

UNCOVERING CITY ATTRIBUTES AND BRAND PERSONALITY TRAITS OF
ISTANBUL: A SEMANTIC NETWORK ANALYSIS



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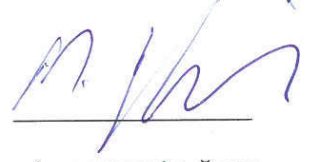
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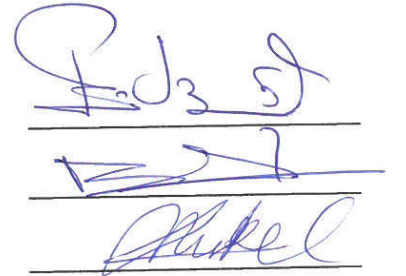
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ABSTRACT

Many destinations have already acknowledged the importance of branding to succeed in a globalized world. Branding of the city is inseparable from the processes of increasing its competitiveness, as the brand is a demonstration of competitive advantages and, consequently, greater value. In addition, the brand of the city is an important element of ensuring social stability, a factor of its competitiveness. Nonetheless, city branding is a complex process, since cities are serving wide-ranging goals and simultaneously targeting diverse consumer groups. Thus, it is more difficult to monitor the success of the branding applied to cities and to measure its effectiveness over the time.

The main aim of the study is to identify city attributes affecting destination brand attitudes associated with various destinations and especially with Istanbul among Azerbaijani tourists. Furthermore, it highlights the shared meaning of city brand personality traits of different cities and of Istanbul with the aim of identifying their differences. The study applies semantic network analysis and intends to contribute to the destination branding literature.

Keywords: city branding, destination marketing, city image, personality traits, city attributes

ÖZET

Birçok destinasyon, markalaşmanın küreselleşmiş dünyada başarılı olmak için önemli olduğunu kabul etmiştir. Marka, rekabet avantajlarının bir göstergesi olarak daha büyük bir değer olduğu için şehrin markalaşması, rekabet gücünü artırma süreçlerinden ayrılmaz. Ayrıca, şehir markası, rekabet gücünün bir faktörü olan sosyal istikrarı sağlamanın önemli bir unsurudur. Bununla birlikte, şehir markalaşması karmaşık bir süreçtir, çünkü şehirler geniş kapsamlı hedeflere hizmet etmekte ve aynı anda çeşitli tüketici gruplarını hedeflemektedir. Bu nedenle, şehirlere uygulanan markalaşmanın başarısını gözlemlemek kadar etkisini ölçmek de zordur.

Bu çalışmanın temel amacı, Azerbaycanlı turistler arasında çeşitli destinasyonlar ve özellikle İstanbul'un bir destinasyon markası olarak tutumlarını etkileyen şehir niteliklerini belirlemektir. Ayrıca, farklı şehirler ve İstanbul'un şehir markası kişilik özelliklerinin ortak anlamını belirlenmesi ve farklılıkların tespit edilmesi amaçlanmıştır. Semantik ağ analizi uygulanan çalışmada, şehir niteliklerinin ağ haritası oluşturularak destinasyon markalaşması alan yazınına katkıda bulunulması amaçlanmıştır.

Anahtar Kelimeler: şehir markalanması, hedef pazarlama, şehir görüntüsü, kişilik özellikleri, şehir öznitelikleri

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1. INTRODUCTION

At present, during the period of globalization, cities have to compete with each other for investments, information flows, employment growth and, especially, for tourists with changing needs and expectations. However, cities now are not evaluated only as tourism destinations since the process of globalization leads to the free movement of people, goods, and capitals (Zenker, 2009). Correspondingly, as a result of the ever-intensifying competition between the cities, the commercial way of governance has been recognized by most of the city managers. Under these conditions, the development of a positive city image becomes a survival factor (Lang, 2011, p.540). Cities have to fight for consideration, to be more active in attracting new investors internally and externally and to be able to maintain their compliance with global market principles (Hospers, 2010). Therefore, today the brand of the city is needed more than ever to compete with other places for the target audience.

Many destinations have already acknowledged the importance of branding to succeed in a globalized world without losing their unique characteristics. The city brands which are already recognized by a broad audience are putting those without a brand under pressure to define their identity and to be distinguished in a highly competitive international environment (Stigel and Frimann, 2006, p. 245). Branding of the city is inseparable from the processes of increasing its competitiveness, as the brand is a demonstration of competitive advantages and, consequently, greater value. In addition, the brand of the city is an important element of ensuring social stability, a factor of its competitiveness (Björner, 2013). Nonetheless, city branding is a complex process, since cities are serving wide-ranging goals and simultaneously targeting diverse

consumer groups. Thus, it is more difficult to monitor the success of the branding applied to cities and to measure its effectiveness over the time than which is applied to conventional products. On the other hand, a favorable brand of the city is a tool to attract residents who will help to develop the economic potential of the city; this is an important element that provides social stability through raising the level of self-esteem of the residents of the city (Braun, Kavaratzis and Zenker, 2013). In this respect, the brand of the region looks more advantageous than the brand of the product. This is due to the fact that the region necessarily has its own unique history, and the product needs to come up with a "legend".

Recently, research on destination branding range across academicians and branding specialists, and there is a significant growing body of studies linked to this concept. While the majority of researchers focus on general concept of city branding and its role in regional and international development (Anholt, 2005; Kavaratsiz, 2004; Govers, 2011; Lucarelli and Berg, 2011; Giovanardi et al., 2016; Zenker and Braun, 2017), others study the branding attributes of concrete destinations (Ooi, 2008; Zenker; 2009; Northover, 2010; Baxter and Kerr, 2010; Kalandides, 2011; Hayden and Sevin; 2012; Sigwele et al; 2018). Advancing the theory of destination branding and practice is of great importance since many collaborators throughout the globe endeavor to develop city brands for numerous determinations, which increases scholarly interest in this subject matter (Green, Grace and Perkins, 2016, p. 253). At the same time, reducing the differences between what is meant by theory and applied in practice generates a significant task for destination branding. Collaboration among city branding practitioners and researches and investigation results that recognize actual city branding concerns can facilitate the development of supplementary applied approaches, more expertise based on the theory and, as a result, more competent city branding initiatives (Kavaratzis, 2015). Nevertheless, it is always

difficult to establish common ground which can be acceptable for all cities. Therefore, it is essential to study branding of cities from both a real-world and theoretical point of view which can contribute to the effective brand management of particular cities.

1.1. Significance of the Study

In recent years, the city image of Istanbul and its branding strategies have been studied by various researchers (Sahin and Baloglu, 2009; Altinbaşak and Yalçın, 2010; Oğuztimur, 2017; Uysal, 2017). In these studies, branding and marketing efforts made in evolving coherent city brand of Istanbul have been analyzed mainly in the tourism context. However, there is an important intermission in the literature about the major city attributes affecting destination brand attitudes and city brand personality traits of Istanbul. Moreover, there are a limited number of studies regarding the main antecedents of Istanbul and their differences with the collective understanding of city attributes. Therefore by this research the author efforts to present new insights to the city branding literature and practice in the case of one particular city-Istanbul.

This study applies the content and semantic network analysis and intends to contribute to the destination branding literature by creating the semantic map of city attributes highly evaluated by the visitors. The study also identifies the semantic structure of the shared meaning of city brand personality traits and their differences and similarities with the semantic content of Istanbul. Semantic network analysis has many benefits in comparison to other methods of content analysis since it enables the examination of the relations between the units. Additionally, semantic network analysis makes possible the analysis of the results of the empirical data by representing visual semantic relations between concepts in a given network (Sowa, 1987). Thus, this study is significant and can contribute to future research in city branding studies about Istanbul and other cities.

1.2. Research Questions and Objectives

The main aim of the study is to identify city attributes affecting destination brand attitudes associated with various destinations and particularly, with Istanbul among Azerbaijani tourists. Furthermore, it highlights the shared meaning of city brand personality traits of different cities and also Istanbul with the aim of identifying their differences. Accordingly, in order to examine the characteristics of the brand of Istanbul among visitors the following research questions served as guidelines in this study:

1. What is the semantic content of the collective understanding of main antecedents (city attributes) affecting destination brand attitudes and how does it differ from the semantic frame of Istanbul?

Semantic network analysis explores the relationships between different city attributes linked to destinations and creates a semantic map for a visual demonstration of those relations. This research proposes to learn the most appealing sides of the cities positively evaluated by the visitors and to reveal the semantic meanings of the different networks. The study also explores the most important city attributes of Istanbul and their unique and similar features.

2. What is the semantic structure of the shared meaning of city brand personality traits, and how does it differ from the semantic content of a particular city, Istanbul?

As mentioned earlier, while choosing travel destination the individuals prefer the cities which match their personality and evaluates them based on several personality traits linked to the city brands. The research investigates the shared meaning of city brand personality traits of diverse destinations and their differences with those of Istanbul.

The enclosure of primary data and semantic network analysis is conducted in order to provide answers to the aforementioned research questions and suggest managerial implications for the development of effective city brand of Istanbul.

1.3. Research Outline

There are six chapters in this study, including introduction which has presented the aim of the research, its importance, main questions and intentions. The following chapters are designed to answer the research questions and provide comprehensive understanding of city branding:

- The second chapter contains the review of the literature on main concepts such as city branding, the branding process, marketing mix, destination image, destination branding strategies, city identity, city brand management model, destination personality, philosophical and anthropological interpretation of the brands;
- The third chapter includes the information about the research methodology, social construction, content analysis, semantic network analysis, sampling methods used for the research, data collection and coding procedure, semantic network analysis software and process;
- The fourth chapter covers the results of the semantic network analysis in four different networks and summarizes their unique and similar findings;
- The fifth chapter considers the findings of the semantic network analysis in accordance with reviewed literature sources and provides answers for research questions;
- The final chapter includes general conclusions of the study and identifies the limitations of the research while at the same time discusses insights for future research.

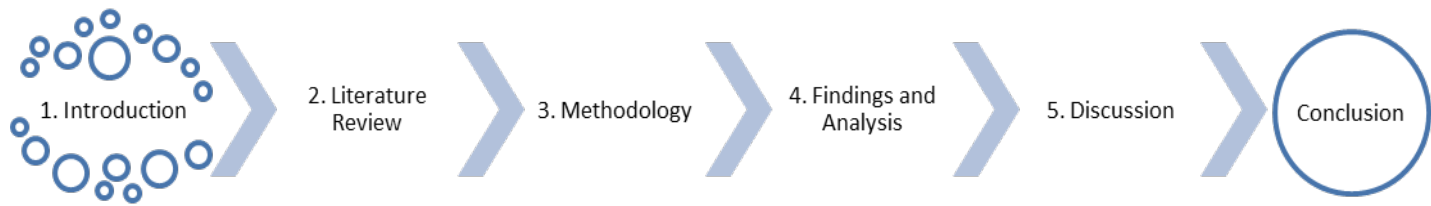


Figure 1: Research Outline



2. LITERATURE REVIEW

This chapter provides a theoretical background on the main component of this research study- brand city and destination marketing. The chapter intends to explore the main features of city branding concept and to identify the importance of destination image for development of cities. The chapter begins with an explanation of the brand city concept and an overview of the brand cities. Summary of branding and the critical characteristics of the marketing mix are provided in the following part of the chapter. Since the city branding is clarified as a part of city marketing, the next subchapter defines the concept of city marketing and destination image. Accordingly, while examining branding strategies and strategic planning for the cities, the chapter also investigates the city brand management model. Following this discussion, the rest of the subchapter explains the techniques of city branding, destination personality, philosophical and anthropological interpretations of the brand.

2.1. The Concept of the City Branding

In the past few years, there is a growing discussion across marketing experts and academicians on city branding which leads to a considerable increase in the number of research studies and practice related to this concept. One of the prevailing reasons for this trend is that cities across the globe involve the marketing strategies and branding initiatives in order to outperform their competitors and to keep their compliance with global market regulations (Hospers, 2010, p. 2074). In other words, countries, regions and cities compete actively for attracting investments and talent, tourists, for employment growth and the well-being of the territory (Melih, 2011; Dinnie, 2011). The success of this struggle depends not only on proper administrative policy but also on the ability to work on strengths and weaknesses, to assess development opportunities and to recognize threats and options for their prevention.

The history of the brands and branding goes back to the Greek and Roman times- it was implemented as identification or symbol for shops and craftsman marks (Riezebos, 2003, p. 2). The word “brand” originated from the ancient Norse word “brandr” had been used in the meaning of “burning something”. It is related to the branding of cattle and differentiation of one’s property (Lindberg-Repo et al., 2009, p. 5). Based on this definition, it could be mentioned that a brand is everything that differentiates a given article from the goods of competitors, that is, rhetorical, graphic and further features based on which it is possible to claim that the product relates to the particular name even without discerning it visually.

Although since the ancient times, brands have always been linked to the products, in the modern world, a brand can become anything - a store, a product, a state institution, a person and, including, a territory. Since the 1990s, branding has also started to be applied to places (Moilanen and Rainisto 2009, p. 4). While different cities has experienced marketing initiatives since the nineteenth century (Kavaratzis, 2004, p. 59), urban places have gradually inclined to rely on this approach in the last four decades, starting from the period when Hunt (1975) explained the relationship between the image and the tourism development of the destinations. While considering historical background and prerequisites of this concept, it is obvious that the marketing of the places has always been executed in different forms since the establishment of statehood and the emergence of borderlines among the states. As a rule, when the region experiences the influx of the newcomers, it results in the development of the industries, trade and other sectors which leads to the general well-being of the society. Moreover, it creates new job opportunities which make the place attractive for others. Initially, the cities started to attract new visitors with their religious places of worship which led to the emergence of pilgrim tours and growth of places with a different status to a new phase. In a modern world, cities and regions are

not evaluated just as tourism destinations since the globalization process allows free movement of people, goods and capitals. In accordance to this competition between the cities the commercial way of governance has been accepted by most of the city administrations. Such kind of entrepreneurial mode followed by the several changes in the economic and daily lives of the urban places which put government and the private sector under pressure to recover the attractiveness of the cities (Jansson et al., 2006, p. 9). Thus, city marketing and branding started to be used by different countries as competition for infrastructure investment, tourism contribution to economy and residents at several dimensional measures strengthened (Kotler et al., 1999). From this point of view, several objectives including attraction of investment and capital, global organizations, employees, citizens and tourists were introduced within the frame of city branding.

Over the years, due to the globalization city representatives started to improve the reputation of the cities and gradually transformed it into the brands. As the competition between the different cities growing, as stated by the Kavaratzis (2004), people meet the cities through their perceptions and images. According to Lucarelli and Berg (2011), city branding “...is a purposeful symbolic embodiment of all information connected to a city, to create associations and expectations around it” (p. 21). At the same time, city branding is used by the cities as a strategic tool for defining their identity and for being distinguished in a highly competitive international environment (Schoja, 2016, p. 4). It is also evaluated as a tool to promote the city’s core competence, the value of the goods and services provided by and within the city, its culture and history (Björner, 2013, p. 205). All the definitions show that city branding should involve specific features of the territory, its main advantages, differences and attributes that make the place distinctive and the characteristics of the citizens, their culture and traditions. By this way,

the brand should reflect the unity of the population, the economic and political activities within the city, internal affairs, and the external environment and also should combine the strategies directed toward the city growth and the values to be offered for other people.

Another definition of the place branding describes it as *“a process that enhances the image and reputation of the place by developing a comprehensive place brand identity based on the realities and features of the place and its marketing offerings”* (Best Place 2015, p. 12). Moreover, Zenker and Braun (2017) define a brand linked to the place as a bundle of associations in the minds of visitors considering its visual, oral and behavioral manifestation and the related groups of stakeholders. These connotations vary according to their impact within this system and their meanings for the visitors’ attitudes and behaviors. The uniqueness of this definition is that the brand is not a transmitted expression or a place that is “real”, it is rather the perception of these interpretations in the minds of the target groups. There are no two identical brands with the same identity or core features (Gelder, 2003, p. 35).

The goal of city branding is to distinguish the experience provided within the place to its main consumer groups and to formulate its attractiveness in a broad financial and social framework. It includes several techniques and activities that constantly convey the city brand distinctiveness and comprises the procedures such as creation, controlling and adjustment of the brand through the milestones (Best Place 2015, p. 12). Additionally, it is the process by which activities are most closely connected with the needs of the target customers in order to maximize the effectiveness of the socio –economic operations of the relevant field in consonance with any broader objectives that have been set (Ashworth and Voogd, 1990b, p. 11).

Based on the definitions discussed below, it could be added that effective and successful brand cities have a clear and precise value statement which includes different functional, emotional and self-possessed advantages.

2.1.1. Branding Process

The cities of the world are in distinct phases of the branding process. The modern development of the international tourism market and the increase in public investment in the marketing of the destination increases the importance of the branding process of cities and countries (Herget et al., 2015, p. 121). In order to successfully manage branding process cities should develop a carefully revised eight-step process towards the establishment of the place brand strategy (CEOs for Cities, 2006, p. 9).

Step 1: Defining Clear Objectives- Branding process of each destination starts with the predetermination of objectives, vision, and mission of the initiative. The answers to these questions summarize expected sequence of the branding strategy. Without clearly defined objectives city branding cannot be thought of as a success (Herget et al., 2015, p. 120).

The scope of the project for the places can be specified after this step while making it possible to find out key implications (CEOs for Cities, 2006, p. 10). Although branding cities successfully depends on the agreement among the partners, including public and private sectors (Virgo and de Chernatory, 2006, p. 382.), all the conflicting objectives set by the stakeholders are summarized as general statements for the place branding.

Step 2: Identifying the target audience- It is one of the most essential and difficult steps of branding process. Without a target audience, even the strongest marketing campaigns can end up with no results at all. According to the Kotler and Armstrong (2014), targeting means

dividing the whole market into smaller groups called segments and then selecting one or two the most beneficial segments to follow among them (p. 215). Approaching relevant target audience allows the marketer to provide the goods or services in accordance with the needs and demands of the people (Pickton and Broderick, 2005, p. 373). Thus, the target audience is a particular group of people who are among the potential customers of the organization and share common needs or characteristics (Kotler et al., 2013). Focusing on the preferences of the target audience helps to simplify the branding process, while addressing their needs and demands. Initiatives taken to divide the market into segments and to classify specific target groups are very beneficial and provide a key to competitive success (Lynn, 2011, p. 361). Focus groups or individual in-depth interviews are required for brand development of the city which will shape the eventual strategy.

Step 3: Identifying the current brand image of the city- Once target audiences are identified, it is crucial to define which associations of the target audiences linked to the place. In other words, how the target audiences perceive the city and which visual imaginary does the city evoke in their minds. Current perception of the brand mainly relates to the brand image (Aaker 1996, p. 68) and therefore, facilitates the branding process for the places.

Step 4: Setting the desired identity for the place- As mentioned in the previous step, aspirational identity for the city is the state or associations linked to the city which the branding process should formulate. Identity defines the meaning of the brand, its objectives, and self-image (Kapferer, 2008, p. 174). Aaker explains brand identity as “*a unique set of brand associations that the brand strategist aspires to create or maintain*” (Aaker, 1996, p. 68). The brand identity should be sustained for a long-term as it provides purpose and the meaning for the

brand. Defining the gaps between the current and desired state of the brand identity creates a need for positioning.

Step 5: Positioning- In this stage the brand image is formulated so that it can take a distinguishing place in the minds of the customers (Kotler and Keller, 2006, p. 310). In order to fulfill the positioning step effectively, the brand should be evaluated in terms of its perception by actual and potential customers (Ries and Trout, 2001, p. 194). In this step of the branding strategy development core promise for shaping the communications is reached. In addition, the positioning derives the brand identity (Kapferer, 2008, p. 102), the city transitions its current brand image to the desired brand identity.

Step 6: Creating value propositions- The value propositions are created especially for priority target audiences. After the stage of positioning, it is the main aim of the branding process to make it actionable for the target groups (CEOs for Cities, 2006, p. 16). This process makes the strategy more noticeable and strong.

Step 7: Execution of the strategy- This stage includes each possible point at which the target audience may communicate with the brand. Each point of interaction with the target audience creates an advantage or disadvantage to improve or denigrate the brand. These touchpoints are the elements such as the physical environment, peer influences, advertising, social media, word of mouth, direct mailing and etc. (Lemon and Verhoef, 2016, p. 77). Multiple touchpoints impact the overall customer experience (Hunneman et al., 2015) and therefore, need to be analyzed attentively. Execution of the strategy requires many resources including partnerships with different organizations.

Step 8: Measuring the success – The final step of the branding process includes monitoring the success of the branding and measuring its effectiveness over time. David Aaker (1996) believes that branding effectiveness measurement is derived from an analysis of brand resources which comprises brand recognition, perceived brand quality, devotion, and brand association. The system of indicators, called "brand equity ten", allows estimation of the validity of the use of assets. The effective brand management contains a system of indicators such as financial, behavioral and market (Aaker, 1996, pp. 276-277).

De Chernatony and Dall'Olmo Riley (1998) conducted the study that revealed the need for usage of a group of standards for evaluating the effectiveness of a brand using the holistic approach which focuses on business performance and customer performance. Brand vision, corporate philosophy, brand objectives, and spirit, interior brand execution and brand sourcing are the main stages in evaluating the effectiveness of the branding strategy (de Chernatony, 2006, p. 306). On the other hand, Sherrington (2003) proposed the term "key performance indicator" (KPI) as a basis for measuring the branding effectiveness (p. 220). In a general meaning, it is an indicator of success in a certain activity or in achieving particular objectives. It means that, KPI is a quantifiable indicator of the actual results achieved. This approach verifies whether it was possible to achieve the objectives set in the first stage of the branding. Additionally, there are a special group of brand metrics which is used to evaluate the performance. Some of these metrics are brand awareness, brand value, brand uniqueness and brand recognition (Srivastava, 2009, pp. 29-30). The analysis of the brand metrics helps to explore the brand image within the frame of general description of the city brand and its main users. The brand metrics identifies the brand vision and shows the goals of the brands to exist.

2.1.2. Marketing Mix

For creating successful brands it is important to determine a variety of tools and actions which can be combined into a marketing program and in order to address the needs and demands of the target audiences. In general marketing, the term “marketing mix” is used to summarize all the measures necessary for achieving desired objectives. *“Marketing mix is a set of tactical marketing tool -- product, price, place, and promotion -- that the firm blends to produce the response it wants in the target market”* (Kotler and Armstrong, 2018, p. 77). In this definition of the marketing mix, the product itself can be explained as an organizational issue, which is the main outcome of the internal strategies of the companies. The price relates to the financial or commercial decisions while place identifies the spatial relations. The promotion concerns the advertising and other activates directed towards the publicizing of the product or services. Ashworth and Voogd (1990) tried to use the marketing mix in place branding while stating that scale and success of city marketing are principally defined by the choice and implementations of the proper amalgamation of advertising, spatial- functional, structural and commercial measures. This explanation is closely associated with the explanation of the marketing mix proposed by Kotler and Armstrong (2018). At the same time, Kotler et al. (1999, p. 125), implemented the marketing mix-the subject of general marketing in order to differentiate four strategies for place development as a base for generating a competitive advantage.

1. Design (defining the place as a character) – It means that appealing urban design discloses “the sense of the place”, and communicates the uniqueness of a place since it shows how the principles and policymaking combined on concerns influencing development (Rainisto, 2003, p. 38). The urban design of the cities can strengthen the marketing strategy applied for the places.

2. Infrastructure (defining the place as static environment) – Basic urban infrastructure and natural environment makes the place attractive but it is not enough to gain competitive advantage. It is also not enough to guarantee the place's growth even though its absence limits the success of the marketing. Therefore, strategic place marketing planning should consider various infrastructure proposals (Gaggiotti, Cheng and Yunak, 2008, p. 118).
3. Main services (defining place as a service provider) - As infrastructure and design, the services provided within the place are also important for its marketing. They can be promoted as the place's main products and attractions (Rainisto, 2003, p. 38). Other attractions of the place are covered in the representation of the place as entertainment and recreation.
4. Attractions (defining the place for entertainment) - Attractions include physical features and events that appeal to local people, visitors and also investors (Kotler et al., 1999, p. 140). They serve the function of meeting the needs and demand of the citizens and visitors and include restaurants, parks, shopping centers, zoos, entertainment centers and also combinations of the attractions situated in one location.

Marketing Mix is the core concept for understanding place branding while used appropriately in the context of general marketing.

2.2. Defining City Marketing and the Destination Image

Place marketing is broadly used by local authorities and marketing specialists all over the world (Ward, 1998; Kotler et al., 1999; Hall, 2001) since it contributes expressively to local development (Harvey, 1989, p. 12). However, this concept is acquainted in numerous different forms and under several different names which makes the issue of its clarification and provision of strong guidance for its application essential (Bradley et al., 2002; Rainisto, 2003; Kavaratzis

and Ashworth, 2007; Parker, et al., 2015). A prominent alteration in current practice and theory is the shift on the way to place branding (Kavaratzis and Hatch, 2013, p. 83). For successful implementation it is required to separate strategic notions of place marketing and branding which was discussed in previous subchapter of the thesis.

