

City Branding of Lahore: Participatory Place Branding

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MASTER OF SCIENCE IN MANAGEMENT SCIENCES

(Marketing)



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CERTIFICATE OF APPROVAL

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Dedication

This work is devoted to my Father.

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Ayesha Ahmad

Certificate

This is to verify that Ms. Ayesha Ahmed has integrated all comments, suggestions and observations made by the external evaluators as well as the internal evaluators and thesis supervisor. Her thesis title is: **City Branding of Lahore: Participatory Place Branding**

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Abstract

In the face of substantial research on City Branding, there is still a plethora of avenues to explore in the domain of Participatory branding of cities. This study aimed at analyzing the behavioral outcomes of brand associations of a city. The study fills a contextual and relative gap in the previous literature by examining the brand associations of a city brand. A questionnaire was used to collect data from a sample of 290 respondents of Lahore to empirically test the hypothesized relationship. The findings accepted all other hypothesis except significant relationship of attitude towards branding and self-brand connection with brand advocacy. The mediating role of self-brand connection had a significant relationship with all the brand associations. This study would help city governance to understand the participatory approach for improving brands of cities, hence promoting tourism and visitors.

Keywords: *Self Brand associations, Brand advocacy, Participatory Place Branding.*

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CHAPTER 1

1. INTRODUCTION

1.1. Background

Branding has arisen as the priority of the upper management in the last few decades due to the emerging awareness as “brand” the most treasured immaterial assets a firm can have (Keller, 2006). Regions are also being endorsed through branding policies like goods or services are branded. Cities and destinations have various topographies which include their art, culture, landscapes or food. Such distinguished features are used in creating brand imageries and associations (Kemp, Childers & Williams, 2012). Though marketing places is trickier than branding goods and services because of large group of stakeholders and establishment’s stake in it. Place branding is creating some uniqueness, which distinguishes one place from others in order to gain an economical brand value. A distinct characteristic is necessary regarding branding, which is every so often assumed as the creation of symbols and catchphrases on the city’s publicity collateral.

Nonetheless, branding is an extensive course that offers a discrete emphasis on the communicative feature of all marketing procedures without substituting the marketing procedure (Kavaratzis, 2004). Kotler et al. (1993) says that most primitive literature on destination marketing has identified three key stakeholders in city branding i.e. residents, companies, and visitors. Hence, measurement of brand loyalty and brand equity is more challenging to measure and achieve making it more crucial to create effective branding strategies that cater all stakeholders. We will discuss the role of residents in branding their city and how they will advocate their city and improve its image and branding.

There has been a clear focus of city branding studies regarding their external relevance i.e. the understanding of how using the destination brand behavior of the tourist or visitor’s behavior can be molded (Pike, 2004) with the intentions of revenue generation for the region (Morgan, Pritchard and Piggott, 2002). Place marketers face numerous restraints when struggling to relate

marketing policies in a municipal framework. Similar to other methods of governance, place branding includes several different actors who may have difference of opinion about the marketing tools or the brand that best seizes the desired distinctiveness of the city. Some might look from resident perspective and some as a resident's perspective which changes their view of the city and its fundamentals. For instance, assessment making can be troubled if the division of accommodation supports a campaign that wants to brand the city as a peaceful housing area, whereas the economics department desires to highlights the business venture opportunities.

Place or region branding reveals the mounting attention in the ways that societies, cities, states and countries market themselves. Place branding highlights the marketing and branding of cities to the residents as a residence and to industries as a place to capitalize.

In place branding many factors help together to form a strong image of a destination. Marketing places is trickier then branding goods and services because of large group of stakeholders and establishment's stake in it. (Leisen, 2001). Consumers need associations and pathways in their schemas to enable them to reach to that brand and to remember it.

Community history, inheritance and beliefs are important machineries of city branding, and research has delivered historic interpretations of how cities have branded and promoted themselves (Runyan and Huddleson, 2006). Csaba (2005) says that growing research on city branding to attract tourists and visitors has its benefits yet some limitations, multiple identities of cities, branding conflicts; conflict of interest among stakeholders not only contributes to the lack of unity for a brand development but is also fundamental to successful branding.

1.2. Gap Analysis

City Branding researches revolves around the city governance and stakeholders involved in the city i.e. residents, companies, and visitors are usually not involved in the process of strengthening a city as a brand, literature lacks the study on participatory behaviors of city branding stakeholders used as a tool in marketing the city's uniqueness in art, culture and food.

The importance of internal audiences is highlighted in participatory approach of branding (Ind & Bjerke, 2007). This approach actually positions the branding procedure as a dialogue and negotiation between stakeholders (Hatch & Schultz, 2009).

Theory and practice of place branding indicates substantial shortcomings in considering the role of the citizens in the city branding process (Braun, Kavaratzis & Zenker, 2013). Therefore, the aim of this research is to analyze the multidimensional role of residents in this process. This study will investigate the aspect where visitors, residents and businesses in the city can voluntarily advocate their city.

There are few knowledge gaps regarding city branding which need to be recognized. Firstly, Investigations have been done for ethnic and heritage brands, but studies offered merely a developed and advanced country standpoint (Balmer, 2011). The concept of city branding is very popular in the rest of the world but in Pakistan it's relatively a newer concept which is why the main gap we found is contextual, where Lahore has never been studied for City branding but it has a great potential to become a strong city brand. Pakistan has suffered a lot because of terrorism in the area. Also According to Haq and Wong, (2010) Pakistan can be a good place to study place branding, as no study has yet studied destination branding concerning the numerous destinations traced all across Pakistan.

As a nation there is a huge need to change that image and brand our cities using our culture, food, festivals and historical landscapes. Using city branding as a tool we can change the way the world looks at us and it will help in increased number of visitors and economy will flourish. Lahore has rich historical background with landscapes to flaunt from the Mughal era. It has rich cuisines which represent not only history but people with the love and passion for food and people with generous hearts.

The objective of this study is to discover how vital concepts like branding and marketing can be useful for place branding. It purposes to study in what manner internal stakeholders, precisely the people who are residing in the city are fundamental in the process of brand development.

1.3. Research Questions

On the basis of gap analysis, this particular research proposed to study the affiliation of Brand advocacy and self -brand connection and would provide an answer to the questions:

Question No.1:

Do self brand connections have positive and significant effect on brand advocacy?

Question No.2:

Whether self brand connection has the mediating effect on the relationship between brand advocacy and brand associations of a city?

1.4. Research objectives

The foremost objective of this study is

- a) To examine the applicability of Brand associations to predict Brand advocacy in case of City branding as it does in other products/service brands. Additionally, the study also aims at exploring whether If self brand connection mediates the relationship between brand association and brand advocacy or not.

1.5. Significance of the Study

The capability to identify, evaluate and use information concerning the relationships that buyers take part in with the products of a particular brand they buy is of certain significance to experts and academics in the marketing field.

Assessment of cities in expressions of diverse brand image positioning, with a highlighting on the pursuit for a distinct and distinctive position has been found in present city branding literature, which manifolds the appeal of that city for its residents and others (Merrilees, Miller & Herington, 2009). This paper drives it more and tries to enlighten the city brand attitudes'

determination. Classification of the city brand attitudes' determinants offers an unfathomable indulgence of branding process in this specific situation and offer a context which may help in residents in the modification of approaches for the public good.

This study progresses city or place branding study abundantly. Mainly, Paradigm of the city branding has recently shifted to overall brand assessment globally. Brand associations provide an estimation of the strong suit of the city brand and the relationship side of the brand by highlighting the associations residents or prospect residents have for the city .Furthermore, the paper enunciates a structured model of the city brand attitudes' determination, allowing the recognition of central city brand attitudes.

