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**Behavioural expressions and marketing aspects
of residents' place identity**

Ph.D. Thesis

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1. Background and relevance of the research topic

Place researchers have been making a paradigm shift in industrial countries over the past few decades: it is not sufficient to investigate places and their development from economic aspects or to investigate the success and achievements of places by using economic approach to challenges. Completely new European paradigms have emerged recently: social aspects are also taken into consideration both in research studies and in identification of success factors of places; the concept of successful cities has been replaced by the concept of good communities (Szirmai, 2005). The content of regional and place marketing (RPM) has also undergone considerable changes over the past few decades. RPM is not just propaganda. This is consistent work invested in satisfying the needs of place customers (Hospers, 2010). RPM is the use of customer-oriented marketing tools for providing high values both to individuals and entire communities (Braun, 2008). RPM focuses on both societal objectives and individual objectives which are echoed strongly in promoting and improving social welfare and considers both of them to be of fundamental importance (Piskóti et al., 1997). Apart from the accepted basic principles laying the foundation of economic development objectives, RPM places societal and community objectives related to enhancing the feeling of satisfaction at the same level of importance as the latter ones. The evolution and the bidirectional development of marketing as a science shows that marketing does not only meet individuals' and specific needs but it can also react to societal and community demands in a sensitive manner by applying its complex tool systems, which have established social marketing that attempts to provide solutions to social challenges. Social marketing applies a problem-oriented approach to address issues of regional and place marketing (RPM), problems of internal disparities in development potentials of places and dilemmas related to residential well-being. The workshop operating at the Marketing Institute, University of Miskolc, Hungary has adopted a common approach to the ways of attaining welfare of residents, which is one of the areas of social marketing and the fundamental objective of RPM. Members of the workshop consider social wellbeing a complex challenge that can only be achieved in liaison with other disciplines and parties concerned.

Disparities in development potentials of places and regions cannot exclusively be explained by measurable indicators. One of the explanatory factors may be social capital that cannot be measured at all. In order to measure the social capital and the level of place identity related to this capital, a very complex operationalisation process has to be performed. Theories of economic development, especially the theory of androgen evolution, use these hardly measurable indicators: social capital and within this a higher level of place identity has a favourable impact on place competitiveness. Strong competitiveness and economic success have a positive effect on the development of social capital and place identify (Putman, 1993, Lengyel, 2003, Palkó, 2010, Nagy, 2011).

Place identity may be interpreted as a carrier of 'resistance' to globalisation and, as such, is dealt with in Porter's theory of local-global paradox (Lukovics, 2004). Globalism places a higher value on the role of locality. However, only places and settlements that share identical beliefs about the future and have a strong social cohesion in every day performance are able to face increasing global competition.

Investigating the link between social capital and attachment to a place, its theoretical and empirical aspects and the relevance of territorial levels, Nagy came to the conclusion that the phenomenon is justified at local level, its justification is disputable at middle-level bonds and this link cannot be proved at European level (Nagy, 2011). Taking into account the available findings of numerous research studies, this theory may be considered acceptable, whereas the

empirical research clearly proves that there is a strong link between the success of a place fostered by marketing efforts and the residents' place identity at place and regional levels. This approach – focusing on the importance of other customer groups – places residents in the RPM focus of attention and, what is more, treats these residents not as a specific group of people but as a community at large (Zenker & Peterson, 2010). If this approach is recognised and accepted, it can clearly be stated that RPM must give preference to internal marketing when success is to be achieved. A strong sense of identity does not guarantee success in regional competition, but has an indirect favourable impact on its outcomes. Regional identity of residents as a success factor is one of the place characteristics that can be influenced. The promotion of this identity is a very actual and important task. In order to promote identity, it is of utmost important to better understand the target residents, find out what rating they give to the place, to what extent they identify themselves with their residential environment, how they 'perform volunteer marketing activities' and how they shape the place product. Taking into consideration its multidimensional aspects, it can be claimed that residents of places and their behaviour towards places considerably contribute to appraisal, performance and success of places. It is extremely important to understand the process of identification with the place, identify achievements and support behavioural outcomes in the world of global and fierce place competition. One of the marketing tasks is to promote identification of residents with their residential environment, despite the fact that there are no theoretical, practical or professional solutions to this. Neither is there a complex guidance for how to influence the process consciously nor is there a model that could provide a partial explanation to this. All the above mentioned factors contribute to the urgent demand for conducting research into this topic, for providing foundation for the research and for elaborating strategies related to this matter.

2. Research objectives

The aim of this research is to summarize and evaluate theoretical fundamentals required for influencing regional identity of residents, to explore the system of influencing factors and to identify the role of identity awareness in influencing activities in order to design its model and to map the potential intervention points of conscious identity building by applying the tool system of regional and place marketing. In order to achieve the main objectives, the following sub-objectives have been set:

- to summarise the relevant findings of the available academic literature that provide a solid background to scientific thinking of national and international theoretical and empirical research studies integrating other disciplines that deal with this research topic and to elaborate a systematizing model that supports marketing thinking.
- to design a theoretical model describing residents' regional identities while paying special attention to their expression in residents' behaviours
- to establish an explanatory model explaining the reasons of residents' moving focusing on residents' place identity manifesting in their behaviour since the tough competition for residents who create values is increasing between places. Regions and places all over the world face demographic decline in population size and consequences of globalising economy, which particularly affects North Hungarian regions where the birth rate has dramatically decreased in the past few decades, and Budapest where a considerable rate of working-age population migrate abroad.

- to test a hypothetical model explaining moving intentions in order to understand this phenomenon and to provide a basis for further research after taking account of influencing factors
- to map potential intervention points of regional and place marketing for further use of research results

3. Research methodology

As a first step, an extensive literature review in the areas of social psychology, environmental psychology and philosophy was conducted in order to get better and comprehensive understanding of concepts used in place research and regional and place marketing. In order to map the evolution process of place identity, available sample models in management sciences were investigated and the literature in behavioural sciences was reviewed. After this a hypothetical model was established.

A primary investigation of moving intentions of the Hungarian population was conducted within the K 81718 project of the Hungarian Scientific Research Fund (OTKA): ‘Paradigms of social marketing– theoretical-methodological research, where the author of this paper was one of the team members carrying out the research. The research problem of this dissertation was included in the OTKA research in the form of a set of questions in the questionnaire dealing with regional and place marketing within social marketing.

What place level is the Hungarian population committed to?

What place attributes does the Hungarian population consider the most important in their identity with their residential environment?

How content are Hungarians with their residential environment?

What moving trends are experienced among Hungarian people?

A questionnaire-based primary survey of a representative sample size was conducted through face-to-face interviews across Hungary in July and August, 2011 in order to achieve the set research objectives and elicit responses to research questions. The population consisted of Hungarian nationals aged 18 and over who had a permanent or temporal address in Hungary. A quota sampling technique was used for selecting the survey participants. Employees of the Study Office operating at the Institute of Marketing, University of Miskolc, interviewed 562 people but only 518 responses were suitable for use and the success indicator amounted to 92.1%. The confidence level accounted for 95% with a 4.38% error limit. The sample was representative and broken down by gender, age and regions. Microsoft Excel 2010, SPSS Statistics 19 & SPSS Statistics 21 were used for sample analyses and for proving hypotheses. As for the statistical methods, simple, one-variable (frequency distribution table, means, crosstabs, correlations, ANOVA), and multivariate analyses (factor analysis, cluster analysis, and logistic regression) were applied. Verification quantitative research and interviews with target groups were conducted among residents of Miskolc in 2015.

4. Research novelty and originality

Research novelty and originality resulting from literature review

Theoretical model systematising relationships between individuals and places

After surveying a very controversial academic literature, systematising the knowledge gained and utilising our own ideas, we established a theoretical model describing relationships between individuals and places. This model focuses on people's attachment to places, which constitutes the most important dimension in place-person contacts from a regional and place marketing aspect. This summarising model is research novelty.