In recent years, the place marketing initiatives applied in local, regional and global context involve a number of purposes such as gaining an advantageous place in international environment, improvement of the product exports to other places, protecting domestic competition from outside rivalry and positioning the place in most appropriate socio-economic and political terms both nationally and internationally (Papadopoulos, 2004, p. 37). Considering the importance of achieving these objectives for governments and businesses place marketing becomes commonplace for countries around the world. Though this set of objectives make difficult to differentiate place marketing and regular place management (Niedomysl and Jonasson, 2012, p. 227) the ways of their achievement makes the differences clear:

- Application of marketing research methods which can facilitate the assessment of market potential and market share and the evaluation of marketing mix strategy (Kotler and Armstrong, 2018, p. 635). Marketing typically begin by conducting market research by exploiting different research methods in order to identify the ideal consumer market. It then continues with the four competent of marketing mix and their assessments within the frame of marketing strategy applied.
- Identifying the ways and delivering the benefits for meeting the expectations and fulfilling the needs of the specific segments (Kotler and Keller, 2012, pp. 225-226). In order to attract and keep the customer segments, the marketing should meet its goal of discovering, meeting and even exceeding their needs.

- Extending “offerings” that can be managed, advanced and promoted following marketing principles (Giovanardi et al., 2016, p. 1). Product and service extension is the strategy to increase the number of visitors by offering variations.

City marketing is the promotion of a city for fulfilling specific objectives related to the activities which can possibly strengthen brand image of the city. A key aspect of city marketing is the improvement of new milestone and infrastructure (Hedley, 1994, pp. 2-3). The milestone in the development of a city infrastructure can support the successful implementation of city marketing strategies. It can also be evaluated as one of the consequences of the overview of non-profit marketing. This is a use of marketing techniques and approaches in the management of products and services that have value for local people or the society at large.

City marketing can also be understood as a managerial process which involves local specialists; community members and also all the stakeholders engaged in the process. The main goal of place and city marketing is the welfare and fulfillment of the local residents and enhance financial and social benefits. City marketing considers destination image as an element of major importance. Gartner (1994) considers destination image as effective tool for advertising and promotion. It can increase the effectiveness of advertising and promotional campaigns concerning the choice of a destination. Lawson and Baud Bovy (1977, p. 10) outline the perception of destination image as “*the expression of all objective knowledge, prejudices, imagination and emotional thoughts of an individual or group about a particular location*”. Perception of destination image by visitors, thus, can be more valuable than the tangible attributes. On the other hand, the definition of the destination image from the consumer’s point of view states that it is the bundle of consumer perceptions (Lopes, 2011, p. 307). Consumers often visit the destination to see the perceived image rather than the reality.

Each destination has its own image based on affirmative or negative associations of the consumers (Brezovec, et al, 2004). These associations influence the decision of the consumers to visit the particular destination. This is why the destination image is such an essential part of city marketing. Moreover, these definitions are appropriate in identification of the linkage between the destination image and the tourist behavior. Tourist's final decision about the choice of destination is strongly affected by the image and in many cases is the most influential while having many alternatives.

Some of the studies of destination image focus on the destination attributes (Alcaniz, Garcia, and Blas, 2005) while others suggest that affective components (evaluative elements) should also be considered (Echtner and Ritchie, 1993; Gartner, 1994; Baloglu and McCleary, 1999). Destination attributes refer to the resources and capabilities to take the profit from those resources. Evaluative elements, on the other hand, are "*represented by the individual's feelings toward the destination*" (Kim and Richardson, 2003). Additionally, some researchers consider the cognitive component of destination image together with affective dimensions. Gartner (1994) presented three components of destination image: a cognitive image that is conveyed from external stimuli, an affective image relates to the sensation of a person and the assessment of the destination and the conative image associated with the human behavior caused by cognitive and affective components. The latest guidelines for the marketing acknowledge that destination image concerns the rationality and feelings of the consumers, and emerges as the outcome of the amalgamation of these two factors (Lopes, 2011, p. 307). The first dimension is perceptual or cognitive when the destination image is assessed by the aspects that inspire the visitors to choose the particular destination. Affective constitutes the feelings that the destination educes (Hanyu,

1993, p. 161). Two dimensions together contribute to the destination image creation and affect each other in this process.

There are also other factors such as demographic and social physiognomies of the visitors (Beerli and Martin, 2004). Today, visitors are aware that the places they choose to travel show their personality and interests. The destination image is also shaped under the influence of numerous different sources of information. Today the visitors perceive the destination image even before seeing it physically. This trend suggests that marketers should promote the aspirational or emotional benefits of a particular destination (Baker, 2007, p. 27). In general, the significance of destination image is that it can impact the tourist behavior based on both dimensions. In other words, the visitors prefer the destinations which are distinguished because of their image.

2.3. Destination Image in Tourism Development

Tourism is one of the main fields of economy which is influenced by globalization and experiences fast growth. It is also main areas which lead to the regional development. Many destination marketing specialists concentrate on how consumers of tourism products make their decisions. The most essential side of these concerns is the choice of destination by the tourists. Destination image is one of the most significant aspects that influence all the phases of decision-making of destination and general behavior of tourists as consumers (Tasci and Gartner, 2007). It is also one of the frequently studied concepts in tourism because of the strength for building certain images. The image is one of the main elements of place identity (Kalandides, 2011) and able to generate new meanings for the destination brands. Destination promotion and management professionals comprehend the value of the image for the place development since it contributes to the attraction of tourist flow. Image is utmost importance for destination's

development since it can influence the attitude of the visitors toward the place and also their impressions by providing “a pre-taste of the destination” (Fakeye and Crompton,1991, p. 10) This means that, the tourists evaluate the destination based on mental construction or even without the physical connection. It is possible to assess the destination before the actual visit is realized.

Throughout the early discussion about the marketing of places it was assumed that the places can be accepted as products. For example, Ashworth and Voogd (1990a) in their discussions about the destinations note that the destination can be certainly considered as products. Destinations are logically the place of experiencing several activities that generates customer experience and can be sold by the agencies in the market of tourism products. In this definition the place can be understood as both an object of marketing and the location where the products are consumed. However, the destination is not limited just by the products and services delivered for the consumers. It should also meet their various needs. Terzibasoglu (2004) emphasizes coordinated nature of destination marketing with respect to traditional marketing activities, while stressing the main goal of both to unite the parties involved in the destination and to meet the needs of consumers. This goal of marketing is primarily applicable for the organizations. Nevertheless, Lichrou et al. (2010) argue that traditional approach to marketing, in the sense that the destination takes the form of the product based on its assets, may not be the most suitable for marketers to confront the current problems in destination marketing. The main problems are related to the stakeholders’ collaboration in achieving their individual objectives (pp. 136- 137). Furthermore, destinations are not just physical settings with physical attributes; they are more mental and perceived on the basis of subjective experiences of the tourists (Giovanardi et al., 2016 p. 5). Marketing processes are also shifting the focus away from

products to images, experiences, and interactions (O'Malley and Patterson, 1998, p. 483). Thus, the application of traditional product marketing management to the destinations is not able to solve the complexity the intangibility of what is sold.

Before travelling to any destinations tourists make decisions about the place of visitation and choose which activities they want to include in their package. These destinations are made considering several facts- destination image created by the destination marketers, or the image perceived by them based on several sources of information than create awareness about the place, their beliefs, attitudes and also their past experiences with a destination (Selby and Morgan, 1996, pp. 288-290). As mentioned previously, destination image is associated with visitor behavior. Thus, while choosing particular destination individuals are initially triggered by their basic motivations such as needs, then they are affected by the ascendants of the place they want to go (Dann, 1981). Tourists intend to match their needs with the attributes of the destination. Mental image of the destination is always portrayed based on the personal approaches of the tourists such as their beliefs and attitudes, but significantly influenced by the public image (Obenour, Lengfelder and Groves, 2005, pp. 116-117). Accordingly, city characteristics are able to attract visitors by affecting their decision-making behavior.

Berli and Martin (2004, p. 657) developed and empirically verified the model which includes the factors that influence the image perceived by the visitors after their experience with the destination. The authors analyzed these factors in terms of their impacts on image-formation process. These features are the sources for conveying the existed information about the destination, incentives of image formation, assessment of the destinations antecedents before and after the visit accomplished, main incentives of tourists, their accrued consumer experiences and also other socio-demographic characteristics.

According to this model, there are four major processes that relate to the impact of destination image on the choice of tourists. These processes are defined in the following way:

1. Forming a concept of destination image
2. Characteristics of destination image development
3. Effects of destination image on destination choice of tourists;
4. Impacts of other internal and external factors.

Additionally, the following framework defines how the primary image of destination is formed and which factors influence this process in a different way (Lubbe, 1998):

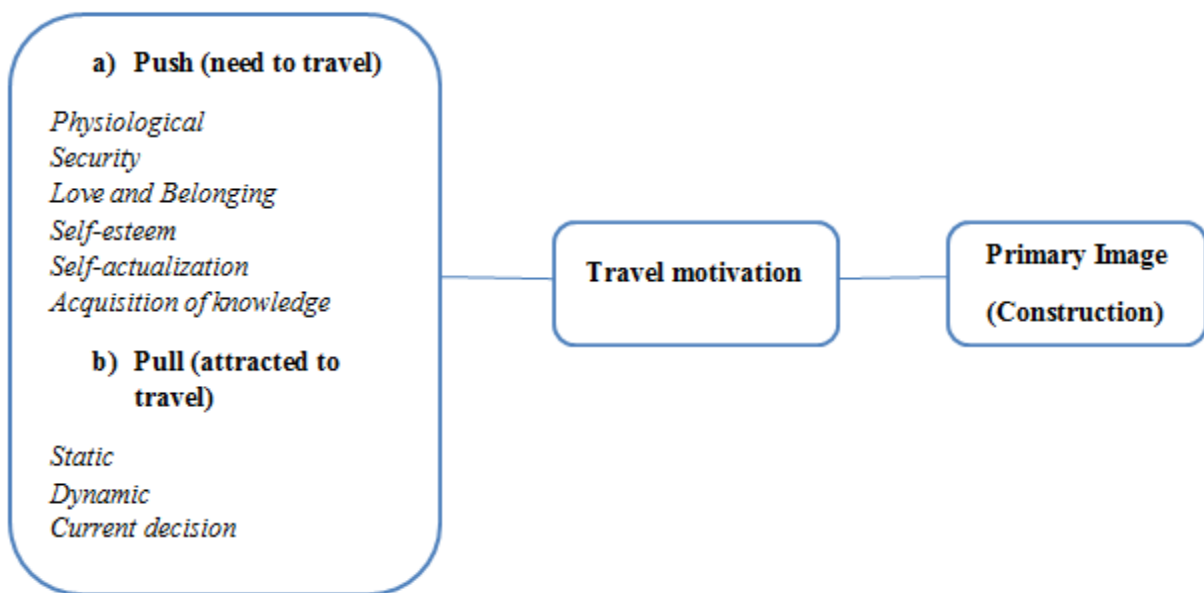


Figure 2: Construction of the Primary Image (Source: Lubbe, 1998 adapted by Lopes, 2011, p. 308)

Based on this framework, there are pull and push factors that creates the travel definition. Push factors derives from the need to travel and includes the elements such as physiological, safety and security, feeling of affection and belonging, self-appreciation, self-fulfillment and knowledge attainment. Pull factors can be static or dynamic and impacts the current decision of

visitation. Under the influence of all the factors, travel motivation is formulated which then forms the primary image of the destination.

The definitions of the destination image highlight the fact that it can be very influential while tourists choose or reject the place for their next trip (Frías et al., 2008; Prayag and Ryan, 2012). The image, in this meaning, impacts the intentions of the tourists also to revisit the destination. It also becomes clear that this influence goes through the primary image formation which then results in buying behaviour (Cohen et al., 2013, p. 875). Destination image in that case is one of the conceptual dimensions that can help to understand consumer decision-making which is a foundation of branding strategy.

2.4. Place Branding Strategies

Place branding has been formed on the basis of the marketing research of organizational marketing, therefore it is considered as a group of tools used to create competitive advantage and strong identity by using the most strong sides of the destination. Kavaratzis (2005) summarized the approaches of the place branding as follows (p. 332):

1. Country of origin
2. Nations Branding
3. Destination branding
4. Culture and Entertainment Branding
5. City / Place Branding

Country of Origin (COO): It is one of the broadly examined subject matter in global business studies which impacts the consumer behavior (Peterson and Jolibert, 1995, p. 884). It appears on some imported products and also the goods sold in local market. Its definitions

closely related to the consumer purchase behavior. Country-of-origin is the effect of producing country (Aichner, 2013, p. 81). While introducing the concept of brand origin, Thakor and Kohli (1996) refer to the “*place, region or country where a brand is perceived to belong by its target consumers*” (p. 27). In general, it is possible to say that it indicates the place where the product comes from. Several reviews on COO described the nature and extent of its effects and the factors moderating these effects (Keller 1993, Peterson and Jolibert 1995, Agrawal and Kamakura, 1999). According to the researchers, COO is an influential tool which has a control over consumers’ choice of products and many consumers choose particular products based on their judgements formed by COO. Additionally, consumers often associate a product with a country based on “*deep-rooted beliefs and perceptions about the specific country*” (Kelly –Holmes, 2005, p.71). If the consumer has some positive or negative attitude toward one country or a specific product, it may influence their view on other products of the same country (Agrawal and Kamakura, 1999, p. 256). This effect is a combination of “halo” effect and “summary” effect. “Halo” effect explains that although consumer might not have any experience with the destination, he/she still can perceive the image of the place derived from the quality or other attributes of the products originated in that country. On the other side, “summary” effect of reverse-COO effect states that the image of the country can be shaped in accordance with the local product features (Lu and Heslop, 2008, p. 24). In other words, according to the summary effect, the place/city can be positively evaluated by the consumers (tourists) in relation to the products produced in the same place.

Aichner (2013) categorized eight different COO strategies used by the countries to show the buyers that these products are produced “there” (p. 82). These strategies are often used in combination with each other.

- ✓ Use of the statement ‘Made in...’- it is one of the most frequently used and common COO strategies. There is no need to associate the visual attributes with the country since the country of origin explicitly indicated. The “made in” image can benefit and also harm the products produced in the country based on its reputation among consumers (Jaffe and Nebenzahl, 2001). In this light, “made in” statement can be an effective tool for place branding.
- ✓ Use of quality and origin labels- These labels inform the customers about the quality of the products based on specific specifications. They allow the preservation and promotion of the place- EU or non EU member countries- for quality (Aichner, 2013, p. 87). While the consumers face the situation of being unaware about the quality of the products, quality labels can facilitate the decision-making process. It can also decrease the risk level of buying unsatisfactory goods (Resano et al., 2012, p. 355)

These are regulated strategies and are placed at the center of the marketing strategies aimed at affecting consumer perspectives (Moschini et al., 2008). There are also unregulated markers used to inform the buyers about the country of production. These are:

- ✓ “COO embedded in the company name”- Many companies use the country of origin in their names. The most popular examples are the names of the airlines such as Turkish Airlines, Azerbaijani Airlines, Alitalia or Air France and also banks Bank of Baku, Deutsche Bank and etc.
- ✓ “Use of typical words associated with the COO embedded in the company name”- Company names can also include the words which can indirectly indicate their

origin. Examples for such companies are Gazprom (Russia), Heydar Aliyev Fund (Azerbaijan), and Lincoln National (USA) and etc.

- ✓ “Use of the COO language in advertising”- The use of local language is one of the methods to designate the country of origin for many companies. Many automobile companies use this strategy in their marketing campaigns.
- ✓ “Use of famous or stereotypical people” associated with the COO- Placing famous people in advertisements- is a traditional way of influencing customers. This is also used as a COO strategy.
- ✓ “Use of COO flags and/or symbols”
- ✓ “Use of typical landscapes or famous buildings” associated with the COO – This is particularly important for place branding since many countries indicate the most attractive sightseeing in their promotional activities.

COO markers are used in advertisements as elements with certain features for reflecting specific culture. Aichner (2013, p. 84) proposed that COO strategies might also be used for pretending to be originated in a different country than the real origin. For example, the company names such as Massimo Dutti (famous Spanish cloth brand) and Vapiano (international German restaurant chain) are Italian, while their countries of origin are different. On the other hand, Hornikx et al. (2013, p. 164) state that if a country has a negative image in the minds of the consumers, this can influence destructively the success of the other products produced in that country through COO markers. It depends again on the reputation of the real or suggested country of origin among the consumers.

Nations Branding: The use of branding tools for nations has emerged recently. However, it grows at a rapid pace because of the international competition amongst the nations and their

struggle for the places in global markets. Anholt (2008) defines nations branding as “a component of national policy, never as a ‘campaign’ that is separate from planning, governance or economic development” (p. 23). Many governments use this technique in order to develop the branding strategies for the entire population (Kavaratzis, 2005, p. 2). Many activities are included in the nation’s branding ranging from the creation of logos and mottos, efforts to regulate branding within state structures with the assistance of administrative or non-governmental organizations that have a control over the nation’s brandings initiatives (Kaneva, 2011, p. 118). As the country is especially appealing to travelers, the nation branding may draw in market-chasing investors hoping to spend their financial resources into lodging, resorts or provide the travel industry-related services and to exploit the nation’s appeal to visitors. In the same way, the travel industry would support the image of a country for further investments (Trnik, 2007). Consequently, nation branding strives to reach the goals of stimulating of direct investments, increasing awareness about the country’s products and attracting more tourists (Matiza and Oni, 2014, p. 267). From this point of view, nation branding accelerates the local development and stimulates financial growth.

Destination branding: The main focus of this strategy is on tourists (both leisure and business) (Hankinson, 2007, p. 241). It means that, destination branding concentrates on incoming travelers, not the outside investors or local residents. Accordingly, this type of branding is also refereed as tourism branding or leisure branding. A tourism destination is a bundle of many individual products and services that can be difficult to combine. According to the Morgan et al., (2002) the destinations will struggle not over the price but over the hearts and minds of the customers in future marketplace (p. 12). As discussed earlier, tourists may prefer one destination to another similar place only because of the feeling the destination evokes and

thus, emotional link between the consumer and the place. Consequently, destination branding is defined as a “*way to communicate a destination’s unique identity by differentiating a destination from its competitors*” (Qu et al., 2011, p. 466). In other words, the emphasis of destination branding is on the place identity and the uniqueness. Destination brands give tourists a guarantee of quality experiences, value for the money and also are used by the destinations as their USP (Konecnik and Gartner, 2007, p. 223). Therefore, destinations should create a distinctive brand in order to keep a constant positioning among the world travelers.

Culture/ Entertainment Branding: This is another steadily developing technique which is identified with the examination of the impacts of cultural branding (also entertainment) on the physical, financial and environmental conditions of urban communities. Cultural branding is generally implemented by the countries throughout the world and owes its expansion to the growing significance of the social, leisure and other related industries within the modern economy, as much for sightseers and different guests as for local community members. Because of the huge achievement and viability of product branding in the business area and expanding utilization of corporate branding, branding is embraced progressively in urban areas. Essential for city branding are two components that links it to culture. The first is the significance of the image of the city for city branding and its capacity to affect the advancement of the city. Another is the substantial reliance of the city's image on the city's personality (Kavaratsiz, 2005, p. 3). It is also connected to the impact of the travel industry; basically its crucial consequences for monetary improvement. In the meantime, endeavors to join this pattern in planning the city (Evans, 2001) and the expanded significance of image- based businesses and the population engaged in the branding activities are included in this process (Kavaratsiz, 2005, p. 3). These two components can quicken or hinder the city marking process regarding city's way of life.

City / Place Branding: Place branding is an extraordinary type of product branding. As indicated by Kavaratzis, city branding is the last pattern in branding. Kavaratzis and Ashworth have recognized three distinct kinds of place branding (2005, p. 511), which are principally “*geographical nomenclature, product-place co-branding and branding as place management*”. There can also be the combination of these three types of city branding strategies. City branding, nevertheless, is not directed toward the promotion of the goods produced in one country and sold in local and universal markets. The accompanying figure demonstrates the connections among “place” and its related vocabulary including a scope of brand measurements that destination brands contain (Hanna and Rowley, 2008, p.64).

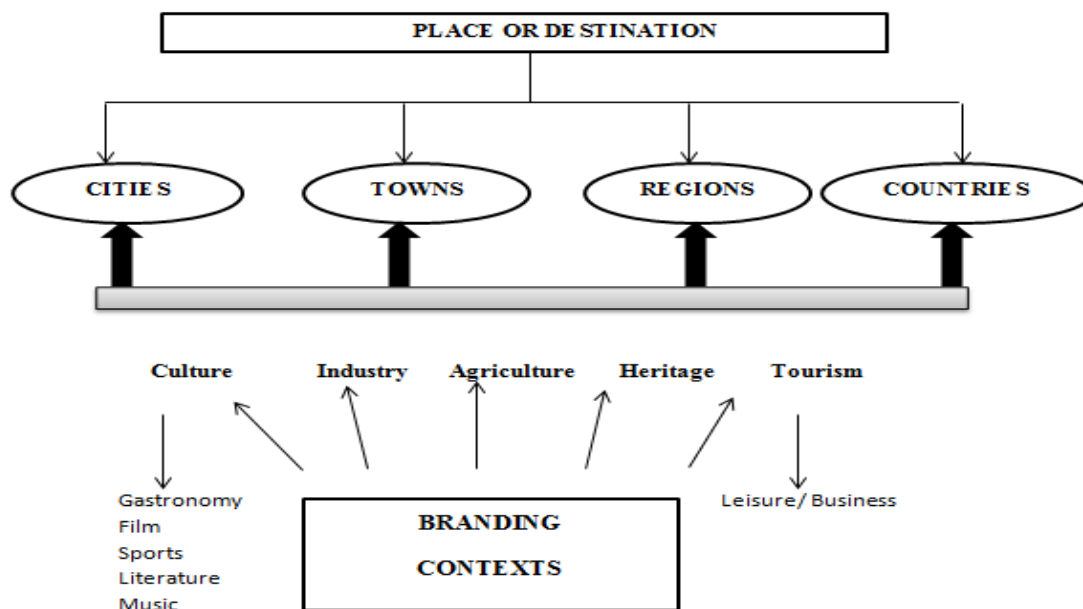


Figure 3: Place and Associated Vocabulary (Source: Hanna and Rowley, 2008, p. 64).

According to this figure, culture, industry, agriculture, heritage and tourism shapes the branding contexts for the places or destinations (Bayraktar and Uslay, 2017, p. 24). Under the places are considered the cities, towns, regions or the whole countries. These terms may include

not only the tourism but also other industries such as culture, agriculture, and heritage. They together create the identity of the place (Hanna and Rowley, 2008, p. 65). Place branding pursues to connect the place brand identity to a place identity (Bayraktar and Uslay, 2017, p. 24). Thus place brand identity and place identity can be articulated by place branding.

2.4.1. From City Marketing to City Branding

City branding is a comparatively new subject gaining great interest and a practical field of marketing. Due to the global competition, increasing number of regions and cities around the world, are looking for solutions in place branding's methods and practices. Nonetheless, in different phases of the history the nations were marked for their origins, food, culture, celebrities and etc. under different names such as city selling or city promotion (Cheng and Taylor, 2007; Herstein and Jaffe, 2008). According to Short (1996), cities started to promote themselves when civic government itself started to exist and their main objectives were business growth and leisure improvement (p. 58). However, the important change in this activity is an attentive designing and implementation of the strategies for city branding with the purpose of attracting new target audience.

The phrases "city marketing" and "city branding" are frequently referred as substitutes to each other (Jarvisalo, 2012, p. 6). Kotler et al. also explain that branding and marketing are the terms closely interrelated (Kotler et al., 1993, p. 18). Moreover, literature review shows that there are discussions over their differences and similarities (Lang, 2011, p. 542). The main difference between these two concepts is that place branding derives from the place identity and is therefore supply driven. Marketing, on the other hand is demand-driven, which means that the consumers are the main targets of marketing initiatives. City branding acts as a strategy that notifies the marketing of the product offerings of place (Govers, 2011, pp. 227-230). Therefore,

evaluation of these concepts as being the same can lead to the failure. According to Heeley (2001, p. 283), on the other hand, city branding is only one part of city marketing in general. In addition to city branding activities, city marketing includes all these industry marketing activities, where the place along with the product itself is important for forming perceptions and / or creating potential customers and / or for defining sales. The main incentive of city branding is that firstly, the place identifies the type of the brand it aims to generate, how it can create mental and emotional connections that are basic for the city to build up this brand and what are the useful, substantial traits that the city intends to deliver, recuperate, feature and elevate so as to maintain this brand (Kavaratzis and Ashworth, 2008, p. 155).

More recent developments in the place marketing field have stimulated a shift in terminology from marketing to branding (Kavaratzis and Hatch, 2013, p. 70). In other words, to transform the main object of the marketing initiatives from the supply side to the demand side of the tourism production. This is mainly related to the objective of the industrial cities to re-image themselves (Hubbard and Hall, 1998). It is necessary for this kind of cities to create the image which can overshadow their previous industrial-city images. Several ambitious re-imaging strategies implemented by post-industrial cities to appeal to a variety of external audiences can be considered as an alteration paradigm.