1.6. Theories Supporting Research

This paper draws on social identification theory to study the connection of self-brand connection with brand advocacy. Latest consumer behavior studies have considered the psychological and emotional connections different individuals form with brands, brand societies and the brand affiliations that exceed reliability (Fennis & Pruyn, 2007). Specifically, the self-brand connection factor of brand identification described more adjustment of consequent variables containing feelings like loyalty, inclination to pay premium prices and be brand advocates (Carroll & Ahuvia, 2006). According to Stets and Burke (2000) the social identity theory helps one in identifying oneself and elaborates the way how a person relates himself to a particular social group or community.

Underpinning social identity theory gives answer to why people buy a certain brand or product, it is because such a purchase makes them feel more esteemed in their social group and leads them towards loyalty (Marin, Ruiz & Rubio, 2009). In the light of existing literature, it is assumed that these theories would provide a strong theoretical background for this study and contribute to literature of marketing and city branding significantly.

CHAPTER 2

2 Literature Review

2.1. Brand Advocacy

Brand advocacy proposes a range outside probable future support behaviors and shares information describes just one feature of customer advocacy. It serves as the “communication between consumers about a product, service, or a company in which the sources are considered independent of commercial influence.” (Litvin, Goldsmith & Pan, 2007). These stimuli are of great significance in the tourism industry, because of the tangibility of the products prior to consumption (Litvin, Goldsmith & Pan, 2007). Having expanded work on customers and their behavior, Bettencourt (1997) used specific terms like “loyalty”, “cooperation” and “participation” for customers keeping in view their voluntary performance.

Decision making is also highly influenced by Brand advocacy source as it plays a progressively vital part in it. Consequently, it is extremely vital for marketers to comprehend how to take control, and not be controlled, by this force (Litvin, Goldsmith & Pan, 2007). The decisive inquiry of “Would you recommend us to a friend?” is important since it studies performance, value, features and associative touch point like brand links and emotions. The influence of WOM activism is in its consistency as an evidential source (Rusticus, 2006). Fournier (1998) and Aaker (1999) explicitly plead to scholars concerning the prerequisite for research in marketing to study the profound, persistent brand relationships that promise favorable consequences for firms. K. Murray (1991) also highlighted the importance of WOM in its credibility as a source of information which is not biased.

Brand advocacy seems dependable as it is passed by unbiased parties and it involves one to one communications (Sahinaand & Baloglua, 2014). Customers who have developed a relationship of trust and commitment are more loyal to the brand and Those loyal customers are more likely to bring in more attention by advocating for the brand and recommending it to friends, relatives, and other potential consumers (Schultz, 2005). Brand trust are likely to create personal

connections with the brand itself which makes customers justify their loyalty and commitment in the social circle making them brand advocates.

Individuals are driven to make a noble and worth impression to achieve community approval and for the primary and deep-down satisfaction of a constructive self-image (Schlenker, 1980). So we can say that people are likely to go for the referrals of the brand that they think of as congruent in terms of their self-brand connection. Reference groups in Consumer studies have verified congruency between group association and brand norm (Bearden & Etzel, 1982). Cognitive dissonance reduction strategies begins even before contentment judgments are properly fashioned, leading new customers to strive to communicate the “goodness” of their choice to others. This is done either to prove them or to inhibit others from turning a blind eye to their skill of making good choices (Wangenheim & Bayón, 2007).

The instrument of resident input is often raised as one way out for such conflicts, but it remains scholastically vague how and particularly why this perception should be effective. However, since the original aim of marketing is to recognize and satisfy the consumer’s needs and wants (Kotler and Levy, 1969). Place marketing aims to maximize both the economic and social functioning of the area concerned (Zenker and Martin, 2011), resident participation could be perceived as one way to progress the involvement of the citizen with the city.

Residents are not only the passive beneficiaries or place customers in place branding, but also co-producers and active allies of public goods (Olsson & Berglund, 2009). Thus, they increasingly demand a more participatory role in city branding activities (Braun et al., 2013). Freire (2009) and Hospers (2010) have stated the impression of residents as the active participants for branding of a city. Major part of the past literature on inner-city governance highlights the significance of resident involvement in governance processes (Zenker & Seigis, 2012), and factors into the discussion amongst marketing scholars about participatory branding (Warnaby, 2009). In this paper we shall highlight in what way brand trust, brand uniqueness and perceived quality can spur brand advocates. Klijn, Eshuis, & Braun (2012) and Eshuis & Edwards (2013) indicate that citizens have a highlighting part in the word of mouth for a city since their word is taken for it as a party which is unbiased.

The paper aims at developing and presenting involved place branding method to help place managers device such a structure.

2.2. Self-Brand Connection

Brands helping consumers to demonstrate their chosen concepts of themselves have high consumer commitment levels (Cooper, Schembri & Miller. 2010). The concept of self-fulfillment need of consumers is one normally established viewpoint inhibiting from the literature of consumer behavior (Belk, 1988; Dolich, 1969). Matching process, blending or combining helps consumers in picking brands that are conforming to their opinion of themselves (Chaplin & John, 2005). According to Escalas and Bettman (2003) such connections are shaped when brands aggravate solid and promising brand associations from the consumer's standpoint Hankinson (2004) vouches that self-image concept can be the decisive point for consumers to buy a brand or not. Service brands usually emphasis on creating favorable experiences for consumers by ensuring satisfaction with service performance and provision of value (Lovelock, Patterson, & Walker, 2007).

According to Escalas (2004) and these favorable service experiences are expected to facilitate a Self brand connection. Consumers having elevated self-brand connections reply to undesirable brand information as they do to their own letdown and failures — a hazard is experienced by them to their positive self-image. Consumers with extraordinary SBC, similarly, kept promising brand assessments regardless of adverse brand information. Though, when they accomplished a separate self- pronounced task, they drop their brand assessments the same as low. This outcome advises that high when consumers with higher self-connection with brand give to lower brand evaluation, it might be influenced by the enthusiasm to shield their own self rather than the brand.

Consumers are able to create self-brand connections when they learn the fit/connection between brand images and their self-concepts. By developing a self-brand association to that brand, they are more likely to be the representatives for the city because once it becomes their personal identity then its matter of their personal reputation then of the brand which boosts the advocacy relationship with brand ultimately and in case of city branding it will help in more revenue creation avenues from the tourist and visitor's point of view. For example, Residents were

engaged by Washington for their support in the State promotion (Kemp, Childers & Williams 2012).

City branding stance is being advocated in two rooted premise. The first states that the city's meaning is shaped in the minds of the people. Residents "meet" and comprehend cities the way they accept their insights and by further handling of those perceptions into their comprehensible view of the city. In common, individuals construct places and make sense in their thoughts through these routes (e.g. Crang 1998; Holloway & Hubbard 2001).

Holloway & Hubbard (2001) refer to:

"...environmental knowledge is acquired through our interactions with, and movements between different places. We carry mental representations or place images around 'in our heads' ...what is referred to as 'mental maps'. These mental maps summarize each individual's knowledge of their surroundings in a way that is useful to them and the type of relationship they have with their environment."

The exercise is similar to the method of image creation of other things like long successfully managed (as brands) products, services and organizations, This concludes that, in spirit, brand associations with cities are created and evaluated by people just like associations of other brands are evaluated by them. In other words, cities and brands are understood by people in the same way. Services markets are projected to exist beside an identification continuum established upon levels of consumer commitment and emotional association. We explain the influence of social identification by concentrating on one service industry, the city branding, an business characterized by especially high altitudes of identification concerning consumer i.e. resident and market proposing (Underwood, Bond& Baer, 2001).

Attitudes toward branding approaches and opinions of brand quality can consist of Brand associations (Low & Lamb, 2000). This connection becomes challenging to imitate for competitors where users' self-concepts are connected to a brand, a brand may be capable of attaining a persistent advantage because of such association. Brand associations help consumers to organize, process and recover facts in remembrance (Low & Lamb, 2000), it also helps buyers to foster, build, and express their personalities (Aaker, 1991).