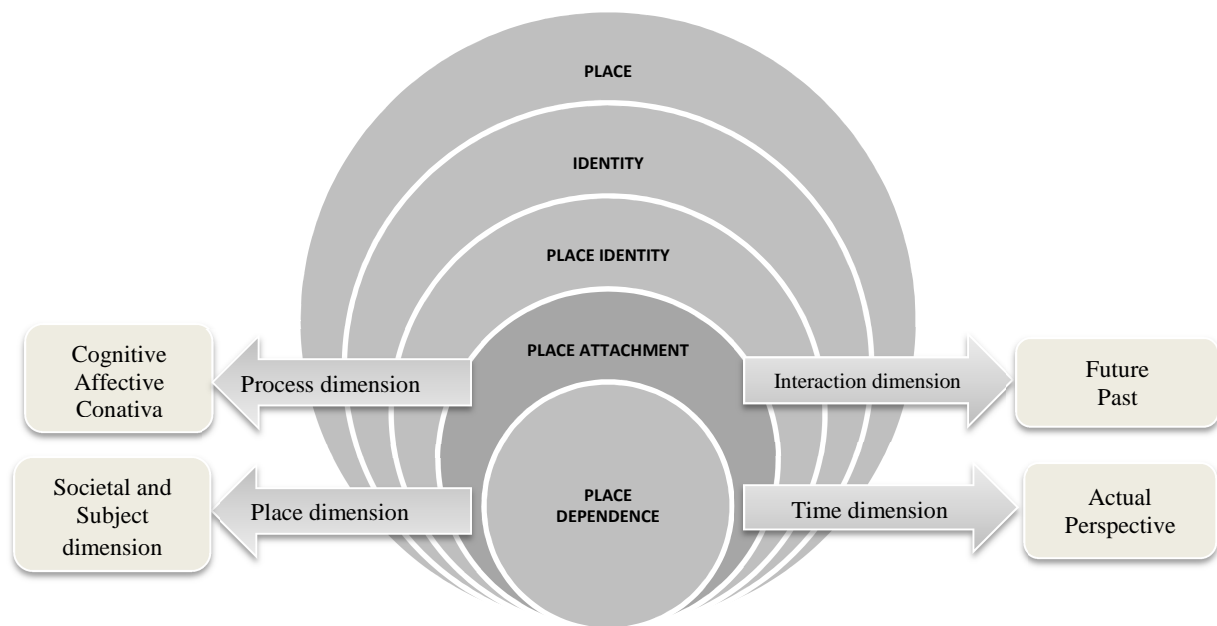


Figure 1: Theoretical model of relationship between a person and a place

Source: author's own elaboration, 2014

The place identity which lies at the bottom of relationships (Dúll, 2009) is a subsystem of identity (self). For self a place may mean both an individual and a group. Place attachment and place identity are considered to be one element (Williams et al., 1992; Puddifoot in Pretty et al., 2003). Place attachment is closely linked with place identity but place identity has a broader meaning than just attachment to a place. However, place attachment is the main dimension of place identity. Place identity is an important construct (cognitive) of self identity, which is reflected in individuals' strong emotional attachment to a particular environmental setting or a place. Place attachment expresses a bond that occurs between an individual and a place that is important for the individual. (Low and Altman, 1992). An individual may be attached to a place - because of its physical features - to its psychical environment (subject dimension) and to people and groups (social dimension) (Stokols and Shumaker, 1981; Scannell and Gifford, 2010). Hence, in individual-place relationship, a *place dimension* that includes subject and social dimensions can be defined. Place attachment is a positive, emotional (affective) bond between an individual and a specific environment. Actually, this is an emotional nucleus but both the familiarity with the place (cognitive) and the behaviour (conative) that an individual maintains with the place create place attachment (Scannell and Gifford, 2010). The three elements continuously change and influence one

another and place attachment becomes a dynamic process (*process dimension*). Consequently, the strength and character of attachment undergo changes through time. Hence, there is a *time dimension* that expresses actual attachment and perspective attachment (for instance, individuals retain their children at the place). The relationship between a place and an individual has a past plane in terms of activities and experiences (What memories do I have about the place?) and a future potential historical, activity plane (What do I expect from the place?), which is indicated as an interactive dimension in the model (Milligan, 1998 in Chen, 2012). Place attachment is an emotional bond between individuals and specific places, which keeps individuals in the closeness to the place. This concept must be extensively investigated in marketing analyses and later in marketing practices. Place attachment may become extreme, which is termed as place dependence and may hinder individuals' movements (Jorgensen and Stedman, 2001). (Figure 1)

New theoretical model of identification between individuals and places

After conducting research into the academic literature and the available models that can be placed parallel to this topic (Consumer –Company Identification Model (Bhattacharya & Sen, 2003, Organizational Citizenship Behaviour (OCB) - Bergami & Bagozzi, 2000) Individual-Brand Identification Model, Burmann et al. 2008, Morhart et al. 2008; Brand Citizenship Behaviour (BCB) - Burmann & Zeplin, 2000; Place Citizenship Behaviour - Chen-Dwyer, 2010; Resident-City Identification Modell - Zenker & Peterson, 2010), we established a Resident-Place Identification Model, a completely new model that summarises and systematises the identification between residents and places, which is a novelty outcome of this dissertation.

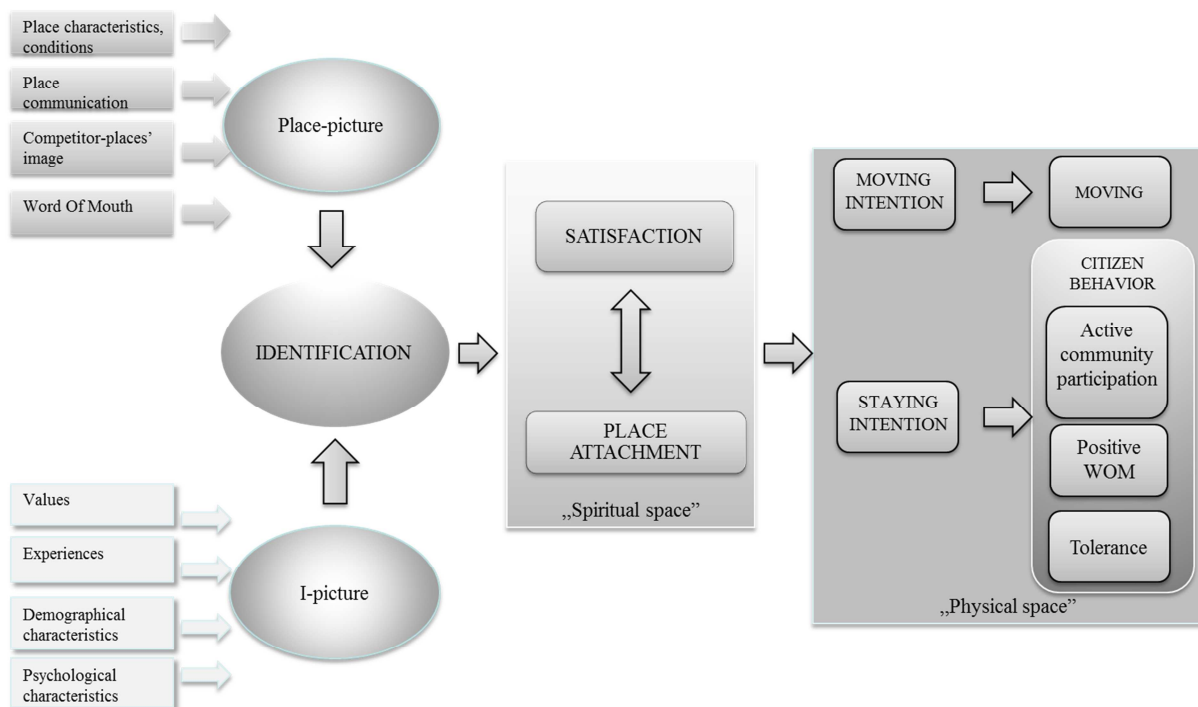


Figure 2. Resident-Place Identification Model
Source: author's own elaboration, 2014

Individuals have a mental image of themselves (I-picture); this image is socialisation and undergoes continuous changes through time but, actually, can be considered to be constant.

Individuals also have images of places (place-picture), of residential environment, which is an impression of objective features of a place which is shaped by conscious communication, free communication and by perceived and projected images of other places.

Identification with a place will develop when the place image fits the self-image and the place image promotes individuals' positive self-esteem. Identification, according to our interpretation, is a strong identity of fitting the self and this is not self-expansion. Individuals can identify themselves with a number of places in similar or different roles. If self-image constituted an integral part of a place, this would have a negative outcome. If the two images fit, (not the self-place), the harm suffered from leaving the place, moving to other places or getting a divorce will be minimal. The more attractive benefits of identification with the place are, the higher identification level is achieved.

