Anikó Komáromi-Gergely

Szent István University, Hungary

PLACE IDENTITY AND PLACE MARKETING

TOŻSAMOŚĆ MIEJSCA A MARKETING MIEJSCA

Key words: sence of place, place identity, place marketing
Słowa kluczowe: poczucie miejsca, tożsamości miejsca, marketing miejsca

Abstract. A town marketing model has to be based on wide basis to be successful. This basis has to represent from the population. One of the most important long terms aims of the marketing activity the promotion of local identity and the "we mind". In a region/town the impression of inherence is an important factor that helps the population in taking a root in the region/town and keeping them at their place. Hereby a positive atmosphere can be encouraged that can motivate further development in the region/town. In my study I turn the attention to the marketing activity of local governments that target the local inhabitants.

Introduction

Place are much more than a point on a map, they exist in many sizes, shapes, and levels, and they can be tangible as well as symbolic. Place can refer to the home, neighborhood, city or community, state, region or nation [Nanzer 2004].

In my study I introduce the development of town marketing strategies according to international scientific literature, pointing at the importance of local inhabitants as a target group, and their integration to the strategy. I expound the definition of local identity, its components, importance and relation to local marketing. At last I mention the results of my measurement.

Analysis of the strategic approaches

As a result of studying the concerning bibliography there can be found many summaries as the definitions of town marketing's strategy. The causes of the main differences between the approaches arise from the differences of the centre of interest, and centre characteristics. Relying upon these finding Schurrenberger [2000] defines the following types:

Table 1. The types of the town marketing's strategic approach
Tabela 1. Typy opcji strategicznych marketing miasta

Specification/ *Wyszczególnienie*	Centre of interest/centre characteristics/ *Centrum interesów/charakterystyka centrum*	Representatives/Works of example value/ *Reprezentaci podejścia*
Strategic autotypes/ *Typy strategiczne*	Definition of a coarse target group and operation orientation/*Zdefiniowanie podstawowej grupy i kierunku działania*	Hammann 1995 Häuble 1994 Schwarz 1982
Locating strategy/ *Lokalizacja strategii*	Creation of a profile and positioning with the help of a town specific "Unique- Local- Proposition" (ULP)/*Stworzenie profilu i pozycjonowanie z pomocą specyficznych cech miejsca (unikatowa-lokalna-pozycja)*	Meffert 1989/1991 Kotler 1993 Balderjahn/Aleff 1996
Strategic conceptions/ *Koncepcje strategii*	Adaptation and modification of the general strategic marketing's comprehensive ideas/*Adaptacja ogólnych celów strategii marketingowych*	Spiess 1998 Palupski 1997 Manschwetus 1995

Source/*Źródło:* Schnurrenberger 2000

Strategic autotypes

According to the works of Hamann [1995] there four autotypes can be formed from the town marketing strategies. These autotypes refer to the possible target groups of the town marketing. The main differences arise from, that from the sight of the target group has the individual already settled (intern) or is an exterior (extern), and is the target a person or a venture, organization. According to these differences the general, strategic act plans can be derived to the target group specific use of the town marketing.

Table 2. The autotypes of the town marketing strategies
Tabela 2. Autotypy strategii marketingowych miasta

Specification/ *Wyszczególnienie*		Receiver/*Odbiorca*	
		individuals/*indywidualny*	ventures/*organizations/grupowy*
Accomplishment/ *Osiągnięcie*	intern/ *wewnętrzne*	Participation "Make with" strategy/ *Współudział "Zrób z" strategia*	Restriction "Stay here" strategy/ *Restrykcje "Zostań tu" strategia*
	extern/ *zewnętrzne*	Arousing of the interest "Look into" strategy/*Wzrost zainteresowania "Patrząc w" strategia*	Carrying over "Come here" strategy/ *Przeniesienia "Choć tu" strategia*

Source/*Źródło*: Hamann 1995

The "make with" strategy serves the settled populations indentifying with the place of resident or rather the motivation of the different activities that come from the inhabitants. The arousing of the interest's strategies aim is the arousing of the sympathy and the interest of the potential visitors (tourists or passing business men). In the strategy of the restriction the remaining at the settlement, and the making of new investments of the already settled ventures and organizations is needed to be reached. At last with the help of the carrying over strategy the settlement of the extern ventures can be motivated.

Sence of place. Research sense of place has focused on three constructs: place attachment, place dependence and place identity. Place attachment refers to the bond that develops between an individual and group and a particular spatial setting such as a neighborhood or a geographic region. Place dependence refers to a suitability of a setting for seeking statisfaction in the pursuit of some personalized interest and goal. Place identity is described as the "dimensions of self that individual's personal identity in relation to the physical environment by means of a complex pattern of conscious and unconscious ideas, beliefs, preferences, feelings, values, goals and behavioral tendencies and skills relevant to this environment [Jorgensen-Stedman 2001, Proshansky 1978 in: Nanzer 2004].