Brand Advocacy and Self-Brand Connection

Self-brand connection according to Wallendorf & Arnould (1988) is used as a tool for satisfying psychological needs, reinforcement of uniqueness and allowing the person to bond to others. Therefore, the idea that clients form a connection to a brand as they consume the product for self-construction is significant to leaders in marketing. Satisfied consumers have more probability of continuing using favored brands eventually as a means to preserving and highlighting the desired self-identity (Dolich, 1969). Consumers may use brand associations like brand commitment and brand trust to create self-brand connections if you trust a brand, you are more probable to form a self-brand connection which ultimately leads to talk good about that brand. This is what we are proposing in this research. Based on the above argument the study propose the following hypothesis.

H5. Self-Brand connection has a significant positive effect on brand advocacy

2.3. Attitude towards Brand

Attitude toward the brand is an association that may be a pre associative point of self-brand connection within the framework of destination branding. Community awareness may manifest when citizens turn into believers for the brand when a self-brand connection occurs in city branding efforts' context. Prior studies have provided affirmative backing on the bond of city brand attitudes and the opinion of its eminence of life (fulfillment and contentment).

Keller (1993) defined "brand associations" as "informational nodes connected to brand nodes in memory that provide meaning". It shapes there attitude towards the city branding efforts. The basis of buyer's intentions, as well as concrete action can be the Brand attitude and a consumer's assessments of a product. Consumers 'attitudes towards a brand can reveal a facet of the meaning they confer to the brand (Low & Lamb, 2000). Zeithaml (1988) proposer that these outlooks may be interrelated to views about product-associated features and practical services of the brand.

In comparison, attitudes are linked to opinions regarding non-product- associated characteristics and representational assistances of the brand (Rossiter & Percy, 1987). Such attitudes help in value expression by letting parties' reveal their notions about self (Keller, 1993).

According to Tajfel (1974) People are innately driven to be identified with confident entities and ideas to achieve positive uniqueness. Subsequently, clients may be more likely to bring into line themselves with the brand when they have satisfactory attitudes toward a brand, (Virgo & de Chernatony, 2006). Optimistic attitudes toward the city's brand escalate the probability of such connection evolving with a brand. In addition, Friedman and Miles (2002) suggest accept have accepted the significance of constructing encouraging insights regarding a brand linked to a terrestrial area.

A city's branding management power and presents rational maps in an advantageous manner to the city's environment and prerequisites for economic and social advancement because branding of a centers on the perceptions of people and imageries (Fitchett, 2005) brand associations are used by Marketers to form encouraging attitudes toward brands as well as discriminate and place them accordingly (Low & Lamb, 2000). Eventually, strong, positive, optimistic brand associations might lead buyers to progress relations with the brands that best empower them to express their concepts of self.

Looking at it from sociology perspective, it is a method of familiarizing direction and confidence into what is in norm an unruly truth. As Mommaas (2002) enlightens "Seen in this way, brands are not purely a source of differentiation but also of identification, continuity and collectivity" Rainisto (2003) suggests that just like brands, cities tend to satiate symbolic, functional, emotive needs and the traits that satiate those needs must be composed into the city's inimitable scheme (Ashworth & Voogd, 1990).

Miniard, Obermiller and Page (1983) suggest that Attitude toward any brand is an imperative determining factor of buying behavior. Eagly & Chaiken (1993) have verified that this attitude toward a brand stimulates the attitude towards the brand acquisition which powers the consumer's inclination to make a transaction.

For a thoughtful know-how of the inhabitant's value of life, the paper attempts to form a theoretical model in which two methodologies (emotional marketing involvements of food related happenings in the city and using historical and cultural heritages) are assimilated to quantify their effect on city brand propositions to check whether this leads to enhancements on inhabitants' insight of the quality of their life and to see in what way it supports them in forming brand associations and to what degrees they are faithful to their city so they can spur city brand advocacy. Based on the above argument the study proposes the following hypothesis.

H2. Attitude towards Branding has a positive and significant effect on brand advocacy

2.4.Brand uniqueness

According to Agarwal and Rao (1996) Brand individuality “is considered a core/primary Customer Based Brand Equity facet” Uniqueness is known as “the degree to which customers feels the brand is different from competing brands” — in what way it is dissimilar, comparative to opponents. As stated by Hoyer and MacInnis (2001), humans build zealous relationships with exclusive brands for sake of overcoming emotional state of self-distinction and association to the circle. Lee and Ottati (1996) back that the theory of “social identity” along with “theory of optimal distinctiveness” back the suppositions regarding the human longing for the need of unique identity formation amongst their peers (Brewer, 1991). Possessions and brands may be used to fulfill such psychological needs as keenly creating one's self-concept, supporting and expressing self-identity also letting one to differentiate oneself and proclaim one's sense of individuality (Richins 1994). Baker and Cameron, (2008) further explain that Destination brands endorse their differential image to consumers and residents, this differential point is constructed on its unique and distinctive identity which in this case is the authentic food if Lahore, historical landmarks of Mughal era and patriotic association with Lahore.

Brand's uniqueness can be measured through their differentiating publicity claims and from first-hand experience with a brand. Features shared with substitute choice of brands may annul each other when encountered with a choice among brands because they offer petite analytical information toward fondness (Dhar & Sherman, 1996). In difference, distinctive traits do offer analytical evidence by distinguishing one brand from another brand (Tversky, 1972). Assumed, that customers incline to be intellectual savers, the distinctive characteristics offer a streamlined

heuristic for picking out amongst substitutes. Carpenter et al. (1994) Latest evidence backs this finding as exclusive facet of a brand affecting individuals' preferences for a brand (Kalra & Goodstein, 1998).

Customer's affection is better for brands that show a substantial part in influencing his identity as per Consumer-brand relationships research (Fournier, 1998). Carroll and Ahuvia (2006) inspect self-communicating brands which they tend to describe as products that individuals see as a manner to complement their social identity or to reveal their innermost self. Perception of uniqueness from a brand is caused by end user's valuations of product offerings that differentiate brands from others.). Distinctive features of brands may possibly sway consumer likings (Kalra and Goodstein, 1998).

Brand uniqueness is frequently proved through publicizing statements also from earlier understandings in brand usage (Netemeyer et al., 2004). Thomson, MacInnis and Park (2005) also establish that a link between the strength of consumers' urge for the brand and their readiness to pay top monetary value for that brand occurs. Likewise, consumers seem further prospective to participate in progressive word of mouth behavior when they see noteworthy emotional connections (Dick & Basu, 1994). Moreover, consumers time and again take uniqueness as outstanding worth and sophisticated quality (Netemeyer et al., 2004).

Literature of brand equity widely recognizes that the more a person associates worth to a brand name more will be his willingness to even give good money for the product and to endorse it to other people (Yoo, Donthu & Lee 2000, Keller, 2003). For cities, citizens every so often count on the exceptional facets of their cities to focus points of supremacy above other towns. Themes of uniqueness may comprise things like authentic foods (e.g., Chicago pizza, Indian chilli food and Italian pasta) and even ingenious names (e.g., New York, as the "City that Never Sleeps"). Consequently, views of distinctiveness may raise spirits of ownership and pride in the eyes of the natives. In due course, these emotional states may perhaps influence citizens to become more connected to their city's brand (Vázquez, Belén del Rio & Iglesias, 2002). So it can be hypothesized as:

H1. Brand uniqueness has a positive significant effect on Brand advocacy

2.5. Brand Trust

According to Aaker (1991) brand associations are more like thoughts linked in remembrance to a brand. Buyers use these associations to construct connections to the brand. Referring to Chaudhuri and Holbrook (2001) "Trust is the disposition of the usual consumer to count on the brand's capacity to accomplish its identified purpose". Dawar and Pillutla (2000) also label brand trust in expressions of dependability and reliability. Other definitions of trust accentuate the impression of dependence and reliance as decisive to trust.

Most of the consumer researchers agree on this that these affiliations add to the buyer's logic of self, and it may facilitate a person's identity affiliations (Belk, Wallendorf & Sherry, 1989). Using brand association city brand advocates can be produced which is the most effective way of spurring the good word of mouth. In Internal branding strategies, the brand commitment among all of a company's internal stakeholders is encouraged and worked on (Burmamann & Zeplin, 2005) so as to make them real brand ambassadors. For example if you are not pleased with the place you live in, you will not endorse it for living and, if likely, you might move to a different place.

