Ewelina Julita **TOMASZEWSKA** • Ewa **GLIŃSKA**

THE IMAGE OF VOIVODESHIP CITIES AMONG RESIDENTS: EXPLORING AGE-RELATED PERSPECTIVES

Ewelina Julita **Tomaszewska** (ORCID: 0000-0001-6278-0194) – *Bialystok University of Technology*

Ewa **Glińska** (ORCID: 0000-0002-2121-0125) – *Bialystok University of Technology*

Correspondence address:
Wiejska Street 45A, 15-351 Bialystok, Poland
e-mail: e.tomaszewska@pb.edu.pl

ABSTRACT: Purpose: Image is one of the key issues in city marketing and branding. City image studies are essential tools for urban planners, social researchers as well as political decision-makers and local authorities aiming to understand how people perceive the urban space in which they live. The objective of this article is to identify the image of voivodeship cities among their residents based on the respondents' age categories.

Methodology/approach: The article relies on the results of a quantitative study conducted with a sample of 728 respondents residing in selected voivodeship cities in Poland. The research tool employed in the study was a standardised survey question-naire.

Findings: The findings reveal a statistically significant difference in the assessment of the overall city image by residents across various age categories.

Practical implications: This article may serve as an inspiration for city managers who, in shaping a positive image of urban centres, can communicate information about selected city attributes tailored to the chosen age category of inhabitants.

Originality/value: The research results unequivocally confirm that older city dwellers appear to be more inclined to feel an emotional connection to their place of residence and express positive opinions about it.

KEYWORDS: territorial marketing, city image, inhabitants

Introduction

Cities are becoming increasingly global and competitive while simultaneously becoming integral to people's sense of belonging (Pedeliento & Kavaratzis, 2019; Zenker et al., 2017). They are immensely complex social, economic, and cultural entities. Regardless of their size, all cities compete to attract more tourists, new residents and investors who will contribute to the development of the locality and initiate a favourable growth cycle. Almost every city is interested in enhancing its attractiveness and striving to strengthen a positive image among various target groups. Therefore, measuring the perception of a city is a crucial tool in strategic urban development planning. City image studies are essential tools for urban planners, social researchers as well as political decision-makers and local authorities aiming to understand how people perceive the urban space in which they live or experience.

Image is one of the key issues in marketing, place marketing, and place branding (Ashworth & Kavaratzis, 2009; Braun, 2012; Braun et al., 2013; Kavaratzis, 2004; Adamus-Matuszyńska et al., 2019). Urban marketing, as a set of coherent promotional activities based on the concentration on the needs of recipients, aims to generate, deliver and exchange an attractive urban offer and bring benefits to various groups associated with the city (Braun, 2008). Marketing has evolved over time, and in the current phase, it is synonymous with territorial branding (Kavaratzis, 2004). City branding is a management tool that connects the city's image with communication from the municipal government (Zucco et al., 2017). It is a process of designing, planning, building and communicating the city brand based on its specific identity to achieve the desired image of a particular urban centre (Florek, 2014). Effective city branding should emphasise the city's image to meet social, environmental and economic challenges (Scholvin & Van der Westhuizen, 2019). One of the goals of urban development is to create a favourable image and a positive reputation for the place to support efforts to improve its competitiveness. The crucial and central value of the city brand is always its image (Gartner, 2014). Determining the city's image is the first significant step in a branding strategy (Gilboa et al., 2015). However, the observation of city branding practices demonstrates a gap between theory and the actual actions of municipal authorities in this sphere (Kavaratzis, 2015).

The previous studies highlight the crucial role that residents play in the city branding process (Braun et al., 2013; Manyiwa et al., 2018; Zenker et al., 2017). The local community not only 'consumes' a particular place where they live but, together with other stakeholders, co-creates the city (Rozhkov & Skriabina, 2015) and its image (Rozhkov et al., 2020). As evidenced from the literature, residents are 'co-producers' of the city's mega-product and co-creators of the place's image as personalised sets of benefits and associations (Kavaratzis, 2004; Braun et al., 2013; Rozhkov et al., 2020). This target group is directly connected to the urban space in which they live, work, and spend their time. A positive city image plays a key role in residents' decisions to stay and live in a particular city (Zucco et al., 2017; Manyiwa et al., 2018). Their experiences, opinions, and perceptions of the city significantly impact its reputation and attractiveness. Satisfied residents can serve as ambassadors for the city (Braun et al., 2013; Styvén et al., 2020; Tse & Tung, 2022), actively promoting its merits. Furthermore, their engagement in local issues can contribute to the development of entrepreneurship, culture and social activities, leading to an improvement in the quality of urban life. Residents have the ability to transform the city's image into an authentic local story, creating deeper emotional bonds that translate into loyalty, activity and positive associations with the place's brand. The local community plays a significant role in building the brand of a particular centre (Braun, 2012; Zenker et al., 2017; Manyiwa et al., 2018; Priporas et al., 2020). Therefore, incorporating the residents' perspective becomes an essential element of effective marketing and branding strategies for cities (Merrilees et al., 2009; Manyiwa et al., 2018).

The paper focuses on the city's image among its residents, with a specific emphasis on analysing the perception of urban space based on their age. The perception of the city as a physical and social space evolves as individuals age. Previous studies (Baloglu & McCleary, 1999; Beerli & Martin, 2004; Stylidis et al., 2016) demonstrate a significant correlation between the demographics of respondents and their image of a tourist destination, with older individuals exhibiting a more positive perception. Dynamic changes in urban space impact the subjective perception of the city, reflecting both individual experiences and the socio-cultural context. Therefore, a study on how representatives of diverse age groups perceive the cityfills an interesting research loophole and represents an intriguing area

that can provide a deeper understanding of residents' needs in the dynamically changing spaces of contemporary cities.

The objective of the article is to identify the image of voivodeship cities among their residents based on their belonging to specific age categories. The results of this study will contribute to the literature in two ways. Firstly, the investigation into the city's image focuses on the residents' perspective, filling a gap in the literature (Gilboa et al., 2015). Research issues related to the internal image of the city are indeed of interest to researchers but represent a less explored area of study (Hsu et al., 2004; Phillips & Schofield, 2007; Merrilees et al., 2009; Merrilees et al., 2018; Nunkoo & Ramkissoon, 2011). Existing tools for measuring the city's image typically concentrate on attributes valued among tourists and visitors, neglecting those that are significant for the local community. Secondly, city residents are treated in the article as an internally diversified group of audiences. They do not form a cohesive group but encompass many environments with diverse and sometimes conflicting preferences, needs and desires. Previous assumptions that residents constitute a homogeneous group of stakeholders are likely misleading. For instance, Zenker and Braun (2017) suggest that distinct segments are comprised of current and potential residents. The research results may serve local government practice. Specifically, they can provide a hint on how to plan image campaigns for residents depending on their belonging to a specific age category.

