

Are you proud to live here?: A residents oriented place marketing audit (attachment, self-esteem and identity)

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Purpose: This paper aims to examine the antecedents and relationships between place attachment, self-esteem, self-efficacy and place identity, in order to provide public policy makers with an audit tool of place marketing strategies.

Design/Methodology: A survey with 107 residents was conducted in Gaia (the third most populated city in Portugal), located on the river Douro's south banks facing Porto.

Findings: The structural equation modelling revealed that city's quality of life attributes, comprised in seven dimensions, and the residential time have a significant effect on place attachment, social identification and self-esteem. Findings also showed significant correlations between self-esteem and self-efficacy and active citizenship behaviours.

Practical implications: This article aims to contribute to the relevance of using measurement instruments of place attachment, self-esteem and identity and to provide decision-makers with a set of indicators that can be used to assess the success of their policies and strategies amongst residents.

Originality/ value: This paper provides a new insight of the emotional relationship between residents and the city as an important driver of place branding strategy, an indicator of the residents' satisfaction, and also a competitive advantage to attract new potential residents.

Keywords: place marketing audit; place attachment; self-esteem; city identity; performance indicators.