Brand associations are those beliefs held by the consumer that the brand is honest, trustworthy, and cares about its customers. Brand image stability is observed as the mark to which consumers feel the brand has a rich legacy/history and a positive image.

The association of buyers with brands is comparatively complicated concept to actually capture the fertility of the associations which can affirm brand relationships (Fournier, 1998). The structure of consumer-brand bonds includes aspects of commitment and self-connection. Trust fashions exchange relationships that are exceedingly valued so, Brand trust leads to brand commitment. Highly valued relationships create a connection between brand and self which reflects intensity of the trust residents have in their city representing themselves. Blackston (1992) contemplates faith as an element of customers' Relationships with brands.

Affective commitment is shown through a lasting inclination for one brand over others, continuing the usage of the brand, endorsing the brand to peers, your circle, and reluctance to the competing brands' switching incentives (Zeithaml, Berry, & Parasuraman, 1996).

Branding attempts to form links with the city, those are emotional, rational and rational character of promotion intrusions. This definitely does not imply that the practical and logical characteristics are not imperative now. It indicates a variation of course in that the chosen brand is what leads the publicizing actions on the city's corporeal atmosphere.

In this paper we will study brand trust with regard to city branding and how trust helps as a brand association for a stakeholder of the city. Scott (2011) and Smith (2001) consider trust as the vital trait for a brand because brand trust signifies a strong relationship which can benefit the city's relationship with that of its residents. Shaw and MacLeod (2000) reflect that most of the expressions of contemporary brand development use arguments related to individual relationship such as trust. Consumers who construct their self-identities on the basis of brand associations may be more forgiving of marketer blunders. They may also be more loyal and less likely to switch to competitors' brands in response to price cuts. As a result, the concept that consumer creates a link to a brand as they use the brand's associations for self-construction is essential to branding leaders (Escalas & Bettman, 2003). Based on the above argument the study proposes the following hypothesis.

H3. Brand Trust has a positive significant effect on brand advocacy

2.6. Perceived quality

Consumer's assessment of quality can be influenced by numerous factors, which includes special requirements, individual product experience, and consumption (Yoo et al., 2000). Customer's particular valuation about a produce's general brilliance in position to competitive offerings is known as Perceived quality (Aaker, 1991). High perceived quality persuades a buyer to pick a brand over rival products (Netemeyer et al., 2004).

The notion of Perceived quality is even important than the quality itself though brand cannot compromise on quality if they want to keep long term relationships with the customers but the perception of quality attracts a customer at first. Numerous consumer theories offer foundation for depicting associations between price premium and other Customer based brand equity facets.

Rendering to memory theory, once information is stored, an associative network forms that links the associations in certain way (Alba et al., 1990). Quality judgments may be inferred via direct experience with a brand, and judgments from direct experience are considered more strong and are more effortlessly “accessed and retrieved” from memory (Fazio and Zanna, 1981). Consistent with expectancy value theory, Keller (1993) also theorizes that brand associations are at different levels of abstraction where brand attributes, benefits, and an overall affective brand attitude represent the levels hierarchically

Status and prestige constitute as an important icon of a person's social upright (Eisenstaedt, 1968). Girard (2010) says that in social judgment the figurative thing is not so much as an image of a consumer's aspiration for this extraordinary good as it is the yearning for group acknowledgment. Customers incline to narrate the repute of a brand to the individual personality in order to escalate their self-assurance (Bizman & Yinon, 2002). The “theory of social identity “and self-esteem theory back these contemplations (Eastman, Goldsmith & Flynn, 1999)

With respect to city branding, the supposed quality of a brand name can integrate inhabitants’ opinions that branding struggles instill what is accurately an optimistic aspect of a place. For instance, if New Yorkers come across the “I Love New York” catchphrase on products, they connect this with happiness and pride for the city. If the citizens remain persuaded that the branding determinations make known fundamental capability of their town, this may perhaps encourage people to initiate to align themselves with a brand name that is respected and represents quality.

As stated earlier, brand associations can perform in aiding some consumers’ concept, foster and communicate their identities. Once they fit together with the brand, and sense that this brand personifies who they are and now they are expected to spread encouraging valuations about the brand to public and social groups. Consequently, it is anticipated in city branding, a self-brand connection will mediate the relations between brand advocacy and city brand associations.

H4. Perceived quality has a positive effect on self-brand connection.

Self-Brand Connection as a mediator:

Self-brand connection is anticipated to mediate the influences of Brand Trust, Perceived uniqueness, Attitude towards branding and perceived quality on Brand Advocacy. The associative network memory theory (Keller, 1993) lends support to the proposed mediation.

People are driven to craft a good impression to gain social approval and to project a positive self-image, even to oneself (Schlenker, 1980). Social psychological inquiries have acknowledged some practices for impression management: complying with social norms, self-promotion and projecting consistency between beliefs and their behaviour (Fiske & Taylor, 1991). The sense and value of a brand is not just its capacity to express one's self, but its role in assisting consumers build their self-identities by forming connections to brands (McCracken, 1989). To project consistency between their beliefs and behaviours consumers like to flaunt and talk about their lifestyle including the brands they associate themselves with, cities they live in their association with their native city. Based on the above argument the study proposes the following hypothesis.

H6. Self-brand connection mediates the relationship between brand uniqueness and brand advocacy

H7. Self-brand connection mediates the relationship between attitude towards branding and brand advocacy.

H8. Self-brand connection mediates the relationship between brand trust and brand advocacy.

H9. Self-brand connection mediates the relationship between perceived uniqueness and brand advocacy.

Conclusion

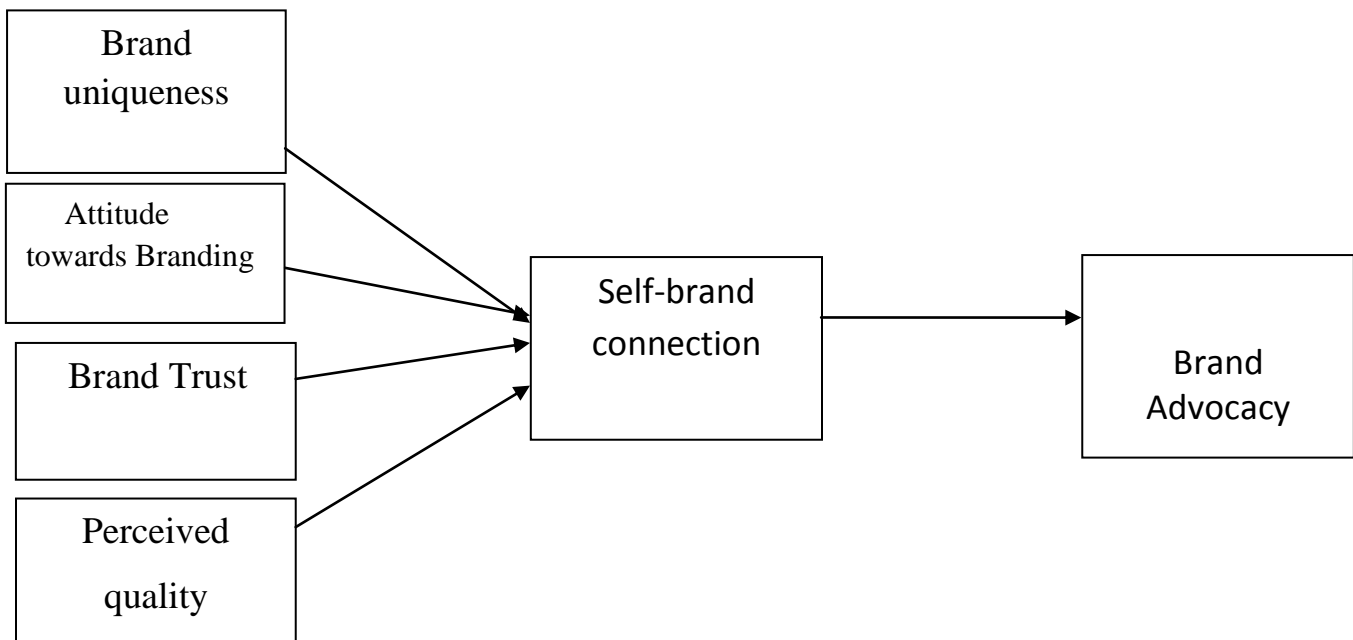
In the light of the above literature, branding techniques can be applied on city branding and social behaviors can determine whether residents will participate to advocate for their city and realize the connection between them and the city they live, this connection can strengthen and weaken the advocacy of the citizens depending on the social benefits they will get as their city ambassadors. Social benefits are the consumer's perception of personal and special recognition by their brand (Grégoire et al., 2009).

