place and dependence of the place.

The results obtained show that the average value of the items varies between 3.05 and 4.11, for the questions "I would not replace Viana do Castelo with another city" (visitors) and "Viana do Castelo means a lot to me" (residents).

Variables	Average	
	Residents	Visitors
Place Attachment		
<u>Place identity</u>	4,04	3,74
Viana do Castelo means a lot for me.	4,11	3,78
I am highly emotionally connected to Viana do Castelo.	4,05	3,64
I identify myself with Viana do Castelo.	4,05	3,68

Variables	Average	
	Residents	Visitors
Place Attachment		
I have a special connection with Viana do Castelo and with who lives or visit the city.	3,95	3,87
Place Dependence		
Living/visiting in Viana do Castelo is more important for me than living or visiting other city.	3,60	3,07
I have more satisfaction in living/visiting Viana do Castelo than other city.	3,59	3,06
I would not replace Viana do Castelo for another city considering my experience with Viana do Castelo.	3,34	3,05

As to the connection to the place, it is a broader question as to the characterization of someone's relationship with the place. Understanding these relationships is one way to address issues such as "who our customers are." Is this concern in the minds of managers? "What is the relationship of the target audience with the place? Does this place have any special meaning for the customer? To what extent is the customer connected to it and depend on it? Williams and Vaske (2003). Through the survey, it was found that the target public has a strong link to the city of Viana do Castelo, with more significant value in the residents in relation to the visitors, as well as the data obtained give a greater emotional connection (identity of the place) of the which functional link (dependence of place). According to Florek (2010) managers of places need to understand the emotional connection to the place to benefit from it. Specifically, those with high levels of emotional attachment to the place need to be persuaded not to reduce it and those with low or no level of emotional attachment to the place have to be persuaded to strengthen or create it. In this context, this difference in the indexes of emotional attachment to the city may indicate that brand management has an advantage in carrying out actions that actively promote the identity of the territorial brand among visitors in order to increase their emotional attachment, without neglecting to maintain or even strengthen the emotional bond of residents.

Regarding the loyalty of the target public to the city of Viana do Castelo, it was found that both residents and visitors expressed a high intention to continue to reside and visit the city respectively.

The results presented could only be obtained by the use of a mixed methodology that allowed to enrich the quantitative information and could be useful for possible future studies to be implemented in other geographies.

5. Conclusions and Recommendations

Results indicate that Viana do Castelo brand was planned and built based on the main foundations for a successful brand.

Regarding the implementation of the brand, there should be a greater and continuous interaction with its target audience as well as the development of a quantitative monitoring to overlap with the current qualitative, in order to obtain more objective data that allow to verify the relation of the brand with the expectations of your target audience. In this way, it would be possible to boost the adjustments in the marketing management of the city brand to optimize its results.

In the interviews, in the focus group and in the survey the participants demonstrated to know the Viana do Castelo brand and its attributes in a significant way. It should be noted that residents showed greater awareness of the brand's slogan regarding visitors and when questioned if they considered that it reflects brand identity almost the entire target audience agreed that it conveys the identity of the city. In the light of the literature, one can also conclude that based on the values underlying the creation of the territorial brand the message that it transmits is being assimilated by the target public, however the focus should focus on reinforcing the image of the brand with the visitors.

Through the survey, which gave the participants the possibility to score the answers according to a scale of 1 to 5, it was verified that the target audience has a strong link to Viana do Castelo, and when analyzed the averages of the dimensions, local identity levels are higher than the dependency of the place for both residents ($m = 4.04, 3.51$) and visitors ($m = 3.74, 3.06$), which indicates that emotional bonding is the factor that contributes most to the link to the place.

Taking into account that the emotional connection to the place brings benefits to the city through its loyalty, in order to promote it, the territorial brand management should direct its efforts to know the target audience, the expectations and motivations to reside and visit the city; develop an active and engaging communication plan, namely through the promotion of the official website of the territorial brand management, events and promotional campaigns of the brand at national and international level; develop a continuous quantitative monitoring on the brand image, for the evaluation of all factors in order to optimize those that are not consistent with the values of the brand.

Thus, in the face of increasing rivalry between cities, it is relevant for the territorial brand managers to create and maintain strong brands and develop actions that enhance the emotional connection.

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