Attitudes provide the most authentic picture of identification because they have cognitive, emotional and conative components. An attitude can be described as an invisible 'mental space' that drives visible activities towards places, a 'physical appearance'. Place identity influences our behaviours in various situations and environment. It operates in the same way as any other cognitive system and influences perceived and discovered information. Place identity is a kind of a 'databasis', which plays a significant role in developing individuals' actual psychological well-being. This is the reason why individuals always need to fit the place (Dúll, 2009). Identification knowledge component can always be assessed and results in satisfaction. Satisfaction is a state that comes after experiencing the place (multi-orientation component) and is based on cognition but includes an emotional basis, which may affect evaluation in a positive or a negative way. Since commitment to a place (place bond) develops along emotional components, behaviours that sometimes seem irrational can be explained. Staying intentions and moving intentions are the most important displays of behaviours that develop in relationships between places and individuals along two intermediary attitude components. Staying intentions are awakening feelings of 'attachment' resulting from identity with places and express the need to maintain proximity to places. If individuals lack this feeling of attachment, they have moving intentions. Staying intentions express Behaviours of Citizens', who take an Active part in community lives, express Positive Word-Of-Mouth and Tolerance, which opens a promising perspective for places to further develop and improve deficiencies. Moving intentions - considering the impact of other factors – are followed by moving away and leaving the place.

4.2. Hypothetical model explaining moving intentions and its testing

Environmental psychological theories dealing with place attachment share a common assumption that both staying intentions and moving intentions are the most important expressions of behaviours that develop in relationships between places and individuals (Dúll, 2002). Carriers of local identities are reluctant to leave their places of residence and attempt to work and thrive in their places, whereas residents with weak place identities are willing to move away and staying at the place of residence is not so important for them. They have not developed place attachment, leave places for individual development and never return to the place. Staying intentions of residents (their intentions to live at the place) – of value creating residents – must be highly respected in the world of fierce place competition since these intentions act as success factors. These intentions must be given priority over other expressions of place-individual identification. Staying intentions and moving intentions are two sides of the same coin in terms of behavioural expressions of identification and – knowing moving and even considering moving desirable – too strong intentions to leave the place and move away pose serious risks on developing and managing places, which should be

considered. After reviewing the international and national transdisciplinary literature (for example, Rossi, 1955; Wolpert, 1964; Simmons, 1968; Speare, 1974; Fang 2006; Kley & Mulder, 2008; Inch & Florek, 2010; Zenker et al., 2009, Zenker & Peterson, 2010, Thürer, 2011), the author of this thesis established a hypothetical model explaining moving intentions. The model contains hypotheses related to moving processes before decisions on moving are made. In order to illustrate its exact place and to highlight the effects of factors that contribute to changes in moving intentions, this model is embedded in another model that shows the entire moving process (situational factors such as marriage or intentions of family members) (Figure 3 and Figure 4). This model is considered to be novelty of this research study.

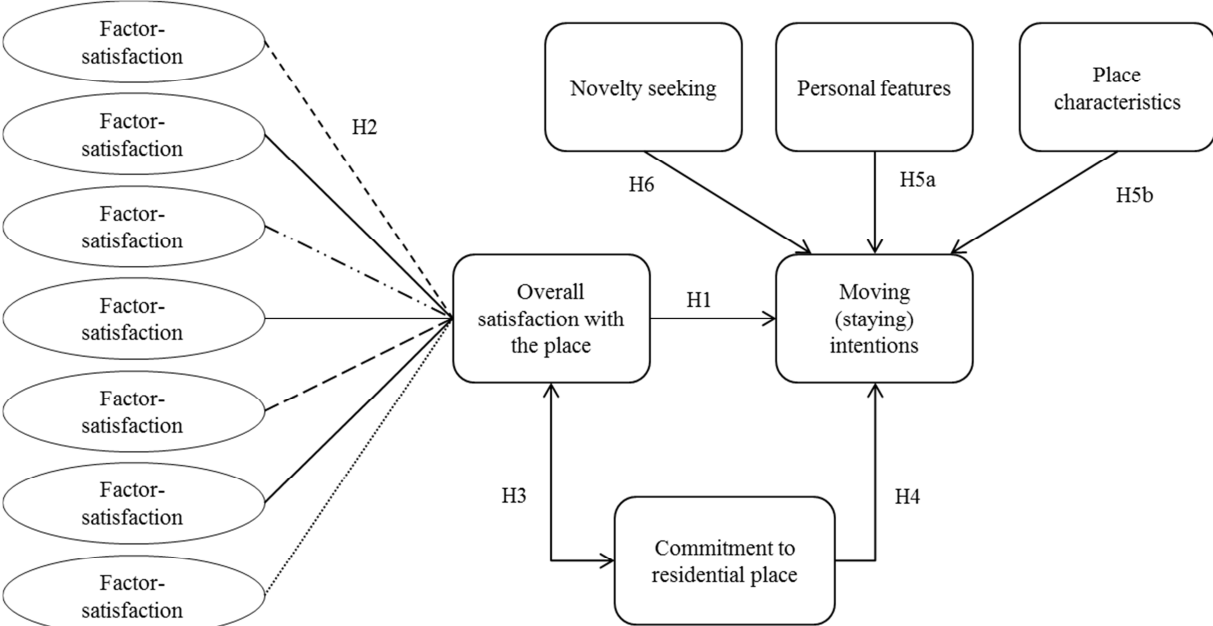


Figure 3: Hypothetical model explaining moving intentions
 Source: author’s own elaboration, 2015

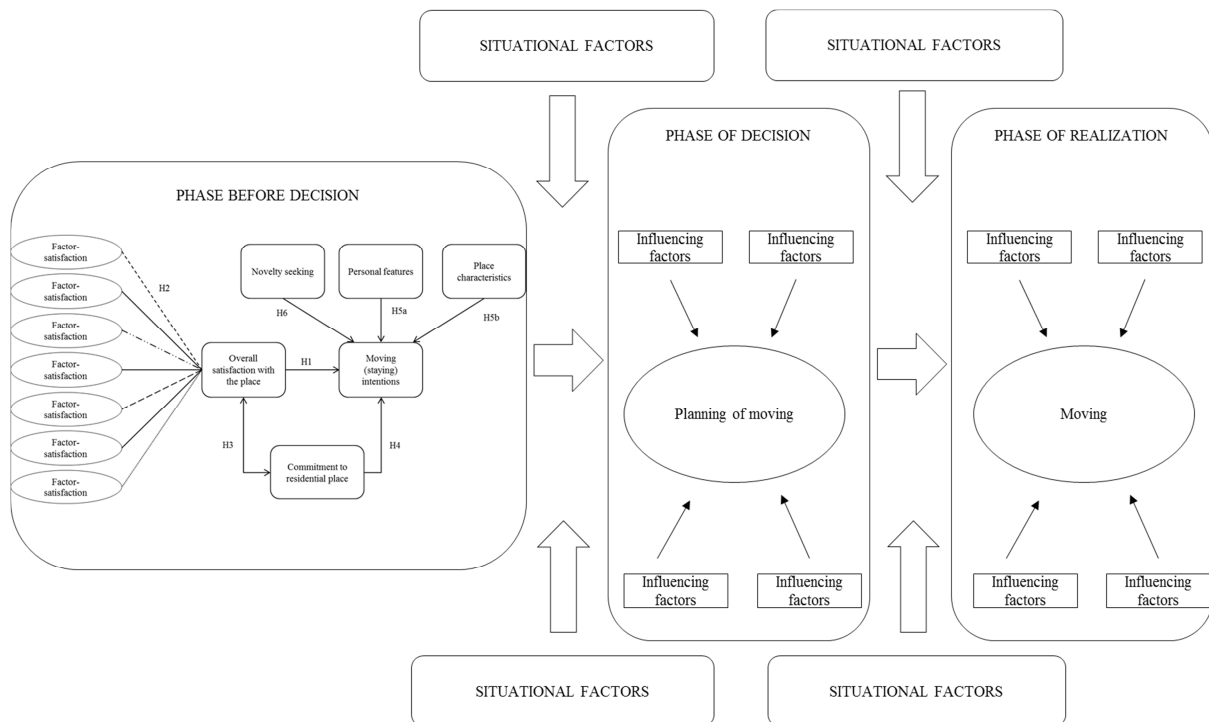


Figure 4: Hypothetical model explaining moving intentions embedded in the moving process
 Source: author's own elaboration, 2015

The feeling of satisfaction plays a key role in the model. Satisfaction is a central concept in marketing literature and a positive and expected outcome of marketing activities which results in repeat purchases and even loyalty. The satisfaction literature has taken two approaches. One approach interprets satisfaction as an assessment, the other approach portrays satisfaction as a response to the assessment process (Szántó, 2003). Satisfaction is an ex-post evaluation where individuals assess how far their own expectations after consumption has been fulfilled (Prónay, 2011).

