URN etd-0407109-183718-1525
Author Cheng yu you
Author's Email Address No Public.
Statistics This thesis had been viewed 54 times. Download 0 times.
Department
Year 2007
Semester 1
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title An Exploratory Study on City's Brand Image：The Consumer's Perspective
Date of Defense 0000-00-00
Page Count 88

Keyword
brand image
city branding
city's brand image
marketing
future
taiwan

Abstract
While Paris is mentioned, people commonly associate Paris with Eiffel Tower, The Louvre Museum, La Seine and fashion city. Such associations are closely related to Paris architecture and culture. A city can be viewed as an offering with a brand, and more specifically, a city can be branded (Keller, 2003, 2008) and be promoted through advertising, event marketing, and other communication tools. For many tourists, Paris, Tokyo, New York and London are cities with specific brand image. That is, Buckingham Palace is unique brand image belonging to London, and it can't be replaced by Statue of Liberty.
From consumer's perspective, city's brand image is regarded as a consumer's overall perception and association of a city brand, including this city's history, culture, architecture, food, custom and other characteristics. Accordingly, a city's brand image is multi-dimension, which contains direct and indirect connection of the city brand. As more and more public sectors are engaged in marketing and promoting a city, creating a unique city's brand image is a critical subject to attract tourists, new residents, conventions, company offices and factories.
Recognizing the importance of city's brand image, this research refers to Park, Jaworski, and Maclnnis's (1986) and Keller's (1993) perspective on branding to investigate brand image of a city. Multiple phases were undertaken to conceptualize and measure the concept of city's brand image. Kaohsiung, a city located in southern Taiwan, was chosen for investigation. The findings indicate that city's brand image is composed of functional image, symbolic image and experiential image. Functional image means people's perception of a city's functional performance, including city attractiveness and traffic. Symbolic image is concerned with extrinsic attributes of a city and is relevant to city culture, life style and residents' characteristics. Experiential image relates to people's emotion toward a city. Lastly, relevant discussion for future research is provided.
Keyword: brand image, city branding, city's brand image
Advisory Committee - advisor

Files No Any Full Text File.
Date of Submission 2008-08-12