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CITY BRAND CONCEPT AND BRAND CITY PERCEPTION OF EDIRNE RESIDENTS[1]

ŞEHİR MARKASI KAVRAMI VE EDİRNE SAKİNLERİNİN MARKA ŞEHİR ALGISI

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ABSTRACT

The concept of city marketing or brand city concept that has been increasing rapidly in recent years in marketing literature, is defined as all activities carried out to transform people's lives into attractive life centers that they want to live, work, invest, study and visit, instead of perceiving a particular city as an ordinary settlement in the mind of the target population by using brand strategy and techniques. When marketing literature is examined, it is seen that many academic studies have been carried out in order to market many cities in our country, although the world has many important cities. Edirne is one of the important cities of our country in terms of history, culture and tourism. The city, which was the capital of the Ottoman Empire, is home to symbolic buildings that have caused many people to visit the city. The aim of this study is to explain the concept of city marketing and its historical development, as well as to determine the opinions of the people living in Edirne. For this purpose, data will be collected from 500 people in total with the research form prepared based on the variables included in the city brand index of Anholt. The data will be analyzed through the SPSS program with the necessary statistical tests and the opinions of Edirne residents on the marketing of the city they reside in will be determined.

Keywords: City, Brand, Brand City, City Marketing, Anholt

ÖZ

Pazarlama literatüründe son yıllarda önemi hızla artan bir kavram olarak şehir pazarlaması veya marka şehir kavramı, marka strateji ve tekniklerinden yararlanarak belirli bir şehrin hedef kitle zihninde sıradan bir yerleşim yeri olarak algılanması yerine, insanların yaşamlarını devam ettirmek, çalışmak, yatırım yapmak, eğitim almak ve ziyaret etmek isteyecekleri cazibe yaşam merkezlerine dönüştürülmesi için yürütülen tüm faaliyetler olarak ifade edilmektedir. Pazarlama literatürü incelendiğinde gerek dünyanın birçok önemli şehri gerekse de ülkemizde yer alan birçok şehrin pazarlanmasına yönelik olarak birçok akademik çalışma gerçekleştiği görülmektedir. Edirne şehri de tarihi, kültürel ve turizm yönünden ülkemizin önemli şehirlerinden biridir. Osmanlı Devleti döneminde başkentlik yapmış olan şehir pek çok insanın şehri ziyaret etmesine sebep olan simgesel yapılara ev sahipliği yapmaktadır. Bu çalışmanın amacı şehir pazarlaması kavramını ve tarihsel gelişimini açıklamak, ayrıca Edirne ilinde yaşayan insanların yaşadıkları şehirle ilgili düşüncelerini tespit edebilmektir. Bu amaçla Anholt'un şehir markası endeksinde yer alan değişkenleri temel alarak hazırlanmış ve kapalı uçlu sorulardan oluşan araştırma formu ile toplam 500 kişiden veri toplanacaktır. Elde edilen veriler SPSS programı aracılığı ile gerekli istatistiksel testler ile analiz edilecek ve Edirne halkının ikamet ettikleri şehrin pazarlanması konusundaki fikirleri belirlenmiş olacaktır.

Anahtar Kelimeler: Şehir, Marka, Marka şehir, Şehir markası, Anholt

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1. INTRODUCTION

Today, branding is not limited to the products produced by countries, but also cities have become a brand. City brand is all activities carried out to make people want to live, work, invest, study and visit life centers instead of being perceived as an ordinary place in the target audience mind of a particular city by taking advantage of brand strategies and techniques (Dinnie, 2011:7). The branding of the cities implies that all resources of the city in cultural, commercial and political terms are transformed into high values in the mind of the target group (Ailawadi and Keller, 2004:334). The branding of cities is to bring the messages and experiences of that city in line with different, memorable, impressive and acclaimed elements. A successful city brand has a clear and definite place in people's minds and hearts. In order to successfully separate themselves from other competitors, it is necessary to look at this direction, investors, new settlers, and so on. Cities that promise a value and fulfill all the requirements are successful city brands (Borça, 2013:151). Countries that successfully market the city's values have demanded more shares of increased prosperity. Especially in developing countries, the importance of city marketing has increased considerably for central and local governments. The most important factor in city marketing is to distinguish the distinctive features of the city and create a city image.