For us satisfaction is a state of mind that results from a cognitive process where empirics are compared with expectations and desires.

The 'conventional' interpretation of satisfaction used in marketing cannot be applied to regional and place marketing because resident satisfaction is not a subjective assessment of a group of products, but this is an assessment of a place that has a personal and unique meaning, has been formed from a space through personal, community or cultural processes and is relevant to physical and social features of residential environment (Low-Altman, 1992).

Also, 're-consumption' and loyalty can be interpreted on the basis of an identification model established earlier by the author of this dissertation: satisfied 'place consumers' – if consumers are local residents, they remain at the place, build good reputation of the place, contribute to 'product marketability' by their activities – if place consumers are tourists, they may have return intentions and recommend the destination to others – if consumers are equity holders, they may choose the place for pursuing economic activities and in this way improve product marketability. Satisfaction or dissatisfaction – as a state of mind – has a driving force and directly determines our intentions to act.

Satisfied individuals are not considering any move even if other places offer better prospects and opportunities. There is a satisfaction threshold. When customers reach this threshold, they start considering leaving the place. External factors often contribute to both moving intentions and staying intentions. These factors may be family, work, financial opportunities, etc. Hence, satisfaction is not sufficient and, perhaps in particular cases, is not a necessary condition for

moving. Since a significant number of primary research findings prove that there is a relationship between satisfaction and moving intentions (Speare 1974, Heaton et.al 1979, Fridrickson 1980, Thürer 2011), it seems reasonable to assume that a similar relationship can be expected in the case of Hungarian residents.

H1: Satisfaction with the place of living plays a significant role in moving intentions of the Hungarian population.

The relationship between satisfaction and moving intentions was examined by a crosstab analysis. Pearson's chi-squared statistical test was applied for measuring statistically significant relationship between two variables. The obtained value of the chi-squared indicator exceeds theoretical threshold at 0.014 two-sided significance level. Consequently, it can be assumed that there is a significant relationship between the two variables. The relationship between two variables, that is the Cramer's V indicator will further be used, because this is considered to be 'the most reliable indicator' (Sajtos-Mitev, 2007). Its value amounts to 0.122, which means that the relationship between the average satisfaction with place characteristics and moving intentions is weak and significant at 0.00 significance level. In Step 0 of the binominal logistic regression calculation performed on the entire model, the satisfaction variable itself shows significant effect (0.28). The Exp(B) indicator and the knowledge related to the mean satisfaction with place attributes increases the probability of the correctness of our estimated calculations related to moving intentions by 15.2% at significance level of 0.048 in Step 1 (n= 372)

If we accept the relationship supposed in the academic literature and established in this research analysis according to which satisfaction with place attributes directly influences moving intentions, it is worth investigating this relationship because of significant differences between regions. The rate of respondents, who would leave their current places of living if they had a possibility, amounted to 48% in the questionnaire. Residents who intended to move abroad accounted for 18.8% and 29.3% of respondents would leave the place for other parts of Hungary. The moving potential of residents living in Northern Transdanubia and Central Transdanubia is considerably lower than the average. Residents living in Northern Transdanubia have not intentions to leave the country at all. As for the respondents' level of satisfaction in both Transdanubian regions, the retention capability of satisfaction proves to be a 'hard' factor. This is also relevant to employment possibilities, public security and access to institutional infrastructure. The average satisfaction with all these factors in Southern Transdanubia, Southern Great Plain, Northern Great Plain and Northern Hungary was lower than in the areas with lower moving potential. The average satisfaction with employment possibilities was the lowest.

The proof of influence of satisfaction on moving intentions is a novelty since satisfaction does not necessarily involve loyalty and its element of repeat purchases. It is statistically verified that satisfaction directly affects moving intentions (or staying intentions that is repeat purchases which is the other side of the coin).

Thesis 1.

T1: Satisfaction or rather dissatisfaction with residential places has a direct impact on the development of moving intentions among Hungarian population. Significant regional differences are observed in terms of satisfaction in different territories of Hungary: in regions where moving intentions are the highest, the average satisfaction with all indicators is lower and the average satisfaction with employment possibilities is significantly lower than in regions with lower moving potentials. The retention capability of satisfaction with 'hard' factors, especially with employment possibilities, public security and access to institutional infrastructure results in low moving intentions.

Scholars dealing with place marketing have provided a number of approaches to the interpretation of residential satisfaction - as an explaining or dependable factor – but have identified only very few factors that determine satisfaction of residents (Insch & Florek 2010). They have attempted to elaborate methodologies with appropriate contents for measuring satisfaction with places. For example, Insch and Florek (2008, 2010) identified gaps along satisfaction and importance that determine overall residential satisfaction. Zenker et al elaborated the Citizen Satisfaction Index (CSI), which measures satisfaction with four dimensions established in our previous research studies. There are two aspects that are applied for place assessment: one is related to how well a place fulfils residents' needs and the other investigates how particular places compare with other places (Shumaker&Taylor, 1983). Residential satisfaction and residential preferences are interrelated and have a considerable impact on moving intentions (Fredrickson et al. 1980.; Heaton et al. 1979). The identifier of residential preferences is the difference between actual and preferred place characteristics, which means that useful conclusions can be drawn from how wide the gap between the actual and expected place characteristics is. Several authors investigated only the relationship between residential preferences (local characteristics) and moving intentions without considering the concept of overall satisfaction. However, Zenker, Petersen and Aholt (2009), Insch and Florek (2010) analysed overall satisfaction and the level of satisfaction with local characteristics. They found that local characteristics were in a positive dependence with overall satisfaction, so there was linear correlation. Kano et al. (1984) claim that particular local factors may have an asymmetrical effect on overall local satisfaction. Local residents assess some factors differently and these factors contribute to overall satisfaction in a different way. Consequently, an almost perfect factor level does not necessarily imply a higher level of satisfaction (Matzler et al., 1996; Yang, 2005). The majority of authors consider residential satisfaction to be a one-dimensional construct. They believe that the higher level of place satisfaction is perceived, the more satisfied the residents are (Zenker et al., 2009). However, in real life residential satisfaction has a multi-dimensional nature like places themselves. Places have a limited budget and have to solve a lot of problems largely depending on what their budget allows.

H2: Performance of places by characteristics affects residential satisfaction differently.

When the importance of resident-relevant attributes of places was investigate, factor analysis was applied (Varimax rotation was used and after ten iterations 36 indicators converged in 7 factors. Total Variance Explained: 62.525; KMO=0,895) and place dimensions assessed by residents were identified.

The factors are as follows:

1. Place management (the work of local authorities, place development)

2. Services (commercial facilities, public institutions and restaurants)
3. Plus (cultural and artistic life, availability and standard of higher education)
4. Essentials (employment opportunities, public education, health care, public security)
5. Atmosphere (natural assets, history, customs and traditions)
6. Environment (quality of the environment, infrastructure)
7. Price level (real estate prices)

While investigating the relative importance of dimensions in the evaluation of places we could make the following observations: the sampled population considered all factors to be important, so we had to analyse relative differences. The respondents believed that the content of the Plus factor played relatively the least important role in strengthening place identity and that the Essentials factor was the most crucial factor in identity with places since this factor is an existential necessity in everyday life. The Atmosphere factor was the second most important and was followed by the Environment factor and the Services factor. The Place management factor and the Price level factor were positioned at the bottom quarter of the importance rank.

The link between the importance of factors and demographic characteristics was also analysed in detail (post-hoc testing, Analysis of Variance). As for the age of respondents, the findings were as follows: the mean values in the case of Environment factor decreased with age, which means that the importance of the indicators of this factor decreased with age. In the case of Price level factor, the situation was quite the contrary. The older respondents were, the more important the Price level factor became. The Essentials and the Atmosphere factors were valued less than the mean by respondents belonging to the age group of 31-45, which indicated that this age group considered these factors to be fundamental expectations, whereas respondents who scored the highest on the Essentials and the Atmosphere factors were 46-60 years old.