Since the emphasis of branding is associated with the attraction of new direct investment and visitors in order to increase the monetary benefit, city branding has always been related to marketing theories. Consequently, at present, the importance of the investment process has increased both at the country level as a whole and at the level of regions and cities, because through the implementation of investments at the country level, a particular region or enterprise, there is an opportunity to develop production and infrastructure, create new jobs, which is one of

the fundamental factors for improving the quality of life of the inhabitants of the region and the country as a whole (Anheier and Isar, 2012). Therefore, it can be argued that city branding is a concept that is developed on the basis of product marketing and business branding models (Kavaratzis, 2004, p. 58).

According to Lang, different socio-cultural and physical aspects of the city are “selectively appropriated” to shape the constructive images in people’s mind, thus branding involves some aspects of marketing – selling and creating the image (Lang, 2011, p.542). In general, city branding takes these aspects of marketing while including new strategies for investment and visitor attraction.

In his discussions on city marketing, Zenker and Braun (2017, p. 272) argue that the modification from city marketing to city branding is a very complex practice since it refers to a change of standpoint on the entire marketing effort. City branding is perceived as tools for attaining competitive advantages for the purpose of increasing domestic investment and tourism, and for the development of the community, the strengthening of local identity and the identification of residents with their city and the activation of all social forces in order to evade social prohibition and conflict. Moreover, Baker (2012, p. 19) suggests that marketing is the part of branding which is very crucial at the same time. Short-term marketing strategies are not relevant for city branding; it requires more efforts.

It is clear that both city marketing and branding are very closely linked to each other and existed study results show that there is no consensus of opinions on the issue of identifying a clear discrepancy between city branding and marketing. Nevertheless, city branding is referred as an advanced form of marketing. It could be summarized that city branding mainly concerns

image building while marketing involves the activities used for positioning that image appropriately in the market and its relevant promotion.

2.4.2. City Branding in Recent Literature

Despite the “youth” theme of branding places in the world, a lot theoretical monographs, as well as books have been published recently on the results of practical research in this area. Also there are a large number of scientific and journalistic articles on the topic; most of them are in the format of an open scientific debate around the essence of the place brand.

While reviewing the literature on the city branding between the years 2009 and 2018 with the goal of pinpointing the main issues discussed in studies, the results indicate that the most of the studies examine specific dimensions such as city logos, slogans and other promotion activities (Hayden and Sevin, 2012), brand symbols (De Carlo et al., 2009), brand identity (Northover, 2010; Moilanen 2015, Greenop and Darchen, 2016), brand image (Loncaric, 2014), brand personality (Aguilar et.al, 2014) and etc. However, many of them are based on case studies, experimental and apply theory in existing and future city branding experiences.

One of the interesting studies in identifying the factors which impact the brand image concerns the historical Italian city- Milan. De Carlo et al. (2009) conducted a research in Milan aimed to analyze the city’s brand image and personality, focusing on the scope to which its image is controlled by business travel industry and different cultural spheres and the implications of this placing for city’s re-branding in grounding Expo 2015. The researchers found out that business tourism is important for Milan’s future prosperity and cultural attributes, in contrast, remain marginal. The authors also offer the discovery phase of formation of new city brand for Milan.

Zenker (2009) in his paper addressed the issues of facing the challenges in global competition by using place marketing and city branding and by understanding the needs and preferences of creative target group. He conducted his research in 15 German cities and evaluated the elements such as job likelihoods, natural environment and recreation and courtesy and diversity. The utility of the study lies in the findings which indicate that there are differences in the needs of consumer groups. Therefore, city branding strategies should consider these differences.

Baxter and Kerr (2010) applied constructs of identity and perceived image to places and identified generic sides of place identity and perceived place image based empirical analysis in Wollolung –Austria. They examined city branding based on brand personality, likes and dislikes and cognitive images. This research is important for examining the brand personality in the context of city branding.

Northover (2010) studied the recent branding program for the city of Belfast which provided an appropriate case study, drawn from first-hand experience. The article demonstrated how a history of struggle and division of among the destination stakeholders can be a link to provide a platform for future objectives and changes. The main element in his research is also brand identity. He analyzed the collaborative approach, importance of engaging local community and turning ideas into action within the 12 months program of rebranding city of Belfast. He concluded an encouraging, forward-looking community is in itself an manifestation of the success of the city's brand.

Altinbashak and Yalcin (2010) in their research investigated the perception of Istanbul and its museums as a part of the city image. The quantitative research techniques which required questionnaires were used to understand the perceived image of Istanbul in the minds of tourists.

They distributed the questionnaires among the visitors of Istanbul. According to the findings, many visitors like Istanbul because of its exoticness, dynamism, being a lively city, full of energy and offering many entertaining activities. Researchers lightened the perception of Istanbul and the appropriate use of museums as a tool to develop the city image of Istanbul.

Moreover, Kalandides (2011) conducted a research in Bogota about the descriptive brand image of the city. The study discusses a participatory place branding program in Bogota which faced several challenges and had some drawbacks and tensions. The paper is based on the case study. The findings of the study show that place branding can be an effective technique for the place development. However, it should not be limited in competition but should be used as a tool also for policy making and combined in a broader conceptualization of the connection among places.

Hayden and Sevin (2012) presented analysis of a period of public argumentation over the city logo of the capital of Turkey. These arguments contained a 17-year period of debate that discloses understandings into the policy of meaning behind city's brand. The city's logo, according to authors, works as a "collective representation" of the brand identity of the city. The case study approach is used to draw meaningful conclusions. The researchers claim that political background of brand management can be an advantage for place branding.

In their study Zenker and Beckmann (2013) investigated image of the city of Hamburg, Germany. They showed that diverse leading projects have dissimilar image impacts for the city brand and introduced an original method for determining perceived place brand image impacts of both continuing and upcoming flagship projects. According to authors, place branding should stress mainly the perceptions of the diverse target groups and based on strategies for innovative

place brand management. Perception of the city and importance of different target groups mentioned previously are also discussed in this study, which can be applied also for Istanbul.

Recently Moilanen (2015) conducted a research where he focused on the problems faced by managers and marketing professionals in dealing with the place brandings for their cities. The comparative study examined challenges faced in the city branding processes of Ten European Cities and was based on interviews with 17 high-ranking city branding experts.

Blace et al. (2015) led online survey in order to determine whether Sibenik city of Croatia is recognized as a tourist destination through social networks. They focused on the travel preferences of individuals and social presence as element of city branding. The authors highlighted the role of social media in developing city brands. The study is relevant for developing systematic approach in city branding of Sibernik and can address the issue of its seasonal attractiveness.

Freire (2016) worked on case study, which was in a form of project requested by the municipality of the small town located near Lisbon. He exemplified the challenges faced by the municipality of the city while adjusting the city brand in accordance with changing environment and settings. He took nationality and environment as key elements for his case study. Greenop and Darchen (2016) also used a case-study analysis of both in Brisbane and Inala, to question *“how urban identities and brand are built in relation to their social settings and governance”*, with specific reference to the significance of city branding and its association with planning strategies. Although, these studies provide an understanding of city branding and its challenges in different cities and regions, it is difficult to apply the results to other cities.

Aguilar et al. (2014) discussed brand personality in the research about the application of destination brand personality to Spanish tourism. The researchers established the personality trait dimensions discussed by Aaker produce favorable assessments of tourism destinations. This is one of the valuable studies applying the theory in practice and providing the results about the Spanish cities.

The most recent study on city branding by Castillo Villar (2018) aimed at answering the issues on city branding and adapting the goals of city branding to the management of city image. He also intended to connect the processes of building and design-communication of the image of the city through the social representation theory. The author examined secondary data for theoretical analysis. As a result, he conceptualizes the image of city as a social construct. Furthermore Zenker (2018) analyzed city marketing and branding as urban policy in his article and highlighted its relation to urban policy-making.

Sigwele et al. (2018) summarized the strategies for branding the city of Gaborone as a tourist destination and provided recommendations for the city for creating unique selling proposition and a well-thought city identity. The methodology of the study was content analysis and the data necessary for such kind of analysis was conducted from both private sector and the existed literature.

Another study about the city image of Istanbul was conducted by Uysal (2017). City branding initiatives in Istanbul in the framework of urban tourism is analyzed by the author. He focuses on the development of advertising experience from unsystematic and ever-changing marketing strategies to a clear and successful city brand. The study also investigates the historical background of the city image of Istanbul ad case studies. He concludes that city brands experience serious changes in compliance with the changing needs and expectations of

the city itself and its visitors. Moreover, the external environmental dynamics of the city, its rapid growth and variations in its tourist demand may lead to these variations.

The “branding of the city” can only partly be considered scientific research. Many of the provisions of the books and articles are not supported by scientific results, and they should be taken only as ideas and hypotheses. Marketing and branding of places, having arisen quite recently at the junction, it seemed would, far from each other scientific disciplines, have not yet formed as a set of scientific knowledge, and the boundaries of their competence is not yet clearly determined. So all projects on marketing and branding of cities initiated over the past 10 years, they have the character of venture, experimental. This wealth of empirical experience has yet to be analyzed and its impact can be evaluated only after a few years.

2.4.3. City Identity and Branding Strategy

At the center of the city branding lies the association between the city's identity and the image that is utilized in and, in the meantime, shaped by marketing. The identity and image of urban areas are two components of great importance in the brand development process. In the city setting, identity is created from the current attributes and segments of a city, for example, history, culture, atmosphere, scene, individuals, food and so forth. The city identity is interrelated with the image, yet it is the manner by which the city is perceived (Aaker, 1996, p. 68). However, city image can be considered as one of the essential concerns for both city identity and branding.

According to Baker (2012), urban branding is a blueprint of actions related to the competitive and distinguishing identity of the city, to confirm that its “messages” and “experiences” are as unique, attractive and useful as possible. Therefore, the main challenge is

the creation of convincing city images and reinforcement of the identity. Additionally, Kavaratsiz states that city identity is very important for application of effective city branding (Kavaratzis, 2004, p. 70).

On the other hand, Nickerson and Moisey (1999) in their study explained the concept of branding and stated that the essence of city branding is in creating the relationship between the people and the image of their city. This relationship is the key for the successful city branding. Hall (1999) also explained main purpose of the city branding and suggested that purpose of this concept is to deliver reliable and concentrated communication tactic. Communication strategy is essential in meeting the objectives of branding process. Chai (2002) on his research concentrated on meaning of city brand and related it to the consistent combination of brand factors. Rainisto (2003) on the other hand, explained city branding as the method used to increase the attractiveness of the city. This definition concerns mainly the demand side, more precisely, the visitors of the city. Julier (2005) also viewed the concept of city branding and defined it as a method for enriching city's qualities. It means the quality of all the attractions and infrastructure existing in the city. Morgan and Pritchard (2007) claimed that city branding concerns not only promotion, it is rather a tool for rebuilding and refining of the city's image. All these studies show no relationship between the city identity and city branding strategy.

Characteristic and exclusive local personality and identity are very important assets cities possess. However many researchers argue that its marketing implementation in cities has weakened local identity (Ashworth 2002; Vermeulen, 2002, Giovanardi et al, 2016). Since the marketing and branding activities primarily directed towards the attraction of visitors and investors, the strategies concerning city identity can harm the local identity. As a result, the cities lose their unique local identity and become more visitor and investor-oriented.

2.5. City Brand Management Model

Giovanardi et al (2013, p. 368) state that “*place branding should be understood as a relationship-builder*”; as “*an active interface between the place and its actors*”. This is an idea that requires examination as it has the potential to incorporate more critical understandings of the concept of the brand and, therefore, clarify it. In this light, recent literature on place branding suggests the thinking beyond branding as “brand management” and towards branding as “brand facilitation” (Kavaratzis, Giovanardi and Lichrou, 2018, p. 23).

The objective of the CBM model is to be utilized as a structure for developing a city brand and for distinguishing a key milestones and deliverables for this reason. This is significant for city's overall method to improve the personal satisfaction in a city through financial development, to increase economic capital and to attract investments, in general, to guarantee lasting monetary wellbeing of the city. The requirement for this model in creating a city brand is also supported by the intensified competition among urban areas for assets and abilities and the earnestness of social issues, for example, social rejection and social multiculturalism (Gaggiotti, Cheng and Yunak, 2008, p. 117)

WHAT WE ARE NOW	WHAT OUR OPTIONS ARE	WHAT WE WANT TO BE	WHAT WE NEED TO DO
PLACE	PROSPECTS	POSITIONING	PLACE
PEOPLE			PEOPLE
PROCESSES			PROCESSES
PARTNERS			PARTNERS

Figure 4: City Brand Management Model Stages (Source: Gaggiotti, Cheng and Yunak, 2008, p. 118)

With the aim of establishing the basis for a solid brand, an enterprise ought to survey the quality of the current corporate brand. Research and situational examination help to recognize existing assets that would be used in formation of the future corporate technique (Porter, 1990, p. 76). The same is true for the CBM.

The CMB model has four main steps which explain the key points of city brand strategy design. The first stage is the analysis of the current circumstances which is called “What we are now?” In other words, the current state of which concerns the place, people, processes and the partners within the city. Different stakeholders, responsible for designing a brand strategy for a city should systematically evaluate the capitals and possessions of the city. A city branding strategy can facilitate the control over the assets of the city (Cleave et al., 2016, p. 225). The vital features of the situational analysis for are “Place, People, Processes, and Partner”. In this stage, which is based on the current resources, the city needs to choose which of these benefits they

will put into the front line so as to characterize the subsequent stage “What we need to be”. This is the phase where the brand is positioned; the image that the city needs to have ought to be chosen. Positioning is a significant part of a city brand, since it is “*the overall umbrella for the activities and projects its vision, values, personality and image*” (Gaggiotti, Cheng and Yunak, 2008, p. 119). This stage is completed in accordance with the general objectives of the city management. The last stage is the “What we need to do” stage. In this stage it is required to identify the future actions and resources for better positioning. Philo and Kearns (1993) suggest that the main task is to constantly study and review claims about places - their cultures and their stories; the people who live and work in that city, the reasons and consequences; claims about disparities and values - to question the appropriateness of a mentality that trades only in stereotypes of places in order to increase their marketability (p. 29). Therefore, in this final stage of the model again “place, people, processes, and partners” should be outlined for deciding on the action plan assimilating all interested parties (Gaggiotti, Cheng and Yunak, 2008, p. 120). All the stages included in the CBM model should be carefully examined and completed in order to provide the success of the branding strategy.

Creation and development of a territorial brand is a long and resource-intensive process that requires long-term strategies and confidence in customer loyalty. The main goal of the brand is not only to establish itself in the minds of consumers, but also to increase the level of development so that consumers of this product category can identify it without any problems for any key features.

2.6. Destination Personality

During the last decades, interest has increased in the psychological aspects of marketing communications, in particular, in the emotional impacts of brand communication. In 1998,

Fournier suggested a framework which identifies the categories of associations between the brands and the purchasers. Since the time, when Fournier (1998) wrote an article with a theoretical and empirical foundation for the field of consumer-brand relationship, the researchers began to study various aspects of these relationships (Fetscherin and Heinrich, 2015, p. 381). The features of this interaction have been explained in terms of a variety of approaches. The focus of researchers' attention was the relationship between the I-concept and the brand; brand devotion; brand attachment; brand passion and love towards the brand (Pimentel and Reynolds, 2004; Park et al., 2010; Albert et al., 2013; Swimberghee et al., 2014; Zarantonello et al., 2016). As a result, there are a huge number of fragmented studies that contain really interesting results but do not give a complete picture of the "brand-consumer" relationship. Fournier (1998) compares the brand with a living person, noting that the brand does not is simply a participant in interpersonal communication with certain characteristics, but acts in interaction with the consumer as a "partner" endowed with human traits. She also identifies fifteen types of relationship between the consumer and the brand. She built a hierarchy of such relationships, which consists of six main factors: 1) interdependence; 2) spiritual connection; 3) favor; 4) love and passion; 5) close relations; 6) the quality of the relationship. Fournier (1998, p. 361) argues that these factors serve as the main indicators in the application of any methods of measuring the strength of the consumer-brand relationship. Therefore their understanding can improve the effectiveness of management decisions (Biel, 1992). Subsequent researches in the field of "brand-consumer" relationships allowed establishing the following patterns:

1. The consumer identifies himself with a brand that she/he chooses (Aaker and Garbinsky, 2012; Chung et al., 2001; Fetscherin and Heinrich, 2015)

2. The brand identity provides loyal consumers; the brighter the individuality of the brand, the probability of successful competition with strong brands (Aaker, 1997; Aaker and Garbinsky, 2012)
3. Personal characteristics of consumers mediate their attitude toward brands (Orth et al., 2011).

2.6.1. Personality in Marketing

From the point of view of marketing, a person is associated with products, services, places and destinations (Aaker, 1997). In the marketing literature, “personality” is used to explain both imagery and broad approaches to information processing but in different definitions. The definitions notice the view of individual attributes and qualities of item personality related to the conversational types of data processing. Interestingly, references that are established to add up to connections and emotions concern the symbolism or all-encompassing strategies for info preparing (Kumar and Nayak, 2014, p. 89). Personality qualities of people and brands share a similar conceptualization however differ with regards of their formation. While human personality attributes are derived from a person's convictions, dispositions and demographic characteristics, (Park, 1986) brand personality characteristics can be influenced and formed by immediate or circuitous interaction with the brand itself (Plummer, 1985). The theory of personality traits suggests that different human traits can influence the behavior and intentions of a person in different situations. Increasing competition and reduction in differentiation based on the functional value of products have given rise to an emphasis on the importance of symbolic attributes that can be related to human traits . Consequently, this led to the fact that researchers drew attention to the "big five" in branding and strategies for studying consumer behavior and behavioral intentions with the purpose of making travel more attractive

to travelers. The most famous “Big Five” models, containing individual features, were taken by several authors. A theory based on factors is called a five-factor model (Costa and McCrae, 1991) which was also mentioned before while explaining the link between consumer loyalty and personality traits. This model has five dimensions, which include openness, neuroticism, extraversion, benevolence and conscientiousness. In his innovative study, Goldberg (1990) approved the comprehensive five-factor structure of the Big Five models and proposed the use of 339 personality traits that are stable in different situations in different studies conducted in the future with respect to the individual. Later, Aaker (1997) proposed BPS, based on the merger of the Big Five and several other scales from the field of marketing and psychology. In her research, she described the brand identity as a collection of human characteristics that are associated with the brand by consumers themselves, albeit unconsciously. Later, the personality design was associated with shops to determine the identity of the store by D'Astous and Levesque (2003) . Gradually, the scale of personality design in marketing has been expanded, and more objects such as the country, services and, more recently, the destination (Ekinci and Hosany, 2006; Lee and Suh, 2011; Siguaw et al, 1999). Destination personality has started to be used to communicate unique destination features and influence tourist behavior.

Researchers also have tried to study the role of the destination person in destination branding in combination with different cultures and settings, to which the destination can be connected (Kim et al., 2001; Henderson, 2000; Li and Kaplanidou, 2013). Accordingly, proceeding from these studies, it is argued that an individual design can be associated with objects such as a country, services and destinations, and therefore all objects that can be associated with a personality construct are important for strategic positioning and obtaining a

competitive advantage. In order to understand how human personality factors are associated with brands and destinations, it can be relevant to mention the theory of anthropomorphism.

It is commonly accepted that associating non-human objects such as brands and products (also destinations) with human traits called anthropomorphism (Guthrie, 1993), encourage consumers to evaluate them in human terms (Aaker, 1997). This can be an effective tactic however, can sometimes be counterproductive and lead to undesired results. Letheren et al. (2017, p. 65) suggest that personification represents a new communication tactic for destination marketing – mainly for target consumers who are high in anthropomorphic tendency – and one that can humanize the destination leading to more satisfactory attitudes and higher intentions to travel

The identity of the destination refers to the use of the brand identity in the context of tourism literature (Hanna and Rowley, 2008, p. 61). Due to the fact that the destinations have very different characteristics from commercial goods and services, there is a need to adapt the theoretical framework to destinations. In this practice, the theory of marketing is a guiding frame (Moilanen and Rainisto, 2009, pp. 3-4). Despite the fact that human and destination personality may have a similar conceptualization, they differ in how they are formed (Ekinici and Hosany, 2006, p. 128). Therefore it is important to understand how different researchers applied the brand personality to the destinations.

The personality of the brand can be portrayed as a lot of human characteristics that are related to the brand. Aaker (1997), in his spearheading study, conceptualized this structure utilizing five measurements, which include “*sincerity, excitement, strength, sophistication and competence*”. Accepting the concept of the brand identity of Aaker's (1997) model, Ekinici and

Hosany (2006) for the first time applied this concept of in the literature on tourism and proposed that the notion of a brand personality could be implemented to destinations. They identified three aspects of personality design, which are known as “sincerity, excitement and friendliness”, and also confirmed that tourists attribute different characters to their destinations. Since then, several studies have empirically confirmed the view that tourists attribute personal traits to destinations (Murphy et al, 2007, Usakli and Baloglu, 2011) . Murphy et al. (2007) investigated two different cities in Australia and revealed that tourists attach different personalities to the destinations.

Additionally, through content analysis of travel and tourism ads, Santos (2004) discovered that Portugal was characterized with personality attributes such as “contemporary”, “sophisticated” and “traditional” in the U.S.travel media. Sahin and Baloglu (2009) studied the identity of the brand in Istanbul and found that tourists perceive the identity of the Istanbul brand as consisting of the following personal qualities: "sincerity", "originality and vibration", "class and fashion," "competence and modernity," and "friendliness". They used both quantitative and qualitative questions in their survey to better comprehend individual perceptions of first-time visitors. Experiential image patterns also were included as a part of qualitative data. They grouped respondents into four geographic and cultural proximity segments namely USA, UK, Europe, and East Asia. Factor analyses were applied to define the primary image and the personality dimensions. One more research- one-way ANOVA technique used for evaluating potential differences among variables-was conducted to find the significant image of Istanbul and personality differences across nationalities and it was concluded that there are significant perception variations. Similarly, Usakli and Baloglu (2011) examined the alleged target person in Las Vegas, and they determined the fact that tourists attribute personality traits to tourist

destinations. The study also showed that the target personality is a significant predictor of loyalty to the destination. All these studies show that tourists are increasingly applying personality traits to destinations and their preferences are also influenced by this factor.

Chen and Phou (2013) studied the relationship between the image of the target and the character of the destination and also found that both of them have a positive impact on the relationship between tourists and recipients. By using structural equation modeling technique to analyze the survey results conducted among 428 visitors of Angkor temple in Cambodia, the authors also revealed that destination personality positively affects tourist behavior.

Papadimitriou et al. (2013) conducted a study of 361 urban tourists in Athens and showed that the target person positively affects the behavioral intentions of tourists. Some researchers have also explored the role of tourist sites in promoting a single and unique target personality of different places, countries or states (Kim and Lehto, 2013; Opoku and Hinson, 2006). In these studies, the content of the tourist sites was implemented and the individual traits based on BPS Aaker were found by using the content analysis. Expanding the contribution to the literature on tourism, d'Astous and Boujbel (2007) built a scale for measuring the identity of the country and explored six dimensions of the country's identity, designated as wickedness, diligence, compromise, conformity, unobtrusiveness and snobbery. In contrast to the BPS suggested by Aaker (1997), d'Astous and Boujbel (2007) also included negative personality traits to determine the identity of the country. Nevertheless, the scale and scope of this scale are limited, according to researchers in this field. Both scales are applicable to cross-cultures, but they cannot cover specific aspects of culture, location or country . Aaker (1997) argued that in order to increase the generality and validity of the BPS, it is necessary to include certain characteristics of a particular culture, as well as several aspects related to countries and communities.

2.6.2. Brand Personality Model by Aaker

Jennifer Aaker (1997) developed a brand personality model to describe the specificity of brand perception by the consumer. Under the brand identity, Aaker implies a set of personality traits associated with the brand (Aaker and Garbinsky, 2012, pp. 191-192). J. Aaker (1997) suggested that brand measurements are similar to personality measurements, and indeed, in her study, she found five brand measurement scales that are close to the scale of the Big Five- “sincerity, excitement, competence, sophistication and strength (ruggedness)”. Each aspect is in turn measured by a set of traits. The trait measurements are completed by using a five point scale evaluating to what extent the trait is characterizing the brand (Santos, 2014).The predominance of a component in the brand identity determines the nature of the "brand-consumer" relationship.

1. Sincerity: this scale includes the following measurements: honest, cheerful, real, healthy. This dimension indicates that the brand is used by family-oriented people, by people living in settlements, and is used for real-world purposes. The dimension also specifies that the brand is reasonable and fair, conveys whatever it promises, and its promises are based on facts. Sincerity also reveals that the color of the brand is bright (Thomas and Sekar, 2008, p. 51). Relations with such a brand are similar to those that exist between loving and respected family members.
2. Excitement - includes measurements such as energetic, brave, imaginative and modern. Such relationships are like meeting at a party with a friend who has the same personality.
3. Competence- reliable, influential, successful. The “brand-consumer” relationship, in this case, is similar to recognizing the achievements of a person, for example, a leader. Competence relates to a know-how when concerning brands, or to a capability to carry out something appropriately (Kapferer, 2003, p. 151).