Therefore, place marketing is about evolving a place that fits the needs and wants of inhabitants, tourists, and investors. Marketing is about responsiveness more than persuading, even though persuasion is a vital part of place marketing. The hint behind the wider marketing approach is that promotion is much more effective if it is directed at what stakeholders want. At this point, marketing is about not only sending messages but also receiving messages.

Summary of Hypothesis

- H1:** Brand uniqueness has a positive relationship Brand advocacy
- H2:** Attitude towards Branding and Brand advocacy are Positively associated
- H3** Brand Trust and Brand advocacy are positively associated
- H4:** Perceived quality and self-brand connection have a Positive relationship.
- H5:** Self-Brand connection is positively associated With Brand advocacy.
- H6:** Self-brand connection will mediate the association between brand uniqueness and brand advocacy
- H7:** Self-brand connection will mediate the relationship between attitude towards branding and brand advocacy.
- H8:** Self-brand connection will mediate the link between brand trust and brand advocacy.
- H9:** Self-brand connection will mediate the association between perceived uniqueness and brand advocacy.
-

2.7. Research Model



City Branding of Lahore: Participatory Place Branding

CHAPTER 3

Methodology and Research Design

3.1. Type of Study and Type of Investigation:

Quantitative research generally involves gathering and adapting data into arithmetical procedure so that empirical calculations can be made and deductions are drawn which makes it a reliable and authentic research approach. In this paper Quantitative research approach will be adopted. This will be an objective study starting from hypothesis formation making it hypothetico - deductive method. The method usually includes that theories are speculations projected to describe a set of observable data. These premises, nonetheless, cannot be conclusively recognized until the consequences that rationally follow from them are tested through other sets of data.

3.2. Time Horizon:

The data collection was done in one time which makes it cross sectional study.

3.3. Study settings and level of interference:

The study would be a field study conducted in a non-contrived environment without disturbing the flow of work so there is minimal level of interference.

3.4. Unit of Analysis:

The unit of analysis was individuals of Lahore Who have been living or lived in Lahore for some years

3.5. Research Instrument:

The study would use a questionnaire for the measurement of different constructs. Scale for measuring Brand Advocacy modified and the author is Kim, Han & Park (2001). It contains 03 items i.e. "I recommend to other people they would support Lahore's food and related events" etc. Scale on "Self-brand connection", adjusted from the scale introduced by (Escalas & Bettman, 2003). It has 07 items i.e. "Lahore reflects who I am". For the measurement of **Brand Trust** scales developed by, a 4 item scale by Chaudhuri and Holbrook (2001) was used. Brand Uniqueness was measure using scale modified from Netemeyer et al. (2004) i.e. "Lahore's

branding efforts are different from other cities” and Scale of Perceived quality is modified from Dodds, Monroe & Grewal (1991) with 03 items i.e. “Lahore festivals / events are of high quality”. All modified items were measured on a likert scale of 5 points.

Construct	Author	No of items
“Brand Advocacy”	Kim et al. (2001)	3 items
“Self-Brand Connection”	Escalas and Bettman (2003)	7 items
“Brand Trust”	Chaudhuri and Holbrook (2001)	4 items
“Attitude towards Branding”	Kemp, childers & Williams (2012)	4 items
“Perceived quality”	Dodds et al. (1991)	3 items
“Brand uniqueness”	Netemeyer et al. (2004)	4 items

3.6. The Sampling Technique:

The judgment sampling technique is being used because it has been observed and seen that among all cities of Pakistan Lahore is mainly known for its food and heritage sites.

3.7. The Population and Sample:

The population of the study is residents of Lahore and the sample was Lahore residents. The population of Lahore is more than 7 million according to statistical bureau of Pakistan

3.8. Statistical Analysis:

For statistical analysis of hypothesized statements, SPSS would be executed on the data being collected.

A letter describing the scope and aim of the research assuring the respondents of firm secrecy and that their input in the research is on volunteer basis. 550 surveys were distributed and 290 is the number of surveys we received for the research processing.

The reason why we have chosen the city of Lahore for this study is because of its Lahori cuisine for which Lahore is famous and historical landscapes. With 200 archaeological sites and historic places Lahore is not only an ancient city with but the hub of art and culture in the country.

Every corner and junction of old Lahore is full of history and everlasting charm that attracts thousands of tourists locally and internationally.

The second aspect of Lahore that we are incorporating is its Food. Lahori cuisine is food of the great city of Lahore, Pakistan. This city has not only exceptionally rich food culture but Folks from this city are well-known all over the nation for their affection for food. Mouthwatering food of Lahore has attained good reputation lately, in the world, because of its appetizingly diverse taste, mainly through the Pakistani diaspora. Though there are many other aspects which we could use to brand Lahore but these two are the main ones which were used to brand the city in this paper because of their relevance with our model.

3.9. Table Demographical Frequencies

Demographics	Frequency	Percentage	Valid Percentage	Cumulative Percentage
<i>Gender</i>				
Male	97	33.4	33.4	33.4
Female	193	66.6	66.6	100
	290	100.0	100.0	
<i>Age</i>				
18 - 25	250	86.2	86.2	86.2
26 - 33	37	12.8	12.8	99.0
34 - 41	2	.7	.7	.7
42 and above	1	.3	.3	100.0
	290.0	100.0	100.0	
<i>Education</i>				
Metric	7	2.4	2.4	2.4
Intermediate	66	22.8	22.8	25.2
Bachelors	115	39.7	39.7	64.8
Masters	30	10.3	10.3	75.2
MS/M.Phil	69	23.8	23.8	99.0
Ph.d	3	1.0	1.0	23.0
	290	100.0	100.0	

Measures

The constructs in this research were empirically tested using both prevailing and modified scales. Specifics concerning the measures used are attached with in the Appendix. “Attitude toward the brand” was a global scale which tested citizens’ overall valuation of Lahore’s cultural and food branding efforts. “Uniqueness of the brand” (Netemeyer et al., 2004), “Perceived quality” (Dodds et al., 1991), “Brand Trust” (Chaudhuri and Holbrook, 2001), “brand advocacy” (Kim et al., 2001) and “Self-brand connection” (Escalas & Bettman, 2003) were adapted from formerly already established scales.

Table**Instruments and Reliability**

Construct	No of items	Cronbach's Alpha
BU	5 items	.73
ATB	4 items	.70
BT	5 items	.74
PQ	3 items	.69
SBC	7 items	.89
BA	3 items	.72

3.11. Data Analysis Tools and Techniques:

Once data has been collected, data analysis software SPSS was used where data tests were run to examine various statistical tests and to investigate the correlation and regression. A statistical test “Reliability test” was executed to calculate the Cronbach’s alpha for the understudied variables to make sure that each demonstrated internal consistency. All measures showed satisfactory reliability by surpassing the commended 0.7 threshold (Nunnally & Bernstein, 1994) except for one scale which has 3 items. Reliability if less than .7 can be acceptable keeping in mind the lesser number of items in a scale (Loewenthal, 1997).