An overview of the literature

The image of the city is a key concept in the theory of territorial marketing (Adamus-Matuszyńska et al., 2019). It is a comprehensive mental construct that people form about a specific territory based on objective knowledge and, simultaneously, on emotions associated with that place (Stylidis et al., 2017; Manyiwa et al., 2018). The image reflects a combination of both the objective spatial characteristics of the city and the subjective experiences of the observer connected to it. It constitutes a complex process of shaping opinions and feelings towards the city, involving both material elements, such as architecture, infrastructure, and landscapes, and immaterial elements, such as culture, history and atmosphere. The city's image is of significant importance for both its economic and social development, influencing, among other things, tourism, investments, population migrations and the level of social engagement of its residents. As a crucial category in territorial marketing, the city's image has become the starting point for the development of the concept of city branding (Gaggiotti et al., 2008).

The image is an abstract feeling and a subjective perception of an individual, a kind of mental representation of a city or place created in human minds, and a comprehensive embodiment of human experiences, opinions, knowledge, assessment and emotions (Kotler et al., 1999; Bai & Zhao, 2011). The city's image depends on internal perceptions and individual characteristics of the individual (Loureiro et al., 2019). The immaterial nature of the city's image (Pike et al., 2019), its complexity and the dynamic nature of its perception evolve over time and space (which has a different impact on people's satisfaction, attachment and knowledge about the city) (Kim et al., 2019).

The image is simultaneously the perception of urban identity, composed of distinctive attributes that a city wants to communicate to its surroundings. Shaping the city's image should be carried out deliberately, purposefully, in an organised manner, and aligned with a unified vision for the city's development (Stanowicka, 2020). According to Kavaratsis and Ashworth (2005), city marketing specialists too easily assume that places are simply products extended by the aspect of their spatiality. The difficulty in capturing the uniqueness of a city as a product is mainly related to the multitude of elements making up the mega-product of a given city, their interconnection, the influence of territorial sub-products on each other, and the diversity of needs and expectations of many city audience groups (Kavaratsis & Ashworth, 2005).

By creating a positive image of the city and its brand, local communities aim to promote both its tangible and intangible attributes (Gilboa et al., 2015; Nallathiga, 2011). The city's image serves a magnetic function in attracting desired urban development, urban stakeholders, people, investments and businesses, thereby enhancing the dynamics of cities and making them more prosperous (Beck & Storopoli, 2021; Beck & Ferasso, 2022). In this context, the concept of building a brand for cities gains significance in the academic environment and becomes an increasingly important endeavour

undertaken by municipal authorities (Kavaratzis & Hatch, 2013; Manyiwa et al., 2018; Sahin & Baloglu, 2014).

Emphasising the uniqueness while also highlighting the added value of the city, the image allows us to discover both the merits of the city and its 'products' (the offering of the city's mega-product) (Caldwell & Freire, 2004). Cities can leverage their image, attractions, infrastructure and people to attract target markets, improve city management and satisfy a broader group of urban stakeholders (Kotler et al., 1993; Zucco et al., 2017; Beck & Storopoli, 2021; Beck & Ferasso, 2022). The city's image can, therefore, be interpreted as a tool for promoting and initiating urban development (Yigitcanlar et al., 2018).

Researchers focusing on territorial marketing and city image consistently emphasise that the city's image fundamentally comprises cognitive and emotional (affective) components (Gallarza et al., 2002; Lin et al., 2007; Manyiwa et al., 2018; Zhang et al., 2018). Cognitive components of the image relate to knowledge about the place and assessments of known attributes of the urban product (Gartner, 1994). Meanwhile, emotional components pertain to the individual's feelings, subjective impressions, biases and concerns (Griszel, 2015).

The identification of the city's image or the city's brand image is a widely recognised issue in the literaturein the field of territorial marketing. The multidimensional nature of the city's image contributes to the complexity of its measurement processes (Cassia et al., 2018). Previous research focuses on identifying the holistic and/or attributive image, taking into account the emotional and cognitive dimensions (Echtner & Ritchie, 1993; Baloglu & McCleary, 1999; Zhang et al., 2014; Zhang et al., 2018; Manyiwa et al., 2018; Afshardoost & Eshaghi, 2020; Chan et al., 2021). Scientific studies so far have primarily dealt with measuring the city's image among specific target groups, such as tourists, residents or investors (Gallarza et al., 2002; Yuksel & Akgul, 2007; Tasci et al., 2007; Byon & Zhang, 2009; Boo et al., 2009; Ramkissoon & Nunkoo, 2011; Tegegne et al., 2018; Hsu et al., 2004; Phillips & Schofield, 2007; Merrilees et al., 2009; Merrilees et al., 2018), or comparing the perceived image of the city between these groups (Jutla, 2000; Ryan & Aicken, 2010; Stylidis et al., 2017; Moustaka & Constantoglou, 2021).

According to the literature, the overall city image among residents is mainly influenced by cognitive elements (Stylidis et al., 2017). Conversely, tourists tend to have a more positive city image than residents because they are primarily influenced by the emotional component (Stylidis et al., 2017; Cassia et al., 2018). However, there is still no clear consensus on this matter in the literature. Some researchers have not found significant differences in the perception of a city's image between internal (residents) and external stakeholders (Ryan & Aicken, 2010; Cassia et al., 2018). Additionally, residents' perception of a city's image is not static. It follows the same process as the evolution of image perception among tourists but with different factors involved, such as awareness and age of the recipients (Kherbouche & Djedid, 2019).

Some authors have attempted to identify the city's image among residents, focusing their research on their affiliation with a selected socio-demographic category. For example, Priporas et al. (2020) conducted a study on the city's image among residents representing Generation Z. The authors highlight, among other things, the positive and significant role of the city's image and the city brand personality in engaging Generation Z residents in social media activity. The literature emphasises the necessity of deepening knowledge regarding the understanding of the city's perception by its residents (Styvén et al., 2020).

Literature on city branding often emphasises the success of brands that focus on coherence and consistency (Zenker & Braun, 2017). According to research conducted by Casais and Monteiro (2019), respondents representing city residents confirm that the place brand harmonises with their individual sense of identity associated with a particular area. However, they express the belief that the adopted branding strategy is mainly focused on attracting tourists rather than effectively strengthening the relationship between residents and their place of residence. As illustrated by the analysis of literature on city brands, those who are not aware of the significant desires and aspirations of their community expose themselves to the risk of self-destructive devaluation in the eyes of internal audiences (Bonakdar & Audirac, 2020).

Factors influencing the perception of a city include the city's characteristics (physical, socio-economic), individual traits (socio-demographic, socio-economic, socio-cultural, and psychological, as well as prior experiences with the place), activities and opinions of other entities associated with the

city, mass media messages, literature narratives, and the actions of local authorities (Dudek-Mańkowska, 2011). The image depends on the individual traits of recipients in terms of selecting and accepting specific signals (Glińska, 2016). Determinants of a city's image perception vary depending on the recipient and are associated with three categories of factors influencing an individual's perception of the city. These are external factors (demographic, socio-economic, socio-cultural), internal (psychological) and others (interpersonal communication relating to mutual relations between people interested in the city, information messages from the media, the influence of "opinion" leaders) (Łuczak, 2006). Additionally, researchers particularly highlight demographic characteristics such as age and education as the primary determinants of the perception of a place (Niemczyk, 2018). The above considerations constitute the formulation of the main research problem: Does the image of the city among its inhabitants depend on their belonging to a specific age category? The main hypothesis was formulated as follows: there is a statistically significant relationship between the image and belonging of residents to a specific age category.