There are many cities in our country that can become a brand both in terms of tourism and investments. In this context, the people living in the city center of Edirne, a historical city connected to Rumeli Beylerbeyi under the name of “Paşa Sanjak” during the Ottoman Empire period, will be examined and the qualities of 'Edirne' city values branding and marketing of the city, it is aimed to reveal the perceptions of those who participated in the research. This research is important for Edirne Governorship, Edirne Municipality, Trakya University, investment companies and NGO institutions and organizations such as the city administration in terms of strategic decisions.

2. KAVRAMSAL ÇERÇEVE

2.1. City Branding

A brand is a name, symbol, design or combination that identifies and distinguishes a company's products and services from its competitors (Kotler, 1997:23). Thus, in a particular product group, brands help differentiates from competitors (Yener, 2013:89). Strategic methods and techniques related to the brand can be used for cities as well as products and services. City branding is all activities implemented to make people an attractive place to work, invest and visit, rather than to perceive a city as a residential area only (Demirgüneş and Avcılar, 2014:557). According to another definition; it is a new discipline that uses the information obtained in brand strategy and communication to develop places and cities. This discipline expresses an understanding based on the ability to relate the forces of the city to the market needs in a good way and to ensure that a strong, positive and distinctive reputation brings a permanent advantage to that city (Tanlasa, 2005:44). While the city brand is a destination brand for visitors, it is gathered around the goals of being a strong brand by allowing new settlers to migrate to the city and, finally, entrepreneurs to invest in the city (Kaya and Marangoz, 2014). In order to be able to speak as a brand for a city, it must attract tourists, and when referring to the city, a structure belonging to a city must come to mind (Toksari et al., 2014). Some of today's developments and conditions have made city branding a necessity. These conditions are given below (Yaşar, 2013:2);

- ✓ Increasing power of international media
- ✓ Decreasing of international travel cost
- ✓ Increasing consumers’ spending power
- ✓ Increasing inter-city similarities in terms of services provided
- ✓ Increasing people's interest in different cultures

The city brand undertakes two economic tasks to ensure that the strong points of the city are properly connected to market needs or to support the renewal strategy that will bring economic revival when necessary (Seisdedos and Vaggione, 2005: 25). The city brand gives the city value in three main ways (Peker, 2006:24);

- ✓ Organizing the city's messages in line with its strong and distinctive vision
- ✓ To provide economic value by encouraging investments towards the city by exposing the potential of the city living in the city

- ✓ By expressing the city more effective and memorable, it brings value to the city by creating effective ways to increase the International awareness of the city.

City marketing began with the spread of agricultural colonization in the 17th century. In the 19th century, when cities were functionally differentiated, houses were sold for home-making and differentiated from other cities in order to increase the appeal of the city (Apaydın, 2011:6).

In city marketing, with industrialization between 1930 and 1970, employment opportunities were created. In the 1980s, it was the stage in which attraction centers of the city were promoted to the forefront in order to sell the existing characteristics of the city. In the 1990s, in order to plan physical and economic goals, attracting investment and tourism, developing a physical infrastructure, promoting public and public solidarity, promoting high quality goods were important. After 1990, it seems that marketing the city as a post-industry, focusing on advertising and city image, and intercity competition are important. The 2000s, which are the branding stages, are expressed as the period in which the city image is created by meeting the needs of the people and the business world. The period after the 2000s is known as the period when it is important to use marketing in a comprehensive way and to use advanced communication tools to provide psychological and emotional connection with the city (Kavaratzis and Ashworth, 2008).

In order to market a city effectively, some performance indicators must be in favor of the city. Features that increase the performance indicators of a city are divided into two, including internal and external performance factors. Internal factors affecting the performance of a city are as follows (Giritlioğlu and Avcıkurt, 2010); geographical location, educational infrastructure, natural structure, historical structure, local administration, representation power of the city under the Central Government, industrial infrastructure, security elements, socio-demographic structure of people and vision unity. Another factor affecting the performance of cities in city marketing is external factors. These are; economic and political conditions of the country, neighbor cities, development level of the region, and the effects of the international actors on that region. In terms of marketability, it is possible to classify cities in different forms (Akyurt, 2008: 15);

1. Classical regions: Regions that provide tourists' stay for a long time with its natural, cultural and historical resources
2. Regions with nature attractiveness: Regions with extraordinary beauty in terms of natural structures.
3. Business tourism regions: Regions are formed by the trade and industry centers and are supported by the retail and entertainment sector
4. Common feature is that they have a variety of accommodation facilities and a strong restaurant and cafeteria network.
5. Regions visited daily: Generally, regions are visited at the regional level. Coastal and border areas include this group.