4. Sophistication - the brand is distinguished by pretentiousness, wealth, charm. This dimension is not included in human personality scales (Thomas and Sekar, 2008, p. 51). In this dimension, relationships, often competitive, resemble the relationship between influential or wealthy people.

5. Masculinity, strength (Ruggedness) - sporty, dynamic. In this dimension Aaker relies on the Levy's (1959) claim "*researchers argue that brand personality includes demographic characteristics such as gender, age..., and class*" and follows his advice. In this case, relations are similar to contacts with friends with whom people share common interests (Aaker, 1997, p. 353)

Aaker believes that the consumer perceives the brand as if he was a celebrity or a famous historical figure, and correlates his "personality" with his own personality. As a result of the process of personification (endowing with personality traits), the brand acquires a set of associations in terms of personality traits. As a result, a hypothesis has emerged that the higher the correspondence between the personality traits of the consumer and the "personality" (individuality) of the brand, the more likely, that the consumer will prefer this brand. However, researchers who studied this problem received conflicting data. In particular, the relationship between the consumer's personality and the brand's identity is confirmed with respect to products of "high involvement" (cars, clothes), but the question remains open, whether these mechanisms operate in relation to other product categories, for example, everyday products (Huang and Mitchell, 2012, p. 336). However, it is assumed that the relationship consumers with a brand are defined not so much his personal peculiarities, but rather representations about oneself, peculiarities of identity. Identity is formed in the process communication, and brand communication as the type of communication is, undoubtedly, will affect it. On the other hand, the user adjusts and designs own identity through consumption (the "I am what I consume")

(Fournier, 1998). In this way, based on the model proposed by Aaker proximity consumer identity and identity brand can determine loyalty to the brand; in other words, the closer the brand personality consumer identity, the more attractive brand and the higher the loyalty of the consumers.

2.7. Philosophical Interpretation of the Brand

In order to understand destination personality, it is necessary to identify how brands can be integral in consumers' life. As brands are just like people, who add meaning to life, they provide a chance for consumers to be themselves and relate with them immediately. Brands connect with consumers on a higher purpose, which transcends and associates with people across nations and cultures.

The current buyer society and the mass culture of purchase behavior are empirically accustomed and constitute one of the main stages in the enhancement of the Western European societies and also capitalist relations. The present patterns in the advancement of society, specifically, the extensive development of worldwide communication, the direction of Western culture toward technological advancement and innovations, and the growing self-acknowledgment of individuals in all circles of his/her actions, the need of individual liberty influence the relations among sellers and buyers of products and services (Luvaas, 2013, p. 128). Attempts by manufacturers to amalgamate the requirements of individuals are directed to solve both material and spiritual issues. This trend shows a slow and habitual abandon from mass and imitative products to products, exemplifying the distinct characteristics of both the producer and the customer. The brand is today a critical part in different spheres of human life and the regular day to day existence of an individual (McCracken, 1993, p. 125). Originally, its roots were associated with monetary-financial relations, the dealings between the producer and the

consumer. It is this attitude, changing its content, has gradually conditioned the dominant position of consumption (Moor, 2007, p. 2). The modern society prefers mass consumption, however highly-evaluates the priorities given to the individual consumer. Today brands take an active participation in the creation of the awareness about the product by considering individuals' value preferences and create their own customers and take responsibility for their satisfaction with the product experience (Ritzer and Jurgenson 2010). But any consumption is at the same time production. A certain mythology, its connotative meaning, a kind of "implicit knowledge" that is for a purchaser the linked brand is more important. That is the reason explaining why it is conceivable to discuss the humanistic elements of the brand, to decipher this concept from the perspective of its socio-cultural potential and possibilities in "cultivating" a person (Pine and Gilmore, 1998, p. 98). In this situation, the brand shows up not just as a method for controlling awareness, giving beneficial utilization; yet it is also a social structure, a method for creation of an individual, his personality (Arnould et al., 2006). In the brand, there is constantly a "voice" of the customer, that is, of personal requirements. This explains the concreteness, not the abstractness of the brand. The most significant capacity of the brand within the history and mythology behind, it is identified with prompting the individual to self-produce his own identity and his own life history. Given that contemporary people are prone to the itinerant manner of existence, they often "roam" by brand. It can be understood not as a simple following of fashion, but as an instinctive or mindful search for "one's own," which matches to the uniqueness in all of its manifestations.

As Levy (1959, p. 124) states, each purchase comprises the valuation of the consumer if the particular product or service matches the individual self-perception through the representative meaning rooted in a brand. In other words, brands can be chosen to either express

one's "real self" or to display a person's "ideal self". This brings the value of the brand beyond just marketing practices, realizes the brand concept from the perspective of the possibility of its humanistic interpretation. Many researchers recognize that it is not correct to acknowledge the brand as a trademark (Volodina, 2008; Cherepanova, 2006). At the same time, the brand uniqueness cannot be limited by the popularity of that brand.

The choice of destination by the tourists is also focused on human needs. Visitors choose the city brands that match their personality, life story or their ideal self. City brand is an important factor of the discipline of psychology as determines how the visitor perceives the destination (Holden, 2005). Thus, the cities which try to gain a competitive differential advantage by the power of the brand, needs to fully understand what triggers consumers to choose this particular destination.

Brand plays several roles in daily life of each person which are:

1. Individualizing - supports an individual in the current diversity of goods and information will regulate the choice, making the result of this choice the property of the "I". In this case, the person identifies himself, becomes different from others (Rosenber, 1979, p. 7). Thus, many organizations try to create distinctive brands for consumers which help them to identify themselves.

This is relevant also for the city brands, since the choice of the tourists to visit off the unbeaten tracks (unusual route or destination) is welded his desire of individualizing. Hence the city brands should be distinctive and unique which can help the tourists to identify themselves while being at that destination.

2. Value-oriented - the brand can be comprehended as a value creator for both in material and in the spiritual consumption. The brand translates certain collective values and "encourages" a person to follow any patterns of behavior, norms and rules of life, those affects the formation of the consumer's worldview (Arnould et al., 2005). It is the aim of marketers to ensure that the brand has a unique place in the market and its features are clearly recognized by the customers.
3. When it comes to the destinations, the influence of the cultural values which include beliefs and standards that differentiate certain group of people from others (Pizam, 1997) can be analyzed in the frame of value-oriented brands. For example, the choice of the destination for being close to the person's culture and values and ignoring the city which is not relevant can explain this function of city brand.
4. Socializing - the utilization of brands because of their sociocultural attributes enables a man to form and express his uniqueness. At the same time, this implies cultural identification and includes the relationship of an individual with any social network such as any group. McCracken (1986, p. 71) accept that individuals lean toward the brands whose cultural implications coordinate with the person they are or they seek to turn into.

This aspect in tourism literature is explained by the cultural distance. Cultural separation indicates the degree to which the way of life of in the destination country contrasts the way of life in the country of origin (Ahn and McKercher, 2015, p. 95). Individuals who live in distant areas or regions are less inspired to travel. All in all, the more different the perceived culture of the destination from the local culture of the tourist, the more likely tourists will choose that destination.

According to Grubb and Grathwohl (1967, p. 27), the utilization behavior of an individual is centered on stimulating and upgrading the self-awareness through the consumption of products as symbols. In this manner, the most significant capacity of a brand with its history and mythology is to prompt a man to the self-generation of his/her identity and his own biography.

The brand follows up on the individual through the custom that he instructs. Specifically, as a carrier of mythology, a brand can be an object of interpretation. A brand can be considered as a psychological construct, which contains a lot of implications, just as a sort of significant value reference, a regulator during the realization of material and profound consumption. Caprara et al (2001, p. 393-394) suggest that personality is a proper representation for brands dependent on the possibility that a consumer builds up a fascination towards brands having the personality similar to his own personality. There are various dimensions of recognition and the likelihood of perusing the brand. The meaning of the brand understanding can be different. The brand is a representative development, behind which stands the individual, its producer. A brand is an imaginative item communicating the producer's thoughts created for fulfilling human needs. Sirgy (1982, pp. 289) recognizes four elements of the self-idea, for example, real, perfect, social and perfect-social self-concepts. The actual self represents the real personality of the person. Ideal self is the personality which the perfect for an individual and he/she wants to become that kind of person. Social self is the image that the person assumes to be perceived by other in the society. The ideal-social self is the image that the individual want the other members of society to have about him. From this point of view, consumers always prefer the destination that matches their self-concepts and ignore the ones opposing their self-concepts (Galimullovna et al., 2017, p. 108).

The brands also can represent specific cultural meanings which makes them not only an object of sale and purchase, but the cultural product. The travel destination can also be linked to the dimensions of self-concept. Social media today is the tool for expressing the ideal self of a person. For example, posting the photos of travel city is the way of presenting the ideal-self that means a person wants others to perceive his travel destination as it is shown in his pictures.

The city brands also can be seen from both sides- the city itself and the visitors. The city itself concerns all the attractions and infrastructure while the choice of destination by different customer groups refers to their different requests. Consequently, it is essential to consider that a more proper sense interpretation of the brand as a cultural form can be recognized only in its normal cultural context (McCracken, 1986, p. 73). The consumer views the brand as a tool for his/her self-identification. In today's world of ambiguous; relations the brand's value content is directly contingent with its natural sociocultural context.

2.8. Anthropological Interpretation of the Brand

Although the brand today are mainly viewed as the source of economic growth since they are attributed in the purchase and sales processes (Malhotra, 1988), it is possible to view them from anthropological point of view (Galimullovna et al., 2017, p. 108).

Anthropomorphism has played and continues to play a very important role in human understanding of the world. Moreover, since ancient and even prehistoric times, anthropologist connotations have been key to the emergence of group and individual consciousness and self-identification. Anthropomorphism involves giving human features to objects and entities that include both animate and inanimate objects (Guthrie, 1993, p. 133). Previously anthropomorphic concepts were closely related to creationist myths, which largely determined the worldview of

early people. Nowadays, such metaphors can be found in many spheres aimed at appealing to the feelings of the people. These images appear in stable expressions widely used in journalism and mass media. They are used for emphatic isolation of specific attributes in order to cause an emotional response from the audience. In addition, another practical application that considers the sculpted semiotic objects is "brand". The belief that consumers incline to perceive branded products as if these items were people become popular among marketing professionals (Guido and Peluso, 2014, p. 1). The developing anthropomorphizing tendency encourages the marketers to apply this in many ways while promoting their brands. Many empirical researches and studies support, that consumers associate in their minds some features of the products with the human body (Windhager et al., 2010; Aggarwal and McGill, 2007). In this light, brand anthropomorphism is the degree to which a branded product is perceived as a human (Epley et al., 2007). The anthropomorphic perception of branded products can derive from two different processes. First, this can happen through perceived similarities between the appearance of such products and some physical attributes of a human (Aggarwal and McGill, 2007). Second, an anthropomorphic perception of brands might occur by means of a perceived coherence between such products and some characteristics of consumers self-concept (Guido and Peluso, 2014, p. 3) discussed previously. It concerns how the consumers see themselves actually, ideally and socially. This process is mainly understood in the works by Fournier (1998) and Aaker et al. (2004). In general, brand anthropomorphism can influence brand image, brand identity and brand personality as it relates to its perception by consumers.

Researchers have also applied brand anthropomorphism in their studies about the destination and city branding. In their study Pardo and Prato (2012) examine main debates in the development of urban research and discuss the complex methodological and theoretical

challenges of anthropological interpretation of urban setting while evidently recognizing the importance of the anthropological patterns in urban research. Kaplan and Hailanen (2010) focused on brand personality of places, and investigate the suitability of this concept for city brands. In their research the authors used a factor analysis method and collected the primary data from the sample of 898 students. The findings of the study showed that distinguishing places based on their brand personalities is feasible.

Anthropomorphic perception of city brands is appropriate for analyzing the driving forces behind the decisions of the tourists to visit the particular destination. It can also explain the physiological interpretation of the city brands while facilitating the process of city branding.

3. METHODOLOGY

3.1. Introduction

Semantic network analysis was used to study the structure of the answers of respondents about different cities. This chapter discusses theoretical framework of the research method applied in this study. This research examines the semantic content of the collective understanding of city attributes and semantic structure of the shared meaning of city brand personality traits. Accordingly, content analysis, social construction, and semantic network analysis are enlightened in this chapter. Moreover, there is information about Pajek- software for analysis and visualization of large networks. Research sampling and data collection methods applied for this study are also clarified.

3.2. Social Construction

Social Construction Theory is one of the main concepts in the fields of sociology and communication. According to Gergen (1998), social constructivism led to the emergence of other important topics and played a significant role in the expansion of other related studies in the field of culture and media. Berger and Luckmann (1985) are authoritative representatives of phenomenological sociology of the twentieth century and at the same time are the founders of social constructivism. They developed the problems of phenomenological sociology of knowledge discipline and intended to comprehend the construction of knowledge. The subject of this discipline is the emergence and functioning of various forms of thinking and knowledge in a particular socio-cultural context. These forms include religious and philosophical teachings, scientific theories, political ideologies, cultural knowledge and etc. According to the original ideas of social constructivism, it is important to reveal the prerequisites and methods of building

people's social reality, which should be based on their reception of reality (Andrews, 2010, p. 40). The space of reception and their subjective interpretation, according to the phenomenology of the natural setting, is formed in the process of social intersubjective interaction in the extremely wide space of the world. Scientists believe that the sociology of knowledge should primarily deal with what people “know” as “reality” in their daily, non - or pre-theoretical life (Berger and Luckmann, 1995, p. 32). Communication is one of the main aspects of social construction theory together with the individual actions since it is the key for constructing the subjective reality. The role of language is also critical, as it serves for building social communication between the individuals and thus it contributes to the understanding of the reality of the world. It *“is the carrier of the social knowledge, but also is a system of action and thus, will update itself in situations of concrete interaction and contingent processes”* (Dreher, 2012, p. 97). Language can express the subjectivity of the interlocutors during the dialogue and, like no other sign system, bring them closer together. But the language, also unlike other sign systems, is able to more radically distance itself from a specific face-to-face situation, presented as a receptacle and the translator of countless human knowledge, experience, meanings, etc. (García, 2015). Arising in the field of everyday life, language throughout the life of a person objectifies and typifies his experience, and therefore makes it anonymous and usable by other people. Thus, the language carries out a very important function of the accumulation and social knowledge.

Based on this concept, the research approaches city attributes affecting destination brand attitudes focusing on broad elements of visitors’ contextualized language use. In accordance with social construction theory, the study also identifies the shared meaning of city brand personality

traits. It is important to understand city brand personality traits of the most popular destinations in order to define the similarities and differences with the semantic content of Istanbul.

3.3. Content Analysis

Content analysis is one of the leading methods of analysis in social sciences and can be used with different motives in the studies. This research method is applicable in qualitative, numerical, and occasionally mixed forms of research contexts and employs a variety of methodical techniques to come up with appropriate findings (White and Marsh, 2006, p. 22). As a scientific study of the content of communication, content analysis is widely used research method. It is a “*research technique for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use*” (Krippendorff, 2004, p. 18). This method is also applied for semantic network analysis (Carley, 1993). It is essential for this study since semantic networks are analyzed by using content analysis research method.

3.4. Semantic Network Analysis

Semantic network analysis is interpreted as both research method and also theoretical context (Doerfel, 1998) and is relatively novel in the area of communication science (Jang and Barnett, 1994, p. 33). There are some differences between the traditional and semantic network analysis. The main difference is that semantic network analysis focuses on the shared meaning of the concepts rather than the relations between the communicating units. It means that two nodes are considered to be connected in this analysis when their uses of concepts intersect (Doerfell and Barnett, 1999, p. 589). Thus, the main actors in this analysis are the words that co-exist in the texts produced by different informers. The strength of the relationship depends on the number of the times of two words co-occurrence (Shnegg and Bernard, 1994, p. 34). Words that

overlap across many communication contents conveys the idea about their shared meanings (Schneegg and Bernard, 1996, p. 8). Semantic analysis is primarily concentrates on the process of human understanding and interpretations of semantic structures for the aim of examination or analytical reasoning (Dreiger, 2013, p. 8). This method is used by many researchers to reveal qualitative aspects of a semantic network. There is no need for previously determined categories in semantic network analysis. It is the main difference content analysis in which the researcher assigns each textual unit to the previously defined categories (Jang and Barnett, 1994, p. 34). The correlation between words and their concurrence are identified with the help of the computer analysis. Therefore, the main purpose of applying this analysis method is to answer the questions related to the text that is not obviously indicated there (Young, 1996). The number of relations between the units such as countries, companies or people is limitless, but there are conceptual differences between them. By using semantic network analysis it is possible to conceptualize various types of relations in a given network and indicate them.

3.5. Sampling

The population for this research includes the Azerbaijani citizens. The main reason for choosing this population is the same nationality of the researcher which makes the interpretation of the results more reliable. The population is “*the full set of cases from which a sample is taken*” (Saunders et al., 2009, p. 212). The sample of 92 people was chosen for this research. Non-probability sampling technique was used to define the participants. Non- probability sampling (or non-random sampling) offers a range of alternative techniques to select samples based on the researcher’s subjective judgement (Battaglia, 2008, p. 523). One of the most common techniques for non-probability sampling is convenience sampling which was also used for this study. It involves selecting randomly those cases that are easiest to obtain for the chosen

sample and meets the certain practical criteria (Etikan et al., 2016, p. 1). The main criteria for being included into the research sample were travelling at least two foreign countries in addition to the country of residence- Azerbaijan.

3.6. Data Collection and Coding Procedure

The empirical research was conducted from January, 2018 to October, 2018. The individual semi-structured interview method was chosen as a qualitative research instrument. Interviews are predominantly valuable for getting the story behind a participant's experiences. The interview method is a popular means of obtaining primary sociological information, which is confirmed by its active use in empirical research almost throughout the existence of sociological science (Robson, 2002, p. 58). By using this method it is possible to pursue in-depth information around the topic. Interviews are also useful as follow-up to certain respondents to questionnaires such as to further examine their responses (McNamara, 1999). The respondents answered in total 15 questions which were divided into 2 parts. In the first part the respondents answered the questions about their general experiences on the cities they traveled. In the second part they asked to answer the questions about Istanbul. In the beginning of the each interview, the respondents were given the information about the purpose of the interview, the anonymity principle of the interviews. Most of the interviews were held face-to-face while some of them were telephone interviews. At the end of the each interview, the respondents were asked to fill the questionnaire form on their personal information without the indication of their full names.

Coding the units is one of the most important steps in the network analysis procedure. Data collection for this study was completed first, and then the results were coded in order to further analyze them with the help of software. The answers of the interviewees were coded in

compliance with coding rules. The results were converted into the adjectives or nouns and similar meanings expressed in different words were coded under the same words or phrases.

3.7. Application and Semantic Network Analysis

The computer programs used for the semantic analysis in this study is called Pajek. Pajek is software used for the analysis of semantic networks. The key objectives in the design of software are to run generalization by factorization the large networks into smaller ones that could be used for further investigation, to provide the consumer with some prevailing visualization tools and to apply efficient algorithms for the analysis of large networks (Batajelj and Mrvar, 1999, p. 2).

Semantic meanings of the respondents' answers were analyzed as four different networks. The first network indicates the answers about the city attributes affecting destination brand attitudes. The second network summarizes the answers about the city attributes of Istanbul affecting its destination brand attitudes. The third network concerns the city brand personality traits. Finally, the last-fourth network reviews the answers about the city brand personality traits of Istanbul. All four networks are simple. In order to better understand the methodology and the results it is important to define the terms: node, line, graph and network.

Every unit which is also called "social actor" (a person, a group, an organization) in a social network is represented as a node (Martino and Spoto, 2006, p. 53). A relation is signified as a connection or a flow between these units.

Line characterizes a tie between two social actors- nodes (Freeman, 2004, p. 24). . "Directed" lines are called arcs, while "undirected" lines are also known as edges. A set of nodes and a set of links amongst them create a graph (Otte and Rousseau, 2002, p. 442).

Network is a combination of series of ties between the nodes or a set of relations between them (Ergun and Usluel, 2016, p. 35). The network examined by social network analysis can be either “one-mode” or “two-mode”. The relations that exist among the social actors from the same set is called one-mode network. When the relations are measured between the social actors from the two different groups, the network is called two-mode. A relation measure in two-mode network is unidirectional (Wasserman and Iacobucci, 1991, p. 14). Since the networks analyzed in this study are one-mode they are also undirected.

3.8. Interview Questions

The interview questions were prepared in the language of the respondents (Azerbaijani) in order to facilitate the process of getting clear responses. The total number of the questions was six. The questions were divided into two parts: the first part of the questions was related to the experiences and the perceptions of interviewees with the cities they have ever visited. The second part was exclusively about Istanbul and its perceived image among Azerbaijani individuals. The questions were designed in a following order:

1. What are your most favorite three cities?
2. Which are the main three characteristics of each of these cities that make them your favorite? (Please mention three city attributes for each)
3. How would you describe three positive personality traits of these cities? ((Please mention three personality traits for each)
4. Do you like Istanbul?

5. What are the main three characteristics of Istanbul that make it one of your favorite cities?
6. How would you describe three positive personality traits of these Istanbul? (Considering its positive characteristics)



4. FINDINGS AND ANALYSIS

4.1. First Network: City Attributes Affecting Destination Brand Attitudes

Table 1: Semantic Network Analysis of City Attributes Affecting Destination Brand Attitudes

Number of nodes	233
Number of lines	3400
Number of lines that have value 1	2626
Number of lines that have value more than 1	774
Density of the network	0.06289774
Average degree centrality	29.18454936

Table 1 summarizes the results of the semantic network analysis of the city attributes affecting destination brand attitudes. The number of the total nodes in this network is 233, which corresponds to the number of total of city attributes. The nodes create 3400 lines, while 774 of these lines have value more than 1. Density as a measure helps to describe a network structure in comparison with other networks. According to the density, it is possible to estimate if the network is sparse or dense. *“Dense networks that show a high density may indicate higher amounts of actualized word relations and appear to be more coherent”* (Drieger, 2013, p. 8). Density of this network is around 0.062, which indicates that the network is not dense. It shows the percentage of the ties, which are potentially practical (Gursakal, 2009). In other words, only 6.2 % of all possible lines are usable. Average degree centrality describes the average degree of

direct ties within the others in a network (Ergun and Usluel, 2016, p. 36). The average degree centrality of this network is 29.1. It means that one city attribute ties others 29 times averagely in this network.

Table 2: All Max Valued Core Values

Dimension	233
The lowest value	1
The highest value	18

Table 2 demonstrates the valued core analysis of the city attributes affecting destination brand attitudes. Valued core assesses the units that are tied with a definite number of lines. Based on this table it is possible to define the highest and lowest valued core levels of the network. The lowest value of the network is 1, while the highest value is 18. Frequency distribution of cluster values is presented in Table 3.

Table 3: Frequency Distribution of Cluster Values

Cluster	Freq	Freq %	CumFreq	CumFreq%	Representative
1	73	31.3305	73	31.3305	Like a fairy tale
2	82	35.1931	155	66.5236	Fashionable city
3	33	14.1631	188	80.6867	Development
4	14	6.0086	202	86.6953	Faerie
5	10	4.2918	212	90.9871	Historical
6	9	3.8627	221	94.8498	Combination of different cultures
7	2	0.8584	223	95.7082	Clean
8	3	1.2876	226	96.9957	Well-educated people

9	1	0.4292	227	97.4249	Modern
10	1	0.4292	228	97.8541	Symbolic monuments
15	2	0.8584	230	98.7124	Sea/ocean
17	1	0.4292	231	99.1416	Calm
18	2	0.8584	233	100.0000	Friendly people
Sum	233	100.0000			

According to Table 3, 73 out of 233 attributes are with value 1; 82 out of them are tied with value 2, 33 out of total are tied with value 3, 14 out of them are tied with value 4, 10 out of 233 is tied with value 5, 9 out of them are tied with value 6, 2 out of 233 is tied with value 7, 3 out of them are tied with value 8, 1 out of them are tied with the value 9, 10, 17 for each and 2 out of 233 are tied with the value 15 and 18 for each. Since majority of total 233 values are tied with value more than 1, there is an important construction between them.

The following figure demonstrates the valued core levels of the network with numbers. According to the figure, it is possible to identify the top 10 city attributes with most valued city attributes in this network. “Nature” and “Friendly people” are the most significant city attributes of the network since they are tied to other values 18 times. “Calm”, “historical city”, “sea/ocean”, “symbolic monuments”, “modern”, “architecture”, “a wide array of places to see”, and “well-educated people” are other important city attributes for the first network.

