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Modeling Image: The Concepts of Place Image

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Modeling Image:

The Concepts of Place Image

Levin Research Conference

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Candi Clouse, MSUS



Justification for Research

1

Promoting places is common throughout the world (Philo & Kearns, 1993)

2

Sets one place apart from competition (Trejo, 2008; Avraham & Ketter, 2008)

3

Manufacturing losses in the Midwest forced the issue of place promotion (Fretter, 1993; Goodwin, 1993)

4

Midwest cities have worked to lose the “rust belt” moniker and are now referred to as “legacy cities” (Mallach, 2011)



Place Image

1 Lack of clarity on research terms (Stock, 2009)

2 Contradictory use of terminology (Ashworth & Voogd, 1990)

3 Current literature is based on anecdotal information (Dinnie, 2004; Fan, 2010)

4 Urban aspect is missing (Gertner, 2011)

5 Part of larger research question: What is the role of place image in the business location decisions?



Brand

- Commonly taglines and logos
- The intended message of a place
 - Complex bundle of images, meanings, associations, and experiences in the minds of people (Fan, 2010)
 - Enables the place to differentiate itself from the competition (Allan, 2004)
 - Story-telling about a place (Jensen, 2007)
 - Bridges the gap between what a place is, how people perceive it, and how it wishes to be seen (Alonso & Bea, 2013)
 - Promise of the place (Van Gelder, 2008)



Brand

- Branding requires resident input
 - “You don’t have to ask the beans in the can how they feel about the label.” (Jensen, 2005)
- Found in brochures, advertisements, and communications about a place
- Largest public investment

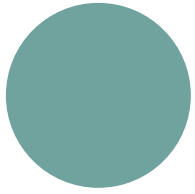


Visual Image

- What people know and visualize about a place
 - Sum of beliefs, ideas, and impressions that people have of a place (Kotler, et al, 1993)
 - Expectations of what will happen in a place (Downs and Stea, 1973)
 - Simplification of all that is known about a place (Kotler, et al, 1993)
 - Visual image is made by reducing, eliminating, or even adding elements to reality (Lynch, 1960)
 - Mental conceptions (Walmsley, 1988)



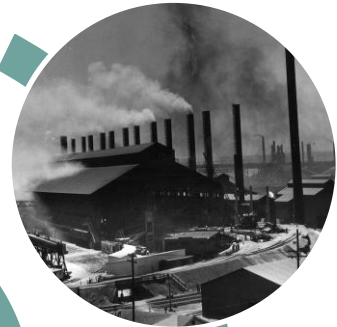
Visual Image



- Formed through different ways
- Can affect how people feel about places (Luque-Martinez, et al, 2007)
- Active part of the economic success or failure of a region (Ashworth & Voogd, 1990)
 - Positive visual image has an easier time exporting goods and attracting talent (Anholt, 2010)
 - Places must raise their competitive edge, attract investment, and increase quality of life (Paddison, 1993)



Reputation



- Specific knowledge about a place
 - Based on certain firm clichés and prejudices (Anholt, 2007)
 - Public opinion is usually in agreement (Nasar, 1990)
 - Exists outside of the place and can be held by people that have never visited it (Anholt, 2010)
 - Often a reflection of a real-life problem (Avraham, 2004)
 - Reputation or reality could come first (Barber, 2008)
 - Popular with the media (Avraham, 2004; Pocock & Hudson, 1978; Allan, 2006)
 - Defined by public perceptions (Barber, 2008)
 - Often cemented in place regardless of change (Barber, 2008)



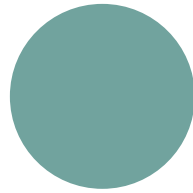
Reputation



- May become an obstacle to economic growth (Avraham, 2004)
- “It’s not often easy to be a realistic optimist in Northeast Ohio because the culture is so much more attune to badmouthing, that if you aren’t doing that, you are an outcast.”
(T. Waltermire, 2011)



Sense of Place



- Must be experienced (Billig, 2005)
- Positive experiences in a place increases likelihood of positive feelings and decisions about it
- May encourage further exploration or investment
- Subjective experience in a place
 - Involvement with the human aspects of a place (Birch, 2001)
 - Beliefs, emotions, and behavioral commitments about a specific geography (Jorgensen & Stedman, 2006)
 - Topophilia (Barber, 2008; Holcomb, 1993)
 - Unique memories of place atmosphere (Billig, 2005)