Descriptive test revealed the central tendency and variance of the data by reporting various demographical and variable frequencies. Correlation analysis explored the degree of interconnectedness between independent and dependent variable whereas to examine the way independent variables influence or cause changes in dependent variable regression analysis was performed and mediation was tested by using Preacher and Hayes method. Macro Model 4 was used keeping simple mediation method i.e. single mediator.

Chapter 4

Results and Discussions

4.1. Results

The current study examined the relationship of Brand associations with Brand advocacy and mediating role of Self-Brand Connection. Following are the detailed result generated through data analysis for this study.

4.2. Descriptive Statistics

Descriptive studies are calculated to present sample characteristics in a brief yet comprehensive way. These studies include sample, size, its minimum and maximum values along with mean and standard deviation. The following table 4.2 presents the sample characteristics of the current study.

Table 4.1.**Descriptive Statistics**

Variables	Number	Min	Max	M(Mean)	(S.D) Standard Deviation
BU	290	1.50	4.75	3.70	.600
ATB	290	1.67	5.00	3.72	.590
BT	290	1.00	4.80	3.32	.526
PQ	290	2.00	5.00	3.62	.681
SBC	290	1.00	4.71	3.48	.708
BA	290	1.67	5.00	3.71	.723
Valid N	290				

Table 4.2 reveals the minimum and maximum values of variables along with their mean values and standard deviation. The first two columns contain variable names and sample size respectively whereas the rest of the four columns show the values of Mean, minimum value, maximum value and standard deviation respectively. Smaller the value of standard deviation, means lesser is the variance from the mean value for the group.

4.3. Correlation Analysis

Table 4.2

Correlation						
Variables	1	2	3	4	5	6
1. BU	1					
2. ATB	.278**	1				
3. BT	.470**	.377**	1			
4. PQ	.496**	.280**	.541**	1		
5. SBC	.423**	.407**	.530**	.413**	1	
6. BA	.472**	.253**	.502**	.566**	.347**	1

(n=290, (2 tailed)) *P<.05. **P<.001.

The objective of conducting correlation analysis is to denote the association amongst variables. There are three types of correlation that exists between variables: weak to moderate, moderate and moderate to strong. Strong i.e. any value above .8 is a case of multi collinearity. Any variable if correlated with its own self shows the value of 1.

In this study, brand uniqueness is positively and significantly correlated with Attitude towards Branding ($r = 0.278^{**}$, $p = 0.00$), Brand Trust ($r = .470^{**}$, $p = 0.01$), Perceived uniqueness ($r = .496^{**}$ and significance i.e. $p = 0.00$), self-Brand Connection has ($r = .423^{**}$ and significance $p = 0.00$) and Brand advocacy ($r = .472^{**}$ and the value of significance is $p = 0.00$). Correlation of Attitude towards branding is positive and significant with Brand Trust ($r = .377^{**}$ and significance is 0.00), the value of Perceived quality is ($r = .280^{**}$ and $p = 0.01$), self-brand connection has ($r = .207^{**}$, $p < 0.05$) and brand advocacy ($r = .253^{**}$, $p < 0.05$). Brand Trust is also significantly and positively correlated with perceived quality ($r = .541^{**}$, $p < 0.05$), self-brand connection ($r = .530^{**}$, $p < 0.05$), Brand advocacy ($r = .502^{**}$, $p < 0.05$). The correlation between perceived quality and self-brand connection ($r = .413^{**}$, $p < 0.05$) and Brand advocacy ($r = .566^{**}$) and p is less than 0.05 i.e. the relation is positive and significant in nature. Self-brand connection is significantly correlated with Brand advocacy ($r = .347$, $p < 0.05$).

Collinearity is tested when there are two or more than 2 independent variables in a study and it reveals whether two or more independent variables are interrelated and may produce redundant and false results. Multi collinearity of the variables was also tested and no collinearity between the various independent variables was found.

Table 4.3.**Collinearity Statistics**

Model	*Coefficients ^a	
	Collinearity Statistics	
	Tolerance	VIF
Brand Uniqueness	.690	1.450
Attitude Towards Branding	.842	1.188
Brand Trust	.614	1.629
Perceived Quality	.630	1.587

a. Dependent Variable: BA_Mean

In multi-collinearity test, VIF or Variance Inflated Factor shows that how much variance is inflated. VIF score at 4 requires further examination and value up to 10 means that there is a serious collinearity among various dependent variables. As per the table given above, variance is not inflated and there is no correlation among numerous predictors in this study.

4.5. Regression Analysis Table 4.5 shows beta and R square values calculated through regression analysis

Regression Analysis

Predictors	BA		
	<i>B</i>	<i>R</i> ²	<i>t value</i>
Step 1			
Control Variables		.027	
Step 2			
Brand Uniqueness	.182**		
Attitude Towards Branding	.020		
Brand Trust	.219**		
Perceived Quality	.344**		

* $p < 0.5$, ** $p < 0.01$

4.6. Mediation Analysis

This study examines the mediation role of self-brand connection on the relationship between Brand Trust, Perceived uniqueness, Attitude towards branding and perceived quality with Brand advocacy. For this purpose the study used Hayes method of mediation and macros model 4 was used.

Table 4.5.1.

Self-Brand connection as mediates Brand uniqueness and Brand advocacy

Variable	B	SE	T	P
BU → SBC	.4995**	.0630	7.9241	.0000
SBC → BA	.1828*	.0576	3.1726	.0017
BU → SBC → BA	.5694 **	.0626	9.0938	.0000
BU → BA	.4781**	.0680	7.0262	.0000
	Lower Level 95%		Upper Level 95%	
	Confidence Interval		Confidence Interval	
Bootstrap Outcomes for Indirect effect		.0343		.1784

Bootstrap sample size 1000.

Direct and Indirect Effect of SBC on relationship between BU and BA

Structural Path	Direct Effect	Indirect Effect	Total Effect	Significance
BU → BA	.4781			.0000
			.5694	
BU → SBC → BA		.0913		

The mediation variable for the current study is Self-Brand Connection and mediation was tested using preacher’s bootstrapping. According to preacher and Hayes (2008), there exists mediation where an antecedent or independent variable influences the outcome or dependent variable through at least one mediating variable. For the present study, simple mediation model was tested because there is only one mediator and macro process model 4 was used to get mediation results.

As per the table given above, path A shows that Brand Uniqueness has a significantly positive connection with Self Brand connection $B = .4995^{**}$ and $t = 7.9421$. The mediating variable, “Self Brand connection” also has a positive and significant association with dependent variable Brand advocacy. So Beta value of Path B is $B = .1828^*$ and $t = 3.1726$. The third path which is C path and also known as Total effect between Independent, mediating and dependent variable shows the Beta value of $B = .5694^{**}$ and $t = 9.0938$. The fourth path which is C’ path shows the direct effect between Brand Uniqueness and Brand advocacy, it’s $B = .4781^{**}$ and $t = 7.0262$ which clearly shows the decrease in Beta value from Total effect which mean “Self Brand Connection” mediates the link between Brand uniqueness and Brand advocacy accepting the Hypothesis. Whereas the Bootstrap results for indirect effect has the lower limit of .0343 and upper limit of .1784.

Table 4.5.2.

Self-Brand connection as mediator in the relationship between Attitude towards Branding and Brand advocacy

Variable	B	SE	T	P
ATB → SBC	.4882**	.0647	7.5514	.0000
SBC → BA	.2985**	.0613	4.8662	.0000
ATB → SBC → BA	.3101**	.0699	4.4357	.0000
ATB → BA	.1644	.0737	2.2309	.0265
	Lower Limit 95% CI		Upper Limit 95% CI	
Bootstrap Outcomes for Indirect effect	.0928		.2285	

Bootstrap sample size 1000. CI= confidence interval

Direct and Indirect Effect of SBC on relationship between ATB and BA

Structural Path	Direct Effect	Indirect Effect	Total Effect	Significance
ATB → BA	.1644			.0265
-----			.3101	-----
ATB → SBC → BA		.1457		

As per the table given above, path A shows that Attitude towards Branding has a significantly positive relationship with Self Brand connection $B = .4882^{**}$ and $t = 7.551$. The mediating variable, Self- Brand connection also has a positive and significant connection with dependent variable Brand advocacy. So Beta value of Path B is $B = .1828^{**}$ and $t = 3.1726$. The third path which is C path and also known as Total effect between Independent, mediating and dependent variable shows the Beta value of $B = .3101^{**}$ and $t = 4.4357$.