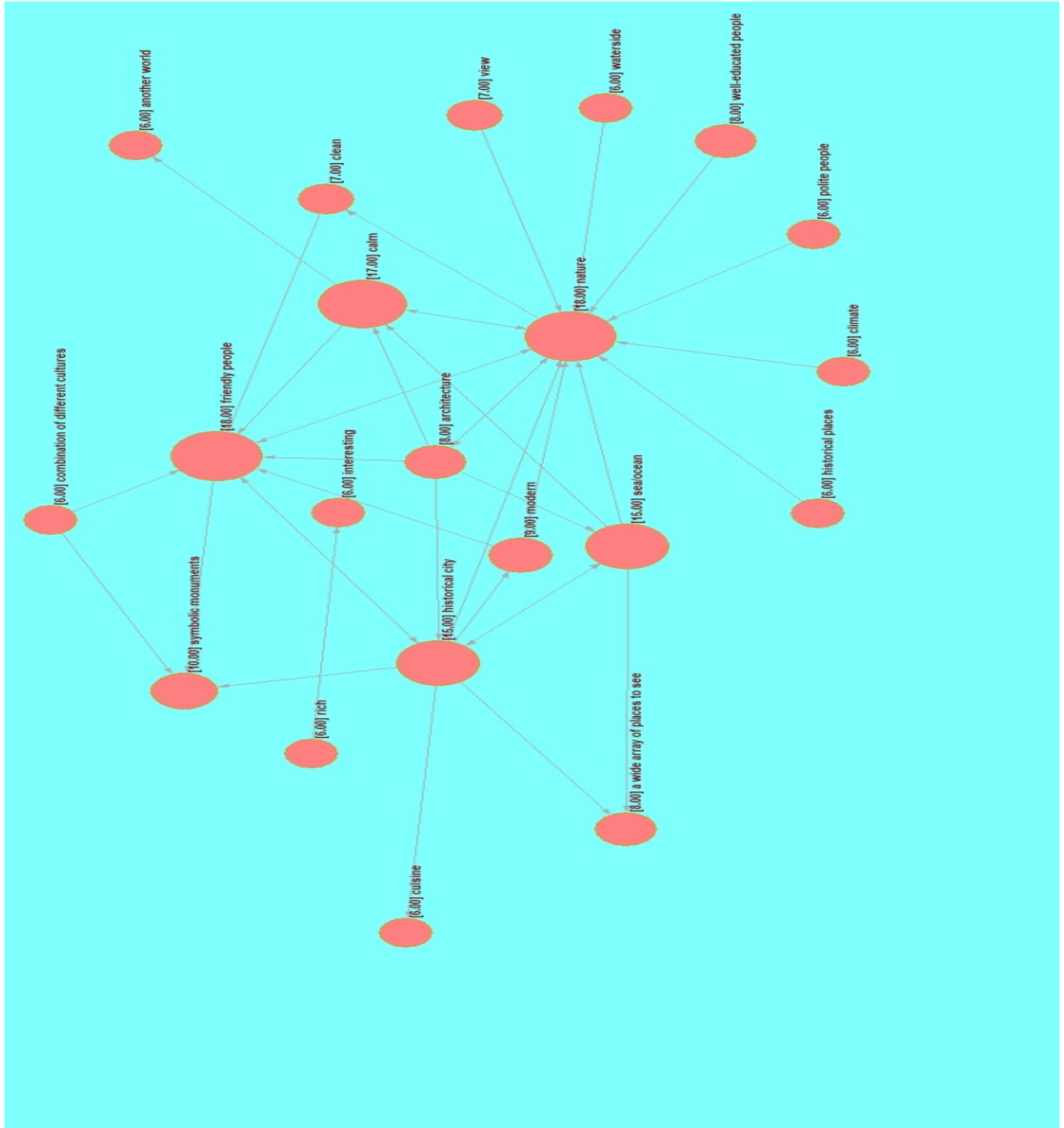


Figure 5: Valued Core of the City Attributes Affecting Destination Brand Attitudes

Table 4: Input Degrees

Rank	Vertex	Value	Id
1	46	1.0000	Nature
2	17	0.8750	Friendly people
3	10	0.8462	Historical city
4	1	0.6635	Sea/ocean
5	53	0.6346	Symbolic monuments
6	24	0.6250	Calm
7	87	0.6058	Cuisine
8	93	0.5577	Museums
9	63	0.5192	One of the entertainment centers
10	35	0.5192	Clean
11	11	0.4904	Waterside
12	33	0.4519	Architecture
13	29	0.4423	Convenience
14	64	0.4423	A wide array of places to see
15	12	0.4327	Modern
16	97	0.4423	Polite people
17	8	0.3942	Combination of different cultures
18	164	0.3846	Shopping
19	96	0.3750	Like in my own country
20	91	0.3750	Beautiful
21	36	0.3750	Romantic

Centrality signifies the structural power of a vertex based on its connections. There are different methods of measuring centrality such as “betweenness centrality”, “closeness centrality”, “eigenvector centrality”, “alpha centrality”, and “degree centrality” (Opsahl et al., 2010). Input degree is an amount of degree centrality that represents the quantity of links between two nodes. Directed networks possess input and output degrees where input degree characterizes the amount of the directed lines it acquires. One of the essential aspects of input analysis is to identify the impacts of the corporate value and the effects on it. Therefore, it is essential to measure input and output degree since number of directed lines sent and taken by a node is dissimilar. Input degree signifies popularity of a node. Table 4 represents input degree values of nodes ranked at the first twenty in this network.

“Nature” is the most input-getting city attribute (1) in this network. Consequently, “nature” is the most prominent city attribute in the aforementioned network. “Modern”, “polite people”, “combination of different cultures”, “shopping”, “like in my own country”, “beautiful” and “romantic” are the city attributes that are not popular in foregoing dimension. It is possible to state that these city attributes do not carry the network together; the number of their ties between dissimilar nodes is not so high. Nevertheless, they are significant because of the networks they obtain.

Table 5: Output Degrees

Rank	Vertex	Value	Id
1	10	1.000	Historical city
2	46	0.7807	Nature
3	33	0.7719	Architecture
4	1	0.6754	Sea/ocean
5	17	0.6754	Friendly people

6	19	0.6228	Well-educated people
7	24	0.6053	Calm
8	53	0.5088	Symbolic monuments
9	64	0.5000	A wide array of places to see
10	12	0.4561	Modern
11	44	0.4561	Historical places
12	35	0.4386	Clean
13	8	0.4211	Combination of different cultures
14	29	0.3860	Convenience
15	58	0.3684	Another world
16	54	0.3684	Design of the city
17	11	0.3684	Waterside
18	42	0.3684	Climate
19	93	0.3421	Museums
20	20	0.3421	Familiar from movies

Another measure of degree centrality is output degree. Output degree is a measure of directed lines sent by nodes. There is a big difference between input and output degree. Unlike input degree, output degree displays openness of a corporate value in the research. Table 5 exhibits top 20 city attributes with output degree in this network.

“Historical city” is the most central city attribute in this network to measure degree centrality. Output degree of “nature” and “architecture” is close to each other. Additionally

“sea/ocean”, “friendly people”, “well-educated people”, “calm” are the city attributes showing closer output degrees. “A wide array of places to see”, “another world”, and “design of the city” are presented in the table of central city attributes affecting brand attitudes in output degree dimension. They send many directed lines although not receive according to input degree analysis table.

Table 6: Input Closeness Degrees

Rank	Vertex	Value	Id
1	46	1.0000	Nature
2	17	0.9600	Friendly people
3	10	0.9518	Historical city
4	1	0.8984	Sea/ocean
5	53	0.8936	Symbolic monuments
6	87	0.8865	Cuisine
7	24	0.8796	Calm
8	93	0.8796	Museums
9	35	0.8593	Clean
10	11	0.8528	Waterside
11	63	0.8506	One of the entertainment centers
12	33	0.8337	Architecture
13	29	0.8235	Convenience
14	64	0.8235	A wide array of places to see
15	12	0.8215	Modern
16	97	0.8195	Polite people
17	36	0.8155	Romantic

18	8	0.8155	Combination of different cultures
19	123	0.8136	Convenient transportation
20	96	0.8136	Like in my own country
21	42	0.8136	Climate

“The closeness centrality is a well-known measure of importance of a vertex within a given complex network. High closeness centrality can have positive impact on the vertex itself” (Crescenzi et al., 2017, p. 1). Closeness centrality of a vertex is based on the mean distance from a vertex to all other vertices. Table 6 presents top 21 closeness centrality degrees of the given network.

Input closeness degrees of the first 20 nodes in the network are relatively near to each other. “Nature”, “friendly people”, and “historical city” are the most nearby and essential city attributes (near 1). “Climate”, “like in my own country” and “convenient transport” have the same lowest value (0.8136). There are also many other city attributes with the same closeness centrality such as “calm” and “museums” (0.8796), “convenience” and “a wide array of places to see” (0.8235) and “romantic” and “combination of different cultures” (0.8155).

Table 7: Output Closeness Degrees

Rank	Vertex	Value	Id
1	10	1.0000	Historical city
2	33	0.9263	Architecture
3	46	0.9160	Nature
4	17	0.8934	Friendly

5	1	0.8886	Sea/ocean
6	19	0.8720	Well-educated people
7	24	0.8583	Calm
8	53	0.8494	Symbolic monuments
9	64	0.8363	A wide array of places to see
10	12	0.8216	Modern
11	42	0.8175	Climate
12	8	0.8114	Combination of different cultures
13	35	0.8094	Clean
14	44	0.8074	Historical places
15	30	0.7956	Interesting
16	11	0.7918	Waterside
17	58	0.7899	Another world
18	93	0.7899	Museums
19	3	0.7880	Historical
20	54	0.7861	Design of the city
21	29	0.7823	Convenience

Output closeness centrality shows the distance of leaving lines of one unit to other units. Table 7 presents the most significant output closeness centrality degrees of this network. “Historical city”, “architecture” and “nature” have the highest output closeness degrees. The curves going from all of the city attributes on this table are important due to their lengths. “Convenience” has the lowest significant output closeness centrality degree in this network.

Table 8: Betweenness Degrees

Rank	Vertex	Value	Id
1	10	1.0000	Historical city
2	46	0.8822	Nature
3	17	0.6552	Friendly people
4	1	0.4540	Sea/ocean
5	24	0.3754	Calm
6	53	0.3247	Symbolic monuments
7	33	0.3223	Architecture
8	93	0.2482	Museums
9	64	0.2298	A wide array of places to see
10	63	0.2059	One of the entertainment centers
11	35	0.1916	Clean
12	12	0.1824	Modern
13	8	0.1795	Combination of different cultures
14	29	0.1780	Convenience
15	19	0.1769	Well-educated people
16	87	0.1734	Cuisine
17	11	0.1633	Waterside
18	34	0.1524	Living there for a while
19	58	0.1510	Another world
20	97	0.1305	Polite people

Betweenness centrality plays a significant role in analysis of social networks, computer networks and other categories of network data models. “Betweenness centrality may be defined loosely as the number of times a node needs a given node to reach another node. Stated otherwise, it is the number of shortest paths that pass through a given node” (Otte and Rousseau, 2002, p. 443). Table 8 indicates the betweenness degree of this network. “Historical city”, “nature” and “friendly people” have the highest betweenness degrees in the network. They play the role of conveying information between two nodes.

4.2. Second Network: City Attributes of Istanbul

Table 9: Semantic Network Analysis on City Attributes of Istanbul

Number of nodes	100
Number of lines	555
Number of lines that have value 1	494
Number of lines that have value more than 1	61
Density of the network	0.05606061
Average degree centrality	11.10000000

The number of total actors (nodes) is 100 and the number of total lines is 555 in this network. Based on Table 9, 494 out of total lines have the value 1, while 61 of them have the value more than 1. The density for the network is 0.05, so this network is clearly not dense at all, instead it is very loose. The degree centrality of the network is 11%, indicating that many nodes are not connected.

Table 10: All Max Valued Core Values

Dimension	100
The lowest value	0
The highest value	5

Table 10 indicates valued core analysis of the network. The lowest value in this network is 0 while the highest value is 5. The number of dimensions corresponds to the number of total nodes of the network (100).

Table 11: Frequency Distribution of Cluster Values

Cluster	Freq	Freq %	CumFreq	CumFreq%	Representative
0	1	1.0000	1	1.0000	My favourite artists live there
1	64	64.0000	65	65.0000	Unique
2	25	25.0000	90	90.0000	Everything can be found
3	4	4.0000	94	94.0000	Shopping
4	4	4.0000	98	98.0000	Friendly people
5	2	2.0000	100	100.0000	Bosphorus
Sum	100	100.0000			

Frequency distribution of cluster values in this network is given in table 11. A frequency distribution is intended to display how many occurrences there are of each value of a variable. In the second network, 1 out of 100 city attributes are not tied ; 64 out of them are tied once, 25 out of total are tied 2 times, 4 out of them are tied 3 times, 4 out of 100 are tied 4 times, 2 out of them are tied 5 times.

The following figure presents all value cored of the network with numbers. “Bosporus” and “Seaside” are the most significant city attributes of this network since they are tied to other values 5 times. “Places to visit”, “having a cuisine similar to ours”, “friendly people”, “and historical monuments”, “cheap”, and “shopping” are other important city attributes of Istanbul. All other important city attributes are tied to other values 2 times in this network.



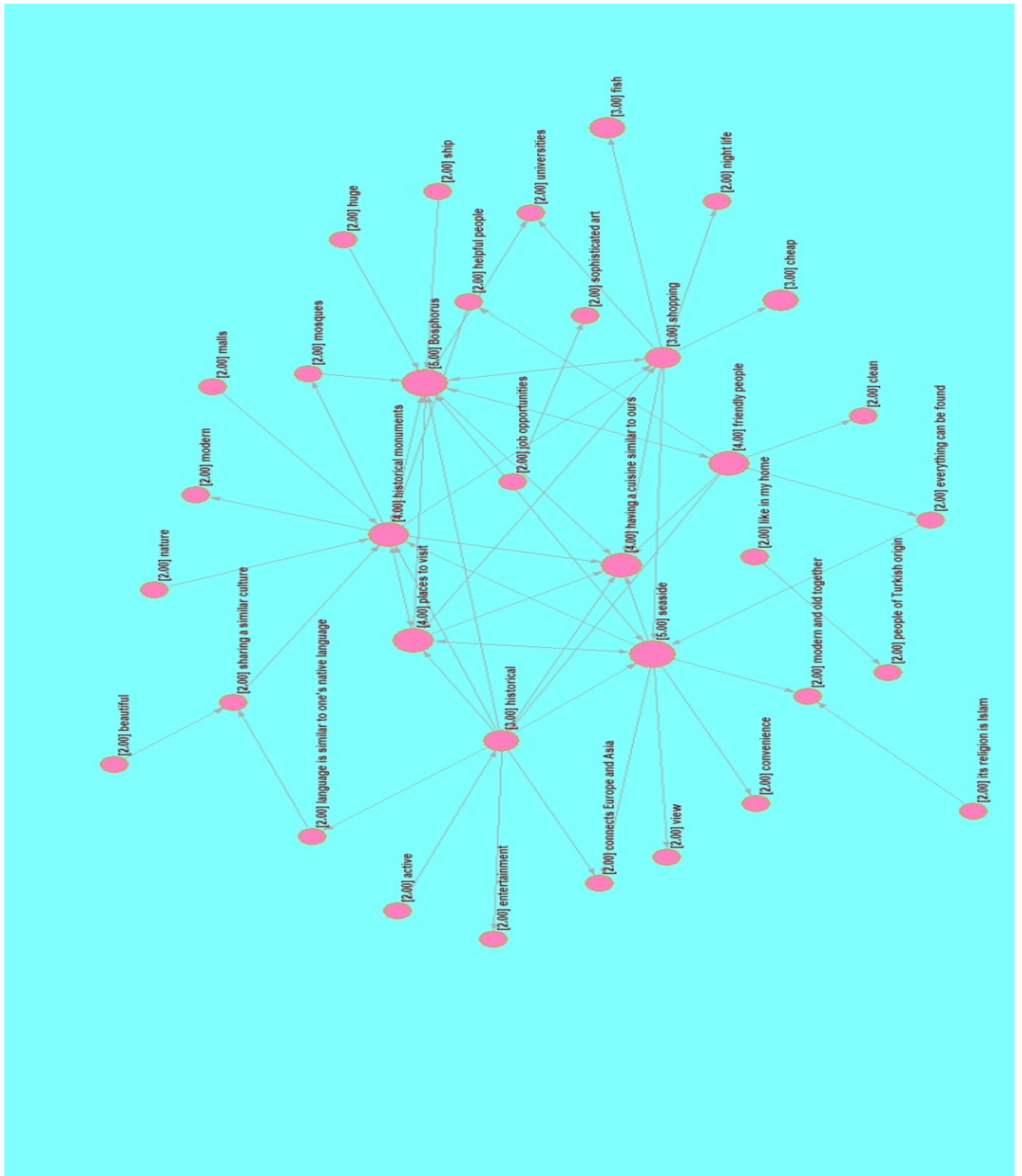


Figure 6: Valued Core of the City Attributes of Istanbul

Table 12: Clique Directed

Dimension	100
The lowest value	0
The highest value	17

Clique in a social network is a cohesive group in which “any node is directly connected to any other node of the subgraph” (Otte and Rousseau, 2002, p. 443). According to the Table 12, maximum number of cliques that one city attribute creates is 17. It means that, there are city attributes that create 17 cliques in the network of city attributes of Istanbul.

Table 13: Cliques in the Network of City Attributes of Istanbul

Cluster	Freq	Freq %	CumFreq	CumFreq%	Representative
0	88	88.0000	88	88.0000	5
1	1	1.0000	89	89.0000	67
3	2	2.0000	91	91.0000	4
4	1	1.0000	92	92.0000	8
7	1	1.0000	93	93.0000	20
9	3	3.0000	96	96.0000	1
10	1	1.0000	97	97.0000	9
15	2	2.0000	99	99.0000	3
17	1	1.0000	100	100.0000	10
Sum	100	100.0000			

There are 12 city attributes of Istanbul that have direct links with others; therefore they are significant in this network based on their connections. 88 of city attributes do not create any clique; only one city attribute creates 1 clique, 2 city attributes create 3 and 15 cliques for each, again 1 city attribute creates 4,7, 10, 17 cliques accordingly, 3 city attributes creates 9 cliques.

The following figure displays the network of city attributes of Istanbul that create cliques with others in the network. “Seaside” is the most significant city attribute of Istanbul based on clique value. “Historical monuments”, “shopping”, “Bosporus”, “historical”, “places to visit”, “friendly people”, “having a cuisine similar to ours”, “connects Europe and Asia”, “modern”, “mosques”, and “everything can be found” are the city attributes of Istanbul that create cliques in the network.

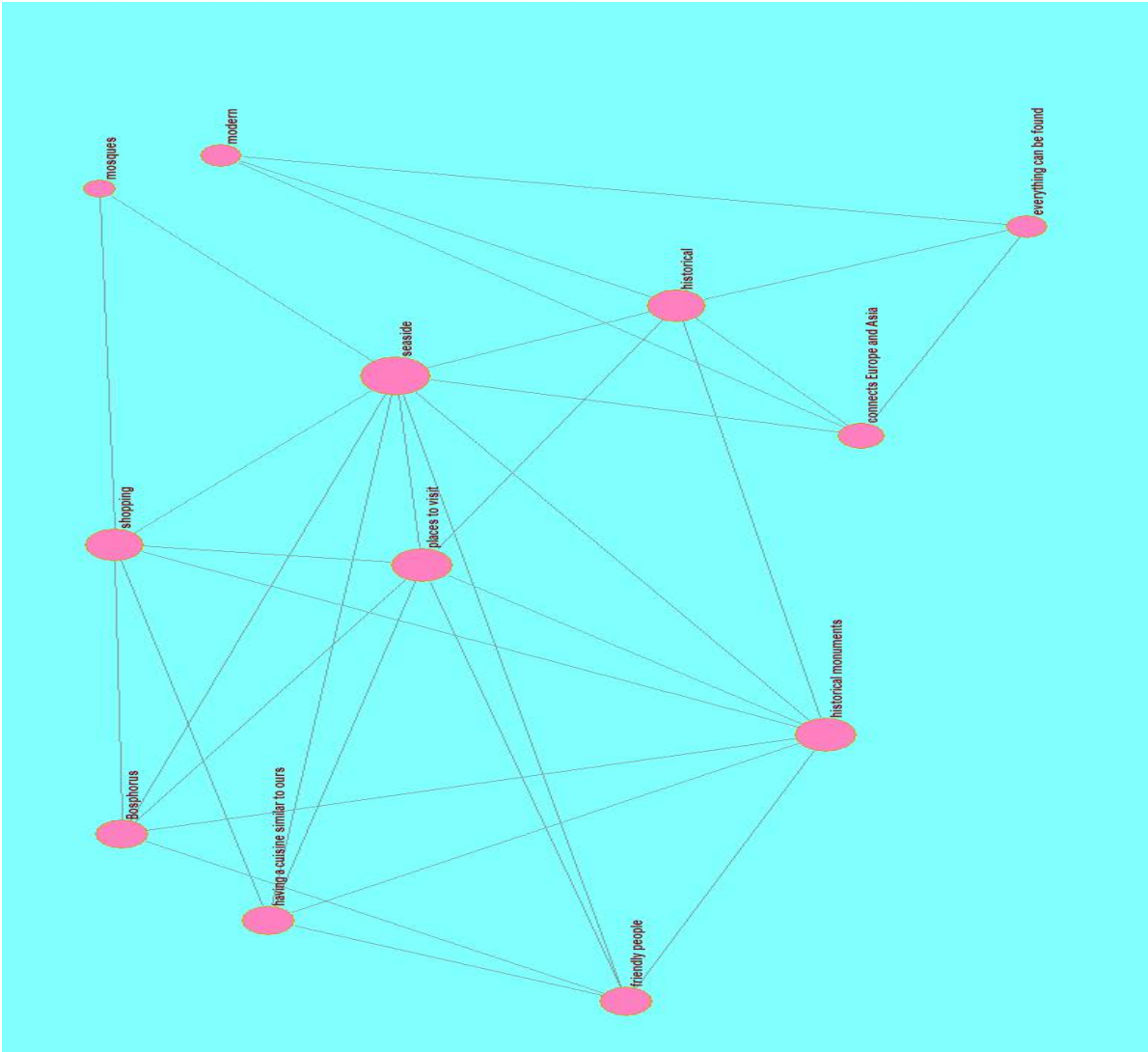


Figure 7: Directed Cliques of the City Attributes of Istanbul

Table 14: Input Degrees

Rank	Vertex	Value	Id
1	3	1.0000	Historical monuments
2	2	0.8438	Bosphorus
3	10	0.8438	Seaside
4	20	0.6563	Historical
5	53	0.5625	Having a cuisine similar to ours
6	22	0.5313	Places to visit
7	9	0.5313	Shopping
8	40	0.4688	Sharing a similar culture
9	47	0.4063	Language is similar to one's native language
10	41	0.4063	Modern
11	43	0.3750	Freedom
12	67	0.3750	Mosques
13	27	0.3125	Cheap
14	100	0.3125	Culturally diverse people
15	1	0.2813	Friendly people
16	54	0.2813	People of Turkish origin
17	77	0.2813	Night life
18	28	0.2500	Ship
19	83	0.2500	Democratic
20	4	0.2500	Everything can be found
21	71	0.2500	Football team

Table 14 shows input degree values of nodes which are ranked at the first twenty one city attributes of Istanbul in the network. “Historical monuments” is the most input taking city attribute in the second network. “Friendly people”, “people of Turkish origin”, “night life”,

“ship”, “democratic”, “everything can be found” and “football team” are the city attributes that are not significant in input degree analysis of the this network. The last four of aforementioned city attributes have the same input degree.

Table 15: Output Degrees

Rank	Vertex	Value	Id
1	10	1.0000	Seaside
2	6	0.7931	Active
3	1	0.7586	Friendly people
4	22	0.7586	Places to visit
5	2	0.7241	Bosphorus
6	20	0.7241	Historical
7	47	0.6552	Language similar to one's native language
8	9	0.6552	Shopping
9	3	0.6207	Historical monuments
10	53	0.5517	Having a cuisine similar to ours
11	17	0.4138	Nature
12	26	0.3793	Interesting
13	18	0.3793	Huge
14	8	0.3793	Connects Europe and Asia
15	4	0.3448	Everything can be found
16	67	0.3448	Mosques
17	7	0.3103	Convenience

18	50	0.3103	Hot
19	42	0.3103	Megapolis
20	41	0.3103	Modern

According to output degree analysis given in table 15, the scene in output degree centrality is different. "Seaside" is the city attribute with the highest outgoingness. "Convenience", "hot", "megapolis" and "modern" do not receive a lot directed lines which put them in the last places of the table. "Hot", "megapolis" and "convenience" first appear in the output degree analysis, which means that they do not also receive many directed lines as well. However, "modern" receives a lot of directed lines according to the input degree analysis table of the network.

