Bachelor's thesis (University of Applied Sciences)

Degree Program in Hospitality Management

Hospitality Management

2016

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THE BRAND IMAGE OF THE CITY OF TURKU AS PERCEIVED BY FEMALE IMMIGRANTS

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BACHELOR´S THESIS | ABSTRACT
TURKU UNIVERSITY OF APPLIED SCIENCES

Hospitality Management

Spring 2016 | 42

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Growing number of cities establish themselves as a brand in order to help facing the challenge of competition amongst other cities to attract various target groups. A place brand is born when a place achieves its aim to create favorable brand associations in consumers' minds. Thus, consumers create the brand. In the context of place branding, it is critical to take current residents into account because they fulfill four different roles, namely (1) a target group of a place, (2) integrated part of a place brand, (3) ambassadors for their place brand, and as (4) citizens. Therefore, they can either "make" or "break" the image and the brand of their city. Knowing the core associations consumers relate to a brand, as well as positive and negative associations give confidence for managers to their decision-making process regarding marketing activities.

The bachelor thesis focuses on a brand image of the city of Turku as perceived by the female immigrants. The objectives of the study are firstly to explore perceptions that the female immigrants attach to Turku, and secondly to identify positive and negative perceptions that they have about Turku. Turku is one of the most multicultural cities in Finland. The amount of foreign speaking people has grown more than 5% in the past fifteen years, making them currently 10.1% of Turku's population. Immigrants being part of Turku's population it makes it important to take them in consideration in the place branding of Turku.

The data was gathered by conducting semi-structured interviews. This method was chosen because it gives qualitative and in-depth data in order to better understand the studied topic, in this case the city brand image. Interviewing the target group was done in Finnish.

As a result of the thesis, the associations that the female immigrants connect to the city of Turku are pointed out, and moreover the positive and the negative associations they have about Turku are highlighted. The results, on the one hand, show that some of the association categories, for example associations attached to history, heritage, and experiences are not strongly link up with Turku by the female immigrants, and on other hand point out that some are strongly connected to Turku. The thesis points out the need for making the history of Turku more familiar to the immigrants and therefore supports Turku's current actions. Moreover the suggestions are given about the possibilities Turku's nature can offer to immigrants. Lastly the conclusions of the thesis are stated.

KEYWORDS:

Female, immigrants, brand image, Turku, residents

OPINNÄYTETYÖ (AMK) | TIIVISTELMÄ
TURUN AMMATTIKORKEAKOULU

Palvelujen tuottaminen ja johtaminen

Kevät 2016 | 42

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TURUN IMAGO MAAHANMUUTTAJANAISTEN NÄKÖKULMASTA

Yhä usemmat kaupungit luovat itsestään brändin auttaakseen heitä kohtaamaan kaupunkien välisen kilpailun kohderyhmien houkuttelemisessa. Kaupunkibrändi on syntynyt, kun paikka on saavuttanut tavoitteensa luomalla kuluttajan mieleen myönteisiä mielikuvia paikasta. Täten kuluttajat muodostavat kaupunkibrändin. Kaupunkibrändäämiseen on erittäin tärkeää ottaa huomioon nykyiset asukkaat, sillä he täyttävät neljä eri roolia paikan markkinoinnissa. He ovat (1) kohderyhmä, (2) yhtenäinen osa paikkaa, (3) paikan edustajia, sekä (4) asukkaita. Täten he voivat joko tehdä tai rikkoa imagon ja kaupungkibrändin. Tietämällä pääassosiaatiot, jotka kuluttajat yhdistävät brändiin, sekä positiiviset että negatiiviset assosiaatiot, antaa johtajille itsevarmuutta markkinointiin liittyviin päätöksentekoihin.

Opinnäytetyö keskittyy maahanmuuttajanaisten näkemykseen Turun imagosta. Opinnäytetyön päätavoitteena on tutkia millainen näkemys maahanmuuttajanaisilla on Turusta. Toisena tavoitteena on määritellä positiiviset ja negatiiviset mielikuvat, jotka he liittävät Turkuun. Turku on yksi monikulttuurisin kaupunki Suomessa. Vieraskielisten asukkaiden määrä on kasvanut 15 vuoden aikana Turussa viidestä prosentista yli kymmeneen prosenttiin. Täten, he ovat osa Turun väestöä, ja heidät on tärkeä ottaa huomioon Turun kaupunkibrändäämisessä.

Aineistonhankintamenetelmänä käytettiin teemahaastatteluita. Tämä menetelmä valittiin, sillä se tuottaa laadullista ja syvällistä aineistoa. Tämä auttaa ymmärtämään paremmin tutkittavan aiheen, tässä tapauksessa kaupunki-imagon. Haastattelut toteutettiin suomeksi.

Opinnäytetyön tuloksena assosiaatiot, jotka maahanmuuttajanaiset yhdistävät Turkuun osoitetaan, lisäksi sekä postiiviset että negatiiviset assosiaatiot on korostettu tuloksissa. Tuloksissa nousee esiin assosiaatioluokat, jotka ovat heikosti liitetty Turkuun ja toisaalta assosiaatiot, jotka ovat vahvasti yhdistetty Turkuun. Opinnäytetyö osoittaa tarpeen tuoda Turun historia enemmän maahanmuuttajien tietoisuuteen, ja täten tukee Turun kaupungin nykyisiä toimia. Lisäksi opinnäytetyön kehiysehdotuksena on tuoda Turun luonnon tarjoamat mahdollisuudet maahanmuuttajien tietoisuuteen. Opinnäytetyön lopussa on yhteenveto työn onnistumisesta.

ASIASANAT:

Nainen, maahanmuuttaja, imago, Turku, asukkaat

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1 INTRODUCTION

1.1 The objectives of the bachelor thesis

A brand image is the set of associations attached to the brand that are held in consumers' memory (Keller 1993, 2). Discovering consumers' perceptions and beliefs often reveals the true meaning of a brand (Keller 2000, 8). In place branding it is critical to take current residents and their many-sided roles into account because they are an important asset for the city (Braun et al. 2010, 1, 3; Baker & Cameron 2008, 92; Freire 2007, 1-19; Hankinson 2004, 110-117). Moreover, residents can either "make" or "break" the image and the brand of their city (Braun et al. 2010, 1, 3). Hankinson (2004, 110-117) states that the success of place branding relies on the efficient expansion of the core brand through efficient relationship with all four stakeholder groups (Hankinson 2004, 110-117), out of which one of them is residents.