Sense of Place



- Experiences in places (Shamai, 1991) and how place is experienced (Orleans, 1973)
- “Erlebnisgesellschaft” or “experience society” (Jensen, 2005 & 2007)
- Search for package of entertainment (Evans, 2003)
- Shift from reality to stimulation (Boddy, 1992)
- “Disneyland is just like the world, only better.” (Sorkin, 1992)



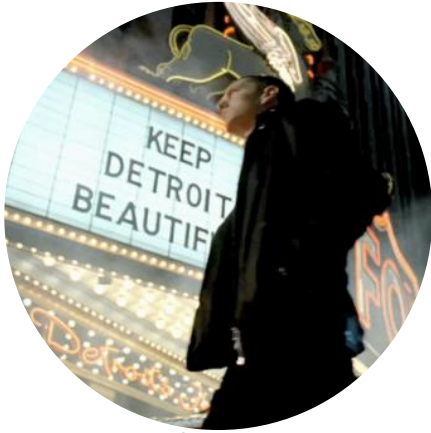
Identity



- Extent to which people are willing to associate themselves with a place
 - Personal connection to place (Twigger-Ross & Uzzell, 1996)
 - All pieces of the person as they relate to their environment (Proshansky, 1978)
 - Living in prestigious place is correlated with high self-esteem (Lalli, 1992)
 - Found through positive feedback given to people in a place (Twigger-Ross & Uzzell, 1996)
 - “no place on earth ... can hope to make others respect and admire it unless it first respects and admires itself” (Anholt, 2010)



Identity



- Exists within people (Anholt, 2010)
- Essential to residents
 - The stronger the identification is, the more likely they will remain
- Physical improvement is important to the confidence of the residents (Lowe, 1993)



Conceptual Model of Place Image

1

A brand is the intended message of the place

2

Visual image is the symbolic knowledge of a place

3

Reputation is specific knowledge about a place

4

Sense of place is the subjective experience in a place

5

Identity is the extent to which people are willing to associate themselves with a place



Conceptual Model of Place Image

Attraction Aspects

BRAND

VISUAL
IMAGE

REPUTATION



Conceptual Model of Place Image

Retention Aspects

SENSE OF
PLACE

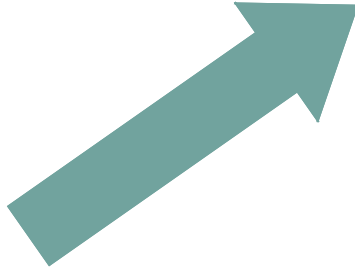
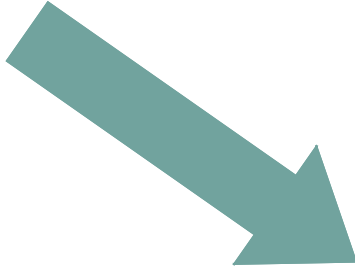
IDENTITY



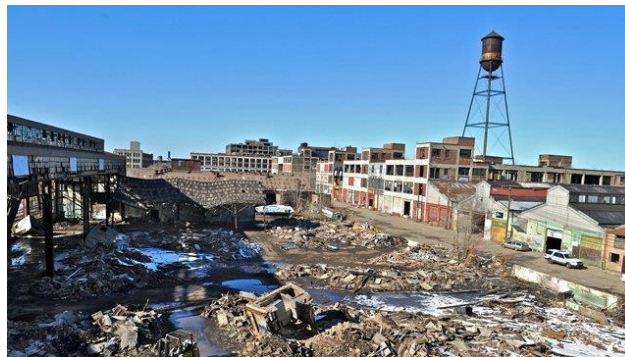
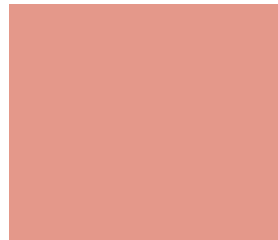
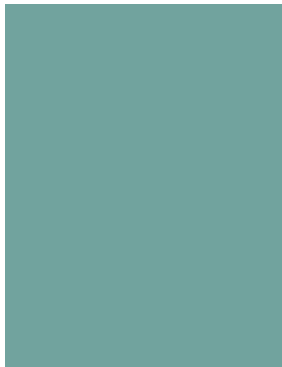
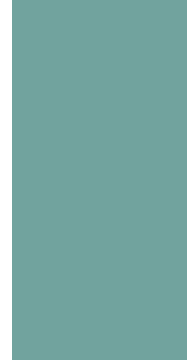
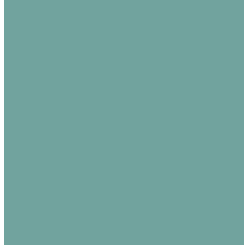
Less Experiential



More Experiential



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Thank you!

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Center for Economic Development

