The Influence of Place Branding on City Image and Tourist Consumptive Behaviour

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ABSTRACT

Cities, places and countries all over the world are faced with the effects that economic and cultural globalization, and are challenged by changes in their local economic, cultural and social pattern. One of these effects is increased competition among places. Fierce competition for resources, for business relocation, for foreign investment, for visitors, even residents is evident in today's world, so many places have become aware of a need to be recognized and to stand out against other places. Therefore, places have to create the distinguishing features, or offer a healthy investment environment, and then keep the characteristic of places in stakeholders' mind. Furthermore, it must make use of a more holistic programs than marketing strategy which only sell the places, as well as develop an integrative place branding strategy to attract tourists, factories, companies and talented people and even to find markets for their exports. This requires places to adopt conscious branding to create positive images if they are to compete effectively on the global stage. The aim of this research is to analysis the process of the development of the place branding strategy for Lu Kong, as well as the four main purposes of this research are: 1. To examine the influence of each subconstruct of place branding on city image. 2. To examine the influence of city image on tourist consumption behavior. 3. To examine the influence of each subconstruct of place branding on tourist consumption behavior. 4. To examine that city image as a intermediary variable between place branding and tourist consumption behavior. First, a pilot study of 50 tourists to test the reliability and validity of the all factor structures. Subsequently, a survey of 411 questionnaires from tourists in Lu Kong were collected, and we conduct an exploratory factor analysis with principal axis factoring to uncover the underlying factor structure of place branding as assessed in the formal test. Finally , we adopt the method of hierachical regression to examine our hypothesis. The conclusion of this research can be stated summarily is that the elements of place branding will help Lu Kong to create distinguishing features that is difficulty to imitate rather than a homogeneous mass in Taiwan. Also, the trend of place branding has caused a great mass fervor from cities to cities in Taiwan. To attract or satisfy tourists and gain their loyalty, the place branding strategy adopted to promote the tourism resources of Lu Kong, the establishment of the brand value by taking consumers' experience and emotion into serious concern and by firmly building up a dominant brand. With all of these, it will make great reputation, loyalty, image and identification association comes along generally; furthermore, place branding will also help to build up the emotional relationships with tourists and create opportunities of continual consumption.

Keywords : place culture, brand, tourist, Lu Kung

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