Table 16: Input Closeness Degrees

Rank	Vertex	Value	Id
1	3	1.0000	Historical monuments
2	10	0.9542	Seaside
3	2	0.9191	Bosphorus
4	53	0.8865	Having a cuisine similar to ours
5	22	0.8621	Places to visit
6	20	0.8621	Historical
7	9	0.8278	Shopping
8	41	0.8065	Modern
9	1	0.8013	Friendly people
10	40	0.7962	Sharing a similar culture
11	67	0.7911	Mosques
12	43	0.7835	Freedom

13	16	0.7622	Universities
14	31	0.7440	Modern and old together
15	47	0.7353	Language is similar to one's native language
16	38	0.7353	View
17	71	0.7353	Football team
18	48	0.7267	Communicative people
19	82	0.7267	Hotels
20	4	0.7267	Everything can be found
21	77	0.7267	Night life

Closeness centrality of a vertex somehow “evaluates the efficiency of a vertex while spreading information to all other vertices in its linked component ”(Crescenzi et al., 2016, p. 1). In Table 16 there are given the top 21 closeness centrality degrees of the network. “Historical monuments” here again is the most accessible and central city attribute of Istanbul. The last eleven city attributes’ input closeness degrees are relatively close to each other. “Night life” has the lowest value according to the input closeness degree analysis of the network.

Table 17: Output Closeness Degrees

Rank (Third network)	Vertex	Value	Id
1	10	1.0000	Seaside
2	6	0.9512	Active
3	1	0.9123	Friendly people
4	22	0.8864	Places to visit
5	9	0.8814	Shopping
6	20	0.8715	Historical
7	3	0.8619	Historical

			monuments
8	2	0.8525	Bosphorus
9	24	0.8342	Friendly
10	53	0.8254	Having a cuisine similar to ours
11	30	0.8000	Never-sleeping city
12	47	0.7919	Language is similar to one's native language
13	8	0.7879	Connects Europe and Asia
14	17	0.7839	Nature
15	50	0.7800	Hot
16	32	0.7761	Helpful people
17	4	0.7647	Everything can be found
18	77	0.7573	Night life
19	28	0.7464	Ship
20	26	0.7429	Interesting
21	42	0.7429	Megapolis

Output closeness degrees of the network are given in table 17. Based on this table, “seaside” is the most significant city attribute of Istanbul. “Megapolis” and “interesting” share the last places in the list of top 21 output closeness centrality degrees.

Table 18: Betweenness Degrees

Rank	Vertex	Value	Id
1	10	1.0000	Seaside

2	3	0.5825	Historical monuments
3	2	0.5148	Bosphorus
4	26	0.4860	Interesting
5	1	0.3837	Friendly people
6	20	0.3828	Historical
7	22	0.3757	Places to visit
8	9	0.3053	Shopping
9	47	0.2994	Language is similar to one's native language
10	6	0.2981	Active
11	53	0.2302	Having a cuisine similar to ours
12	41	0.2026	Modern
13	40	0.1936	Sharing a similar culture
14	4	0.1732	Everything can be found
15	49	0.1264	Architecture
16	31	0.1016	Modern and old together
17	32	0.0915	Helpful people
18	8	0.0851	Connects Europe and Asia
19	23	0.0827	Just like my own country
20	67	0.0628	Mosques

Table 18 presents the betweenness degrees of the network. “Seaside” characterizes betweenness values of the network. It means that the amount of influence “seaside” has over the flow of information in a graph is the highest. The only dimension that highlights “just like my own country” is betweenness. “Mosques” has the lowest betweenness degree in this network. It plays not significant role in transmitting information between two nodes.

4.3. Third Network: City Brand Personality Traits

Table 19: Semantic Network Analysis of City Brand Personality Traits

Number of nodes	253
Number of lines	4122
Number of lines that have value 1	2873
Number of lines that have value more than 1	1249
Density of the network	0.06465274
Average degree centrality	32.58498024

Table 19 shows the summary of the network analysis on this network. Based on the table, there are total 233 nodes in the network of city brand personality traits. The nodes create total of 4122 lines out of which 2873 have the value 1. The rest of the lines- 1249 have the value more than 1. Density of this network is 0.064 which is close to the density of the first network. It shows that the network is not dense and only 6.4 % of total lines are practical. The average

degree centrality of this network is 32.5. To put it differently, one city personality trait ties others 35.5 times averagely in the network.

Table 20: All Max Valued Core Values

Dimension	253
The lowest value	1
The highest value	68

All max valued core values of the network are presented in Table 20. While analyzing the valued core level of the network it is obvious that total number of dimensions is 253. The lowest value is 1 and the highest value is 68 in this network.

Cluster	Freq	Freq %	CumFreq	CumFreq%	Representative
1	39	15.4150	39	15.4150	Model
2	103	40.7115	142	56.1265	Naughty
3	32	12.6482	174	68.7747	Immoral
4	22	8.6957	196	77.4704	Simple
5	9	3.5573	205	81.0277	Complicated
6	18	7.1146	223	88.1423	Tall
7	4	1.5810	227	89.7233	Happy
8	4	1.5810	231	91.3043	Colorful
9	4	1.5810	235	92.8854	Frank
10	5	1.9763	240	94.8617	Experienced
11	3	1.1858	243	96.0474	Smiling
13	2	0.7905	245	96.8379	Beautiful
25	1	0.3953	246	97.2332	Crazy

27	2	0.7905	248	98.0237	Calm
36	1	0.3953	249	98.4190	Old
48	1	0.3953	250	98.8142	Middle aged
58	1	0.3953	251	99.2095	Man
68	2	0.7905	253	100.0000	Woman
Sum	253	100.0000			

Table 21: Frequency Distribution of Cluster Values

In Table 21 there is a representation of frequency distribution of cluster values of this network. According to Table 3, 39 out of 253 city brand personality traits are tied with value 1; 103 out of them are tied with value 2, 32 out of total are tied with value 3, 22 out of them are tied with value 4, 9 out of 253 is tied with value 5, 18 out of them are tied with value 6, 4 out of 253 is tied with value 7, 4 out of them are tied with value 8, 4 out of them are tied with the value 9. 5 out of them are tied with value 10. Since majority of total 253 city brand personality traits are tied with value more than 1, there a significant structure between them.

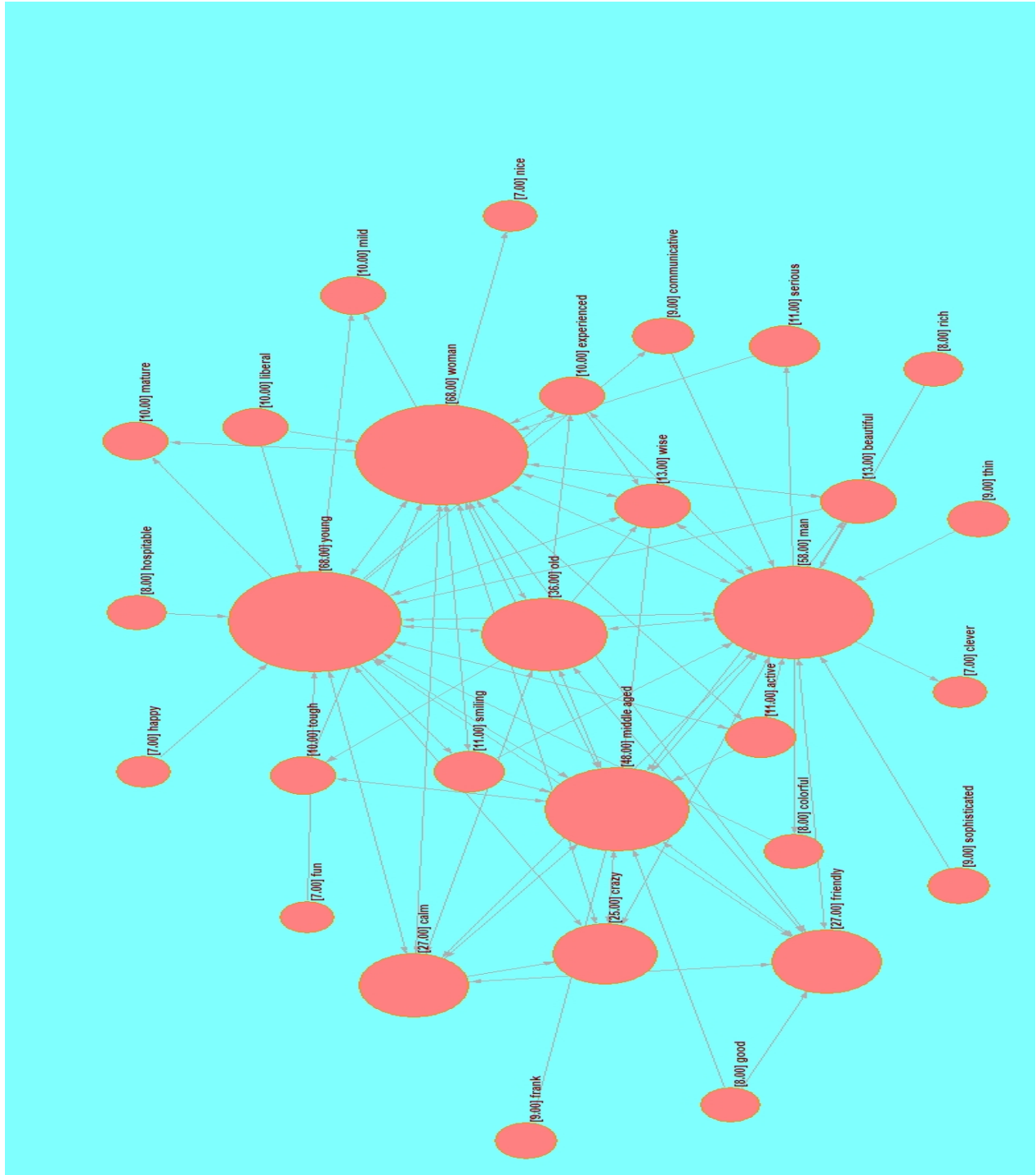


Figure 8: Valued Core Image of the City Brand Personality Traits Network

The following figure demonstrates the valued core levels of the network with numbers. Based on the figure, it is possible to find the top 10 city brand personality traits with most valued core levels in this network. “Woman” and “Young” are the most significant city brand personality traits of the network since they are tied to other personality traits 68 times. “Man” is also significant city brand personality trait; it is tied to other values 58 times. “Middle aged”, “old”, “friendly”, “calm”, “crazy”, “wise”, and “beautiful” are other important city brand personality traits for this network.

Table 22: Input Degrees

Rank	Vertex	Value	Id
1	3	1.0000	Man
2	4	0.9571	Woman
3	7	0.9264	Young
4	24	0.8098	Middle aged
5	25	0.6994	Old
6	9	0.5337	Friendly
7	2	0.4601	Calm
8	18	0.4540	Crazy
9	67	0.2761	Wise
10	123	0.2638	Clever
11	51	0.2638	Tough
12	20	0.2577	Mild
13	14	0.2515	Beautiful
14	6	0.2331	Experienced
15	50	0.2270	Colorful
16	109	0.2209	Genderless
17	52	0.2209	Smiling
18	77	0.2209	Serious

19	65	0.2147	Rich
20	70	0.2086	Active
21	58	0.2025	Nice

Input degree analysis of this network is given in table 22. “Man” is the most input-getting city brand personality trait with the highest value in the network. Therefore, “man” is the most popular city brand personality trait in this network. “Nice”, “active”, “rich”, “serious”, “smiling” and “genderless” are the city brand personality traits that are not significant in foregoing dimension.

Table 23: Output Degrees

Rank	Vertex	Value	Id
1	3	1.0000	Man
2	4	0.9581	Woman
3	24	0.9281	Middle aged
4	7	0.8443	Young
5	25	0.7425	Old
6	9	0.7126	Friendly
7	2	0.6647	Calm
8	14	0.3952	beautiful
9	18	0.3713	Crazy
10	70	0.3234	Active
11	67	0.3174	Wise
12	52	0.2814	Smiling
13	44	0.2695	Carefree
14	30	0.2575	Girl
15	55	0.2515	Thin
16	16	0.2395	Polite

17	46	0.2335	Sophisticated
18	43	0.2335	Intellectual
19	6	0.2275	Experienced
20	20	0.2216	Mild

According to the table 23 it is possible to analyze output degrees of the network as a measure of directed lines sent by the nodes. As in input degree, “man” is the most central city brand personality trait in this network to measure degree centrality. Output degree of the text two city brand personality traits namely “woman” and “middle-aged” is close to each other and also to the first trait. “Sophisticated”, “intellectual”, “experienced” and “mild” are the least significant city brand personality traits in this network. “Sophisticated” and “intellectual” are not significant also in input degrees. However “mild” and “experienced” send many directed lines according to input degree analysis table although they do not receive.

Table 24: Input Closeness Degrees

Rank	Vertex	Value	Id
1	3	1.0000	Man
2	4	0.9777	Woman
3	7	0.9624	Young
4	24	0.9056	Middle aged
5	25	0.8599	Old
6	9	0.7995	Friendly
7	18	0.7694	Crazy
8	2	0.7637	Calm
9	67	0.7173	Wise
10	123	0.7123	Clever
11	51	0.7106	Tough

12	20	0.7074	Mild
13	14	0.7025	Beautiful
14	6	0.7009	Experienced
15	52	0.6993	Smiling
16	50	0.6993	Colorful
17	70	0.6993	Active
18	77	0.6961	Serious
19	65	0.6961	Rich
20	22	0.6946	Positive
21	109	0.6930	Genderless

As mentioned previously, closeness centrality of a vertex is measured based on the mean distance from a vertex to all other vertices. This indicator is more common than the degree centrality, since it takes the “structural position of actors in the whole network into consideration” (Otte and Rousseau, 2002, p. 447). In table 24 there is given input closeness degrees of the 21 top nodes in the network. Here again “man” is the most significant city brand personality trait followed by “woman”, “young” and “middle aged” that are close to 1.

Table 25: Output Closeness Degrees

Rank	Vertex	Value	Id
1	3	1.0000	Man
2	4	0.9780	Woman
3	24	0.9628	Middle aged
4	7	0.9228	Young
5	25	0.8736	Old
6	9	0.8639	Friendly
7	2	0.8451	Calm
8	14	0.7476	Beautiful
9	18	0.7405	Crazy

10	70	0.7216	Active
11	67	0.7216	Wise
12	52	0.7117	Smiling
13	44	0.7068	Carefree
14	55	0.7036	Thin
15	46	0.7020	Sophisticated
16	30	0.7005	Girl
17	16	0.7005	Polite
18	43	0.6989	Intellectual
19	53	0.6927	Good
20	6	0.6927	Experienced
21	51	0.6927	Tough

Table 25 exhibits output closeness degrees in the network. In this network, “man” and “woman” have the highest output degrees which are also the same for the input closeness degrees. While “tough” has the higher input closeness degree, it takes the lowest output closeness degree in this network.

Table 26: Betweenness Degrees

Rank	Vertex	Value	Id
1	3	1.0000	Man
2	4	0.9742	Woman
3	7	0.7663	Young
4	24	0.6654	Middle aged
5	25	0.4352	Old
6	2	0.3231	Calm
7	9	0.3185	Friendly
8	18	0.1155	Crazy
9	14	0.0824	Beautiful

10	30	0.0713	Girl
11	86	0.0655	Hardworking
12	67	0.0623	Wise
13	5	0.0528	Tall
14	45	0.0430	Likes to travel
15	50	0.0411	Colorful
16	123	0.0375	Clever
17	70	0.0364	Active
18	83	0.0355	Has sparse hair
19	44	0.0338	Carefree
20	23	0.0325	Attractive

Betweenness measures the extent to which a node simplifies the flow in the network (Otte and Rousseau, 2002, p. 443). According to table 26, “man” and “women” have the highest betweenness degree which means that they play the role of connecting different groups, as “distributors”. “Attractive” has the lowest betweenness degree in the network. In other words, this node does not play a significant role in facilitating the flow in this network.

4.4. Fourth Network: Istanbul Personality Traits

Table 27: Semantic Network Analysis on Istanbul Personality Traits

Number of nodes	154
Number of lines	753
Number of lines that have value 1	661
Number of lines that have value more	92

than 1	
Density of the network	0.03195824
Average degree centrality	9.77922078

The number of the total nodes in the last network is 154 which create total of 753 lines. 661 of the total lines have the value 1. 92 out of 753 lines have the value more than 92. Density of the network is 0.03. It is possible to claim that the network is not dense, it is loose. The average degree centrality of this network is 9.7. It means that one Istanbul personality trait ties others 9 times averagely in this network.

Table 28: All Max Valued Core Values

Dimension	154
The lowest value	0
The highest value	9

Table 28 indicates all max valued core values of the network. The number of the dimensions corresponds to the number of the total nodes which is 154. The lowest value in this network is 0 while the highest value is 9.

Table 29: Frequency Distribution of Cluster Values

Cluster	Freq	Freq %	CumFreq	CumFreq%	Representative
0	1	0.6494	1	0.6494	Noisy
1	107	69.4805	108	70.1299	Knower of history
2	30	19.4805	138	89.6104	Helpful
3	8	5.1948	146	94.8052	Hospitable

4	3	1.9481	149	96.7532	Beautiful
5	2	1.2987	151	98.0519	Old
7	1	0.6494	152	98.7013	Middle aged
9	2	1.2987	154	100.0000	Woman
Sum	154	100.0000			

According to the table 29, 1 of 154 Istanbul personality traits are tied with zero value; 107 of them are tied with value 1, 30 of them are tied with value 2, 8 of them are tied with value 3, 3 of them is tied with value 4, 2 of them are tied with value 5, 1 of them are tied with value 7 and 2 of them are tied with value 9. Since 107 of 154 values are tied with value 1, there is not a significant structure between them. The following figure demonstrates the valued core levels of the network. Based on the figure, it is possible to find the top 10 Istanbul city personality traits with most valued core level in the network. “Woman” and “Young” are the most significant Istanbul city personality traits since they are tied to other traits 9 times. “Middle-aged” is also significant trait; it is tied to other values 7 times. “Experienced”, “old”, “beautiful”, “friendly”, “man”, “beautiful” are other important Istanbul city personality traits.

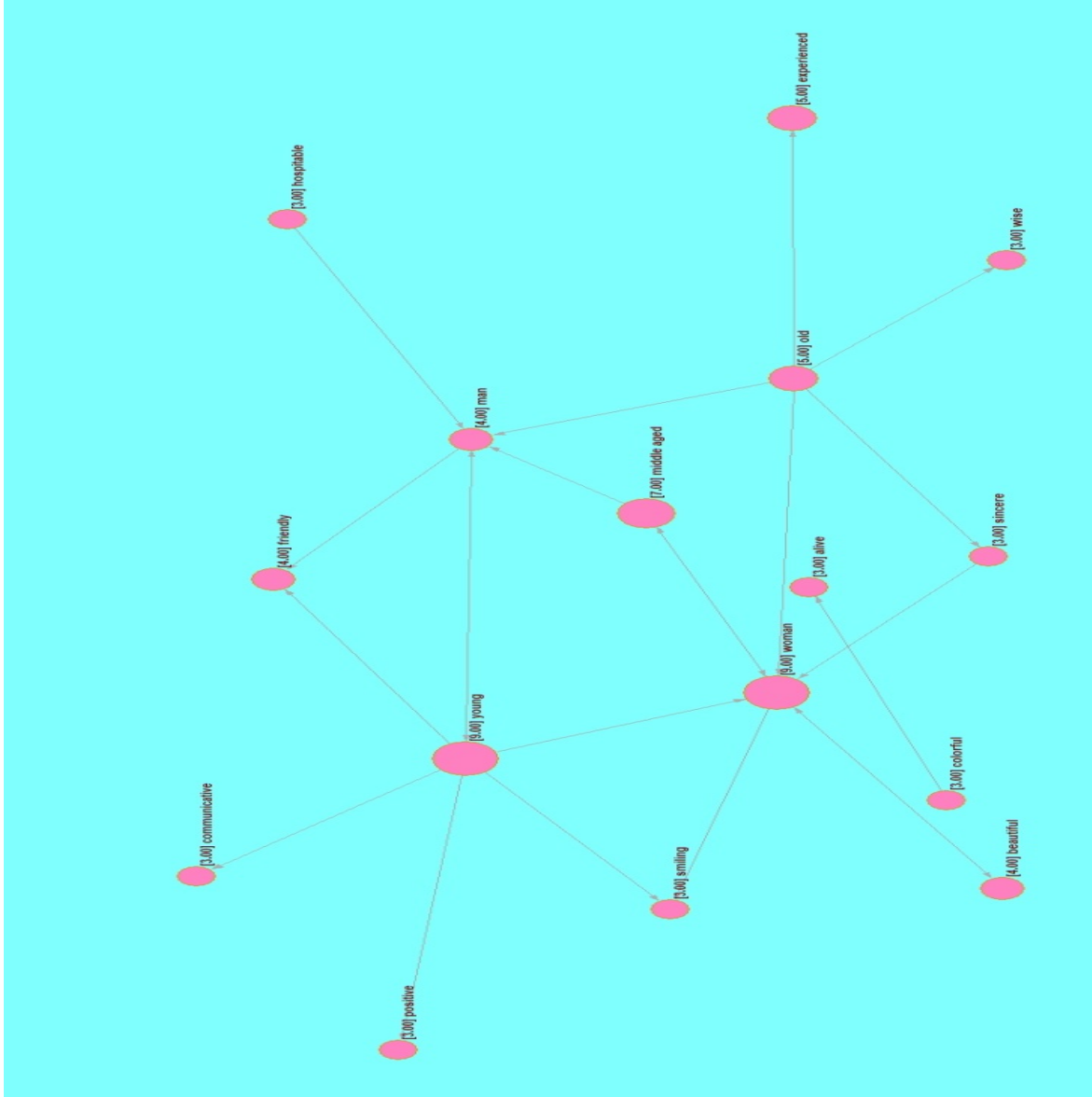


Figure 29: Valued Core of the Istanbul City Personality Traits

Table 30: Clique Directed

Dimension	154
The lowest value	0
The highest value	11

According to the table 30, maximum number of cliques that one Istanbul city personality trait creates is 11. It means that there are Istanbul city personality traits that create 11 cliques in the network. Nevertheless, some values create zero cliques in aforementioned network.

Table 31: Cliques in Network

Cluster	Freq	Freq %	CumFreq	CumFreq%	Representative
0	134	87.0130	134	87.0130	5
1	10	6.4935	144	93.5065	1
2	3	1.9481	147	95.4545	35
3	1	0.6494	148	96.1039	15
4	1	0.6494	149	96.7532	4
5	2	1.2987	151	98.0519	36
6	1	0.6494	152	98.7913	10
7	1	0.6494	153	99.3506	25
11	1	0.6494	154	100.0000	2
Sum	154	100.0000			

There are 20 Istanbul city personality traits that have direct connections with others which also indicate that they are prominent in the network. 134 of total Istanbul city personality traits in this network do not create any clique; 10 traits create 1 clique, 3 values create 2 cliques, 1 value creates 3, 4, 6, 7, 11 cliques for each and 2 value creates 5 cliques.

The following figure displays the network of Istanbul city personality traits that create cliques with others in the network. “Woman” is the most significant personality trait of the the network based on clique value. “Young”, “man”, “clever”, “middle-aged”, “old”, “crazy”, “sincere”, “friendly”, “smiling”, “mother”, “hardworking”, “ hospitable”, “tactful”, “beautiful”,

“communicative”, “powerful”, “alive”, “positive”, and “helpful” are the Istanbul city personality traits that create cliques in this network.