The fourth path which is C' path shows the direct effect between Attitude towards branding and Brand advocacy, it's $B = .1644^*$ and $t = 2.2309$ which clearly shows the decrease in Beta value from Total effect which mean Self Brand Connection mediates the relationship between Attitude towards Branding and Brand advocacy accepting the Hypothesis. Whereas Bootstrap results for indirect effect has the lower limit of .0928 and upper limit of .2285.

Table 4.5.3.

Self-Brand connection mediates between Brand Trust and Brand advocacy

Variable	B	SE	T	P
BT → SBC	.7131**	.0672	10.6079	.0000
SBC → BA	.1146	.0611	1.8764	.0616
BT → SBC → BA	.6897**	.0700	9.8514	.0000
BT → BA	.6079**	.0822	7.3956	.0000
	Lower Limit 95% CI		Upper Limit 95% CI	
Bootstrap Outcomes for Indirect effect		.0005		.1702

Bootstrap sample size 1000, CI= confidence interval

Direct and Indirect Effect of SBC on relationship between BT and BA

Structural Path	Direct Effect	Indirect Effect	Total Effect	Significance
BT → BA	.6079			.0000
			.6897	
BT → SBC → BA	.0818			

As per the table given above, path A shows that Brand Trust has a significant association with Self-Brand connection $B = .7131^{**}$ and $t = 10.6079$. The mediating variable, Self-Brand connection also has a positive and significant association with dependent variable Brand advocacy. So Beta value of Path B is $B = .1146$ and $t = 1.8764$. The third path which is C path and also known as Total effect between Independent, mediating and dependent variable shows the Beta value of $B = .6897^{**}$ and $t = 9.8514$.

The fourth path which is C' path shows the direct effect between Brand Trust and Brand advocacy, its $B = .6079^*$ and $t = 7.3956$ which clearly shows the decrease in Beta value from Total effect which means Self-Brand Connection mediates the link between Brand Trust and Brand advocacy accepting the Hypothesis. Whereas, Bootstrap results for indirect effect has the lower limit of .0005 and upper limit of .1702.

Table 4.5.4.

Self-Brand connection mediates connection between Perceived quality and Brand advocacy

Variable	B	SE	T	P
PQ → SBC	.4294**	.0559	7.6855	.0000
SBC → BA	.1396	.0539	2.5880	.0101
PQ → SBC → BA	.6013 **	.0516	11.6451	.0000
PQ → BA	.5413**	.0561	9.6448	.0000
		Lower Limit (95%CI)	Upper Limit(95%CI)	
Bootstrap Outcome for Indirect effect		.0162	.1187	

Bootstrap sample size 1000 , CI= confidence interval

Direct and Indirect Effect of SBC on relationship between PQ and BA

Structural Path	Direct Effect	Indirect Effect	Total Effect	Significance
PQ → BA	.5413			.0000
			.6013	
PQ → SBC → BA		.0599		

As per the table given above, path A shows that perceived quality has significant relationship with Self Brand connection $B = .4294^{**}$ and $t = 7.6855$. The mediating variable, Self-Brand connection also has a positive and significant association with dependent variable Brand advocacy. So Beta value of Path B is $B = .1396^*$ and $t = 2.5880$. The third path which is C path and also known as Total effect between Independent, mediating and dependent variable shows the Beta value of $B = .6013^{**}$ and $t = 11.6451$.

The fourth path which is C' path shows the direct effect between perceived quality and Brand advocacy, its $B = .5413^{**}$ and $t = 9.6448$ which clearly shows the decrease in Beta value from Total effect which mean Self-Brand Connection fully mediates the relationship between perceived quality and Brand advocacy accepting the Hypothesis. Whereas Bootstrap results for indirect effect has the lower limit of .0162 and upper limit of .1187.

Table 4.6**Summary of Hypothesis (Accepted/ Rejected)**

H1:	Brand uniqueness have a positive relationship Brand advocacy	Accepted
H2:	Attitude towards Branding and Brand advocacy are Positively associated	Rejected
H3:	Brand Trust and Brand advocacy are positively associated	Accepted
H4:	Perceived quality and self-brand connection have a Positive relationship.	Accepted
H5:	Self-Brand connection is positively associated With Brand advocacy.	Rejected
H6:	Self-brand connection will mediate the association between brand uniqueness and brand advocacy	Accepted
H7:	Self-brand connection will mediate the relationship between attitude towards branding and brand advocacy.	Accepted
H8:	Self-brand connection will mediate the link between brand trust and brand advocacy.	Accepted
H9:	Self-brand connection will mediate the association between Perceived uniqueness and brand advocacy.	Accepted

Chapter 5

Discussion

5.1. Discussion:

Current study was conducted to compute Brand associations of place branding. The construct of Brand advocacy had been widely studied in Branding of products and services in Branding literature however this study takes one step further and attempts to study in Place branding or destination branding. The literature of city branding highlights the prominence of brand building, with a stress on accomplishing distinction and good positioning. Still, a vital fragment of building an effective strategy for a city brand is investigating the requirements of core participants (Kemp, Williams and Bordelon, 2011).

This study explores the impression of the marketing of a city's brand has on key stakeholders, specially its people. It pursues to report how branding association like Brand Trust, Brand uniqueness and perceived quality of the city's branding efforts eventually turn citizens into committed citizens to their destination's branding efforts. Not only being devoted to the city but it's also becomes aligned to their self-connect and how they feel a connection with the city, its cultures and the things it is famous for, moreover becoming the unbiased third party word of mouth generating brand advocates.

As supported in the H1 the brand uniqueness has a significant relationship with Brand advocacy which means that people are most likely to associate themselves with branding characteristics which are unique and by advocating for this brand they are most likely to appear good and unique by talking about that brand. H2 predicted that Attitude towards branding would be certainly related to brand advocacy; nonetheless, results did not produce a positive and substantial association of attitude toward the brand and Brand advocacy. The nonexistence of impact in this relationship might be because of the social reasons that people believe their city branding efforts are not as they would like it to be keeping in mind their culture and traditions, also not to forget the doubts in city governance regarding investment on their city's branding efforts only to promote their personal or political agendas. Eshuis, Braun & Klijn (2012) state

that due to the different number of actors in place branding, there may be difference in views about the policies and schemes of place branding campaigns. This might bring differences between municipal and private performers, then again several public departments also frequently have contradicting interests and hence, they might approve of different solutions. Administration institutions are themselves disjointed, as abundance of the studies on governance highlights (Atkinson & Coleman 1992).

As per H3 being accepted it means that specifically, when residents learn to trust a brand, a reliable self-brand connection may be revealed once the brand transforms with the person's self-concept. Furthermore, citizens who trust their destination brand are eager to speak about their constructive experiences via Brand advocacy. Listening to positive experiences of people regarding use of a brand, traveling to a certain city may have more impact than any other way. It is more direct and unbiased way of communication the positive attributes of your brands via your own customers.

As per H4, if quality perception of brand is good, people will have more promising attitudes toward that particularly brand. When people consider that the branding strategies of his/her city truthfully seize the positive elements of the city, they have satisfactory feelings for the city's branding effort. Campaigns to inspire local residents to become "tourists" in their own cities have grown in latest years (Walker, 2003). Additionally, individuals that have made strong connections with their towns and are closely tied to where they live, their probability to leave is rather less, and more motivated to live in the city and add to its growth and well-being.