Research methods

Due to the fundamental importance of the city's image in constructing a specific place brand, this article attempts to identify the image of voivodeship cities in a holistic and attributive approach, considering the variable characterising residents belonging to a specific age category. The nature and number of attributes used to measure the city's image vary significantly in the approaches of individual authors, indicating the complexity of the city's image as a research category.

The research method employed to achieve the objective of this publication involved a diagnostic survey conducted on a sample of 728 residents from six voivodeship cities in Poland, including Gdansk, Poznan, Wroclaw, Krakow, Lodz and Bialystok. The research tool was a standardised questionnaire survey. The surveys were conducted simultaneously in all analysed cities using the CAWI technique in the second half of 2019.

Respondents were asked to assess the holistic and attributive image of the city on a 7-point Likert scale (Sabari Shankar, 2018; Martín-Azami & Ramos-Real, 2019). The proposed scale for identifying the city's image included its cognitive and emotional dimensions.

The main research problem was concretised in the following three detailed research questions:
- Is there a statistically significant relationship between the residents' holistic image of their city and their belonging to a specific age category? (RQ1)
- Are there statistically significant relationships between the residents' emotional attributive image of their city and their belonging to a specific age category? (RQ2)
- Are there statistically significant relationships between the residents' cognitive attributive image of their city and their belonging to a specific age category? (RQ3)

Detailed hypotheses were also formulated for each of the detailed research questions:

H1 There is a statistically significant relationship between the residents' holistic image of the city and belonging to a specific age category of residents.

H2 There are statistically significant relationships between the residents' emotional attributive image of their city and their belonging to a specific age category.

H3 There are statistically significant relationships between the residents' cognitive attributive image of their city and their belonging to a specific age category.

The characteristics of the research sample are presented in Table 1. The number of respondents representing each of the six cities included in the study was comparable, ranging around 120 individuals.

The participation of women in the study was 53%, and men accounted for 47%. Among all respondents in the study, individuals above 55 years old constituted 27% of the participants. Middle-aged respondents (35-45 years) comprised 21% of the surveyed, while both young individuals up to 24 years old and those aged 25 to 34 accounted for 18% each. A slightly smaller group was represented by respondents aged 45 to 54 (15%). The sample structure in the quantitative study reflected the diversified age structure of the population in individual cities not only in terms of respondents' age but also their education level and employment status.

Table 1. Characteristics of the research sample, N=728

| Characteristics N=728		Total	
		%	
Gender	female	384	53%
	male	344	47%
Age	up to 34 years	266	37%
	35-54 years	261	36%
	over 55 years	200	27%
Level of education	higher	392	54%
	secondary	269	37%
	vocational	60	8%
	primary	7	1%
Employment status	employed	550	76%
	pupil/student	108	15%
	retired/pensioner	53	7%
	unemployed	17	2%
City	Bialystok	125	17%
	Gdansk	115	16%
	Krakow	121	17%
	Lodz	126	17%
	Poznan	116	16%
	Wroclaw	125	17%

The material obtained from the conducted research was subjected to statistical analysis. The non-parametric Kruskal-Wallis test was employed in the analysis, and the statistical calculations were carried out using the SPSS package.

Results of the research

To identify the holistic image of the city, respondents were asked to express their agreement with the statement 'I have a positive image of my city'. The vast majority of respondents, regardless of their age category, perceive their city positively. An ambivalent assessment of the statement was expressed by 9% of respondents in the youngest age category and 5% and 6% of respondents in the second and third age categories, respectively (Figure 1).

In seeking answers to the first research question (RQ1): Is there a statistically significant relationship between the residents' holistic image of their city and their belonging to a specific age category? The Kruskal-Wallis test was used. This non-parametric test serves as an equivalent of a one-way analysis of variance, relying on ranks and intended to compare at least three groups (Niewiarowski et al., 2013; Wiktorowicz et al., 2020). It can be applied when the considered variable is expressed on at least an ordinal scale (Stanisz, 2006).

The results of the Kruskal-Wallis test (H=9.65; p<0.01) confirmed the statistical significance of differences in the assessment of the city's image by residents in the individual age categories labelled as codes 1, 2, and 3 (Table 2), which allowed for a positive verification of H1. The average rating of the overall positive image of the city increases with the age of respondents and is highest among residents over 55 years old.
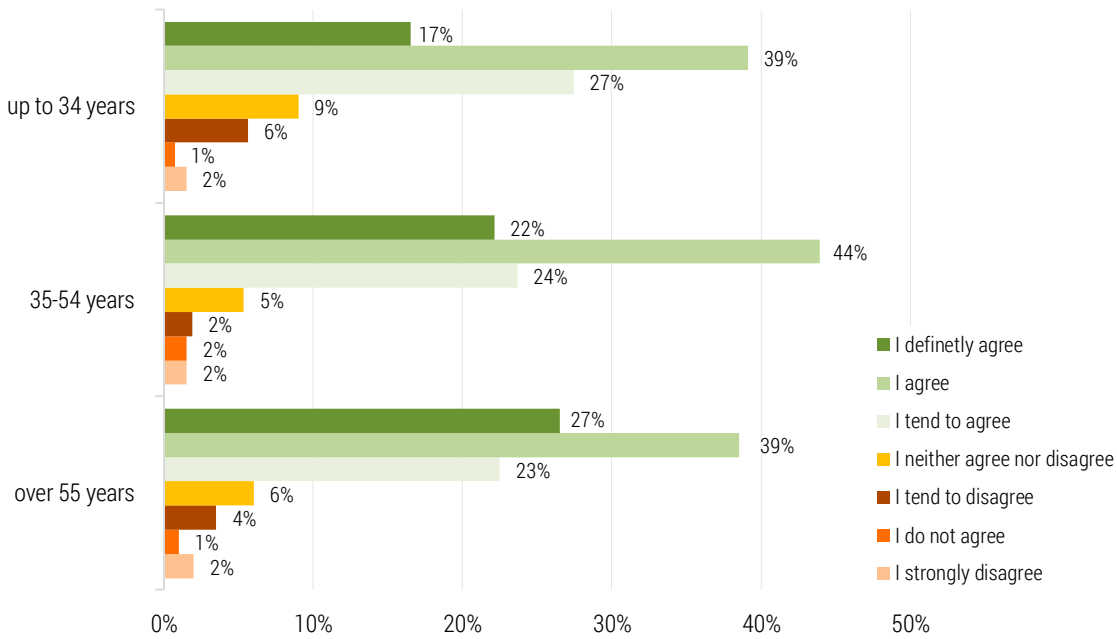
Figure 1. Level of acceptance of the statement "I have a positive image of my city" among respondents depending on their age category (percentage of responses)

Table 2. Differences in the assessment of the city's holistic image depending on the age of the respondent (Kruskal-Wallis test)

City image	Age category	N	Average	Median	SD	Kruskal-Wallis Test The value of the statistic	
I have a positive image of my city	up to 34 years (1)	266	5.44	6	1.22	Chi-square df Asymptotic significance	9.65 2 0.008**
	35-54 years (2)	262	5.68	6	1.17		
	over 55 years (3)	200	5.70	6	1.27		
	total	728	5.59	6	1.22		

Three levels of statistical significance were adopted: p<0.001, marked with ***; p<0.01, marked **; p<0.05 marked *.