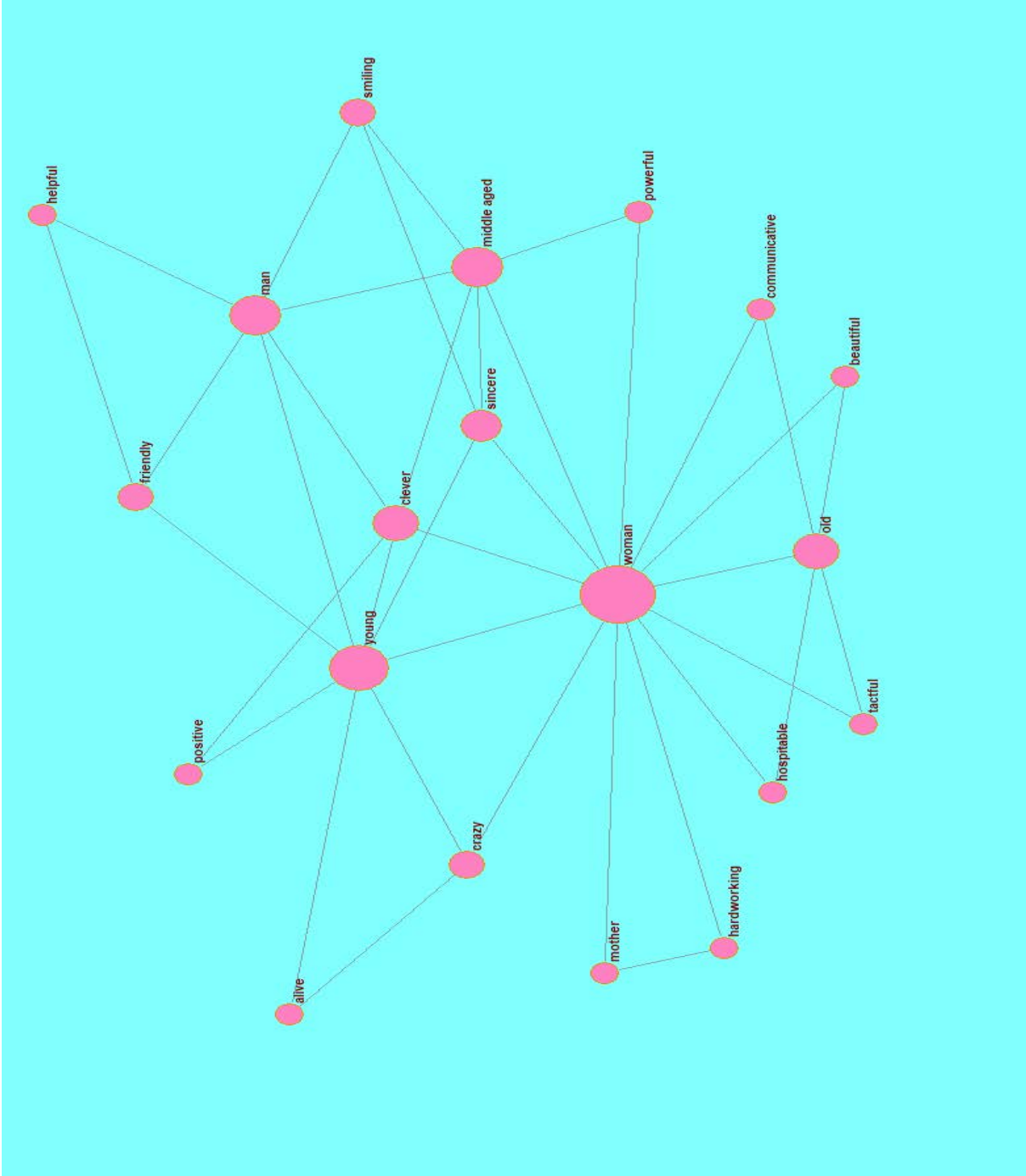


Figure 10: Directed Cliques of the Istanbul City Personality Traits

Table 32: Articulation points

Rank (fourth network)	Vertex	Value	Id
1	52	2.0000	Nondiscriminatory
2	10	2.0000	Middle aged
3	71	2.0000	Girl

“An articulation point in a network is a node whose removal disconnects the network.” (Tian et al., 2017, p. 1). In other words, articulation points are creating blocks in the networks; when they are removed, networks get separated and they become independent graphs. Table 32 shows the articulation points of the fourth network. According to the table “nondiscriminatory”, “middle aged” and “girl” are the most significant nodes in the network which are the top 3 articulation points of this network.

Table 33: Input Degrees

Rank (fourth network)	Vertex	Value	Id
1	2	1.0000	Woman
2	25	0.7143	Young
3	36	0.7143	Man
4	10	0.5714	Middle aged
5	15	0.5143	Sincere
6	61	0.5143	Friendly
7	121	0.4857	Tough
8	37	0.4571	Clever
9	53	0.4286	Experienced
10	77	0.4286	Smiling

11	4	0.4000	Old
12	47	0.3714	Positive
13	40	0.3714	Genderless
14	41	0.3429	Communicative
15	66	0.3429	Both modern and traditional
16	116	0.3143	Sophisticated
17	12	0.3143	Beautiful
18	68	0.3143	Wise
19	3	0.2857	Hospitable
20	88	0.2857	Mild
21	150	0.2857	Chatty

Input degrees of the last network are presented in table 33. “Woman” is the most input-taking Istanbul city personality trait in the network. “Hospitable”, “mild”, and “chatty” are the Istanbul city personality traits that are not prominent in previous dimensions. Therefore, it can be claimed that these traits do not hold the network together; their number of ties between diverse nodes is not too high.

Table 34: Output Degrees

Rank (fourth network)	Vertex	Value	Id
1	2	1.0000	Woman
2	10	0.8000	Middle aged
3	4	0.7273	Old
4	25	0.6545	Young
5	36	0.5091	Man
6	12	0.4545	Beautiful

7	15	0.3455	Sincere
8	37	0.2909	Clever
9	77	0.2545	Smiling
10	7	0.2364	Modern
11	1	0.2364	Helpful
12	26	0.2182	Mother
13	71	0.2182	Girl
14	61	0.1818	Friendly
15	30	0.1636	Alive
16	60	0.1636	Busy
17	28	0.1636	Romantic
18	104	0.1636	Knowing
19	3	0.1636	Hospitable
20	46	0.1636	Patient

“Woman” is the most important personality trait due to the highest value (1) in terms of output degree in the network according to the table 34. “Middle aged” has also the highest input degree; therefore, it is significant in the measure of degree centrality. Output degree of the last six Istanbul city personality traits namely “alive”, “busy”, “romantic”, “knowing”, “hospitable” and “patient” is the same, which means that they send a lot directed lines.

Table 35: Input Closeness Degrees

Rank	Vertex	Value	Id
1	2	1.0000	Woman
2	25	0.9823	Young
3	61	0.9407	Friendly
4	37	0.9212	Clever
5	15	0.9174	Sincere

6	36	0.9174	Man
7	10	0.9136	Middle aged
8	12	0.8916	Beautiful
9	101	0.8880	Funny
10	77	0.8880	Smiling
11	41	0.8845	Communicative
12	121	0.8672	Tough
13	47	0.8605	Positive
14	66	0.8571	Both modern and traditional
15	4	0.8473	Old
16	53	0.8377	Experienced
17	88	0.8346	Mild
18	116	0.8253	Sophisticated
19	149	0.8217	Frank
20	7	0.8132	Modern
21	3	0.8132	Hospitable

Table 35 presents input closeness centrality degree of the last network. “Woman” is the most significant Istanbul city personality trait in this dimension. Input closeness degree of the personality trait-“young” is also close to the “woman”, therefore it is also significant for this network. “Hospitable” and “modern” are the least important Istanbul city personality traits according to the closeness centrality degree analysis of the network.

Table 36: Output Closeness Degrees

Rank	Vertex	Value	Id
1	2	1.0000	Woman
2	10	0.8878	Middle aged
3	4	0.8626	Old
4	25	0.8465	Young

5	36	0.7982	Man
6	12	0.7647	Beautiful
7	15	0.7583	Sincere
8	37	0.7583	Clever
9	7	0.7251	Modern
10	3	0.7251	Hospitable
11	1	0.7194	Helpful
12	28	0.7137	Romantic
13	26	0.7082	Mother
14	30	0.7054	Alive
15	81	0.7054	Lovely
16	11	0.6984	Colorful
17	77	0.6947	Smiling
18	78	0.6894	Powerful
19	60	0.6842	Busy
20	56	0.6741	Mature
21	41	0.6741	Communicative

Output closeness degrees of the network are presented in table 36. “Woman”, “middle aged”, “old” and “young” have the highest output closeness degrees. The arcs going from all of the Istanbul city personality traits on the table 36 are significant due to their lengths. “Mature”, “lovely” and “powerful” are only identified with output closeness centrality dimension.

Table 37: Betweenness Degrees

Rank	Vertex	Value	Id
1	2	1.0000	Woman
2	25	0.6222	Young
3	10	0.5082	Middle aged

4	36	0.3823	Man
5	4	0.2707	Old
6	15	0.2646	Sincere
7	12	0.2437	Beautiful
8	37	0.1877	Clever
9	40	0.1744	Genderless
10	66	0.1682	Both modern and traditional
11	7	0.1230	Modern
12	5	0.1212	Knower of history
13	71	0.1110	Girl
14	41	0.1102	Communicative
15	88	0.1044	Mild
16	53	0.0985	Experienced
17	61	0.0950	Friendly
18	28	0.0923	Romantic
19	77	0.0894	Smiling
20	1	0.0810	Helpful

Table 37 provides betweenness degrees of the last network. “Woman” has the highest betweenness degrees in this network. It plays the role of conveying information between two nodes. “Helpful” has the lowest betweenness degree in this network.

4.5. Total Findings of Network Analysis

In general, the results of the interviews are analyzed based on eight different dimensions. The first and the third network are analyzed based on six dimensions excluding articulation point and clique dimensions. The second network is examined based on seven dimensions excluding articulation point. Finally, the fourth network is studied based on all eight dimensions. This

chapter presented all the results of articulation point of the fourth network and clique dimension analysis of the third and fourth networks. Nevertheless, the tables of input degree, input closeness and output closeness dimensions provided only first 21 most significant values, while tables of output and betweenness dimensions showed just 20 top nodes in the networks. Valued core dimension tables showed first ten results to make a significant division consistent with the number of clusters that they create. Some of the values appear in all tables, while others are repeated several times. There are also some values which took place only once in one dimension. The more the number of repeats in one network, the more salient the network is. The following tables summarize all dimensions with number of repeats in each network.

Table 38: Summary of Semantic Network Analysis Findings of the City Attributes Affecting Destination Brand Attitudes Network

Values	Number of Repeat	Repeated Dimensions
Modern	6	Cluster Values, Input Degrees, Output Degrees, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees
Friendly people	6	Cluster Values, Input Degree, Output degree, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees
Combination of different cultures	6	Cluster Values, Input Degrees, Output Degrees, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees
Clean	6	Cluster Values, Input Degrees, Output Degrees, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees
Sea/ocean	6	Cluster Values, Input Degrees, Output Degrees, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees
Architecture	5	Input Degrees, Output Degrees, Input

		Closeness Degrees, Output Closeness Degrees, Betweenness Degrees
Convenience	5	Input Degrees, Output Degrees, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees
A wide array of places to see	5	Input Degrees, Output Degrees, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees
Nature	5	Input Degrees, Output Degrees, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees
Museums	5	Input Degrees, Output Degrees, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees
Waterside	5	Input Degrees, Output Degrees, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees
Historical	4	Cluster Values, Input Degrees, Output Degrees, Output Closeness Degrees
Well-educated people	4	Cluster Values, Output Degrees, Output Closeness Degrees, Betweenness Degrees
Climate	3	Output Degrees, Input Closeness Degrees, Output Closeness Degrees
Cuisine	3	Input Degrees, Input Closeness Degrees, Betweenness Degrees
One of the entertainment centers	3	Input Degrees, Input Closeness Degrees, Betweenness Degrees
Another world	3	Output Degrees, Output Closeness Degrees, Betweenness Degrees
Symbolic monuments	2	Input Degrees, Output Degrees, Input Degrees,
Like in my own country	2	Input Degrees, Input Closeness Degrees
Romantic	2	Input Degrees, Input Closeness Degrees
Historical places	2	Output Degrees, Betweenness Degrees
Design of the city	2	Output Degrees, Output Closeness Degrees
Historical city	2	Input Closeness Degrees, Output Closeness Degrees
Polite people	2	Input Degrees, Input Closeness Degrees
Beautiful	1	Input Degrees
Shopping	1	Input Degrees
Familiar from movies	1	Output Degrees

Convenient transportation	1	Input Closeness Degrees
Interesting	1	Output Closeness Degrees
Like a fairy tale	1	Cluster Values
Fashionable	1	Cluster Values
Development	1	Cluster Values
Faerie	1	Cluster Values
Living there for a while	1	Betweenness Degrees

39 of total city attributes of the network are recorded at least once in the tables of nodes with maximum values. “Modern”, “friendly people”, “calm”, “combination of different cultures”, “clean”, and “sea/ocean” are repeated in all six dimensions of first network. “Architecture”, “convenience”, “a wide array of places to see”, “nature”, “museums”, and “waterside” are repeated five times. Considering that the most connective and central city attributes are significant, it is possible to claim that these city attributes characterize the reasons of loving the particular cities.

Table 39: Summary of Semantic Network Analysis Findings of the City Attributes Of Istanbul Network

Corporate Values	Number of Repeat	Repeated Dimensions
Shopping	7	Cluster Values, Input Degrees, Output Degrees, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees, Clique
Bosporus	7	Cluster Values, Input Degrees, Output Degrees, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees, Clique
Everything can be found	7	Cluster Values, Input Degrees, Output Degrees, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees,

		Clique
Having a cuisine similar to ours	6	Input Degrees, Output Degrees, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees, Clique
Places to visit	6	Input Degree, Output Degrees, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees, Clique
Historical monuments	6	Input Degrees, Output Degrees, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees, Clique
Friendly people	6	Cluster Values, Input Degrees, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees, Clique
Seaside	6	Input Degree, Output Degrees, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees, Clique
Language is similar to one's native language	5	Input Degrees, Output Degrees, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees
Modern	5	Input Degrees, Output Degrees, Input Closeness Degrees, Betweenness Degrees, Clique
Historical	5	Input Degrees, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees, Clique
Mosques	5	Input Degrees, Output Degrees, Input Closeness Degrees, Betweenness Degrees, Clique
Connects Europe and Asia	4	Output Degrees, Output Closeness Degrees, Betweenness Degrees, Clique
Sharing a similar culture	3	Input Degrees, Input Closeness Degrees, Betweenness Degrees
Night life	3	Input Degrees, Input Closeness Degrees, Output Closeness Degrees
Active	3	Output Degrees, Output Closeness Degrees, Betweenness Degrees
Nature	2	Output Degrees, Output Closeness Degrees
Helpful people	2	Output Closeness Degrees, Betweenness Degrees

Ship	2	Input Degrees, Output Closeness Degrees
Modern and old together	2	Input Closeness Degrees, Betweenness Degrees
Football team	2	Input Degrees, Input Closeness Degrees
Freedom	2	Input Degrees, Input Closeness Degrees
Friendly	2	Output Degrees, Output Closeness Degrees
Interesting	2	Output Degrees, Betweenness Degrees
Hot	2	Output Degrees, Output Closeness Degrees
Megapolis	2	Output Degrees, Output Closeness Degrees
People of Turkish origin	1	Input Degrees
Cheap	1	Input Degrees
Historical	1	Output Degrees
Huge	1	Output Degrees
Convenience	1	Output Degrees
Universities	1	Input Closeness Degrees
View	1	Input Closeness Degrees
Just like my own country	1	Betweenness Degrees
Communicative people	1	Input Closeness Degrees
Hotels	1	Input Closeness Degrees
Never-sleeping city	1	Output Closeness Degrees
Architecture	1	Betweenness Degrees
Culturally diverse people	1	Input Degrees
Democratic	1	Input Degrees
My favourite artists live there	1	Cluster Values
Unique	1	Cluster Values

42 of city attributes of Istanbul of the network are listed at least once the tables of city attributes with maximum values. “Shopping”, “Bosporus”, and “everything can be found” are repeated in all seven dimensions of the network. “Having a cuisine similar to ours”, “places to visit”, “historical monuments”, and “friendly people” are repeated 6 times. “Modern”, “historical”, “similar language”, “mosques”, and “connects Europe and Asia” are the city attributes of Istanbul which characterize the network.

Table 40: Summary of Semantic Network Analysis Findings of the City Brand Personality Traits

Network

Values	Number of Repeat	Repeated Dimensions
Beautiful	6	Cluster Values, Input Degrees, Output Degrees, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees
Crazy	6	Cluster Values, Input Degrees, Output Degrees, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees
Calm	6	Cluster Values, Input Degrees, Output Degrees, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees
Old	6	Cluster Values, Input Degrees, Output Degrees, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees
Middle aged	6	Cluster Values, Input Degrees, Output Degrees, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees
Man	6	Cluster Values, Input Degrees, Output Degrees, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees
Woman	6	Cluster Values, Input Degrees, Output Degrees, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees
Active	5	Input Degrees, Output Degrees, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees
Smiling	5	Cluster Values, Input Degrees, Output Degrees, Input Closeness Degrees, Output Closeness Degrees
Young	5	Input Degrees, Output Degrees, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees
Friendly	5	Input Degrees, Output Degrees, Input Closeness Degrees, Output Closeness Degrees,

		Betweenness Degrees
Wise	5	Input Degrees, Output Degrees, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees
Colorful	4	Cluster Values, Input Degrees, Input Closeness Degrees, Betweenness Degrees
Experienced	3	Cluster Values, Input Degrees, Input Closeness Degrees
Clever	3	Input Degrees, Input Closeness Degrees, Betweenness Degrees
Tough	3	Input Degrees, Input Closeness Degrees, Output Closeness Degrees
Mild	3	Input Degrees, Output Degrees, Input Closeness Degrees
Carefree	3	Output Degrees, Output Closeness Degrees, Betweenness Degrees
Girl	3	Output Degrees, Output Closeness Degrees, Betweenness Degrees
Genderless	2	Input Degrees, Input Closeness Degrees
Serious	2	Input Degrees, Input Closeness Degrees
Rich	2	Input Degrees, Input Closeness Degrees
Thin	2	Output Degrees, Output Closeness Degrees
Polite	2	Output Degrees, Output Closeness Degrees
Sophisticated	2	Output Degrees, Output Closeness Degrees
Intellectual	2	Output Degrees, Output Closeness Degrees
Experienced	2	Output Degrees, Output Closeness Degrees
Tall	2	Cluster Values, Betweenness Degrees
Nice	1	Input Degrees
Positive	1	Input Closeness Degrees
Good	1	Output Closeness Degrees
Hardworking	1	Betweenness Degrees
Likes to travel	1	Betweenness Degrees
Has sparse hair	1	Betweenness Degrees
Attractive	1	Betweenness Degrees
Model	1	Cluster Values
Happy	1	Cluster Values
Naughty	1	Cluster Values
Immoral	1	Cluster Values

Simple	1	Cluster Values
Complicated	1	Cluster Values
Frank	1	Cluster Values

42 of total city brand personality traits of the network are recorded at least one time in the tables of personality traits with maximum values. “Beautiful”, “crazy”, “calm”, “old”, “middle-aged”, “man”, “woman” are measured in all dimensions of the network. “Active”, “smiling”, “young”, “friendly”, “wise” and “colorful” are identified as the most repeated and most significant city brand personality traits for the network.

Table 41: Summary of Semantic Network Analysis Findings of the Istanbul Personality Traits Network

Values	Number of Repeat	Repeated Dimensions
Middle aged	8	Cluster Values, Articulation points, Input Degree, Output Degrees, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees, Clique
Beautiful	7	Cluster Values, Input Degree, Output Degrees, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees, Clique
Old	7	Cluster Values, Input Degree, Output Degrees, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees, Clique
Woman	7	Cluster Values, Input Degree, Output Degrees, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees, Clique
Hospitable	6	Cluster Values, Input Degree, Output Degrees, Input Closeness Degrees, Output Closeness Degrees, Clique
Man	6	Input Degree, Output Degrees, Input Closeness

		Degrees, Output Closeness Degrees, Betweenness Degrees, Clique
Sincere	6	Input Degree, Output Degrees, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees, Clique
Smiling	6	Input Degree, Output Degrees, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees, Clique
Young	6	Input Degree, Output Degrees, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees, Clique
Clever	6	Input Degree, Output Degrees, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees, Clique
Helpful	5	Cluster Values, Output Degrees, Output Closeness Degrees, Betweenness Degrees, Clique
Friendly	5	Input Degree, Output Degrees, Input Closeness Degrees, Betweenness Degrees, Clique
Communicative	5	Input Degree, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees, Clique
Modern	4	Output Degrees, Input Closeness Degrees, Output Closeness Degrees, Betweenness Degrees
Experienced	3	Input Degree, Input Closeness Degrees, Betweenness Degrees
Positive	3	Input Degree, Input Closeness Degrees, Clique
Girl	3	Articulation points, Output Degrees, Betweenness Degrees
Both modern and traditional	3	Input Degree, Input Closeness Degrees, Betweenness Degrees
Romantic	3	Output Degrees, Output Closeness Degrees, Betweenness Degrees
Mild	3	Input Degree, Input Closeness Degrees, Betweenness Degrees
Mother	3	Output Degrees, Output Closeness Degrees, Clique
Alive	3	Output Degrees, Output Closeness Degrees,

		Clique
Tough	2	Input Degree, Input Closeness Degrees
Genderless	2	Input Degree, Betweenness Degrees
Sophisticated	2	Input Degree, Input Closeness Degrees
Knower of history	2	Cluster Values, Betweenness Degrees
Busy	2	Output Degrees, Output Closeness Degrees
Powerful	2	Output Closeness Degrees, Clique
Chatty	1	Input Degree
Wise	1	Input Degree
Knowing	1	Output Degrees
Patient	1	Output Degrees
Funny	1	Input Closeness Degrees
Frank	1	Input Closeness Degrees
Lovely	1	Output Closeness Degrees
Colorful	1	Output Closeness Degrees
Mature	1	Output Closeness Degrees
Noisy	1	Cluster Values
Nondiscriminatory	1	Articulation points
Crazy	1	Clique
Hardworking	1	Clique
Tactful	1	Clique

42 of total Istanbul personality traits of the network are listed at least once the tables of personality traits with maximum values. “Middle aged” is repeated in all eight dimensions of the network. “Beautiful”, “old”, and “woman” are repeated seven times. “Hospitable”, “man”, “sincere”, “smiling”, “young” and “clever” are the Istanbul personality traits which characterize the network.

4.6. Different and Similar Findings of All Networks

By using semantic network analysis it was possible to identify characteristic city attributes and personality traits of all four networks. In order to understand the similarities and

differences between the networks it is important to compare the results of the analysis. Therefore, the following tables will present the unique values of each network.

Table 42: Characteristics Unique to the City Attributes Affecting Destination Brand Attitudes

Like a fairy tale	Fashionable	Development	Faerie	Combination of different cultures	Clean
Another world	Design of the city	Climate	Familiar from moovies	Polite people	Symbolic monuments
Living there for a while	Convenient Transportation	Like in my own country	A wide array of places to see	Well-educated people	Waterside
Museums	Symbolic	Symbolic	Sea/ocean		

Table 43: Characteristics Unique to the City Attributes of Istanbul

Bosporus	Eeverything can be found	Places to visit	Historical monuments	Seaside	Having a cuisine similar to ours
Mosques	Connects Europe and Asia	Sharing a similar culture	Night life	Helpful people	Language is similar
Ship	Modern and old together	Football team	Freedom	Hot	Megapolis
Cheap	Huge	Universities	View		People of Turkish origin
Never-sleeping city	Hotels	Culturally diverse people	Democratic	Communicative people	Just like my own country
My favourite artists live there					

Table 44: Characteristics Unique to the City Brand Personality Traits

Model	Naughty	Immoral	Simple	Complicated	Tall
Happy	Serious	Rich	Nice	Carefree	Thin

Polite	Intellectual	Good	Likes to travel	Has sparse hair	Attractive
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Table 45: Characteristics Unique Istanbul Personality Traits

Hospitable	Sincere	Helpful	Communicative	Mother	Both modern and traditional
Alive	Knower of history	Busy	Powerful	Chatty	Knowing
Patient	Funny	Lovely	Mature	Noisy	Nondiscriminatory
Tactful					

4.7. Personal Characteristics of the Respondents

The following figures provide information about the personal characteristics of the interview participants. According to figure 11, 49.53 % of the respondents were males, while 43.47 % of them were females.

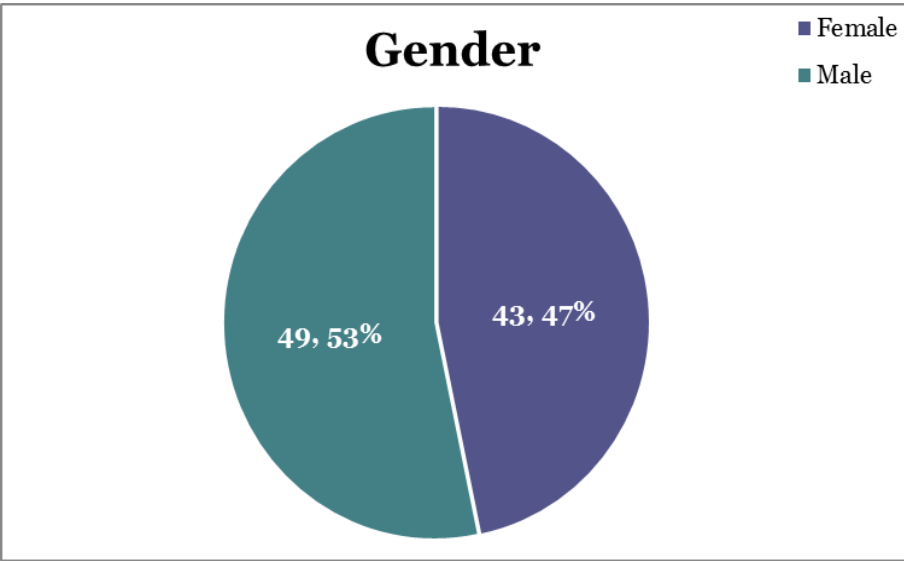


Figure 11: Gender Distribution of the Participants

Age groups among the respondents ranged from 16 to 40 and more. Accordingly, the majority of the respondents were 23-30 years old. 21.23 % of them were the people aged between 31-39 and 12,13 % were aged between 16-22. Only a tiny 6.6 % of them were 40 and more years old based on the figure 12.