As per H6, H7, H8 and H9 fully support that Self-Brand connection has an intervening relation amid Brand uniqueness and brand advocacy, Attitude towards branding and brand advocacy, Brand trust and brand advocacy, perceived quality and brand advocacy respectively. Self -Brand connection showed difference in beta values of direct path and indirect path which means the "self-brand connection" effects the variation in brand trust, brand uniqueness, attitude towards branding and perceived quality towards brand advocacy.

Impact of place branding on social groups' judgments may include complicated networks of links, as well as intricate relationships between impactful perceptions and the act of those clusters which definitely makes this task more difficult. Nonetheless, professionals of branding

should ideally be able to make assessments on the foundation of their professional familiarity of branding and marketing, measurements of observations, and outward behaviors of the groups.

Chapter 6

Conclusion and Recommendations

6.1. Conclusion

This study is one of the early investigations of the Branding efforts of city in Pakistan. Such studies have been done on big cities like New York, Amsterdam, Austin and Las Vegas but developing countries need to work on Branding efforts to increase the number of tourists and visitors, also to get a good image of the city or region. Good branding efforts play a vibrant role in re-vamping the image of that region.

This study particularly studied the role and participations of residents in branding a city keeping in view the brand associations which make an individual to speak for his/her city. This area yet needs more work and development especially in developing countries where tourist and visitors are not aware of the city's unique traits. Destinations needs competition with each other for a place in the deliberated set of their targeted visitors and their perceptions of a destination might have a huge impression on their decision processes (Tasci and Kozak, 2006).

Keeping in mind the hypothesis city brand managers should increase brand associations by highlighting the important and historical building that truly represent the essence and history of the city. Historical buildings and heritage sights are very influential in branding process of a city. Food and culture festivals should be celebrated religiously to make sure citizens do not lose touch of their connection with the city. Proper branding of these festivals along with creation of logos, catchy phrases and slogans should be made to penetrate in the target market to create positive and strong images of the city brand. For example, national and patriotic events at Minar e Pakistan would hold a very sacred place in the eyes of the resident because of its significance for the nation.

Stakeholder involvement is considered important in the brand building process. This study demonstrates that marketing and branding campaigns can craft positive attitudes in residents toward a destination's brand and successively lead to residents that are loyal to the branding efforts of a target city. When residents think through the costs and benefits of tourism progress,

the probability is that they will support the tourism industry when they feel involved in the interchange or advantages from the development. Moreover, tourism can create the demand for cultural, ethnic and folk activities, creating venues, and other conveniences that might develop residents' quality of life.

Managerial Implications

Destination management organization should design marketing programs with residents in mind to ensure their support and engagement. It should be guaranteed that a projected brand has unique qualities and is a true representation of residents' view of their city

After establishing the brand, it should be ensure that residents are aware of the branding initiative and targeted promotions will help in strengthening the relationship with the city brand and its residents. Furthermore special discounts and premiums for residents to take part in activities that are demonstrative of the branding efforts of the city improve residents' opinions of the brand (Kemp, Williams& Bordelon, 2012).

Research Implications and Recommendations for Future Research

Diving deeper into the study of essentials that lead citizens to sense support for the development of tourism is significant for hospitality and tourism stakeholders, as well as for the extended hosting community, plus native administration and commerce. Support on local level can assist in the development and growth of tourism (Gursoy & Rutherford, 2004). Keeping in mind the factors that will turn the citizens into brand advocates for the city can prove to be an effective way to promote city branding efforts and it will ensure less obstacles and more smooth campaigns ,resulting in improved branding and improved relationship between all key stakeholders.

For further research Brand personality can be studied to pursue the self -brand connection studies by studying human personality and its impact on Brand advocacy for the city. According to Aaker (1997) cities have personalities and they are personified as their personalities are used in branding efforts. It can be studied that whether or not Brand personalities of humans and cities have a relationship and support participatory branding.

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Appendices

Appendix 1

Dear Respondent,

My name is Ayesha Ahmad. As a MS research scholar at Capital University of Science and Technology, Islamabad, I am collecting data for my research paper. Title: **City Branding of Lahore: Participatory Branding**. It will take your 10-15 minutes to answer the questions and to provide the valuable information. Data will be kept confidential and will only be used for academic purpose. To ensure anonymity, you are not supposed to write your name or name of organization anywhere in the questionnaire.

Thank you for your help and support!

Sincerely,

Ayesha Ahmad

MS (MKT) Research Scholar

Faculty of Management and Social Sciences

Capital University of Science and Technology, Islamabad

Section 1:

Gender

1	2
Male	Female

Age

1	2	3	4	5
18 - 25	26 - 33	34 - 41	42 - 49	50 and above

Qualification

1	2	3	4	5	6	7
Metric	Inter	Bachelor	Master	MS/M.Phil.	PhD	Post PhD

Section: 2

For each item of the statements below, please indicate the extent of your agreement & disagreement by ticking the appropriate number.

1. Lahore reflects who I am.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly Agree

2. I can identify myself with Lahore's branding.

1.	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly Agree

3. I feel a personal connection to Lahore.

1.	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly Agree

4. I can use Lahore's branding to communicate who I am to other people.

1.	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly Agree

5. I think Lahore's branding helps me become the type of person I want to be . . .

1.	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly Agree

6. I consider Lahore’s branding to be “me” (it reflects who I consider myself to be or the way that I want to present myself to others (not “me”/”me”).

1.	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly Agree

7. Lahore’s branding efforts suit me well

1.	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly Agree

Section: 3

For each item of the statements below, please indicate the extent of your agreement & disagreement by ticking the appropriate number. 1-Strongly Disagree 2- Disagree 3- neutral 4- Agree 5- Strongly agree

1. Lahore’s branding efforts are different from other cities.

1.	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly Agree

2. Lahore’s brand is unique in comparison to other cities.

1.	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly Agree

3. Lahore’s brand stands out from other cities.

1.	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly Agree

4 Lahore's branding efforts are distinct from that of other cities.

1.	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly Agree

Section: 4

For each item of the statements below, please answer part (a) first then indicate the extent of your agreement & disagreement by ticking the appropriate number. 1-Strongly Disagree 2- Disagree 3- neutral 4- Agree 5- Strongly agree

(a) My overall attitude toward Lahore's city branding efforts is:

1.	2	3	4	5
Very Bad	Bad	Neutral	Good	Very Good

(b) My overall attitude toward Lahore's city branding efforts is

1.	2	3	4	5
Highly Un Favorable	Un favorable	Neutral	Favorable	Highly Favorable

(c) My overall attitude toward Lahore's city branding efforts is

1.	2	3	4	5
Highly Unpleasant	Unpleasant	Neutral	Pleasant	Highly Pleasant

Section: 5

For each item of the statements below, please indicate the extent of your agreement & disagreement by ticking the appropriate number. 1-Strongly Disagree 2- Disagree 3- neutral 4- Agree 5- Strongly agree

1. I trust Lahore as a city brand.

1.	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly Agree

2. I rely on Lahore as a city brand.

1.	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly Agree

3. Lahore is an honest city brand.

1.	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly Agree

4. I do not rely on Lahore as a city brand.

1.	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly Agree

5. Lahore as a city brand is safe.

1.	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly Agree

Section: 6

For each item of the statements below, please indicate the extent of your agreement & disagreement by ticking the appropriate number. 1-Strongly Disagree 2- Disagree 3- neutral 4- Agree 5- Strongly agree

1. Lahore festivals / events are of high quality.

1.	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly Agree

2. The quality of Lahore as a brand is extremely high.

1.	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly Agree

3. Lahore branding efforts are of really good nature.

1.	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly Agree

Section: 7

For each item of the statements below, please indicate the extent of your agreement & disagreement by ticking the appropriate number. 1-Strongly Disagree 2- Disagree 3- neutral 4- Agree 5- Strongly agree

1. I recommend to other people they would support Lahore as a brand.

1.	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly Agree

2. I talk directly to other people about my experience with Lahore and its branding.

1.	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly Agree

3. I suggest to others that they should go to Lahore/visit Lahore.

1.	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly Agree