3. RESEARCH METHODOLOGY

The purpose of the study is to determine the perceptions of residents in Edirne about the city they live. Convenience sampling method was used to gather data. All respondents are older than 18 years old. Data were obtained using a questionnaire that contains close-ended questions. For measuring perception of city brand, city brand index of Anholt were used. The scale has six dimension and 30 questions (five questions for each dimension). All questions are in 5-point Likert form. In total, 500 people have attended to the study. Demographic profiles of the respondents are;

Table 1: Descriptive Statistics

Factors	Variables	Mean	Factor Loadings	Cronbach Alpha	Total Var. Exp. (%)	KMO	Bartlett
Presence	V1	3,46	0,787	0,901	58,824	0,79	0,000
	V2	3,63	0,783				
	V3	3,23	0,781				
	V4	3,39	0,760				
	V5	3,11	0,723				
Place	V6	3,58	0,764		41,217	0,724	0,000
	V7	2,45	0,729				
	V8	2,76	0,657				
	V9	2,90	0,547				
	V10	2,91	0,533				
Potential	V11	2,90	0,781		44,778	0,701	0,000
	V12	3,54	0,749				
	V13	3,64	0,701				
	V14	3,77	0,558				
	V15	3,21	0,515				
Pulse	V16	3,01	0,850		56,268	0,753	0,000
	V17	3,06	0,821				
	V18	3,09	0,803				
	V19	3,10	0,666				
	V20	3,15	0,572				
People	V21	3,65	0,814		50,734	0,734	0,000
	V22	3,54	0,775				
	V23	3,61	0,715				
	V24	3,19	0,633				
	V25	3,14	0,601				
Prerequisites	V26	2,89	0,768		52,376	0,757	0,000
	V27	2,92	0,736				
	V28	3,16	0,722				
	V29	3,18	0,715				
	V30	3,01	0,676				

- ✓ 48.4% are male and 51.6% are female
- ✓ 15.2% are between 18-25 years of age, 12.6% are between 26-33, 16.2% are between 34-41, 16.8% are between 42-49, 17.2% are between 50-57, 14% are between 58-64, 8% are above 65.
- ✓ 23.4% have primary school degree, 25.7% have high school degree, 31.4% have undergraduate degree, and 17.2% have graduate degree
- ✓ 17.4% have 0–1,300 TL monthly household income, 16.8% have 1,301–2,000 TL, 17.6% have 2,001–2,700 TL, 17% have 2,701–23400 TL, 15% have 3,401–4,100 TL, and 16.2% have more than 4,100 TL
- ✓ 36.4% are clerks, 17.4% are students, and 14.2% are private sector workers

Anholt city brand index has 6 different dimensions which are; presence, place, potential, pulse, people, and prerequisites. Each dimension is represented by 5 different variables, so the scale has 30 variables in total. Some descriptive statistics of these 6 dimensions are shown in Table 1. Internal reliability of the scale is measured with Cronbach alpha and it is required to be at least 0,70. The scale used in the research has 0,901, so it has sufficient internal consistency level. As seen in Table 1, the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) results are between 0,701-0,790, which are greater than 0.6; this means the sample size is adequate for factor analysis (Pallant, 2005). The significance value of the Bartlett test is lower than 0.05 (0.000); therefore, factor analysis is appropriate.

Table 2: Test of Normality

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Presence	0,114	500	0,000	0,973	500	0,000
Place	0,092	500	0,000	0,984	500	0,000
Potential	0,079	500	0,000	0,976	500	0,000
Pulse	0,062	500	0,000	0,986	500	0,000
People	0,087	500	0,000	0,977	500	0,000
Prerequisites	0,068	500	0,000	0,990	500	0,001

According to Kolmogorov-Smirnov test and Shapiro-Wilk test the 6 factors of Anholt index are not distributed normally, so parametric tests cannot be used to analyze.