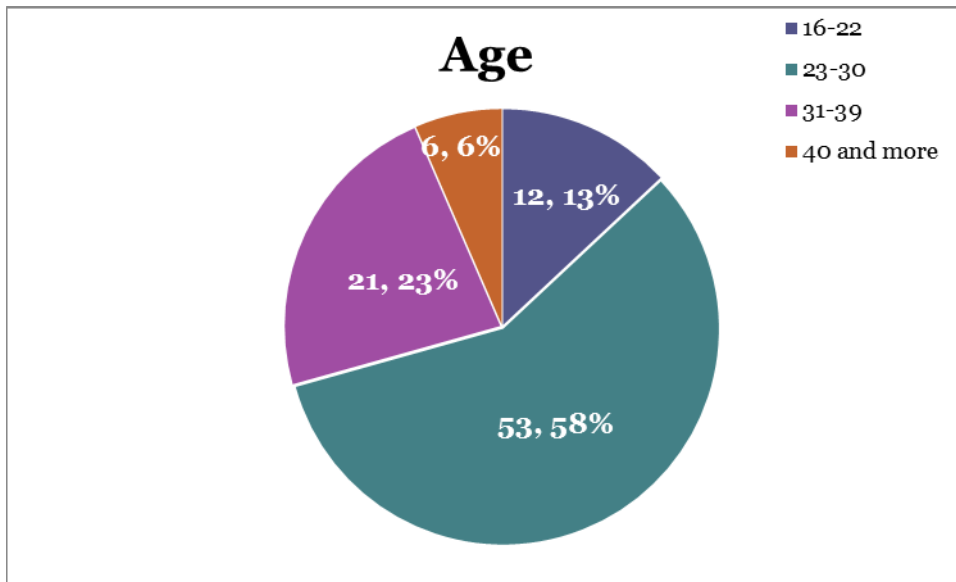


Figure 12: Age distribution of the Participants

Family income groups were 5 namely poor income, low income, middle income, middle upper income and high income. The majority of the respondents belong to the middle upper income group (38.41%). 25.27% of them are from middle income group. Other groups share 13.14%, 12.13% and 4.5% being low income, high income and poor income accordingly.

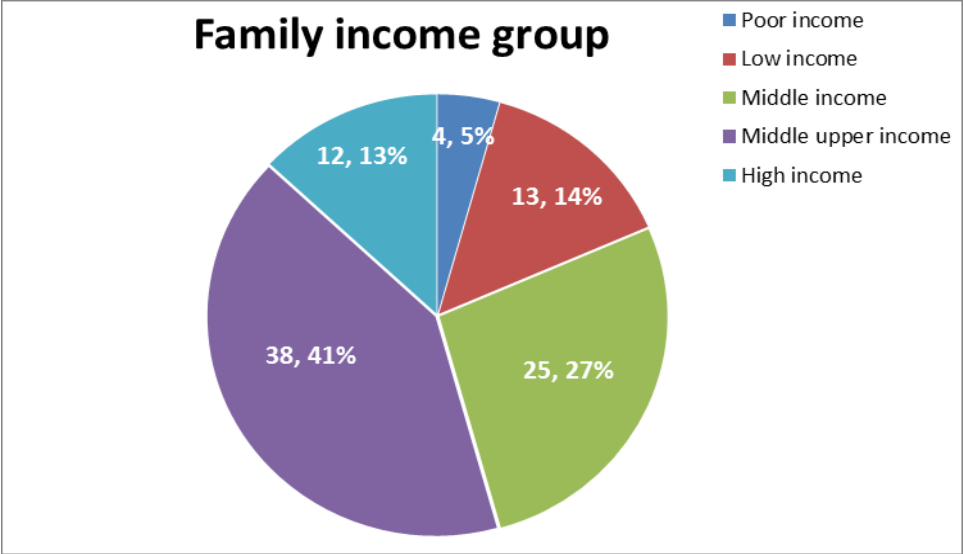


Figure 13: Family Income Distributon of the Resondents

The respondents education groups are college graduates, bachelor and master degree holders. The majority of the respondents were postgraduates holding master degree education (44,48%). 38.42 % of them were bachelor graduates, while only 9.10 % of them were college graduates. Obvisously, all of the respondents have higher education.

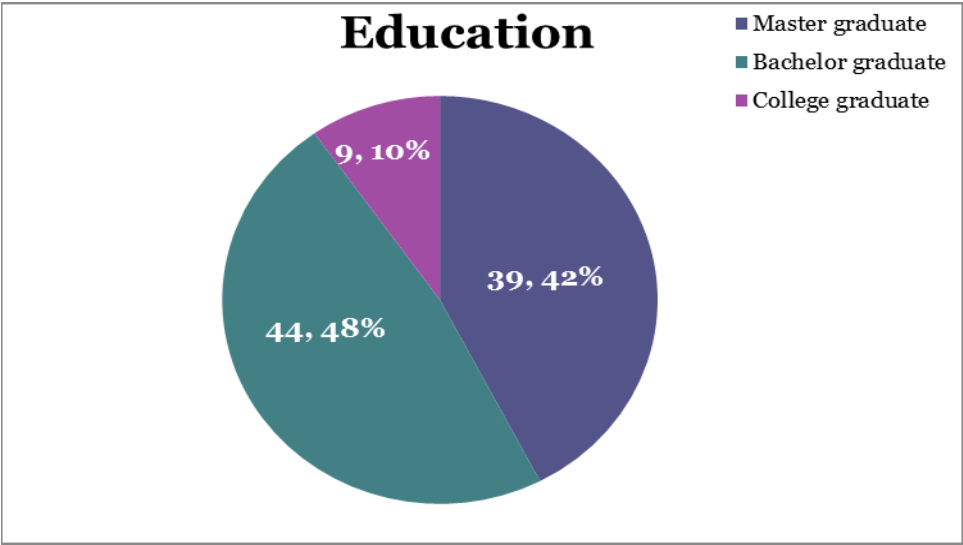


Figure 14: Education of the Respondents

5. DISCUSSION OF RESEARCH FINDINGS

This study focuses on the determination of the semantic content of the city attributes affecting the key destination brand attitudes. Main city antecedents are identified according to the collective understanding. Based on the findings the research accurately defines the differences between the identified semantic content and the semantic frame of Istanbul. More precisely, the study examines the most attractive sides of the cities positively evaluated by the visitors and reveals the semantic meanings of the diverse networks. The contribution of the results is that they provide the clarification of the semantic structure of the shared meaning of city brand personality traits. Apart from insight into destination brand personality traits of different cities, the study examines semantic content of the personality traits of Istanbul. Accordingly, in order to reach the objectives, as mentioned earlier, the research answers the following questions:

1. What is the semantic content of the collective understanding of main antecedents (city attributes) affecting destination brand attitudes and how does it differ from the semantic frame of Istanbul?
2. What is the semantic structure of the shared meaning of city brand personality traits, and how does it differ from the semantic content of a particular city, Istanbul?

The previous literature concentrates on desired city brand personality attributes contributing to strength of destination brand attitudes by using different research methods and techniques (Zenker, 2009; Anholt, 2006; Baxter and Kerr, 2010; Aguilar et al., 2014). Anholt (2006) created city brands index which is the framework for evaluating the effectiveness of city brands. He also presented the list of 30 cities for presenting the results of his empirical analysis

based on surveys. Zenker (2009) used a univariate analysis of variance (ANOVA) in order to compare needs and preferences of creative and non-creative target groups, which is important for city branding. He evaluated the most important factors which affect the destination choice of each target group. Baxter and Kerr (2010) applied constructs of identity and perceived image to places and identified generic sides of place identity and perceived place image based empirical analysis in one particular city. They examined city branding based on brand personality, likes and dislikes and cognitive images. Aguilar et al. (2014) established the personality trait dimensions discussed by Aaker to produce favorable assessments of tourism destinations. This study, however, sheds light on dominant distinctive features of destinations by using semantic approach, and answers to the question of whether the personality traits associated with Istanbul are compatible with those meanings attached to other destinations.

The study results in this chapter will be discussed in accordance with the research questions and existing literature reviewed in the second chapter.

The comprehensive answer to the first questions can be explained based on the table 38 which summarizes the semantic network findings of city attributes affecting destination brand attitudes. According to the table, “modern”, “friendly people”, “calm”, “combination of different cultures”, “clean”, and “sea/ocean” are the most significant city attributes. These attributes are represented in all of the six dimensions of this network. It means that, the city attributes repeated six times are essential antecedents which contribute to the destination brand attitudes because of the relationships they create between the units. “Architecture”, “convenience”, “a wide array of places to see”, “nature”, “museums”, and “waterside” are also connective and central city antecedents as they are repeated in five dimensions.

The city attributes presented in the table 38 demonstrate that the attitudes which are repeated in all dimensions are the most attractive sides of the cities positively evaluated by the visitors. In other words, the visitors describe the cities which they like most by the significant attributes. Therefore, they make a major contribution to brand attitude perceptions. As explained by Lubbe (1998) these attributes can be related to the pull factors which characterize the tangible properties of the destinations and visitor's perception of the features and resources, or characteristics of a particular city. These factors play an essential role also in destination choice of individuals thus affecting the destination brand attitudes. Travel motivations of the visitors are also partially formulated based on the pull factors (Lopes, 2011, p. 308). These city attributes given in the network are the main pull factors of the destinations. Since destination's image is frequently evaluated based on those attributes which make them attractive (Gartner, 1993), they also contribute to the destination brand attitudes. Most of the attributes such as "sea/ocean", "architecture", "nature", "museums", "a wide array of places to see", and "waterside" are the physical features of the destinations which shape the positive images in people's mind which is one of the main aspects of branding (Lang, 2011, p. 542). Other antecedents -"modern", "friendly people", "calm", "combination of different cultures", "clean", and "convenience" show that destinations are not just physical settings with physical attributes, they are also mental and perceived on the basis of subjective experiences of the tourists (Giovanardi et al., 2016 p. 5). "Nature" is the city attribute which is also mentioned in the study by Zenker (2009). "Museums" appear in the research by Altinbashak and Yalcin (2010) who investigated the perception of Istanbul and its museums as a part of the city image. The quantitative research techniques which required questionnaires were used to understand the perceived image of Istanbul in the minds of tourists. They distributed the questionnaires among the visitors of Istanbul. Cultural attributes are

indicated by De Carlo et al. (2009) who conducted a research in Milan aimed to analyze the city's brand image and personality, focusing on the scope to which its image is controlled by business travel industry and different cultural spheres and the implications of this placing for city's re-branding in grounding Expo 2015. Intangible attributes of the cities are summarized by Freire (2016) as the "environment" in his case study, as a project demanded by the municipality of the small town situated in Portugal.

The most important city attributes of Istanbul which are highly-evaluated by the visitors are presented in the table 39. "Shopping", "Bosporus", and "everything can be found" are the most significant attributes of Istanbul which are seen in all seven dimensions of this network. "Having a cuisine similar to ours", "places to visit", "historical monuments", and "friendly people" are repeated six times, and "modern", "historical", "similar language", "mosques", and "connects Europe and Asia" repeated five times are also important attributes. "Modern", "Bosporus" (sea/ocean), "places to visit" ("a wide array of places to see") are the attributes that represented also among the most significant city attributes affecting destination brand attitudes. "Bosporus", "mosques", "connects Europe and Asia", "similar language", "historical monuments", "everything can be found" are the significant attributes unique to Istanbul. "Similar language" and "similar cuisine" are the city attributes directly related to the Turkish roots of Azerbaijani visitors. The visitors from Azerbaijan easily understand the Turkish language which facilitates their stay in Istanbul. Likewise, Turkish cuisine is very similar to the national cuisine of Azerbaijan which evokes the sense of "home". The findings of this network can be explained by the viewpoint of Kotler et al. (1999) who applied general concept of marketing mix for place development. According to the four features of the place proposed by the researcher for getting competitive advantage, "Bosporus", "mosques", "places to visit", "historical monuments", and

“places to visit” are the urban infrastructure with the natural environment makes the place attractive, “modern”, “historical”, “friendly people”, “similar language”, “having a cuisine similar to ours”, “connects Europe and Asia” are the design that discloses “the sense of the place”, and “shopping”, and “everything can be found” are included in the attractions that appeal visitors.

The second question finds its answer in the table 40 that summarizes semantic network analysis findings of the city brand personality traits. As it is given in the table, “beautiful”, “crazy”, “calm”, “old”, “middle-aged”, “man”, “woman” are repeated in all dimensions of this network which means that these personality traits are the most significant for visitors. “Active”, “smiling”, “young”, “friendly”, “wise” and “colorful” are repeated five times; therefore they are also among the important city personality traits. To put it differently, these are the most significant traits used to describe the cities in terms that are typically attributed to human being. Similarly, Fournier (1998) compares the brand with a living person, noting that the brand does not is simply a participant in interpersonal communication with certain characteristics, but acts in interaction with the consumer as a "partner" endowed with human traits. The findings of the study can be evaluated based on BPS suggested by Aaker (1997). In some cases the personality traits categorized as belonging to a given dimension of BPS, are not presented identical, but have the same or similar meanings. “Woman” and “beautiful” belong to the sophistication dimension, “active”, “young”, “crazy”, “colorful” are included in the excitement dimension, “smiling” and “friendly” are in sincerity dimension, “wise” is in intelligent dimension and finally “man” characterizes ruggedness dimension. There are other significant traits such as “calm” and “old” that are not found in any dimension. Ekinçi and Hosany (2006) who for the first time applied this concept of the destination person in the literature on tourism, also found destination personality

in three dimensions-sincerity, excitement and conviviality. They consider that these dimensions are closely associated with the image of destination, therefore are important for tourism. As stated by Levy (1959, p. 124), each destination choice encompasses the valuation of the consumer if the destination fits the individual self-concept through the symbolic meaning rooted in a city brand. In other words, city brands can be preferred to either express one's real self or to show a person's ideal self. All the city brand personality traits described can be related to the real or ideal-self of the individuals.

Istanbul personality traits are summarized in the table 41. Based on the table, it is possible to claim that "middle aged" is the most significant city brand personality trait repeated in all eight dimensions of the network which concerns city brand personality traits of Istanbul. "Beautiful", "old", and "woman" repeated seven times, "hospitable", "man", "sincere", "smiling", "young" and "clever" are other important traits. The most significant city brand trait-"middle-aged" and "old" are the traits which are not found in any dimension proposed by Aaker (1997). "Woman" and "beautiful" is found in the sophistication dimension, "young" in the excitement dimension, "smiling", "hospitable" and "sincere" are in sincerity dimension, "man" in ruggedness dimension, "clever" in competence dimension. The results of this study is partially similar to the results of the research by Sahin and Baloglu (2009) who investigated the identity of the brand in Istanbul and found that tourists perceive the identity of the Istanbul brand as consisting of the following personal qualities: "sincerity", "originality and vibration", "class and fashion," "competence and modernity," and "friendliness".

According to the findings, semantic structure of the shared meaning of city brand personality traits is similar to the semantic content of Istanbul. However, there are also unique brand personality traits of Istanbul given in table.. "Hospitable" and "sincere" are the city brand

personality traits unique to Istanbul. This shows that, the visitors evaluate the brand personality traits of Istanbul positively based on their previous experiences. The findings also confirm that a brand is an instrument for self-actualization and self-actualization of the personal principle, the exhibition of distinct qualities of the individual. Behind the brand is an actual person with all its exceptional qualities (Galimullovna et al., 2017, p. 108).

In general, the findings of the study show that semantic content of the collective understanding of main antecedents (city attributes) affecting destination brand attitudes corresponds to the semantic frame of Istanbul. There are city attributes unique to Istanbul which affects its brand attitude positively among visitors. Additionally, according to the findings it is possible to state that the brand personality of a city may include more dimensions (traits) than the traditional personality traits dimensions. This can be explained by the fact that each city has its own diverse features which can lead to the broader associations.

6. CONCLUSION AND RECOMMENDATIONS

This study applied semantic network analysis, findings of which contribute to the destination branding literature with drawing a semantic map of city attributes and city brand personality traits positively evaluated by the visitors. The research also identified semantic content of the collective understanding of main antecedents (city attributes) affecting destination brand attitudes. By identifying city attributes of Istanbul the study summarized their unique and similar findings. Moreover, the results of the study described the semantic structure of the shared meaning of city brand personality traits and their differences and similarities with the semantic content of Istanbul.

The findings of the study showed that “modern”, “friendly people”, “calm”, “combination of different cultures”, “clean”, and “sea/ocean” are the most significant city attributes which affect destination brand attitudes. “Shopping”, “Bosporus”, and “everything can be found” are the most significant attributes of Istanbul that meaningfully contribute to the city’s brand attitudes. The differences in the city antecedents show that attractions, design and urban infrastructure of the city are more important for Istanbul than for other cities.

According to the results, it is also clear that “beautiful”, “crazy”, “calm”, “old”, “middle-aged”, “man”, “woman” are the most important brand personality traits. The semantic content of Istanbul is very similar to the semantic structure of the shared meaning of city brand personality traits of other cities. “Middle aged”, “beautiful”, “old”, and “woman” are the most important city brand personality traits of Istanbul.

The results show that the city attributes of Istanbul represent some unique features which are highly evaluated by Azerbaijani visitors. This explains their decision of visiting Istanbul by

the particular segment group and can contribute to the development of the successful city brand. Additionally, improving the perception of the traits composing the different dimensions can lead to an improvement of the complete brand personality of Istanbul.

The findings of the study have several similarities and differences with the studies conducted by other researchers recently in this specific topic. First of all, the results of this semantic study confirm the findings of the study by Altınbaşak and Yalçın (2010). The authors used questionnaire method one part of which was aimed at identifying the perception of Istanbul as a tourist destination including all the characteristics of the city. The stronger characteristics of Istanbul indicated by the respondents according to the findings are being a historical city with diverse culture and atmosphere. This study also revealed that Istanbul as a historical city and the unique culture is very attractive for Azerbaijani travelers. The city also provides opportunities for shopping with big centers and markets. “Shopping” was also frequently mentioned by the respondents in this study among the attractions that appeal visitors. Respondents in the research by Altınbaşak and Yalçın (2010) also found Istanbul as a brand city, and as an attractive touristic destination with places to visit and museums worth to see. Moreover, the general image of the city was positive among the people questionnaire. Likewise, in this study all the results about the main city attributes of Istanbul show that the brand image of Istanbul among Azerbaijani visitors is positive.

In their study Şahin and Baloğlu (2011) also investigated brand personality and destination image of Istanbul as a tourist destination. As for results, the authors mention that Istanbul was rated highest for “attractions” (historic and cultural), “scenery/natural attractions”, “tourist friendliness”, “appealing tourist amenities”, “availability of local festivals”, “getting around”, “local transportation, safety and cleanliness”, and “beach and environment”

respectively. The image of the city in many cases is associated with its history, religion, culture and the interception of East and West. The atmosphere of the city, according to the findings, is lively, friendly, busy and full of energy. Taking Bosphorus trip by boat is popular activity among visitors along with visiting palaces and mosques, and going for shopping. Similarly, this study found out that the country's history is very important for the visitors and its location also plays a role in the positive perception of the city's image. Accordingly, "shopping", "Bosphorus" are the most significant attributes of Istanbul based on the semantic analysis in this research and "places to visit", "historical monuments", "modern", "similar language", "mosques", and "connects Europe and Asia" denote to the similar results with above mentioned research by Şahin and Baloğlu (2011).

There are also some unique aspects of this research which presents totally new results for the study of brand image of Istanbul. First of all, this is the first research investigating the city brand attributes and brand personality traits of Istanbul among Azerbaijani individuals. Till now, there has been no research conducted by other scholars in this specific topic which involved only Azerbaijani visitors. Previous two studies by Şahin and Baloğlu (2011) and Altınbaşak and Yalçın (2010) concentrated on several nations. Therefore, the findings of the study differ from the researches in similar topic. First of all, "language" and "cuisine" are the unique city attributes mentioned by Azerbaijani visitors. Considering the fact that the culture of Azerbaijan has many analogous characteristics with Turkish culture, similar language and cuisine are unique reasons of loving Istanbul. Additionally, local people of Azerbaijan is always seen as being hospitable, thus they also highly appreciate hospitality of the chosen destination. 'Hospitable' is one of the personality traits attached to the Istanbul.

6.1. Implications

The findings of this research provide significant implications for city authorities, destination marketers, locals and other stakeholders interested in the promotion of Istanbul among the visitors. This research suggests different managerial implications as the findings can be involved in the process of the city brand building. The study can contribute to development of the framework for evaluation of the effectiveness of these measures taken by the city authorities and government by identifying the city attributes in the perception of the visitors which affect destination brand attitudes. This study may also be useful for destination managers and urban strategists as it extends the brand personality dimensions proposed previously by other researchers. Moreover, the research can also be helpful for brand managers of Istanbul in assessment of how Istanbul is perceived in relation to other cities by the particular target group (Azerbaijani). The results of the semantic analysis could be a motivation to build a distinguishing city brand of Istanbul which might contribute to the development of demonstrative relations with the visitors.

According to the results of semantic analysis, Istanbul has many positive features highly evaluated by Azerbaijani visitors. The culture, history, sightseeing of the city, palaces and mosques, shopping opportunities together with its natural resources are the main attributes of the city which should be considered in marketing and branding activities undertaken by related parties. These are the major strengths of Istanbul that make its image unique and cause visitors to return back to this city again. The related parties should cooperate and perform in a harmony in order to most effectively and efficiently manage the brand image of Istanbul among not only Azerbaijani visitors, but also the travelers from other countries with the aim of transmitting the

city's unique and superb attributes. These attributes present the potential for attracting growing number of students, businessmen, employees along with tourists.

Another valuable implication of this study relies on the identification of the characteristics of Istanbul which may provide opportunities to promote the city not only to enhance the growth of tourist arrivals, but to also to create a better image of Istanbul which will in turn increase consciousness about the business environment, working possibilities and the immense prospects of the city for the investors. Cities compete internationally to attract not only the tourists, but also foreign investments and talent (Dinnie, 2011; Melih, 2011). As stated earlier, the emphasis of branding is associated with the attraction of new direct investment and visitors in order to increase the monetary benefit. From this point of view, city's branding accelerates the local development and stimulates financial growth. Additionally, city branding is believed to be an effective method of gaining competitive advantage in the struggle of attracting new investments (Anheier and Isar, 2012, p. 103). The assets of Istanbul, mentioned as city attributes in this study, may deliver the value for the visitors and talent if taken into account in the process of city branding. Foreign direct investments as a source of development of the city's reproductive base may help to successfully implement the strategic social and economic goals of the Istanbul. In the context of the city branding, investments can act as one of the main factors of positive changes in the competitiveness of the city with the preservation of the individual characteristics, which can be achieved through investment in the areas where the greatest potential is revealed. Confirmation of the importance of investment is also the fact that investments today are concentrated in large metropolitan areas, such as Istanbul with well-developed infrastructure, and rich in natural resources regions, thereby improving the socio-economic situation in them. Therefore, by focusing on the top city attributes and the perception

of brand image of Istanbul among Azerbaijani visitors through a strong marketing and management initiatives and presenting it to a broader world audience may create further opportunities for the development of the city.

6.2. Limitations and Future Research

This study has several limitations that influenced the collection of data and interpretations of the findings. First of all, the number of the individuals interviewed in this study- the sample size is small which limits the reliability of the study. The number of the Azerbaijani tourists visiting Istanbul is growing year-by-year which further enlarges the sample size.

Secondly, the empirical data was conducted only among the one target group members- Azerbaijani visitors which also limit the study in terms of different tourist needs and expectations. The application of the same research methods in the results of the study conducted among other tourists from different countries and nationalities can lead to different results. As future research, related studies could involve other tourists from one particular country or among multi-national respondents.

The study did not consider the factors such as the number of days spent by the visitors in Istanbul and the number of total visits to Istanbul. There could be some differences in the perception of city image and the city attributes depending on these factors. The findings are also limited to the time span during which the data was collected.

Another limitation of the study is language barriers. The interviews were held in the Azerbaijani language, while the results were translated into English. Considering the differences of the words and expressions between these two languages, this limitation resulted in the data changes which also affect the validity of the study. Additionally, in order to complete the

semantic network analysis coding procedure was necessary. Some human factor errors might occur during the procedure.

The future research might be undertaken by researchers considering all the mentioned limitations. Firstly, replication of this study could be completed by involving a bigger sample size for identifying city attributes and city brand personality traits. It would make the findings more reliable. The future research could also make a semantic network analysis on a similar sample in another city of Turkey or other countries. Since the country image of Istanbul is not limited to only one city-Istanbul, this may change the scope of the research to making generalizations about the perception of Turkey among Azerbaijani individuals. Additionally, it would be interesting to make comparisons of city attributes and brand personality traits of Istanbul to competitive cities to find out its major strengths and weaknesses. It is also possible to include the factors such as the number of the days (duration of the stay) and the number of the visits by the respondents in order to investigate whether the perception of Istanbul changes based on these variables. Furthermore, future research could include quantitative research with the purpose of appropriately investigating the importance of each brand personality trait.

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