Turku is one of the most multicultural cities in Finland. In Turku, the amount of foreign speaking people, in other words other than Finnish and Swedish speaking people, have grown from 4.1% in the year 2000 to 10.1% in the year 2015 (Turun kaupunki 2016). The growing number of foreign residents in Turku is acknowledged and therefore, Turku's city brand perception amongst the foreign residents is studied. The target group is defined as female immigrants who have arrived at Finland between the years of 2010-2015.

In this study, the research questions are as follows: *What are the female immigrants' perceptions of the city of Turku? What are the positive and negative perceptions of the brand image of Turku?* To better understand the city brand image perceived by the target group qualitative and in-depth data is gathered by conducting semi-structured interviews. As a result, the brand image of Turku perceived by the female immigrants is defined as well as positive and negative perceptions they associate with Turku. Lastly suggestions of making immigrants more familiar of Turku's history and the possibilities the nature of Turku offers are highlighted, and the conclusions of the study are stated.

1.2 Population and districts of the city of Turku

The Economic Cooperation and Development and the European Commission (OECD-ED) defines a city based on the presence of an urban center in which the minimum population is 50 000 inhabitants (Dijkstra & Poelman 2012, 2). The population of Finland is almost 5.5 million people (Turun kaupunki, Väestökatsaus 2/2016). There are 185 908 inhabitants in the city of Turku. It is the sixth largest city in Finland as well as the oldest city in Finland.

A city can be defined based on different target groups such as residents, visitors and investors simultaneously as a place of residence and a place of work, a destination, and a place of opportunity (Kavaratzis & Ashworth 2005, 512). In this study, it is focused on the residents of Turku, more specifically on the female immigrants. Turku is officially a bilingual city (City of Helsinki 2016) where 157 081 people are Finnish speaking and 10 033 Swedish speaking. Foreign-speaking part of the population is 10.1%.

In 2011 the amount of foreign speaking people living in Turku was 77% of working age (15-64 years old) as of the original population working age people was 68% (Salminen 2012). Amongst the foreign speaking people in Turku, female immigrants are the minority compared to male immigrants. Furthermore, the population growth of Turku was 2 084 people in 2015, 1111 men and 973 women, making the turn in population growth 1.1% by comparison to year 2014. Previously, as fast population growth such as in 2015 has occurred in 1996. (Turun kaupunki, Väestökatsaus 2/2016.) More and more of the population growth of Southwestern Finland depend on foreign speaking people (Salminen 2012, 1, 11).

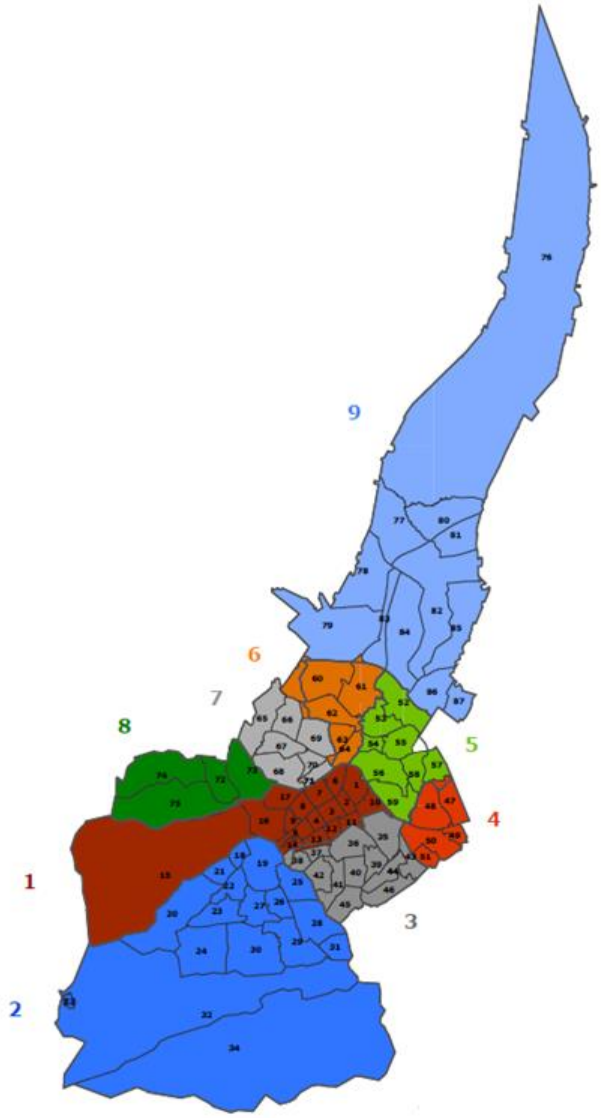
In this study the definition of an immigrant is adopted from Väestöliitto (the Family Federation of Finland in English). They define that an immigrant is a foreign resident who have moved to Finland and has an intention to live in the country for longer time (Miettinen 2016). To estimate the amount of foreigner citizens in Finland, the most extensive criterion is foreign language because a

growing number of foreigners are issued a Finnish citizenship (Salminen 2012, 11).

Turku is located in Southwest Finland, and is the capital of the Province of western Finland. It is also the former capital of Finland (City of Helsinki 2016). The location of Turku is shown in Picture 1.

Picture 1 Finland and its neighboring countries. (Fonecta)

Turku is divided to 87 districts which are categorized into nine bigger areas. These areas are (1) Keskusta, (2) Hirvensalo-Kakskerta, (3) Skanssi-Uittamo, (4) Varissuo-Lauste, (5) Nummi-Halinen, (6) Runosmäki-Raunistula, (7) Länsikeskus, (8) Pansio-Jyrkkälä, and (9) Maaria-Paattinen (Turun kaupunki 2013). The districts of Turku are shown in Picture 2.