Residents and the place identity. The definition of identity needs a multiple points of view but it is basically difficult. The difficulty is not so much in the scientific approach, but in the measurement, because the translation of the identity to ordinary tongue can be a subject of debates, whether feeling at home, the banter, emotional badinage, can the affection express the meaning of original identity or not [Bugovits 2007]. According to Lindstaedt [2006] the local identity and place marketing are in very close connection with each other. Namely the local identity can be place marketing processes:
– condition (makes it unmistaken, the existence of place specific image,
– target (the local identity can be the outcome of place marketing efforts, almost all local development conception include improvement purpose of this identity, the feeling of relatedness in a settlement, but it is a very important factor even in a region holding the inhabitants,
– internal part (corporate identity).

As I have mentioned the biggest problem is how to measure the local identity itself. For my research I have used the "Urban Identity Scale" of Lalli [1992] as a starting point, which includes different statements measuring the strength of emotional connection to the city or the region. The different points of views catch different intensity levels. Lally made the definition of identity measurable with this scale for the first time.

Material and methods

After the theoretical overview I will introduce the results of my research made in 2009. I was interested to test a Lalli scale on Hungarian inhabitants. To my work I have used a standardized questionnaire to recognize the intensity of the identity attached to the place. I got 719 appreciable questionnaires back. The answerers were inhabitants of Budapest and Pest county.

Results

Charactheristics of the sample. The combinations of socio- demografical touchstones of the sample is shown on the Table 3. The answers that I've got for the statement list about the local identity I have analyzed with descriptive statistical analysis. The questions were to value on a pentatonic scale according to which level are these typical to an answerer. (1=not at all, 5=completely) I have results close to number three every time. The high values of standard deviation and the relative standard deviation show, that the medium average results come from the marginal answers.

To get to know among which statement is a mainly connection, what motivations can the attachment to the town have, I have made a factor analysis. For the analysis I have chosen Maximum-likelihood method.

According to the results of the factor analysis I have separated the following factors:

1. **Factor: „future orientation:** (explained variance: 17.756%). My personal future is connected closely to XY town (0.800), XY town plays a big role in my future purposes (0.798), I would like to stay here forever (0,660), I am all agog to have a share in the future development of XY town (0.649), I can't imagine to live in another town, because I would give myself up (0.562).

2. **Factor: „general identification"** (explained variance: 17.193%). I make myself here indeed at home (0.750), I sence this town as my home (0.748), I feel myself here as a resident (0.715), While I am walking in the town, I am feeling to belong here (0.595), This town seems as a part of me (0.567).

3. **Factor: „external estimation"** (explained variance: 13.514%). Tourists can recommend this town (0.761), There are here a lot of things that others can envy (0.755), XY town has a great appreciation 0.664), In comparison to other towns XY town is better in many respects (0.646).

4. **Factor: „badinage to the past"** (explained variance: 10.811%). I lived to see many things, I am grown together with this town (0.724), There are lot of things in the town that remind me of my past (0.624), I know XY city so well, I can recognize it immediately by old photos (0.594).

Table 3. The constitution of the sample
Tabela 3. Próba badawcza

Specification/ *Wyszczególnienie*	Number/ *Liczba*	%
Sex/*Płeć*		
Male/*Mężczyzna*	288	40.28
Female/*Kobieta*	427	59.72
Age/*Wiek*		
Under 18/*Poniżej 18*	9	1.26
18-30 years/*18-30 lat*	374	52.31
31-45 years/*31-45 lat*	150	20.98
46-60 years/*46-60 lat*	123	17.20
Over 60/*Ponad 60 lat*	51	7.13
No answer/*Brak odpowiedzi*	8	1.12
Material status/*Stan cywilny*		
Single/*Niezamężna (nieżonaty)*	391	54.69
Maried (with children)/ *Żonaty, Zamężna z dziećmi*	159	22.24
Married (without children)/ *Żonaty/Zamężna bez dzieci*	126	17.62
Widow/widower/*Wdowa/Wdowiec*	21	2.94
No answer/*Brak odpowiedzi*	17	2.38
School qualification/*Wykształcenie*		
Primary school /*Podstawowe*	21	2.94
Secondary school/*Średnie*	188	26.29
College/university/*Wyższe*	349	48.81
Still studying/*Studia*	146	20.42
No answer/*Brak odpowiedzi*	11	1.54
Home/*Miejsce uznawane za dom*		
Budapest/*Budapeszt*	372	52.03
Other town/*Inne miasto*	251	35.10
Village/*Wieś*	88	11.74
No answer/*Brak odpowiedzi*	8	1.12

Source: own study (N=715)
Źródło: opracowanie własne (N=15)