A significance analysis of the factors by regions was carried out and the following adequate conclusions were drawn: the Place management factor was scored the lowest in Northern Transdanubia and Central Transdanubia, which means that this factor was considered the least important in that region; the scores related to the regions of Southern Plain, Northern Hungary, Central Transdanubia and Northern Transdanubia were in the middle range and residents there believed that the Place management factor was more important than the mean value. The Services factor was scored the highest in Northern Great Plain, the lowest in Southern Transdanubia and Northern Transdanubia and was placed in the middle range by other regions. The Plus factor received significantly higher scores than the mean value in Central Hungary and the lowest in Northern Great Plain. The Essentials factor was scored over the mean value in Southern Great Plain and Northern Hungary. The Atmosphere factor was valued lower only in Northern Transdanubia. The mean values of the Environment factor shift in a positive direction in Northern Transdanubia and in Southern Transdanubia, which means that respondents considered this factor to be the most important.

The importance of factors and the satisfaction with factors by factors and indicators were also compared to draw conclusions about what impact place characteristics have on general satisfaction.

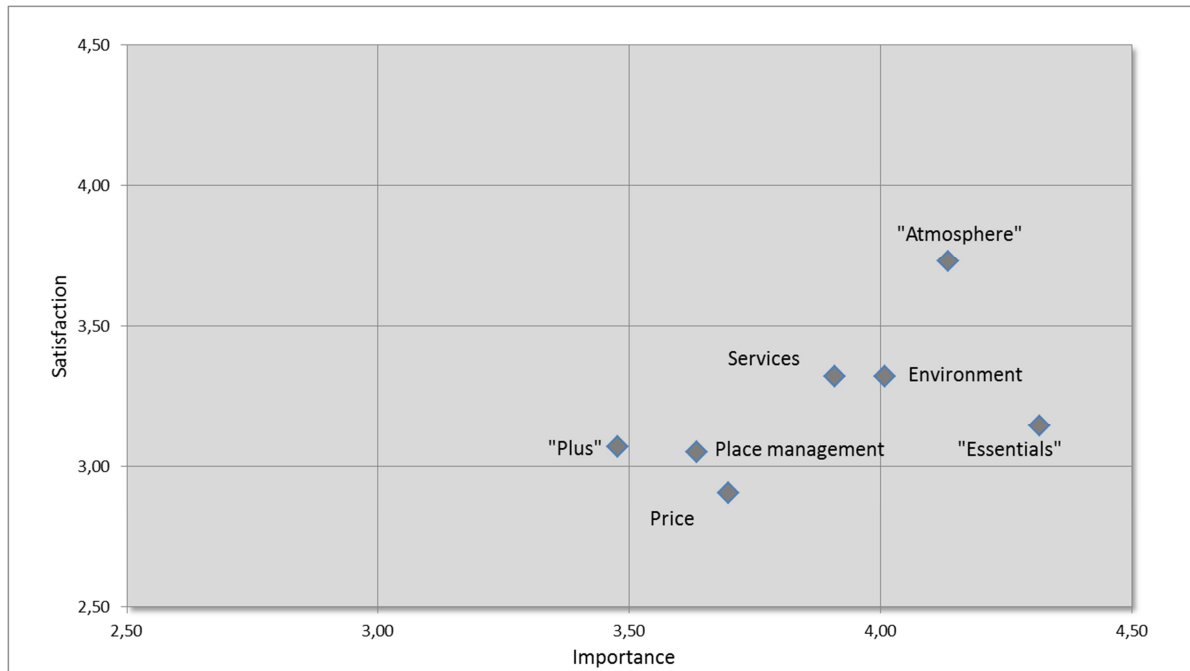


Figure 5: Importance-satisfaction matrix of place attributes by factors (n=413)
 Source: author's own elaboration, 2013

After the indicator-factor-importance was compared with the degree of satisfaction with them (Figure 5), it could be observed that the Atmosphere factor stood out, was considered to be of the greatest importance and was characterised by the greatest satisfaction. Surprisingly enough, residents were the least satisfied with the Essentials factor, although this factor contains the most important indicators. The values of the Environment and Services factors, which also comprised very important indicators, were only a little better. Although the level of satisfaction with these factors improved, the satisfaction was still low. The Place management, the Prices and the Plus factors are in the less important and less satisfied field, which indicates that they do not belong to the current weight-point areas. The obtained results clearly show that professionals involved in dealing with regional and place marketing should be aware that residents consider the Essentials, the Environment and the Services factors to be the most important factors, and the provision of their high standard can be formulated as basic expectations. From the findings it clearly follows that particular place characteristics have different level of importance in place assessment by residents. This provides grounds for the formulation of the second thesis, which is divided into parts.

Thesis 2.

T2a: Providing high standards of specific local attributes does not necessarily result in higher satisfaction level because specific indicators have different satisfaction levels in the preference system of the Hungarian population. Consequently, different place characteristics have different impact on average and general level of satisfaction. Residents assess their place residence along seven place satisfaction dimensions (Place management, Services, Plus Essentials, Atmosphere, Environment, Prices). They prefer Essentials, Environment and Services dimensions, which are the most important factors of satisfaction with the place. If this issue is investigated from a social welfare aspect, residential preferences make a considerable shift towards economic and ecological welfare. These preferences change with the respondents' age and the regional location of residential places.

T2b: The widest importance-satisfaction gaps of preferred place-satisfaction dimensions can be identified. Residents are satisfied with the Essentials factor, a dimension that combines the least important indicators of existential nature. This is followed by Services and Environment factors, which are also of strong importance but weak satisfaction.

The importance-satisfaction gaps between regions are considerably different, which means that the greatest satisfaction with factors that are considered important increases general satisfaction that has a direct impact on moving intentions. Hence, this has a strong retaining force.

Satisfaction with places and their physical and societal characteristics may shape place attachment (Shumaker-Taylor, 1983), which we place parallel to the concept of loyalty in accordance with marketing terminology. The available literature has not reached a common understanding on the concept of loyalty. Scholars interpret this concept in different ways. *We believe that loyalty is an attitudinal phenomenon whose most fundamental nucleus is an emotional attachment to places primarily because the subject of loyalty is the 'confirmation' of individuals, strengthens their self-image; individuals consider themselves to be cohesive and find their origin from one source; at the same time individuals attempt to maintain continuous contact with the subject of loyalty.*

The marketing literature does not provide a definite answer to the relationship between loyalty and satisfaction. According to a classical approach, satisfaction is the main force that acts on loyalty (Hetesi, 2003), which means that classical literature teaches a chain reaction of quality-satisfaction-loyalty. Later empirical analyses deal with satisfied buyers who change brands and then a new and a more differential approach is gaining pace that takes into consideration tendencies in customers' seeking diversities and novelty. (Töröcsik, 2006) Hence, satisfaction is a necessary but not sufficient condition for developing loyalty, although it promotes and supports the evolution of loyalty.

Place marketing can adopt the models measuring satisfaction in marketing, which means that by comparing residents' expectations with the perceived place quality we can measure residents' satisfaction that results in their place attachment (Insch és Florek, 2008). Several researchers claim that place attachment influences the assessment of places, for example, Scott and Vitardas assume that residents with strong place attachment give positive assessments to places and are consistently more satisfied with places than other residents. Halpenny compares place attachment to 'pink glasses' and believes that place attachment decreases impetus (Halpenny, 2006). The survey conducted by Thüerer in Germany in 2011 indicates that place attachment has a direct effect on moving intentions and also indirectly affects this through general dissatisfaction (Thüerer, 2011). According to Zenker et al.,

identification with a place increases satisfaction with it, which means the cause and effect are mutually reinforcing each other (Zenker-Peterson, 2010).

H3: There is a relationship between satisfaction with places of residence and commitments (place attachment) to places of residence.