Picture 2 Districts of Turku. (Turun kaupunki 2013)

2 A PLACE BRAND AND THE IMPORTANCE OF THE RESIDENTS IN PLACE BRANDING

2.1 Place brand and city branding

Cities are in constant competition with other cities for attracting various customer groups. As a result, more and more cities establish themselves as a brand hoping it to help facing this challenge. (Zenker 2009, 23.) Anholt (2007, 7) points out that the concept of brand is powerful and especially important to cities since it catches so well the idea of their internal identity and their external reputation, i.e. brand image that places need to understand and manage.

A brand refers to a product, service or organization that is merged with its name, identity and reputation (Anholt 2007, 4). De Chernatony & Dall'Olmo Riley (1998, cited in Kavaratzis & Ashworth 2005, 508) propose, based on their examination of 12 perspectives on the definition of a brand, that the brand is a complex construct whereby managers make products or services greater with values. Moreover, this eases the process by which consumers assuredly identify and accredit these values (De Chernatony & Dall'Olmo Riley 1998, cited in Kavaratzis & Ashworth 2005, 508). The boundaries of the brand construct are the firms' activities and the consumers' perceptions, making the brand the interface of these two. Branding is a form of communication and communication is evermore a bidirectional process. It is a process between owners of the brand and the consumers. (Kavaratzis & Ashworth 2005, 508.)

Branding consists of designing, planning and communicating both the name and the identity of the brand enabling to build and manage a brand reputation (Anholt 2007, 4). Moilanen & Rainisto (2009, 25) define place branding as a technique to market favorable associations of a place in a sophisticated form in order to attract businesses and visitors to the location, simultaneously adding the value of the city. The favorable associations are created from the 'soul' of a place, identity and image (Moilanen & Rainisto 2009, 25). So far, the most

common method of place branding is visual elements of branding like the creation of a new logo and a slogan and promotion activities designed around them. However, branding is a set of multiple activities that is the most common method of place branding. (Kavaratzis 2009, 26-27.)

Braun (2008, 36) states that even though city branding seems like a new approach, it has been described as city's image(s) in city marketing literature from the very start. Therefore, place marketing as well as marketing is identified. By Kotler et al. (2002) place marketing refers to designing a place in terms of satisfying the needs of place's target markets. The needs are satisfied when residents and businesses are contented with their community as well as the visitor's and investor's expectations are met. Thus, branding is one aspect of place marketing (Rainisto 2003, 17). To clarify, marketing consists of the activity, various institutions, and processes for establishing creation, communication, delivery and exchange of offers that are important to customers, clients, partners, and society in general (American Marketing Association 2013).

Braun (2013, in URBACT City Logo 2013) defines a place brand as "a network of associations in the consumer's mind based on the visual, verbal, and behavioral expression of a place, which is embodied through aims, communication, values, and the general culture of the place's stakeholders and the overall place design". A place brand is born and a chance of the place consumption among the target customers arises when a place achieves its aim to create favorable brand associations in consumers' minds (Rainisto 2003, 49). Therefore a brand is created in consumers' minds and not in the office of any management group (Moilanen & Rainisto 2009, 6). Knowing core associations consumers relate to a brand as well as likes and dislikes about a brand give confidence for managers to their decision-making process regarding on marketing activities (Keller 2000, 8).

2.2 Brand image

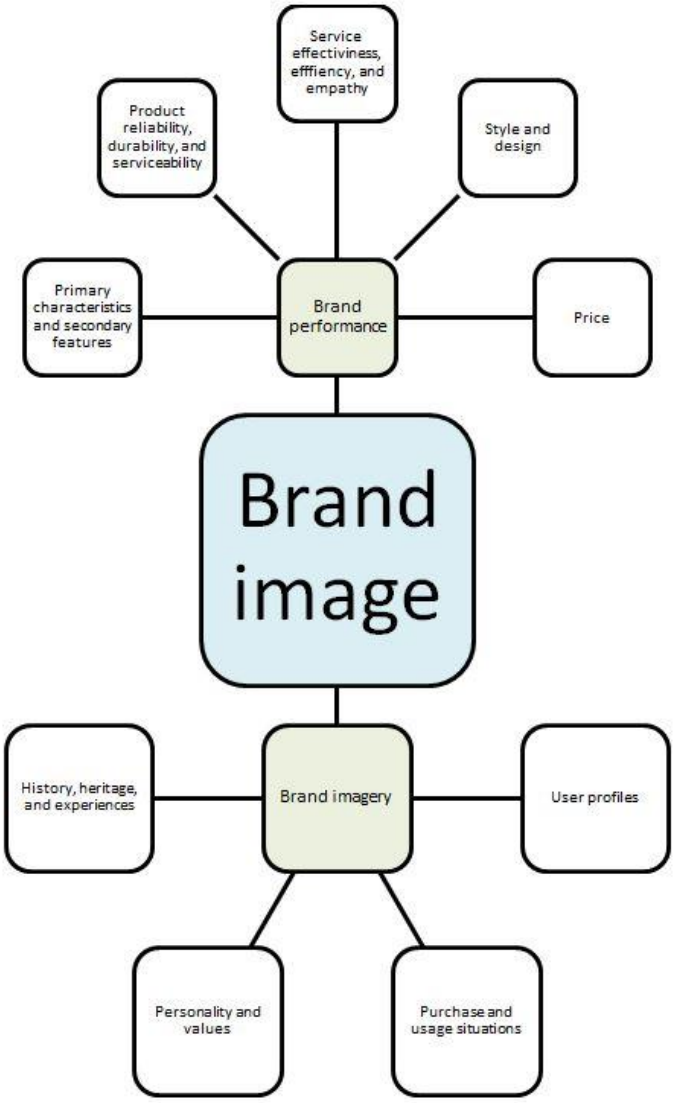
Building a brand image in the customer's mind is a passive phase of the process in place marketing (Moilanen & Rainisto 2009, 13). The brand image is the perception of the brand developed in the receivers' mind (Moilanen & Rainisto 2009, 7; Kapferer 2008, 174; Anholt 2007, 5). It is a combination created by the public from all several brand messages such as brand name, visual elements, advertisements and articles (Kapferer 2008, 174-175), as well as a scale of associations, expectations, memories and other feelings (Anholt 2007, 5). In other words receivers decode a message, extract meaning and interpret signs resulting to a brand image. A brand image is the result and interpretation of brand's meaning, aim and self-image. Thus, a brand image is developed after brand identity is defined. (Kapferer 2008, 174-175.) Brand image indicates how in reality a brand is being experienced by the target customers (Moilanen & Rainisto 2009, 7), and it might or might not match with a brand identity (Anholt 2007, 5). Therefore, a brand image is always ´true´, the real experience of target group (Moilanen & Rainisto 2009, 13). The built brand images vary depending on the customers' previous experiences, opinions, impressions and personal characteristics (Moilanen & Rainisto 2009, 19).