Table 4. The measurement of territorial identity according to the Lalli-kind of list of statements
Tabela 4. Pomiar tożsamości terytorialnej zgodnie z listą stwierdzeń Lalli-kind

List of statements/ *Lista stwierdzeń*	Mean/ *Średnia*	Standard deviation/ *Odchylenie standardowe*	Relative standard deviation/ *Względne odchylenie standardowe*
XY town has a great appreciation/*XY miasto ma wielkie uznanie*	3.54	1.24	0.35
In comparison to other towns XY town is better in many respects/ *W porównaniu do innych XY miasto jest lepsze pod wieloma względami*	3.58	1.16	0.32
Tourists can recommend this town/*Turyści mogą polecić to miasto*	3.42	1.25	0.37
There are here a lot of things that others can envy/ *Jest tutaj wiele rzeczy, których inni mogą pozazdrościć*	3.57	1.29	0.36
This town gets a high priority in my everyday life/ *To miasto staje się priorytetem w moim życiu*	3.89	1.20	0.31
While I am walking in the town, I am feeling to belong here/ *Gdy chodzę po mieście, czuję, że należę do tego miejsca*	3.50	1.26	0.36
I like to see this town very intensive everyday/ *Lubię przyglądać się miastu kazdego dnia*	3.03	1.22	0.40
I sence this town as my home/*Uznaję to miasto za mój dom*	3.87	1.18	0.30
I feel myself here as a resident/*Czuje się tu rezydentem*	3.88	1.21	0.31
I make myself here indeed at home/*Czuję się tu jak w domu*	3.80	1.20	0.32
This town seems as a part of me/*To miasto wydaje się częścią mnie*	3.25	1.28	0.39
There are lot of things in the town that remind me of my pas/ *W mieście jest wiele miejsc, które kojarzą się z moja przeszłością*	3.32	1.41	0.43
I can't imagine to live in another town, because I would give myself up/ *Nie mogę wyobrazić sobie, by mieszkać w innym mieście*	2.79	1.40	0.50
I know XY city so well, I can recognize it immediately by old photos/ *Znam miasto XY bardzo dobrze, potrafię rozpoznac je ze starych fotografii*	3.26	1.25	0.38
I lived to see many things, I am grown together with this town/ *Wzrastałem razem z tym miastem*	3.28	1.23	0.37
I would like to stay here forever/*Chciałbym pozostać tu na zawsze*	2.85	1.38	0.49
I am interesting to have a share in the future development of XY town/ *Jestem zainteresowany by wziąć udział w rozwoju miasta XY*	3.03	1.22	0.40
XY town plays a big role in my future purposes/ *Miasto XY odgrywa duża rolę w moich celach na przyszłość*	2.97	1.26	0.42
My personal future is connected closely to XY town/ *Moja przyszłośc jest blisko związana z miastem XY*	3.04	1.30	0.43

Source: own study (N=715)
Źródło: opracowanie własne (N=15)

Conclusions

The Lalli statement list can be used among the Hungarian inhabitants. With using the factor analysis I have revealed the motivations of attaching a town. Relying upon these findings the separated four groups are the future orientation, the general identification, the external estimation of the town, and the badinage to the past.

Because one important goal of the town marketing is in connection to develop the local inhabitants "we awareness", I find it very important to make an identity measurement as a start for the development of the marketing program in the phase of the positions analysis. So it becomes examinable which are those areas that are needed to pay a greater attention for making the inhabitants to feel the settlement more and more as their home.

Bibliography

Bugovics Z. 2007: Társadalom, identitás és területfejlesztés. L' Harmattan Kiadó, Budapest.
Hamann P. 1995: Kommunales und regionales Marketing. Universität Hohenheim, Suttgart.
Lalli M. 1992: Urban-related identity: Theory, mesurement, and empirical findings. *Journal of environmental psychology*, 12, 285-303.
Lindstaedt T. 2006: Regionsmarketing und die Bedeutung regionsbezogener Identität. Technischer Universität, Darmstadt.
Nanzer B. 2004: Mesuring sence of place: A scale for Michigan. *Administrative Theory & Praxis*, vol. 26, 3, 362-382.
Schnurrenberger B. 2000: Standortwahl und Standortmarketing. Weißensee Verlag, Berlin.

Streszczenie

Model działań marketingowych miasta, by odniósł sukces powinien być oparty na solidnych podstawach. Podstawy te kształtują sami mieszkańcy. Jednym z najważniejszych celów długookresowych działalności marketingowej jest budowanie lokalnej tożsamości. W artykule podjęto próbę określenia działań marketingowych budujących tożsamość miejsca.

Corresponding address:
Anikó Komáromi-Gergely, assistant lecturer
Szent István University
Marketing Institute
Páter K. Str. 1
H-2103 Gödöllő, Hungary
tel. +36 28/522-000/1996
e-mail: gergely.aniko@gtk.szie.hu