The chi-squared test of statistical significance was applied to analyse the statistical significance relationship between satisfaction variables and commitment variables. Since the chi-squared indicator was 29.52, which exceeds the theoretical threshold () value at a two-sided significance level of 0.001, we suppose that there is a significant statistical relationship between two variables. Cramer's V was used to measure the strength of the relationship between satisfaction and commitment, which accounted to 0.199 ($p < 0,001$). The results showed a weak relationship, which required further investigation. Thus, a binomial logistic regression analysis was also applied, whose results (Commitment: $EXP(B) = 1.695$, Satisfaction: $EXP(B)=1.142$; $p < 0,029$) provided a basis for formulating the third thesis.

Thesis 3.

T3: There is a mutual relationship between satisfaction with places and commitments to places (place attachment). Place satisfaction enhances commitments to places (place attachment) and commitments to places (place attachment) – through tolerance, one of the behavioural expressions of identification – affect the results of place assessments, namely satisfaction.

The findings of the research into identification with organisations conducted by Bagozzi and Bergami (2000) prove a strong relationship between identification and loyalty. We can draw an analogy between this and the statement according to which if residents develop commitments to places, they develop place attachment, are likely to remain at the place and make long-term goals such as buying a real estate, etc (Zenker-Peterson, 2010). Residents with place identity, in contrast to ordinary residents, have developed a strong relationship between the self-concept and the place-concept, which further increases the residents' commitments to places. Numerous research studies prove that conformity with a social group can be achieved not only applying pressure (legislation measures), but also by promoting self-categorisation (Hogg-Abrams, 1988; Zenker-Peterson, 2010), because individuals with place identity follow the norms and pursue the goals of a group not because of the exerted pressure on them, but because it is the individuals who have built these norms and goals in the self-concept in the process of identification with the group. In addition, individuals who follow the norms because of pressure on them are likely to stop doing this once the pressure has been removed. Identity-committed individuals will show commitment without experiencing formal or informal pressure. Due to the feeling of commitment, individuals select and less strictly assess the information about places, which can further enhance intentions of staying at the place (Zenker-Gollan, 2010)

H4: The commitment felt towards places of individuals (place attachment) directly affects moving intentions.

The chi-squared test of statistical significance was applied to analyse the statistical significance relationship between commitment variables related to residential places (current place of living) and created two-output variables expressing moving intentions. Then a crosstab was used to analyse the relationship between variables measured on nominal ordinal

scales. The lower-measurable variable shows that a relevant, Cramer's V indicator of 0.155 value ($p < 0,039$) was applied. The commitment variable itself shows significant effect (0.23) in Step 0 of the binominal logistic regression calculation performed on the entire model explaining moving intentions. In Step 1 phase the Exp(B) indicator shows that the knowledge of individuals' commitments to their places of living increases the probability of the correctness of our estimated calculations related to moving intentions by 22.3% ($p < 0,033$). The results of statistical analyses indicate that the H4 hypothesis can be accepted and Thesis 4 can be formulated.

Thesis 4.

T4: Commitment towards residential places (place attachment) that retain individuals in closeness to places directly affect moving intentions, which means that an existence or a lack of commitment explains moving intentions as an independent factor.

Satisfaction with places may be developed if individuals' or their spouses' need changes, characteristics of places undergo changes or perhaps the applied assessment 'methodology' changes. In other words, the level of satisfaction depends on spouses' characteristics and needs, place attributes, experiences and impressions gained about the place. Lee divides factors causing moving into place-related and individual-related factors (Lee, 1966). Speare (1974) also mentions characteristics of households and individuals among factors influencing moving intentions. Speare's model had a great impact on researchers investigating moving intentions. They often used different concepts (moving intentions, desires, expectations, moving decision) and methodologies and conducted similar analyses, which makes comparison of results difficult. However, all of them have come to the conclusion that there is a relationship between several characteristics of households and individuals and moving intentions.

H5a: Individual characteristics affect moving intentions.

Taking into consideration the representative nature of the sample, we could investigate two individual characteristics with acceptable reliability: age and gender. Other research findings related to the relationship between individual characteristics and moving intentions – treated with caution- may indicate influencing effects. That was the reason why we starting analysing them, although we knew that further investigation would be required. The relationship between non-metrical and nominal variables was analysed with Pearson' chi-squared test of statistical significance, crosstab analysis, Cramer's V indicator and the binominal logistic regression calculation established on the entire model.

As for the gender, the research statistically failed to prove the existence of any relationship. However, there is a significant correlation with age, profession and family size.

The younger respondents (18-30 – 61.7%, 31-45 – 64.8%, mean 48%) were more willing to migrate if they had an opportunity. The rate of middle-aged respondents with moving intentions was about the average, whereas the rate of older respondents was below the average (22.3%). The rate of respondents with moving intentions who wanted to leave the country was the highest among the residents aged 18-30. Almost half of respondents with moving intentions wanted to go abroad, which accounted for 30.4% of the total age group. This out-of-the-country moving rate accounted for 24.2% among the respondents who were 31-45 years old and amounted to 19.5% among the respondents aged 46-60. This rate of out-migrants was insignificant among respondents who were 60 years old and over.

Moving intentions were the highest among students (68.3%!). They were followed by the unemployed (62.2%). The moving rate was much lower among respondents on parental leave (25%) and pensioners (19.6%). There was no significant difference in moving intentions among white-collar workers, blue-collar workers and business people. Their rate was about the average in the above age groups.

Significant differences between groups by family sizes show that moving intentions grow with the increase in family sizes consisting of 4 members. In families with 5 members and more moving intentions stagnated, which means large families are less willing to migrate.

The Thesis 5.a was formulated after the analyses of secondary data and primary investigation was conducted.

Thesis 5.a

T5a: Different moving intentions and willingness are experienced among Hungarian population with different characteristics, which means that individual characteristics such as age, profession and family sizes affect moving intentions..

Most theories explain moving intentions with mainly economic reasons, although they also acknowledge the role of social factors. Accepting economic well-being as a basis and considering welfare dimensions built on this, we suppose that different economic achievements of individuals' places with different geographical regional location and the role places play in the place hierarchy, that is, place characteristics act as influential factors, which belong to characteristic groups containing attachment to places.

H5b: Place characteristics affect moving intentions.

Cramer's V indicator was used to examine the relationship between nominal variables of regional location of places and of moving intentions of the regional representative sample after the Chi-square test had indicated a significant relationship between them. In Step 1 of the binominal logistic regression calculation performed on the entire model, the Exp(B) indicator showed that the knowledge of the regional location of individuals' residential places increases the possibility that we correctly estimated the moving intentions of individuals by 19.1% ($p < 0,035$).

The significant regional differences experienced in individuals' moving intentions are as follows: moving intentions of respondents living in Western Transdanubia and Central Transdanubia are well below the average (26,5%; 39,3%). The willingness to migrate from Southern Great Plain is a little less than the average (40.6%). Moving intentions in Southern Transdanubia are over the average (70.6%) and the rate of migrants in other regions is about the average. None of the respondents living in Western Transdanubia intended to leave the country. The rate of out-migrants in Northern Great Plain and Southern Transdanubia is below the average (16,7%; 25%), whereas this rate in other regions amounts to about 50%.

Taking into consideration different regional moving statistical indicators and the results obtained in the conducted primary research, we accept H5a about the relationship, which is justified by statistical analyses and formulate T5b thesis.

Thesis 5.b

T5b: Different moving intentions and willingness are experienced among Hungarian places with different characteristics, which means that place characteristics such as the regional location of places affect moving intentions.

The ReMiS (Resident Moving Scale) established by Zenker and Gollan avoids the shortcomings of Speare-type models because the developed moving scale includes elements such as moving/staying intentions, 'feeling at home in a place', external pressure and a need for gaining experience. They claim that moving behaviours must be examined from several dimensions (Zenker és Gollan, 2010). For example, real decisions are strongly influenced by external factors such as good prospects of new jobs, the need of closeness to families and friends which are not related to place performance and place characteristics. Zenker 's model has some more factors independent from places and their performance and this is the desire to experience diversity and the need to gain new experience, which considerably affects a shift to other brands and trying new products in the consumer market. Zenker also highlights that the difference between stereotypical values that places and individuals are supposed to have and real self-values also enhances moving intentions.

H6: Individuals' sets of values play a multi-layer role in the development of moving intentions.