According to the results in Table 3, all factors of Anholt brand city index are correlated statistically significant and positively with each other. The highest correlation is between people and prerequisites factor (49,3%) and lowest correlation is between place and potential factors (24,7%).

In Table 4, the test results are shown between demographic variables and dimension of Anholt city brand index. Mann-Whitney U test was performed for gender and Kruskal-Wallis test was performed for age, education, occupation and income. Statistically significant results are shown bold.

According to the results the perception of residents in Edirne does not differ in terms of their gender. The respondents' ages have effect on presence, potential and prerequisites factors. People between 34-41 have the biggest score about presence factor (Mean $Rank_{34-41}$ = 290,83). People who are older than 65 have the biggest mean ranking value for potential (307,20) and prerequisites (313,76) factors. Perceptions of respondents who have primary school degree are higher than other groups in pulse (294,97), people (307,74), and prerequisites (307,50) factors. According to the occupation of the respondents, perceptions of the merchants in Edirne are higher (340,75) in presence factor. Workers have the highest mean rank in place factor (284,43) and people factor (309,71). In prerequisites factor, housewives have the highest mean rank (378,40). The lowest mean rank in each factor belongs to students. People who have 2001-2700 TL monthly income have the highest mean rank in presence (292,76), people (304,76) and prerequisites (275,99) factors.

Table 3: Correlation Analysis

		Presence	Place	Potential	Pulse	People	Prerequisites
Presence	Corr. Coefficient	1					
	Sig. (2-tailed)	.					
	N	500					
Place	Corr. Coefficient	,450**	1				
	Sig. (2-tailed)	0	.				
	N	500	500				
Potential	Corr. Coefficient	,432**	,247**	1			
	Sig. (2-tailed)	0	0	.			
	N	500	500	500			
Pulse	Corr. Coefficient	,408**	,320**	,315**	1		
	Sig. (2-tailed)	0	0	0	.		
	N	500	500	500	500		
People	Corr. Coefficient	,446**	,343**	,430**	,436**	1	
	Sig. (2-tailed)	0	0	0	0	.	
	N	500	500	500	500	500	
Prerequisites	Corr. Coefficient	,444**	,393**	,373**	,424**	,493**	1
	Sig. (2-tailed)	0	0	0	0	0	.
	N	500	500	500	500	500	500

Table 4: Statistical Tests with Demographic Variables

	Gender	Age	Education	Occupation	Income
Presence	0,205	**0,002**	0,051	**0,001**	**0,002**
Place	0,848	0,181	0,279	**0,003**	0,072
Potential	0,836	**0,022**	0,255	0,172	0,183
Pulse	0,367	0,205	**0,001**	0,016	0,206
People	0,428	0,439	**0,000**	**0,000**	**0,000**
Prerequisites	0,074	**0,000**	**0,000**	**0,000**	**0,008**

4. CONCLUSION

A brand is a name, symbol, design or combination that identifies and distinguishes a company's products and services from its competitors (Kotler, 1997:23). Strategic methods and techniques related to the brand can be used for cities as well as products and services. Although branding concept is usually used for products and services, its scope includes cities and places today. When a city become a brand, it is separated from other places and remembered easily. Countries that successfully market the city's values have demanded more shares of increased prosperity. Especially in developing countries, the importance of city marketing has increased considerably for central and local governments. The most important factor in city marketing is to distinguish the distinctive features of the city and create a city image.

Turkey has a great potential for city branding. There are many cities that can become a brand both in terms of tourism and investments. Edirne is one of these cities. Edirne was one of the capital cities of Ottoman Empire. In this study, the perceptions of residents in Edirne about the city they live were determined. In order to determine the brand potentials of cities, there are some indexes. Anholt city brand index is one of the popular indexes. This index has six dimensions which are presence, place, potential, pulse, people, and prerequisites. In this study Anholt index was used to measure the potential of Edirne city.

According to the statistical test results, all dimensions of Anholt brand city index have positively correlated with each other. If one of these dimensions rises, then other factors will also increase. According to some demographic characteristics of the respondents (age, education, occupation and income), brand city perception differs. Since the sample size of this study is limited with 500 people, the results of the study cannot be generalized, however this study may be used as a guide for researchers who are interested with city branding concept and city brand potential of Edirne city.

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