In brief, Keller (1993, 2) states that a brand image is the set of associations attached to the brand that are held in consumers' memory. Therefore, brand associations are the messages kept in memory that are attached to the brand and include the meaning of it for consumers (Keller 1993, 3). The brand associations that make up a brand image are defined next.

One way to categorize brand associations is based on the degree of information they contain. These can be classified into three groups: attributes, benefits, and attitudes (Keller 1993, 3-4). The newer definition of brand meaning or in other words brand image by Keller (2001, 9) is that brand associations are formed in customer's mind by functional, performance-related considerations and by abstract, imagery-related considerations of the brand. Keller (2001, 9-10) categorizes the different types of brand associations into two categories: performance and imagery. Within these two major categories of brand

associations are a set of specific subcategories. As has been noted, the brand associations are shaped either directly from a receiver's own experiences and in contact with the brand, or indirectly through the description of the brand in advertising or by other information sources such as word-of-mouth. Next, the two main types of brand image and the subcategories are described. These are also shown in Table 1.

Table 1 The categories that make a brand image (Keller 2001, 9-12)



2.2.1 Brand performance associations

The first type of brand image involves brand performance (Keller 2001, 10). What consumers experience with a brand, what they hear about a brand from others, and what customers are told about the brand in communication activities, that is the primary influence of the city. The prerequisite of successful marketing is to design and deliver a brand that will fulfill consumer needs and wants. The brand performance relates to as the way in which the brand tries to meet consumers' more functional needs. Hence, brand performance refers to the integral features of the brand, i.e. more tangible aspects of the brand. The foundation of brand performance is constructed out of five important types of attributes and benefits that formulate functionality. These are (1) primary characteristics and secondary features, (2) product reliability, durability, and serviceability, (3) service effectiveness, efficiency, and empathy, (4) style and design, (5) price. Each subcategory of brand performance is explained more in detail.

1. *Primary characteristics and secondary features.* The beliefs customers hold about the levels of operation of the primary characteristics of a product. Moreover, customers might hold beliefs about unique features or secondary elements that complete the primary characteristics.
2. *Product reliability, durability, and serviceability.* Reliability means the consistency of performance in process of time and on every service occasion. Durability means the product's economic life. Serviceability means the facility of servicing what is needed for the product. Hence, the perceptions of product performance are influenced by several factors like rapidity, accuracy and solicitude of the delivery and installation of the product, as well as punctuality, precision and helpfulness of customer service, and time consumed on repair service and the quality of the service.
3. *Service effectiveness, efficiency, and empathy.* Commonly the service interactions customers have with brands create performance-related associations in customer's mind. Service effectiveness means how

completely the service requirements of customers are satisfied by the brand. Service efficiency focuses on the mode of service delivery for example rapidity and responsiveness. Service empathy is all about in which extent service providers are trustable and caring towards the customers as well as thinking about a customer's interests.

4. *Style and design.* These are the associations of aesthetic considerations of the brand like size and shape as well as materials and color that consumers hold in their mind. The performance could also depend on sensory aspects, for example how the brand looks and feels, or maybe even what it smells and sounds like.
5. *Price.* The price refers to the pricing policy of the brand as well as price instability and variability of the brand of which consumers might hold brand associations in their mind. These can influence how consumers categorize the brand's price, for example as low, medium, or high, as well as how consumers perceive the fluctuation of the brand's price.

(Keller 2001, 10-11)

2.2.2 Brand imagery associations

The second type of brand image comprehends brand imagery (Keller 2001, 11). Brand imagery refers to the external features of the brand as well as the ways in which the brand tries to meet the psychological or the social needs of consumers. Brand imagery is the abstract perceptions of the brand instead of what customers think the brand really does. Hence, imagery is the intangible aspects of the brand. Four subcategories of brand imagery are (1) user profiles, (2) purchase and usage situations, (3) personality and values, and (4) history, heritage, and experiences. These are described in more detail, as follows:

1. *User profiles.* These involve associations of the type of person or organization who uses the brand. The imagery of brand users in consumers' memory might be a profile or mental image of actual users or of desired, idealized users. Associations connected to a brand user might be shaped from descriptive demographic factors such as gender, age

and marital status, or abstract psychographic factors like attitudes towards life and social issues. User imagery might also concentrate on broader issues like perceptions of a group. For instance a brand can be seen to be used by several people and therefore the brand could be perceived as “popular”. As city’s users can be seen the target groups of a city, namely residents, visitors, and businesses (Kavaratzis & Ashworth 2005, 512.)

2. *Purchase and usage situations.* These associations refer to conditions of brand purchase and usage. For example associations of brand purchase situation might be based on type of channel, specific store or ease of purchase and associated rewards. Whereas associations of brand usage situation might be formed of when, where and type of activity for which the brand is used.
3. *Personality and values.* Like people, brands might also have personality traits and share same values. Brand personality can be linked up with the more descriptive usage imagery, but moreover it includes much richer, more contextual information. Brand personality can be divided to five dimensions, namely sincerity, excitement, competence, sophistication, and ruggedness. Sincerity means for example down-to-earth, honest, and cheerful. Excitement dimension can be described as being daring, imaginative, and up-to-date. Competence dimension as being reliable, successful, and intelligent. Sophistication dimension by being upper-class and charming, whereas ruggedness can be identified as tough and outdoorsy.
4. *History, heritage, and experiences.* Brands might refer to associations with the past and with specific remarkable events in the brand history. These imagery associations might include personal experiences and events or associations that are connected to past behaviors and experiences of family, friends, or others. On the one hand, these associations might be quite hypersensitive even sometimes convey specific commonalties. On the other hand, these associations might be more public and broad-grounded and thus will be largely shared. In both

> cases, associations linked with history, heritage, and experiences include more certain, concrete examples that surpass the generalizations that formulate the usage imagery.
>
> (Keller 2001, 11-12)

Overall, the brand image is the reputation (of the city) (Anholt 2007, 7). A positive brand image can be an asset that increases the marketing communication effectiveness (Keller 1993, 9). Moreover, a strong positive image can result to robust and unique competitive benefit for a place (Rainisto 2003, 49). A positive brand image is a set of favorable, strong, and unique brand associations (Keller, 2001, 12). Moreover, the brand image of a place can be rich and complex, or simple. Simply, it can be mainly positive or mainly negative, which in most places is a continuously a transition of the two (Anholt 2007, 8.).