We used the scale of Kahl's List Of Values (LOV) (Kahle, 1983) for investigating the LOV of Hungarian residents. Hungarians considered the 'sense of security' the most important value. The respondents agreed that they wanted to feel safe and defend themselves from any attacks or problems, which means that security as a value plays an extremely important role. This is followed by the 'sense of accomplishment'. Respondents wanted to be successful in what they did or wanted to do. The value of 'being well respected' (I am proud of myself and behave self-confidently), the 'sense of belonging' (It is important for me that my friends, my family and their community need and accept me) and longing for 'warm relationships' (the development of and the management of sincere, true and deep friendship) received almost the same scores. They are followed by another important value and that is 'self-fulfilment', which is related to finding a peace of mind and developing a full potential of talent. The least important values for Hungarians are 'excitement' and 'fun and enjoyment of life' which means that an exciting and electrified atmosphere and life situations – both thrilling and stimulating – are followed by recognition (winning others' admiration and recognition) and enjoyable (amusing and happy) life.

In order to conduct structural analysis of values, principal analysis was performed which showed that values constituted three components in Hungary. The first component includes performance values, the second contains values related to avoidance of uncertainty and the third component comprises hedonistic values. Recognition, self-respect and efficiency belong to performance values. Hedonistic values comprise excitement/vitality and enjoyable life. 'Security', 'sense of belonging' and 'warm relationships' make up the avoidance of uncertainty component. The behaviour of 'self-fulfilment' as a value is special since it belongs to all three value components in roughly equivalent proportions.

The stated values influence individuals' behaviours, opinions, belonging and enhance the development of personality as if they steered our lives. Their role is obvious in several aspects under investigation. A weak positive relationship shows that the stated values determine our commitment to our place of residence (Piskóti et al., 2012). It is these values that highly define what important role particular place characteristics play in choosing and assessing residential places (Piskóti et al., 2012).

We suppose that variety and novelty as values have a direct impact power on moving intentions. A crosstab analysis was carried out because the Cramer's V indicator showed a relationship of 0.147 ($p < 0,026$) after Chi-square test had indicated a significant correlation. In Step 0 of the binomial logistic regression calculation the value variable searching for novelty

shows significant effect itself (0.044). Step 1 shows that at the significance level of 0.019 based on the EXP(B)-indicator, the knowledge related to the assessment of the search for novelty as a value improves the possibility of our estimates in terms of individuals' moving intentions by 28.4%.

Accepting the statistical justification and knowing the toolkit of values of Hungarians, further analyses were required. The results of further analyses allowed us to make the following statement: the influencing role of seeking for novelty variable in moving intentions decreases with age. Thesis 6 was formulated on the basis of this finding.

Thesis 6.

T6: Individuals' value assessment toolkit plays a multilayer role in the development of moving intentions. Firstly, it has an indirect impact on moving intentions: how much importance individuals attribute to particular place characteristics when assessing places depends on individuals' values. In addition, the value system affects the level of commitment to the place of residence, which has a direct effect on the development of moving intentions. One of the value elements, namely searching for novelty, variety and excitement directly affects moving intentions. This effect decreases with age.

After statistical and content-logical proofs, we included the level of importance attributed to place characteristics, satisfaction with the place, commitment to the place, search-for-novelty value, individuals' characteristics and the regional location of the place in the model explaining moving intentions (Figure 6). Interaction of satisfaction with commitment (place attachment) appears as an internal relationship.

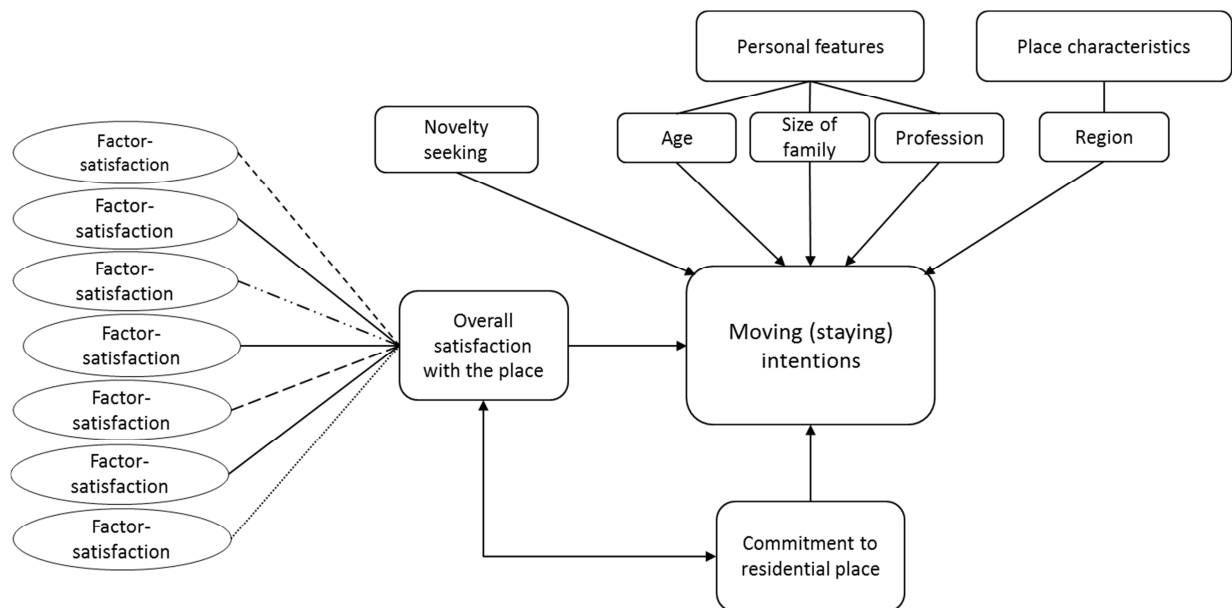


Figure 6: Hypothetical model explaining moving intentions
Source: author's own elaboration, 2015

During the interpretation of the theses, some questions and ideas emerged:

Place attachment initiating tolerant assessment as a dynamic phenomenon may change over time. The unfavourable outcomes of rational place assessment may temporarily improve. A question encouraging further research arises: how long does it take marketing to achieve a favourable outcome? Can we expect a tolerant assessment in our 'Here and now!' world?

The results of the conducted statistical analyses allow us to accept H4 hypothesis. The following thought proves the existence of a relationship: commitment, attachment and 'adherence' often jeopardise rationality. This is the reason why committed individuals may favour less favourable alternatives. Also, they collect information selectively and have selective tolerance attitude. In addition, self-categorisation conform induces behaviours. A question arises: Can place attachment raise individuals to such a level of irrationality as to stay at a place which does not fulfil their needs in a satisfactory or adequate way? What is the relationship between unfulfilment of material needs or dissatisfaction arising from not sufficient fulfilment of needs and basically emotion-based place attachment? Along what time period can this relationship be interpreted?

Moving is a selective process where out-migrants 'come from' a society that follows particular criteria, which have an impact on societies of origin and receiving areas. This phenomenon strongly justifies the investigation into socio-demographic characteristics of residents wishing to migrate. Statistical findings do not show significant relationship between moving intentions and income. However, moving involves costs so income positions must affect the development of moving intentions and definitely play a significant role in the implementation of moving. As for level of education completed, we failed to find any significant relationship between moving intentions and educational attainment since the level of education does not play any role in moving intentions at all. It is likely to play some role in planning and implementing moving since the residents' information level, their skills, competences and income change with levels of education completed. If we investigated different countries and societies within longitudinal frameworks, we could see different selections during moving. If the majority of migrants consider moving to be an opportunity to move to places with more favourable characteristics, the selection is positive. If migrants leave their residential places because of some pressure and unfavourable environment, the selection is negative. What is more, both negative and positive selections may occur in different groups within one society at the same time.

Statistical justification also proves the operation of value systems as motivation systems. However, seeking diversities as a value is less typical to Hungarians' value tool kit.

On the bases of the over-mentioned findings, we conducted verification quantitative research, based on Ajzen's Theory of Planned Behaviour (1991), and Kahneman and Tversky's (1984, 2000) conclusions.

According to Ajzen's model, intentions directly explain actions. Attitudes related to actions (advantages and disadvantages of actions), internal norms (perceived external opinions and expectations), and activity control shape intentions. Kahneman and Tversky dealt with rational human behaviour. They did not rely on axiomatic rationality in their observations. They took into consideration real behaviours, which proved the validity of the conclusions on several new, irrational behaviours.