The Kruskal-Wallis test was also used to seek answers to the second research question (RQ2): Are there statistically significant relationships between the residents' emotional attributive image of their city and their belonging to a specific age category?

The test results showed that the average rating of individual emotional attributes of the city's image depends on the respondent's belonging to a specific age category (Table 3). Statistically significant differences between respondents belonging to the three analysed age categories occurred regarding the perception of emotional attributes of the city's image, such as old-fashioned city/modern city (H=9.25; p<0.010), unsafe city/safe city (H=18.60; p<0.000); unfriendly city/friendly city (H=13.20; p<0.001); poorly managed city/well-managed city (H=19.81; p<0.000); city poor in smart solutions/city rich in smart solutions (smart city) (H=30.96; p<0.000); a city without development prospects/city with development prospects (H=9.74; p<0.010). However, regarding belonging to a specific age group, respondents did not differ in evaluating the statement ageing city/young city (p>0.05). The older the respondents, the higher they rated the city in terms of perceiving the specified emotional image attributes. This states that partially positive verification has been obtained for H2.

Table 3. Differences in the assessment of the emotional attribute dimension of the city's image depending on the age of the respondent (Kruskal-Wallis test)

City image	Age category	N	Average	Median	SD	Kruskal-Wallis Test The value of the statistic	
Outdated/ Modern	up to 34 years (1)	266	5.06	5	1.19	Chi-square df Asymptotic significance	9.25 2 0.010*
	35-54 years (2)	262	5.28	5	1.23		
	over 55 years (3)	200	5.35	5	1.36		
	total	728	5.22	5	1.26		
Dangerous/ Safe	up to 34 years (1)	266	4.65	5	1.54	Chi-square df Asymptotic significance	18.60 2 0.000***
	35-54 years (2)	262	5.05	5	1.52		
	over 55 years (3)	200	5.17	6	1.57		
	total	728	4.94	5	1.55		
Unfriendly to residents/ Friendly to residents	up to 34 years (1)	266	5.06	5	1.39	Chi-square df Asymptotic significance	13.20 2 0.001**
	35-54 years (2)	262	5.35	5	1.31		
	over 55 years (3)	200	5.50	6	1.28		
	total	728	5.29	5	1.34		
Poorlymanaged/ Wellmanaged	up to 34 years (1)	266	4.58	5	1.65	Chi-square df Asymptotic significance	19.81 2 0.000***
	35-54 years (2)	262	5.09	5	1.56		
	over 55 years (3)	200	5.13	5	1.55		
	total	728	4.91	5	1.61		
Poor in intelligent solutions/ Rich in intelligent solutions (smart city)	up to 34 years (1)	266	4.42	4	1.53	Chi-square df Asymptotic significance	30.96 2 0.000***
	35-54 years (2)	262	4.86	5	1.39		
	over 55 years (3)	200	5.14	5	1.42		
	total	728	4.77	5	1.48		
Without development perspectives/ With development perspectives	up to 34 years (1)	266	5.34	4	1.49	Chi-square df Asymptotic significance	9.74 2 0.008**
	35-54 years (2)	262	5.68	6	1.40		
	over 55 years (3)	200	5.64	6	1.45		
	total	728	5.54	6	1.45		

Three levels of statistical significance were adopted: p<0.001, marked with ***; p<0.01, marked **; p<0.05 marked *.

The Kruskal-Wallis test was also used to seek answers to the third research question (RQ3): Are there statistically significant relationships between the residents' cognitive attributive image of their city and their belonging to a specific age category? The results of the Kruskal-Wallis test confirmed statistically significant relationships between the cognitive image of their city held by residents and their belonging to a specific age category in relation to half of the attributes included in the research tool, which allowed for a partially positive verification of H3.

Differences in the assessment of the cognitive dimension of the city's image are statistically significant in various age categories concerning the following city attributes: extensive educational offer (H=13.32; p<0.05); extensive sports and recreational offer (H=6.91; p<0.05); the level of residents' identification with the city (H=19.87; p<0.000); intangible historical heritage (history, culture, traditions of the city) (H=19.87; p<0.000); the city's competitive position compared to other cities in the country (H=9.38; p<0.01); and well-known, recognisable residents/celebrities from the city (H=47.33; p<0.000) (Table 4). Regarding the evaluation of other attributes analysed, no differences were found based on respondents' age (p>0.05). The following attributes were excluded from further analysis: historical monuments and architectural-urbanistic attractiveness, natural and landscape

values of the city and its surroundings, urban transport system, transportation accessibility (city location), extensive housing offer, extensive cultural offer, extensive entertainment/nightlife, and economic potential.

Table 4. Differences in the assessment of the cognitive attribute dimension of the city's image depending on the age of the respondent (Kruskal-Wallis test)

City image	Age category	N	Average	Median	SD	Kruskal-Wallis Test The value of the statistic	
Extensive educational offer	up to 34 years (1)	266	5.31	5	1.30	Chi-square df Asymptotic significance	13.32 2 0.001*
	35-54 years (2)	262	5.57	6	1.29		
	over 55 years (3)	200	5.72	6	1.18		
	total	728	5.52	6	1.28		
Extensive sports and recreation offer	up to 34 years (1)	266	5.32	5	1.26	Chi-square df Asymptotic significance	6.91 2 0.032*
	35-54 years (2)	262	5.55	6	1.27		
	over 55 years (3)	200	5.55	6	1.26		
	total	728	5.46	6	1.27		
Level of identification of residents with the city	up to 34 years (1)	266	5.04	5	1.34	Chi-square df Asymptotic significance	19.87 2 0.000***
	35-54 years (2)	262	5.47	6	1.29		
	over 55 years (3)	200	5.37	6	1.38		
	total	728	5.28	5	1.35		
Intangible historical heritage (history, culture, traditions of the city)	up to 34 years (1)	266	5.21	5	1.44	Chi-square df Asymptotic significance	19.87 2 0.000***
	35-54 years (2)	262	5.64	6	1.31		
	over 55 years (3)	200	5.76	6	1.21		
	total	728	5.52	6	1.35		
The city's competitive position compared to other cities in the country	up to 34 years (1)	266	5.08	5	1.53	Chi-square df Asymptotic significance	9.38 2 0.009**
	35-54 years (2)	262	5.42	6	1.34		
	over 55 years (3)	200	5.47	6	1.45		
	total	728	5.31	6	1.45		
Famous, recognizable residents/ Celebrities from the city	up to 34 years (1)	266	3.91	4	1.68	Chi-square df Asymptotic significance	47.33 2 0.000***
	35-54 years (2)	262	4.49	5	1.81		
	over 55 years (3)	200	5.01	5	1.65		
	total	728	4.42	5	1.77		

Three levels of statistical significance were adopted: p<0.001, marked with ***; p<0.01, marked **; p<0.05 marked *.