2.3 Brand identity

Based on the core values of a place, a place specifies its desired situation, its target identity. This is the active phase of the brand image process in which the brand owner can have influence on the outcome (Moilanen & Rainisto 2009, 19). The vision which comprises of the key belief of the brand and its core values builds the brand identity (Kapferer 2008, 171). In other words, a brand identity is the core meaning of a brand (Anholt 2007, 7). The identity of the brand is defined by the sender aka the owner of the brand (Moilanen & Rainisto 2009, 7; Kapferer 2008, 174) which in this case is the city of Turku. The brand identity signifies how the sender wants the brand to be experienced (Moilanen & Rainisto 2009, 7). Kapferer (2008, 172) concludes that having an identity is all about being your true self, motivated by an individual goal that is both distinct from competitors' and can also resist change. Brand identity specifies what is essential for the brand and what can be adjustable (Kapferer 2008, 172-173).

So, to clearly define a brand identity the following aspects need to be answered:

- Brand's particular vision and aim
- The factors that make it different
- The need(s) the brand fulfills
- Brand's permanent nature
- Brand's value or values
- The field of competence and of legitimacy
- Signs which make the brand recognizable

(Kapferer 2008, 172)

Kapferer (2008, 172, 211) suggests that the above-mentioned questions could form a brand charter also called as an expression guide. Brand charter is a management tool for decentralized decision making which will help the people concerning about the brand to understand in which ways the brand is special, to stimulate creative ideas and moreover to help determine whether or not an action concerns brand territory (Kapferer 2008, 187). Building the identity of the place is the key in place branding (Moilanen & Rainisto 2009, 25).

It is vital for a place to differentiate itself with a unique brand identity in order to be firstly, identified as existing, secondly, comprehended and ranked higher than the competitors in the minds of the target groups, and thirdly, consumed in a manner to meet the place objectives (Kavaratzis & Ashworth 2005, 510). More clearly, in products and services the brand identity can be seen as the logo, slogan, packaging and design. However, the meaning of such as graphic design has less meaning for places than for products and services. (Anholt 2007, 5.)

2.4 The importance of stakeholders and roles of residents in place branding

Hankinson (2004, 110-112) classifies four brand perspectives, namely (a) brands as perceptual entities, (b) brands as communicators, (c) brands as value enhancers, and (d) brands as relationships. The conceptualization of brands as relationships is interpreted as having a personality which makes it possible to

form a relationship with the consumer. Hankinson (2004, 114) refers places as relational network brands which are described in his broader model of a place brand based on the brand perception as relationships. The place brand is illustrated by a core brand and four categories of brand relationships. The core brand signifies a place's identity which is defined by three elements; personality, positioning and reality. The brand relationships are categorized into (1) primary service relationships, (2) brand infrastructure relationships, (3) media relationships, and (4) consumer relationships. Primary services are the services at the core of the brand experience such as retailers, events, leisure activities, or hotels. Central to primary services is producer-consumer relationship and moreover having a positive relationship between these stakeholders. Brand infrastructure includes access services, i.e. transportation, hygiene facilities like car parks and toilets, and brandscape where several services part of the brand take place. The third category of relationships is media relationships which consist of both organic and marketing communication. Organic communication comprises of communication through arts and education. The fourth category of brand relationships is consumer groups which include residents and employees, targeted visitors and management from the top. The attention to all different needs of different stakeholders in consumer relationships is crucial in order to build effective relationships and to prevent brand confusion. Hankinson (2004, 117) highlights that residents and employees are also consumers of a place brand. They are a part of brand reality and therefore they need to nurture the core brand values. To maintain the key features of the core brand the target visitor groups and the majority of the residents should cohere. All in all, the success of a place branding relies on the efficient expansion of the core brand through efficient relationship with all four stakeholder groups. (Hankinson 2004, 110-117.)

According to Braun et al. (2010, 3-4) stakeholder involvement is crucial for place branding. Place marketing and branding are customer-oriented approaches. Part of successful place branding is to integrate all different customers of a place into the branding process, one of which is current residents (Baker & Cameron 2008, 92; Braun et al. 2010, 3).

Baker & Cameron (2008, 79-97) compiled a checklist of 33 individual critical success factors (CSF) in destination marketing for both the development and the evaluation of destination marketing. CSFs are divided into four categories, one of which is stakeholder involvement. It refers to the importance of involving local residents in planning, and the need of improving the communication between residents. (Baker & Cameron 2008, 92-93.)

It is also critical to take current residents into account because they fulfill four different roles in place marketing and branding. Therefore, they can either "make" or "break" the image and the brand of their city. In place marketing and branding residents can be identified as (1) a target group, (2) integrated part of a place brand, (3) ambassadors for their place brand and as (4) citizens. (Braun et al. 2010, 1-8.)

Residents as a target group

All the people that are remarkable for the function of a place are considered as place target markets. Thus, the residents are defined as a target market. Residents are looking for a 'place to live'. A 'place to live' is a nexus of many locations and not just a home. Place marketing and branding can affect residents' decision-making process concerning about the 'place to live' – whether to stay or leave. For place marketers, on the one hand the leaving residents become new residents and targets, and on the other hand the staying residents can be a help for them to keep other current residents. (Braun et al. 2010, 1-13.)

Residents as integrated part of a place brand

Residents can be defined as integrated part of a place brand, since they provide regular income for the city (Braun et al. 2010, 1-13). In addition, according to Freire's (2007, 5) research customers use local people of the city as a relevant factor on evaluating a place brand, to justify brand consumption and to compare and differentiate brands. Resident variable has influence on overall quality of the place brand, and have paramount impact on the brand image.