Along quantitative results showing moving intentions, two target groups were surveyed: the respondents who were 18 and 30 years old belonged to the first group and those of 30 and 60 belonged to the other group. Moving intentions of residents of 60 and above were insignificant (Piskóti et al., 2012) so they were not investigated. Residents of Miskolc and people who studied and worked in Miskolc, that is, people who temporally stayed in the town for a long time were invited to the target groups. The findings showed that the actual dimension of place attachment was less characteristic to young people. Place was not important for them. They did not even mention the sights of their places, just friends, families (place attachment of social dimension) and livelihoods. From a prospective approach there is a perspective because if they had the necessary material resources, they were pleased to stay in the place for the rest of their lives, and establish families. The availability of jobs providing

a decent income was considered a fundamental condition for staying at the place of residence. Residents differentiated according to other factors as well. The older group indicated sights, sites and areas of their places. They verbally highlighted also their attachments to families, friends. Hence, subject and social dimensions also emerged. Place attachment as a factor that had a direct impact on moving intentions was perceived. Social aspects of place dimension, past aspects of interactive dimension and current and perspective aspects of time dimension of place attachment were identified.

When residential places were assessed, the relationship between assessment and place attachment indicated in the tested model was clearly observed: older age respondents provided more emotional, more positive and even lenient characteristics of places. Younger age groups expressed more objective views, provided more factual information about place characteristics and did not consider their places of living to be special. Both groups considered existential and environmental factors to be of primary importance.

Both groups attributed moving intentions to dissatisfaction with monetary and livelihood opportunities. What is more, the older age group did not indicate any other factors explaining leaving their places of residents. Younger generation often explained their moving intentions by the desire to experience something new with a perspective to come back. Contrary to them, older respondents did not consider the 'longing for novelty' factor as a driving force of moving even after being directly influenced. Hence, this explaining factor was neglected because it had no general force.

To sum up the conducted quantitative research, it can be stated that factors driving moving are of existential character, whereas factors contributing to staying intentions are rather of emotional character and the tension between these two factors drive moving intentions. The retaining force of emotion-based place attachment, which means the force dissuading irrationally behaving people with irrational attachment to the place from leaving the area, is strong 'only' until these people reach 'their dissatisfaction threshold'. Hence, irrational behaviours based on place attachment have rational conditions and terms. Place attachment affects moving intentions in a direct way through tolerant place assessment. Its direct impact is experienced along social dimensions. Satisfaction with places increases commitments, which means that these two phenomena are interrelated. Age, marital status, possibly professions and income positions affect moving intentions.

After qualitative verification, the theses were reconsidered. Theses 1, 2, 3, 5a, 5b remained unchanged, but Thesis 4 and Thesis 6 required reformulation with the following content:

Thesis 4. - Modified

T4 modified: The social dimension of places in place attachment (attachment to social groups living in places) retains individuals at places of residence and has a direct impact on moving intentions, which means that it is an independent factor explaining moving intentions. The subject dimension of place attachment (attachment to local subject elements) affects other expressions of behaviours such as a positive communication of places.

Thesis 6. - Modified

T6 modified: Individuals' values are multilayered and play an indirect role in the development of moving intentions. They have an indirect impact on the extent of importance that individuals attribute to place characteristics in place assessments. Also, they affect place attachment, which influences the development of moving intentions.

It has been identified that the achievement of the ‘dissatisfaction threshold triggers the development of moving intentions and that moving occurs when there is a real possibility coupled with personal capabilities (courage, ability to change, knowledge of foreign languages, etc.). These factors provide only the necessary conditions and further factors must also be considered when moving takes place.

The model that explains moving intentions was modified to comply with the obtained quantitative results (Figure 7).

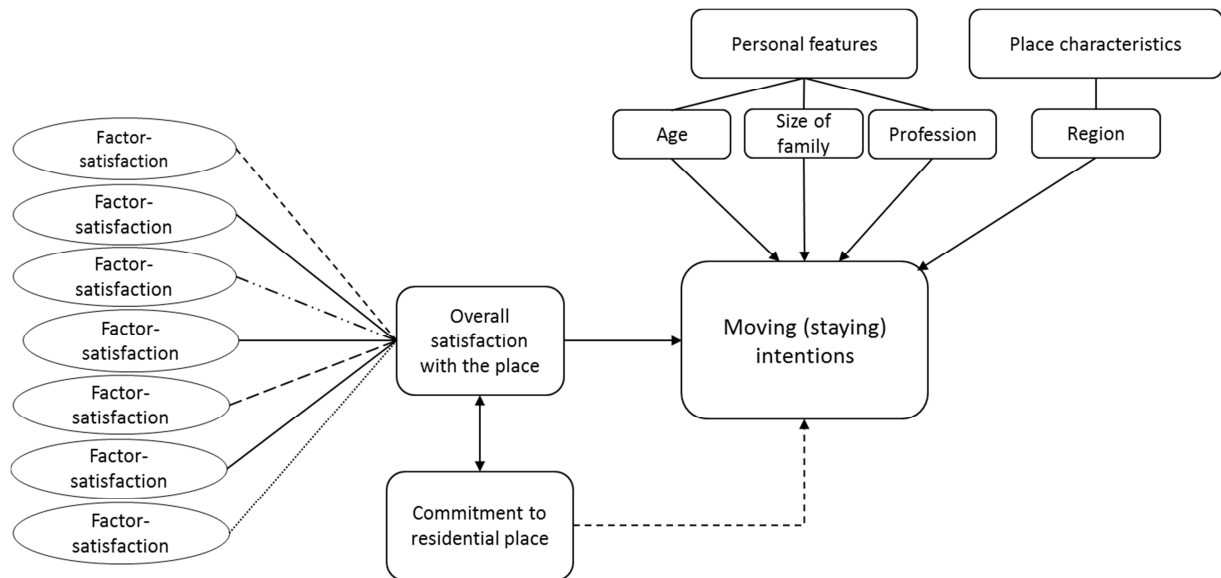


Figure 7: Verified model explaining moving intentions
Source: author’s own elaboration, 2015

Satisfaction with places and individuals’ characteristics as well as the indirect effect of place attachment and regional peculiarities provide bases for explanation of moving intentions developed before actual moving. Only social dimensions (attachment to families and friends) of place attachment as a direct influential factor can be identified. Its subject dimension independently does not affect moving intentions, so only its partial role is indicated in the model.

5. Applicability of the research results

The processes and the revealed relationships described in this thesis can be applied for the following purposes:

- to provide bases for internal marketing tactics to be used in regional and place marketing and for internal communication promoting identity building and remaining at places;
- to build foundations for social innovations which strengthen the weakened place identity which is a social problem and for easing negative consequences of rootlessness and to support these foundations by applying marketing tools.
- to outline directions for place development in line with residential preferences;
- to provide bases for elaborating a control methodology which would serve as a resident-relevant ‘indicator’ of place performance;

The obtained research results can be applied in places where the moving potential is high, the losses resulting from moving are great and the identity with the place is weak. This is especially relevant to Miskolc, my hometown.

4. Further research directions

This research provides a deep insight into processes of residents' identification with places, utilises the theoretical foundation of marketing practices, investigates one of the forms of behavioural expressions of place identification in detail and analyses the factors influencing all this. This is especially important in cases where the knowledge of creative residential groups is paramount (Florida, 2009). The objective of further research is to map moving and staying intentions of creative residential target groups.

It is also necessary to clarify what mechanisms determine the importance of particular places and the identity with them. The objective of further research is to analyse the identity forming mechanisms of places.

The role of physical and social components played in the development of identification with places also requires further investigation (Dúll, 2009). The objective of further research is to investigate the role of physical and social components in resident-place identification.

The motivational strength and power of identification may differ in individuals and places with different characteristics, which is also an objective of further investigation.

The analyses of social activities, responsiveness of residents to participating in social activities and the identification of motivational factors of Civil Behaviour may enhance social cohesion, community formation and societal innovation. The objective of further research is to investigate motivation factors of Civil Behaviour.

Places that have very limited budgetary resources and are at the same time multidimensional require research into Zeisel's types of needs and residential preferences based on Kano's theory in order to clearly define directions of place development and to optimize supply. The objective of further research is to investigate residential preferences.

The defined directions of research indicate a close liaison with other disciplines because the research areas incorporate the findings of social psychology, psychology and within them environmental psychology. Regional and place marketing as well as place planning and design utilize the achievements of other disciplines and require common research activities with them.

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