The positive holistic image of provincial cities is well-received by their residents, especially among individuals over 35 years old, i.e., in age groups 2 and 3. It is worth noting that both the emotional and cognitive dimensions of the city's image were rated highest by the oldest respondents.

Discussion

In recent years, there has been a clear increase in municipalities' interest in shaping a positive image of their cities and building a city brand. This is evident in the growing engagement of local communities in promoting the city and its attractions. There is also a growing belief that city residents are one of the most important target groups for municipal activities. Undoubtedly, residents

should be treated as key recipients of the city, as they form its social fabric and influence its development. Their satisfaction and loyalty to the city are crucial for its success.

As cities become increasingly competitive in the battle for investments, tourists and new residents, building a positive internal image becomes essential. Currently, city residents not only contribute to shaping its image but can also serve as ambassadors of the city brand, being credible and authentic. Measurements of the city's image among residents demonstrate that they are critical of the city's attributes, about which they have objective knowledge (Baratta et al., 2017; Cassia et al., 2018).

In light of the literature, it has been demonstrated that there is a connection between possessing a positive image of one's city and a stronger attachment to it (Zhang & Li, 2022). Researchers argue that the way residents perceive the city is closely linked to the quality of public services, which, in turn, is associated with the satisfaction of recipients and the local quality of life in the city (Luque-Martínez et al., 2007; Källström & Hultman, 2019; Priporas et al., 2020). According to the literature, residents who positively evaluate various city attributes, especially functional ones, also experience a higher level of satisfaction with life in that particular place (Zhang & Li, 2022).

To shape a positive internal city image, it is recommended that specific city attributes be improved (Zhang & Li, 2022). Therefore, city administrations invest in cultural, educational, and recreational infrastructure, organise social and cultural events, and pay attention to the aesthetics of urban space. The aim is to build the image of a place that is attractive for living, working, and leisure and to increase residents' sense of belonging to their city.

According to the literature, age, education, and financial situation are the main determinants of the city's image (Niemczyk, 2018). The research results presented in this article have shown that Polish voivodeship cities have a positive image among their residents.

The majority of city image attributes, and consequently many areas of city functioning, are highly valued, especially among residents above 35 years old. The highest ratings concerning the city's offerings and cognitive image attributes were declared by the group of residents above 55 years old. Emotional attributes of the image (the 'intangible' ones) are also rated the highest by respondents belonging to the oldest of the analysed age groups.

In light of the conducted research, it can be stated that there is a statistically significant difference between the holistic image residents have of their city and their belonging to a specific age group (RQ1), with the highest ratings observed in the oldest group of residents. The article demonstrates that there are statistically significant differences between the emotional image residents have of their city and their belonging to a specific age group in terms of how the city is perceived in dimensions, such as outdated/modern, dangerous/safe, unfriendly/friendly to residents, poorly/well-managed, lacking/rich in smart solutions, and without/with development prospects (RQ2). There are statistically significant dependencies between the cognitive image residents have of their city and their belonging to a specific age group in relation to the following attributes: extensive educational offerings, extensive sports and recreational offerings, the level of residents' identification with the city, non-material historical heritage, the city's competitive position compared to other cities in the country, and well-known, recognisable residents/celebrities originating from the city (RQ3).

The results of the study confirmed the city's image depends on the age of its inhabitants. Hypothesis 1 (H1) was positively verified, while hypotheses 2 (H2) and 3 (H3) were partially confirmed. The conducted research essentially confirms previous conclusions found in the literature, emphasising the connection between residents' ways of perceiving the city and their demographic variables. Similar research results can be found in Glińska's publication (2008). The author demonstrates that the highest level of life satisfaction in their city is expressed by individuals aged 50 and above. According to the author, this situation may largely result from rationalising their decision to reside in a particular city, a decision that, for various reasons, cannot be easily changed. Comparable research findings are available in Niemczyk's study (2018). The author emphasises that the age of residents significantly influences the assessment of the holistic image of the city and partially influences the emotional and cognitive attributive image of the city. The age of inhabitants determines the assessment of nearly all city attributes, except for the investment climate and the ease of navigating the city.

Conclusions

The image of a city is a crucial aspect in marketing, place marketing, and place branding. Through creating a city's positive image and brand, local communities aim to promote both its tangible and intangible attributes. A positive city image serves as a magnetic force, attracting desired urban stakeholders, people, investments and businesses, thereby enhancing the dynamics of urban development and increasing overall prosperity.

In recent years, there has been a clear increase in the interest of local authorities in shaping the positive image of their cities and building their brands. Changes in the demographic structure of society bring about new challenges in shaping urban spaces, encompassing social, economic and cultural aspects. The results of the conducted research unequivocally confirm the statistically significant correlation between a positive city image and the age of residents. Older citizens appear to be more inclined to feel an emotional connection to their place of residence and express positive opinions about it. Analysing the presented results, it can be observed that older individuals more frequently exhibit a more positive attitude toward their place of residence.

One possible explanation for this correlation could be the long-standing connection of residents aged 55 and above with their city. This may influence their perception of the city as a place full of value and positive experiences. On the other hand, older residents often have more stable professional and family lives, which can impact their overall quality of life and perception of their place of residence as more attractive and friendly.

In the context of municipal authorities, it can be stated that treating residents as a priority audience is not only a trend but also an essential element of effective city management and its development as well as the construction of a positive city image and brand. Local governments that focus on meeting the needs and expectations of their residents are more effective and achieve greater success in the long run.

The research results described in this article contribute to the theory of territorial marketing. They fill the gap related to studying how residents of different ages look at the city they live in and what influences their cognitive and emotional perception of the place they live in, depending on the age category they belong to.

The interpretation of the research results obtained in the survey conducted among residents of selected voivodeship cities is not without certain limitations associated with conducting research only in selected voivodeship cities in Poland. However, the authors hope that, despite the mentioned limitations, the research results presented in the article can serve as inspiration for further in-depth studies in this area. Directions for further scientific research include the identification of the city image in different types of cities (considering the size and/or character of the city) and in diverse socio-demographic categories of city product recipients.

The article also has practical implications. It can serve as inspiration for city managers who, in shaping a positive image of the areas they manage, can communicate information about selected city attributes to residents, tailoring messages to the chosen age category of citizens. This is crucial for constructing an authentic and positive city image.

Acknowledgements

The contribution of the authors

Conceptualization, E.J.T. and E.G.; literature review, E.J.T.; methodology, E.J.T. and E.G.; formal analysis, E.J.T.; writing, E.J.T.; conclusions and discussion, E.J.T. and E.G.

The authors have read and agreed to the published version of the manuscript.