Therefore understanding of this dimension is crucial to guarantee the success of the place brand.

The local residents are partly manageable and partly unmanageable. For example tourism industry employees' service quality can be managed by an organization, whereas aspects linked to local culture are unmanageable. Furthermore, local people can be a major value element in promotional activities in order to differentiate the place brand from the competition. (Freire 2007, 1-19.)

Residents as ambassadors for their place brand

Messages about the image of the city is communicated through everything that a city is comprised of, everything that happens in the city and is executed by the city. Perceptions of cities are shaped by three types of communication, namely primary, secondary and tertiary. The primary communication is all about a city's actions itself, although the main aim of these actions is not communication. It is separated to four areas of intervention, such as landscape strategies, infrastructure projects, organizational and administrative structure, and city's behavior. Moreover, the most important elements of organizational and administrative category are community development networks, establishment of public-private partnerships, and citizens' participation in the decision making. The second type of communication is the secondary communication which is the formal communication. Graphic design, indoor and outdoor advertising, and use of logo are examples of secondary communication. Finally, tertiary communication means word-of-mouth. It is not controllable type of image communication like the first and the second one. (Kavaratzis 2004, 67-69.) Furthermore, Kavaratzis (2004, 69) highlights that residents are both the most significant target audience of city branding and the most significant marketers of a city. The city is aiming to influence residents by primary and secondary communication to evoke and strengthen tertiary communication. Braun et al. (2010, 1) define residents as ambassadors for their place brand.

Residents as citizens

Braun et al. (2010, 6-7) state that the fourth role of residents is citizens. This role is the most neglected role of residents in place branding. The top-down structure of corporations enables on the one hand, developing and managing the product or corporate brand, and on the other hand, feeding the company's values and the brand promises on employees. In corporations, the employees have the choice whether to acknowledge the brand and work in the company. On the contrary in place branding, firstly local authorities need to account for their actions concerning about the place branding as well as justify and defend these actions against various types of political control given by democratic systems. Secondly, for the place brand to be effectively developed it needs the agreement, endorsement and assistance of its residents.

Another aspect is grass-roots movements of citizens, so-called non-official or counter-branding campaigns in which a group of citizens gather up and demonstrate against official place branding campaigns or policies. The extent of the movements varies. For example, when 'I Amsterdam' brand was introduced a group of citizens replied with an 'I Amsterdamned' counter proposition. In contrast, residents of Budapest developed an association 'I love Budapest' to react to various policies executed by local authorities. Surprisingly, the starter of this movement established a city branding office in Budapest. (Braun et al 2010, 7.)

Braun et al. (2010, 8) also highlight from place marketing practices that the lack of residents involvement in place brand development, and only concentrating on external target groups could result on opposition from the local people. Therefore, in order to create and maintain a more effective and sustainable place brand there is a need for resident consultation and participation in place branding. Moreover, the many-sided roles of the residents in place branding need to be taken into account.

2.5 Place branding compared to corporate branding and product branding

Anholt (2007, 5) argues that nations, regions and cities can't generally be branded or at least not like products, services or companies. Additionally, Kavaratzis & Ashworth (2005, 510) state that places are too complex entities to be handled like products, and that place branding is impossible because places can't be classified as products, governments as producers and producers and users as consumers. However, at the end their contention is that place branding is possible and moreover it is and has been applied to places deliberately or unknowingly for as long as cities have competed with one another for instance about populations and trade. Finally, if places integral and individual characteristics are understood and a unique form of marketing developed which adjusts and exploits these characteristics, they can accept places as brandable products. Kavaratzis (2009, 26-27) states that places around the world are shifting their focus from place marketing towards branding and especially applying product and corporate branding concepts and techniques into place branding. Places can be assumed to have the same characteristics as products such as of identity, personality and differentiation and can therefore be controlled to maximize equity, awareness and value (Kavaratzis & Ashworth 2005, 510), and to have brand images (Anholt 2007, 5).

In addition, Moilanen & Rainisto (2009, 7, 19) state that places are brandable, but the branding differs substantially from product branding. There are several challenges in building a place brand. Some of the challenges are, as follows:

- *Collective character of place marketing*; a place brand is a multidimensional and complex entity, whereas consumer goods are tangible and well-defined entities.
- *Difficulties in controlling*; on the one hand, a place marketer has either little influence or none in the marketing mix and, on the other hand, in some cases various organizations send different messages about the same place. Whereas in a company selling customer goods, the marketing activities are organized and one person has the right to make the final decisions.

- *The customer builds the product*; the end-usage of products and services available in the place, the exact experience of the place and the benefits those will have for the customer are unknown and difficult to be defined.
- *Product's development*; a place product evolves daily, thus the brand identity should be able to react to that by constant change. (see also Kapferer 2008, 173)
- *Changing seasons and a brand*; the actual place brand is affected and transformed by seasonal changes.

(Moilanen & Rainisto 2009, 19-21)

Place brands are, to some extent, similar to corporate umbrella brands, and can utilize the value of the image of a place (Moilanen & Rainisto 2009, 12). Knox & Bickerton (2003, 25) define a corporate brand as the visual, verbal and behavioral articulation of a unique business model of an organization. In corporate branding, instead of branding each product the whole organization is branded. Hence, each product belongs to the corporate brand family, corporate umbrella brand (Moilanen & Rainisto 2009, 25), and thus enjoys its benefits. The corporate brand is linked up to universal values, like trust, social responsibility, sustainability, or quality. To apply corporate branding to places the place brand as the whole entity of the place-products need to be acknowledged, in order to attain cohesion in the messages sent. Furthermore, there are three main techniques places have used for branding themselves, such as 'personality branding', 'flagship construction', and 'events branding'. Different place brands can be developed to different stakeholders, thus making a city an abundance of brands, a brand line alike to a product line. This logic comes from product branding. Moreover, in city marketing approach critical activities are market segmentation, separation and targeting. (Kavaratzis & Ashworth 2005, 512-513.)