References

Adamus-Matuszyńska, A., Michnik, J., & Polok, G. (2019). A Systemic Approach to City Image Building. The Case of Katowice City. Sustainability, 11(16), 4470. https://doi.org/10.3390/su11164470

Afshardoost, M., & Eshaghi, M. S. (2020). Destination image and tourist behavioural intentions: A meta-analysis. Tourism Management, 81, 104154. https://doi.org/10.1016/j.tourman.2020.104154

Ashworth, G., & Kavaratzis, M. (2009). Beyond the logo: Brand management for cities. Journal of Brand Management, 16(8), 520-531. https://doi.org/10.1057/palgrave.bm.2550133

Bai, K., & Zhao, A. Z. (2011). Studies on convergence and divergence of city image and destination image. Progress in Geography, 30(10), 1312-1320. https://doi.org/10.11820/dlkxjz.2011.10.014

Baloglu, S., & McCleary, K. W. (1999). A Model of Destination Image Formation. Annals of Tourism Research, 26(4), 868-897. https://doi.org/10.1016/S0160-7383(99)00030-4

Baratta, R., Cassia, F., Vigolo, V., & Ugolini, M. (2017). City image. Comparing residents' and tourists' perceived image of Verona. Proceedings of the 20th Excellence in Services University of Verona, Verona, Italy, 47-61. https://sites.les.univr.it/eisic/wp-content/uploads/2018/07/20-EISIC-Baratta-Cassia-Vigolo-Ugolini.pdf

Beck, D. F., & Ferasso, M. (2022). Image of cities as tool for urban governance in Mercosur: contributions from urban and city branding. Brazilian Journal of Marketing, 21(1), 9-28. http://dx.doi.org/10.5585/remark.v21i1.19354

Beck, D., & Storopoli, J. (2021). Cities through the lens of Stakeholder Theory: A literature review. Cities, 118, 103377. https://doi.org/10.1016/j.cities.2021.103377

Beerli, A., & Martin, J. D. (2004). Factors influencing destination image. Annals of Tourism Research, 31(3), 657-681. http://dx.doi.org/10.1016/j.annals.2004.01.010

Beerli, A., & Martin, J. D. (2004a). Tourists' characteristics and the perceived image of tourists destinations: a quantitative analysis – a case study of Lanzarote, Spain. Tourism Management, 25(5), 623-636. https://doi.org/10.1016/j.tourman.2003.06.004

Bonakdar, A., & Audirac, I. (2020). City branding and the link to urban planning: Theories, practices, and challenges. Journal of Planning Literature, 35(2), 147-160. https://doi.org/10.1177/0885412219878879

Boo, S., Busser, J., & Baloglu, S. (2009). A model of customer-based brand equity and its application to multiple destinations. Tourism Management, 30(2), 219-231. https://doi.org/10.1016/j.tourman.2008.06.003

Braun, E. (2008). City Marketing: Towards an Integrated Approach. Rotterdam: Erasmus Research Institute of Management.

Braun, E. (2012). Putting city branding into practice. Journal of Brand Management, 19(4), 257-267. https://doi.org/10.1057/bm.2011.55

Braun, E., Kavaratzis, M., & Zenker, S. (2013). My city–my brand: The different roles of residents in place branding. Journal of Place Management, 6(1), 18-28. https://doi.org/10.1108/17538331311306087

Byon, K., & Zhang, J. (2009). Development of a scale measuring destination image. Marketing Intelligence and Planning, 28(4), 508-532. https://doi.org/10.1108/02634501011053595

Caldwell, N., & Freire, J. R. (2004). The differences between branding a country, a region and a city: Applying the Brand Box Model. Journal of Brand Management, 12, 50-61. https://doi.org/10.1057/palgrave.bm.2540201

Casais, B., & Monteiro, P. (2019). Residents' involvement in city brand co-creation and their perceptions of city brand identity: a case study in Porto. Place Branding and Public Diplomacy, 15(4), 229-237. https://doi.org/10.1057/s41254-019-00132-8

Cassia, F., Vigolo, V., Ugolini, M., & Baratta, R. (2018). Exploring City Image: Residents' versus Tourists' Perceptions. TQM Journal, 30(5), 476-489. https://doi.org/10.1108/TQM-11-2017-0161

Chan, A., Suryadipura, D., Kostini, N., & Miftahuddin, A. (2021). An integrative model of cognitive image and city brand equity. GeoJournal of Tourism and Geosites, 35(2), 364-371. https://doi.org/10.30892/gtg.35214-660

Dudek-Mańkowska, S. (2011). Koncepcja wizerunku miasta. In A. Grzegorczyk & A. Kochaniec (Eds.), Kreowanie wizerunku miast (pp. 42-67). Warszawa: Wyższa Szkoła Promocji. (in Polish).

Echtner, C. M., & Ritchie, J. R. B. (1993). The measurement of destination image: An empirical assessment. Journal of Travel Research, 31(4), 3-13. https://doi.org/10.1177/004728759303100402

Florek, M. (2014). Kapitał marki miasta zorientowany na konsumenta. Źródła i pomiar. Poznań: Wydawnictwo Uniwersytetu Ekonomicznego w Poznaniu. (in Polish).

Gaggiotti, H., Cheng, P. L., & Yunak, O. (2008). City brand management (CBM): The case of Kazakhstan. Place Branding and Public Diplomacy, 4(2), 115-123. https://doi.org/10.1057/palgrave.pb.6000081

Gallarza, M. G., Saura, I. G., & Garcia, H. C. (2002). Destination Image. Towards a Conceptual Framework. Annals of Tourism Research, 29(1), 56-78. https://doi.org/10.1016/S0160-7383(01)00031-7

Gartner, W. C. (1994). Image Formation Process. Journal of Travel & Tourism Marketing, 2(2-3), 191-216. https://doi.org/10.1300/J073v02n02_12

13

Gartner, W. C. (2014). Brand equity in a tourism destination. Place Branding and Public Diplomacy, 10(2), 108-116. https://doi.org/10.1057/pb.2014.6

Gilboa, S., Jaffe, E. D., Vianelli, D., Pastore, A., & Herstein, R. (2015). A summated rating scale for measuring city image. Cities, 44, 50-59. https://doi.org/10.1016/j.cities.2015.01.002

Glińska, E. (2008). *Zarządzanie procesem kształtowania wizerunku miasta wśród jego mieszkańców na przykładzie Zambrowa.* Toruń: Wydawnictwo Adam Marszałek. (in Polish).

Glińska, E. (2016). *Budowanie marki miasta. Koncepcje, warunki, modele.* Warszawa: Wolters Kluwer. (in Polish).

Griszel, W. (2015). Marka jako instrument marketingu terytorialnego. In A. Szromnik (Ed.), *Marketing terytorialny nowe obszary zarządzania* (pp. 32-54). Kraków-Legionowo: Wydawnictwo edu-Libri. (in Polish).

Hsu, C. H. C., Wolfe, K., & Kang, S. K. (2004). Image assessment for a destination with limited comparative advantages. Tourism Management, 25(1), 121-126. https://doi.org/10.1016/S0261-5177(03)00062-1

Jutla, R. S. (2000). Visual image of the city: Tourists' versus residents' perception of Simla, a hill station in northern India. Tourism Geographies, 2(4), 404-420. https://doi.org/10.1080/146166800750035512

Källström, L., & Hultman, J. (2019). Place satisfaction revisited: residents' perceptions of "a good place to live". Journal of Place Management and Development, 12(3), 274-290. https://doi.org/10.1108/JPMD-07-2017-0074

Kavaratzis, M. (2004). From city marketing to city branding: Towards a theoretical framework for developing city brands. Place Branding, 1, 58-73. https://doi.org/10.1057/palgrave.pb.5990005

Kavaratzis, M. (2015). Place branding scholars and practitioners: "Strangers in the night"? Journal of Place Management, 8(3), 266-270. https://doi.org/10.1108/JPMD-10-2015-0049

Kavaratzis, M., & Ashworth, G. J. (2005). City branding: An effective assertion of identity or a transitory marketing trick? Tijdschriftvoor Economischeen Sociale Geografie, 96(5), 506-514. https://doi.org/10.1111/j.1467-9663.2005.00482.x

Kavaratzis, M., & Hatch, M. J. (2013). The dynamics of place brands: An identity-based approach to place branding theory. Marketing Theory, 13(1), 69-86. http://dx.doi.org/10.1177/1470593112467268

Kherbouche, S., & Djedid, A. (2019). Promoting the image of a historic city for sustainable cultural tourism: the case of Tlemcen Capital of Islamic Culture 2011. International Journal of Torurism Cities, 5(3), 412-428. https://doi.org/10.1108/IJTC-06-2018-0045

Kim, S., Stylidis, D., & Oh, M. (2019). Is perception of destination image stable or does it fluctuate? A measurement of three points in time. International Journal of Tourism Research, 21(4), 447-461. https://doi.org/10.1002/jtr.2273

Kotler, Ph., Asplund, C., Rein, I., & Haider, D. H. (1999). *Marketing Places Europe: How to Attract Investments, Industries, Residents and Visitors to Cities, Communities, Regions and Nations in Europe.* London: Financial Times Prentice Hall.

Kotler, Ph., Haider, D. H., & Rein, I. (1993). *Marketing Places – Attracting Investment, Industry and Tourism to Cities, States and Nations.* New York: The Free Press.

Lin, C.-H., Morais, D. B., Kerstetter, D. L., & Hou, J.-S. (2007). Examining the Role of Cognitive and Affective Image in Predicting Choice Across Natural, Developed, and Theme-Park Destinations. Journal of Travel Research, 46(2), 183-194. http://dx.doi.org/10.1177/0047287507304049

Loureiro, S. M. C., Stylos, N., & Miranda, F. J. (2019). Exploring How Mindfulness May Enhance Perceived Value of Travel Experience. The Service Industries Journal, 40(11-12), 800-824. https://doi.org/10.1080/02642069.2019.1600672

Łuczak, A. (2006). Wizerunek miasta jako element strategii marketingowej miasta. In T. Markowski (Ed.), *Marketing terytorialny* (pp. 166-184). Warszawa: Komitet Przestrzennego Zagospodarowania Kraju PAN. (in Polish).

Luque-Martínez, T., del Barrio-García, S., Ibáñez-Zapata, J. A., & Molina, M. A. R. (2007). Modeling a city's image: The case of Granada. Cities, 24(5), 335-352. https://doi.org/10.1016/j.cities.2007.01.010

Manyiwa, S., Priporas, C. V., & Wang, X. L. (2018). Influence of perceived city brand image on emotional attachment to the city. Journal of Place Management and Development, 11(3), 60-77. https://doi.org/10.1108/JPMD-01-2017-0011

Martín-Azami, D., & Ramos-Real, F. J. (2019). The importance of perceived risk in destination image and its effects on behavioral intention. PASOS. Revista de Turismo y Patrimonio Cultural, 17(5), 915-928. https://doi.org/10.25145/j.pasos.2019.17.065

Merrilees, B., Miller, D., & Herington, C. (2009). Antecedents of Residents' City Brand Attitudes. Journal of Business Research, 62(3), 362-367. https://doi.org/10.1016/j.jbusres.2008.05.011

Merrilees, B., Miller, D., Ge, G. L., & Tam, C. C. C. (2018). Asian city brand meaning: a Hong Kong perspective. Journal of Brand Management, 25, 14-26. https://doi.org/10.1057/s41262-017-0073-1

Moustaka, A., & Constantoglou, M. (2021). Destination Image as Means of Branding and Marketing: Evidence from a Mountainous City Destination in Greece. Journal of Tourism Management Research, 8(1), 30-47. https://doi.org/10.18488/journal.31.2021.81.30.47

Nallathiga, R. (2011). Cities Under Competition: The Role of City Image(s) in Brand Building for Investment Inflow. The IUP Journal of Brand Management, VIII(4), 25-34. https://ssrn.com/abstract=2141782

Niemczyk, A. (2018). Wizerunek miasta w ocenie mieszkańców i jego determinanty. Marketing i Zarządzanie, 2(52), 115-127. https://doi.org/10.18276/miz.2018.52-11 (in Polish).

Niewiarowski, J., Mroziński, B., & Morawiak, A. (2013). Dwuczynnikowa analiza wariancji z powtarzanym pomiarem. In S. Bedyńska & M. Cypryańska (Eds.), Statystyczny drogowskaz 2. Praktyczne wprowadzenie do analizy wariancji (pp. 135-179). Warszawa: Wydawnictwo Akademickie Sedno. (in Polish).

Nunkoo, R., & Ramkissoon, H. (2011). Residents' Satisfaction With Community Attributes and Support for Tourism. Journal of Hospitality and Tourism Research, 35(2), 171-190. https://doi.org/10.1177/1096348010384600

Pedeliento, G., & Kavaratzis, M. (2019). Bridging the gap between culture, identity and image: a structurationist conceptualization of place brands and place branding. Journal of Product & Brand Management, 28(3), 348-363. https://doi.org/10.1108/JPBM-01-2018-1735

Phillips, L., & Schofield, P. (2007). Pottery, pride, and prejudice: Assessing resident images for city branding. Tourism Analysis, 12(5–6), 397-407. http://dx.doi.org/10.3727/108354207783228019

Pike, S., Jin, H. S., & Kotsi, F. (2019). There is nothing so practical as good theory for tracking destination image over time. Journal of Destination Marketing and Management, 14, 100387. https://doi.org/10.1016/j.jdmm.2019.100387

Priporas, C. V., Stylos, N., & Kamenidou, I. (2020). City image, city brand personality and generation Z residents' life satisfaction under economic crisis: Predictors of city-related social media engagement. Journal of Business Research, 119, 453-463. https://doi.org/10.1016/j.jbusres.2019.05.019

Ramkissoon, H., &Nunkoo, R. (2011). City Image and Perceived Tourism Impact: Evidence from Port Louis, Mauritius. International Journal of Hospitality and Tourism Administration, 12(2), 123-143. https://doi.org/10.1080/15256480.2011.564493

Rozhkov, K. L., & Skriabina, N. I. (2015). Places, users, and place uses: a theoretical approach to place market analysis. Journal of Place Management and Development, 8(2), 103-122. https://doi.org/10.1108/JPMD-10-2014-0024

Rozhkov, K., Khomutskii, K., Romanowski, R., & Muniz-Martinez, N. (2020). Place overbranding and how to prevent it: Connecting two conceptual and methodological approaches. Qualitative Market Research, 23(4), 979-999. http://dx.doi.org/10.1108/QMR-12-2017-0180