In the context of city branding, cities search for assuming a positive image in order to notice the symbolic and economic added value. By means of the city brand's added value, cities hope to reassert the city's position as a residence, destination or business location. (Braun 2008, 36.) Yet, in order to use city

branding as a tool to help on city's position, the needs and preferences of target groups have to be recognized (Zenker 2009, 23).

To discover what customers of a city are searching for in a city can be revealed by focusing on spatial needs and wants of the customers. The customers compare whether their needs and wants meet up with the environment of the location. Braun (2008, 55) state that residents of a city are looking for an attractive living environment. The attractiveness of the living environment is comprised of home and the direct environment, (accessibility of) employment, (accessibility of) education facilities, (accessibility of) leisure facilities, (accessibility of) family and friends, and (accessibility of) other facilities. (Braun 2008, 52-55.)

3 THE BRAND IMAGE OF TURKU PERCEIVED BY THE TARGET GROUP

3.1 Semi-structured interviews for immigrant women

The aim of the qualitative research is to understand the subject or the phenomenon of the study better (Mäntyneva et al. 2003, 69). Qualitative research method is suitable for business economic projects in both public and private companies (Rainisto 2008, 91). One of the qualitative research methods is semi-structured interview (Mäntyneva et al. 2003, 71). The semi-structured data collection method is seen to be the most convenient for this study because it gives an opportunity to ask clarifying questions and explain questions in a different way if needed to be understood (Hirsijärvi & Hurme 2004, 48). Moreover, in the semi-structured interview research topic is divided up into themes but at the same time is open for changes.

There are several strengths associated with qualitative research. Firstly, qualitative research is focused on common actions in their real environment. Therefore, the research gets a strong view of the ‘real life’. Secondly, that the data collection is executed in the occasion itself and not by mail, adds truthfulness of the research. Thirdly, the data is rich and comprehensive which can bring out complexity of the phenomenon. Lastly, the flexibility of the qualitative research increases the trust towards researcher’s abilities of conducting the research. (Rainisto 2008, 92-93.)

In this study, saturation was used as an indicator to define the amount of respondents for the study. Saturation refers to a process where people are interviewed until new interviewees would not add more essential and new information. The researcher is the one who needs to draw the conclusion in which point interviewing new people should be finished and when existing data would be enough to gain notable results. (Hirsijärvi & Hurme 2004, 60.)

In this study the target group was chosen to be narrowed to immigrant population of Turku by sex and year of arrival to Finland in terms of receiving more valuable data as a study when concentrating on a smaller group. Female immigrants were chosen because they could be reached through multicultural operators, such as Daisy Ladies and Opetuskoti Mustikka. The target group was also defined based on the arrival to Finland between the years of 2010-2015 because as current information as possible was wanted, and to be able to connect to former place branding activities.

3.2 The execution of the interviews

The study was executed by interviewing ten (10) female immigrants. Out of which nine interviews were utilized because one of them didn't meet the criteria of the defined target group. Due to reached saturation point at the tenth interview, no more interviews were conducted after that.

The interviews were conducted on 11th and 12th of May 2016. The interviews were recorded with an iPhone 5 recorder. Each interview took an average of 35 minutes. All of the interviews were conducted in the same place. The interview's external factors of the environment such as private and calm space, view from the window, and the weather might have had an effect on answers. This was noticed by some of the respondents mentioning directly for example that 'sun because today is sunny'. The interviews were one-on-one interviews conducted in Finnish. English was planned to be used as supportive language if needed on the interviews. At the end English language was only needed for a few words. The respondents' Finnish skills were ensured by knowing that they participate on Finnish language course on the time interviews were conducted. Respondents possessed different levels of Finnish.

To study the brand image of Turku the questions were constructed from the main brand associations, brand performance and brand imagery, stated by Keller (see chapters 2.2.1 and 2.2.2). In this study the main brand associations were categorized into five themes; (1) factors of Turku, (2) people and companies, (3) presence of Turku, (4) 'being' and appearance, and

(5) opportunities and fulfillment of needs. At the beginning of the interview the background information of the respondents were examined. The types of associations formed from brand performance associations concerning about product reliability, durability and serviceability, and service effectiveness, efficiency and empathy, as well as price and from brand imagery associations of purchase and usage situations were studied under opportunities and fulfillment of needs category, and also by analyzing responses to other categories to see if these associations were mentioned. The wants and need of the residents was defined by using Braun's (2008, 52-55) classification. The interview questions for female immigrants are seen in Appendix 1.

One of the difficulties in conducting a qualitative study is to reach the target group, as Rainisto (2008, 92) has outlined. This was also faced in this study. Inquiring for the interviewees from apposite operators, either the lack of their resources because of being based on volunteer work or their several other received inquiries, didn't give desired outcome. With another approach to consult educational facilities paid off. Moreover target group was encouraged to participate to the study as a way to use Finnish language with an external person.

The nine (9) respondents consisted of six (6) different nationalities; four Russians, one Turkish, a Croatian, a Syrian, a Polish, and an Estonian. None of them had a Finnish citizenship at the time interviews were conducted. The background information of the respondents is shown in Table 2. It can be outlined that majority of the respondents are married as well as majority of them have no children. Moreover, eight (8) out of nine (9) respondents are unemployed.

The female immigrants had arrived to Finland between the years of 2011-2014. The reasons of immigration were one of the followings: marriage with a Finn, family member being a returnee, being a refugee, husband working in Turku, or working as an au-pair and gotten a work placement afterwards. Mainly, the reason of moving to Turku was based on their husbands' work. In the study

when the respondent is wanted to be identified, the highlighted information of the Table 2 is used, for example ‘Turkish, 2014, 8’.