Ryan, C., & Aicken, M. (2010). The destination image gap – visitors' and residents' perceptions of place: evidence from Waiheke Island, New Zealand. Current Issues in Tourism, 13(6), 541-561. https://doi.org/10.1080/13683500903215008

Sabari Shankar, R. (2018). Destination Personality and Destination Image: A Literature Review. Journal of Brand Management, 15(4), 47-60. https://ssrn.com/abstract=3383904

Sahin, S., & Baloglu, S. (2014). City Branding: Investigating a Brand Advocacy Model for Distinct Segments. Journal of Hospitality Marketing & Management, 23(3), 239-265. https://doi.org/10.1080/19368623.2013.779562

Scholvin, S., & van der Westhuizen, J. (2019). Cape Town and Rio de Janeiro: Attractive world cities and their dark sides. Geographische Rundschau, 71(11), 44-49. https://www.westermann.de/anlage/4617791/Kapstadt-und-Rio-de-Janeiro-Attraktive-Weltstaedte-und-ihre-Schattenseiten

Stanisz, A. (2006). Przystępny kurs statystyki z zastosowaniem Statistica PL na przykładach z medycyny. T. 1. Statystyki podstawowe. Kraków: StatSoft Polska. (in Polish).

Stanowicka, A. (2020). The image of a city in selected theories of regional development. Economics and Law, 19(1), 135-148. https://doi.org/10.12775/EiP.2020.010

Stylidis, D., Shani, A., & Belhassen, Y. (2017). Testing an integrated destination image model across residents and tourists. Tourism Management, 58, 184-195. https://doi.org/10.1016/j.tourman.2016.10.014

Stylidis, D., Sit, J., & Biran, A. (2016). An Exploratory Study of Residents' Perception of Place Image: The Case of Kavala. Journal of Travel Research, 55(5), 659-674. https://doi.org/10.1177/0047287514563163

Styvén, M. E., Mariani, M. M., & Strandberg, C. (2020). This Is My Hometown! The Role of Place Attachment, Congruity, and Self-Expressiveness on Residents' Intention to Share a Place Brand Message Online. Journal of Advertising, 49(5), 540-556. https://doi.org/10.1080/00913367.2020.1810594

Tasci, A. D. A., Gartner, W. C., & Cavusgil, S. T. (2007). Measurement of destination brand using a quasi-experimental design. Tourism Management, 28(6), 1529-1540. https://doi.org/10.1016/j.tourman.2007.02.009

Tegegne, W. A., Moyle, B. D., & Becken, S. (2018). A qualitative system dynamics approach to understanding destination image. Journal of Destination Marketing & Management, 8, 14-22. https://doi.org/10.1016/j.jdmm.2016.09.001

Tse, S., & Tung, V. W. S. (2022). Understanding residents' attitudes towards tourists: Connecting stereotypes, emotions and behaviours. Tourism Management, 89, 104435. https://doi.org/10.1016/j.tourman.2021.104435

Wiktorowicz, J., Grzelak, M. M., & Grzeszkiewicz-Radulska, K. (2020). Analiza statystyczna z IBM SPSS Statistics. Łódź: Wydawnictwo Uniwersytetu Łódzkiego. (in Polish).

Yigitcanlar, T., Sabatini-Marques, J., Lorenzi, C., Bernardinetti, N., Schreiner, T., Fachinelli, A., & Wittmann, T. (2018). Towards smart florianópolis: What does it take to transform a tourist island into an innovation capital? Energies, 11(12), 3265. https://doi.org/10.3390/en11123265

Yuksel, A., & Akgul, O. (2007). Postcards as affective image makers: An idle agent in destination marketing. Tourism Management, 28(3), 714-725. https://doi.org/10.1016/j.tourman.2006.04.026

Zenker, S., & Braun, E. (2017). Questioning a "one size fits all" city brand Developing a branded house strategy for place brand management. Journal od Place Management and Development, 10(3), 270-287. https://doi.org/10.1108/JPMD-04-2016-0018

Zenker, S., Braun, E., & Petersen, S. (2017). Branding the destination versus the place: The effects of brand complexity and identification for residents and visitors. Tourism Management, 58, 15-27. https://doi.org/10.1016/j.tourman.2016.10.008

Zhang, H., & Li, W. (2022). Where You Live Does Matter: Impact of Residents' Place Image on Their Subjective Well-Being. Sustainability, 14(23), 16106. https://doi.org/10.3390/su142316106

Zhang, H., Fu, X., Cai, L. A., & Lin, L. (2014). Destination image and tourist loyalty: A meta-analysis. Tourism Management, 40(4), 213-223. https://doi.org/10.1016/j.tourman.2013.06.006

Zhang, H., Wu, Y., & Buhalis, D. (2018). A model of perceived image, memorable tourism experiences and revisit intention. Journal of Destination Marketing & Management, 8, 326-336. https://doi.org/10.1016/j.jdmm.2017.06.004

Zucco, F. D., Reis, C., Anjos, S. J. G. D., Effting, S. J., & Pereira, M. D. L. (2017). Attributes of the Blumenau (Brazil) brand from the residents' perspective, and its influence on the decision to stay in the destination. International Journal of Tourism Cities, 3(1), 43-55. https://doi.org/10.1108/IJTC-10-2016-0044

Ewelina Julita TOMASZEWSKA • Ewa GLIŃSKA

WIZERUNEK MIAST WOJEWÓDZKICH W OPINII MIESZKAŃCÓW

STRESZCZENIE: Cel: Wizerunek to jedno z kluczowych zagadnień marketingu i brandingu miasta. Badania wizerunku miast są niezbędnym narzędziem dla urbanistów, badaczy społecznych, a także decydentów politycznych i władz lokalnych, których celem jest zrozumienie, w jaki sposób ludzie postrzegają przestrzeń miejską, w której żyją. Celem artykułu jest identyfikacja wizerunku miast wojewódzkich wśród mieszkańców w zależności od ich przynależności do poszczególnych kategorii wiekowych.

Metodyka/zastosowane podejście: W artykule wykorzystano wyniki badania ilościowego przeprowadzonego na próbie 728 respondentów zamieszkujących wybrane miasta wojewódzkie w Polsce. Narzędziem badawczym zastosowanym w badaniu był standaryzowany kwestionariusz ankiety.

Sposób rozwiązania problemu badawczego: Wyniki wskazują na istotną statystycznie różnicę w ocenie ogólnego wizerunku miasta przez mieszkańców w różnych kategoriach wiekowych.

Implikacje praktyczne: Artykuł może być inspiracją dla zarządców miast, którzy kształtując pozytywny wizerunek ośrodka mogą komunikować mieszkańcom informacje o wybranych atrybutach miasta dostosowując komunikaty do wybranej kategorii wiekowej obywateli.

Oryginalność/wartość dodana: Wyniki badania jednoznacznie potwierdzają, że starsi mieszkańcy miast wydają się być bardziej skłonni do odczuwania emocjonalnego związku z miejscem zamieszkania i wyrażania o nim pozytywnych opinii.

SŁOWA KLUCZOWE: marketing terytorialny, wizerunek miasta, mieszkańcy