Table 2 Background information of the female immigrants

	Nationality	Year of birth	Marital status	Children	Current work status	Educational background	Year of arrival to Finland	Living in Turku area	Reason(s) of immigration	Reason(s) of moving to Turku
1	Turkish	1988	Married	-	Unemployed	University	2014	8	Marriage	Husband’s work
2	Russian	1969	Divorced	Yes	Unemployed	University	2014	7	Family member being returnee	Residing amily members
3	Croatian	1977	Married	-	Unemployed	University	2013	5	Marriage	Husband’s work
4	Russian	1987	Married	-	Unemployed	University	2013	5	Marriage	Husband’s work
5	Syrian	1991	Single	-	Unemployed	University	2013	3	Being refugee	Placing
6	Russian	1989	Single	-	Employed	University	2013	2	Getting work	Getting work
7	Polish	1975	Married	Yes	Unemployed	Vocational school	2013	2	Husband getting work from Turku	Husband’s work
8	Estonian	1985	Married	Yes	Unemployed	Vocational school	2012	4	Husband works in Turku	Husband works in Turku
9	Russian	1969	Married	Yes	Unemployed	University	2011	4	Family member a returnee	Most beautiful city in Finland and residing friends

It is important to take into account that the interviews were conducted in Finnish and the questions were formed by using as simple and common words and phrases. This was to make sure that the respondents understood the questions and would not find it difficult to answer to the interview. In the study was acknowledged the different levels of Finnish skills and limited vocabulary. Therefore the importance of asking more specifying questions of which was most commonly used the ‘why’ –question to understand better how the respondent defined a word or a topic. For example one respondent described Turku by calm and further question revealed that she meant safe. This is very important when the language used in the interview is not mother tongue for the target group.

The interview questions were phrased as simple as possible and by using as common words and less abstract words. In the study was noticed that for some questions could've been slightly more advanced but then for some a bit easier. If the study have had more resources, firstly, the choice of words would have been good to go through with a teacher who has taught Finnish for foreigners. The teacher's knowledge of commonly difficult Finnish words and easy phrasing would have been a huge benefit for the study. Secondly, if having resources to interview foreigners with their native language by co-operating for example with an interpreter student of spoken languages could enable interviewing foreigners whose Finnish is not well enough and could bring valuable data. In this type of case it would narrow target group based on their native language as well as require close collaboration between the interpreter and executer of a study.

Data analysis of the interviews was done by transcribing the interviews word by word. This method of transcribing was chosen so the answers would be understood clearly and in terms of explicating correctly when translating to English. (Hirsijärvi & Hurme 2004, 135-150.) After the transcription the respondents' answers were divided under the subcategories of the brand performance and the brand imagery category, and the data was break up to themes. The themes were all chosen based the suitability to the specific association category (Hirsijärvi & Hurme 2004, 135-150), for example the user profiles of companies were categorized to different lines of businesses (TE-palvelut) and the brand personality and values associations were divided to sincerity, excitement, competence, sophistication, and ruggedness based on Keller's (2001, 10-12) dimensions.

3.3 The results of the interviews

In the study, it was clarified how the female immigrants define a city. All of the respondents answered that a city is a place where is lot of people or more people compared to countryside. A comparison between a city and smaller places such as countryside and village was evident in the responses.

Moreover a city was referred to include specific features as follows;

- Lot of services (5/9)
- Offers opportunities (4/9)
- Buildings (3/9)

3.3.1 Associations divided to brand performance and brand imagery

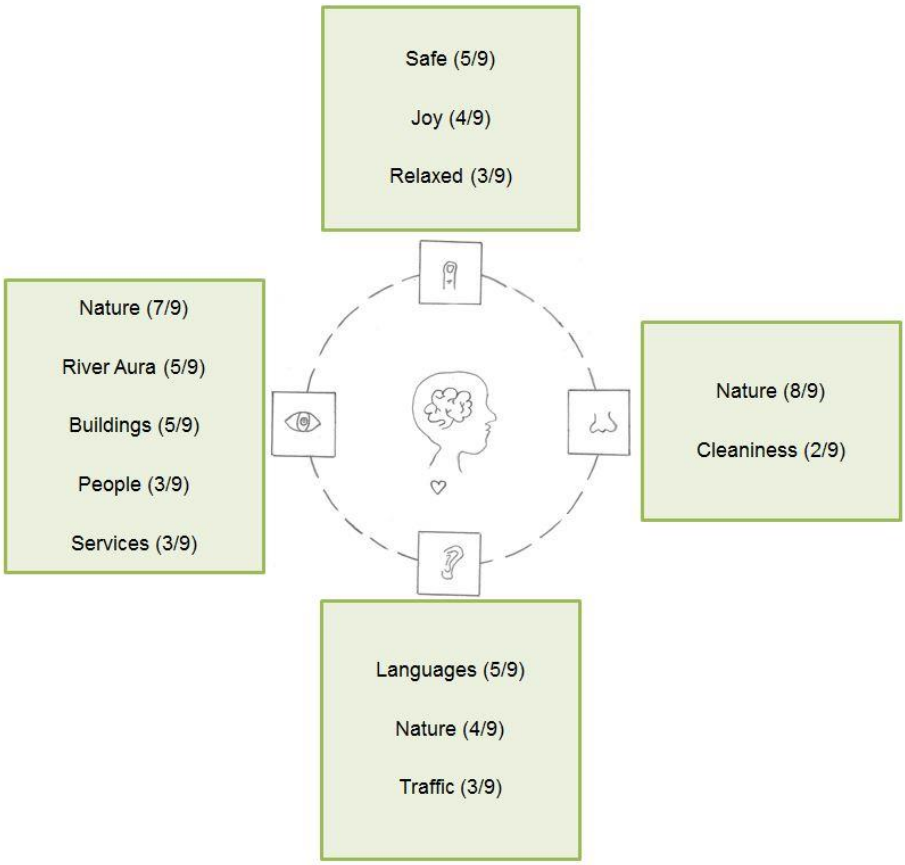
The study succeeded in gathering associations of subcategories of brand performance; primary characteristics and secondary features, and style and design, whereas associations linked to the brand imagery were user profile, personality and values, and history, heritage, and experiences associations. Other subcategories of the main brand association types were unsuccessful to be defined in this study. Therefore, the five subcategories results are given next.

The *primary characteristic and secondary features* of Turku were asked from the respondents. Six (6) out of nine (9) respondents were able to categorize the most important and second important characteristics, as three (3) out of nine (9) respondents stated that all characteristics are important for Turku and therefore can't be classified in hierarchy. The first most important and second most important characteristics are shown in Table 3, and also illustrating the amount of the respondents out of nine (9) respondents. Furthermore, the respondents were asked about unimportant characteristics of Turku. The majority of the respondents (6/9) felt it is either difficult to define unimportant things in Turku or stated that such things don't exist.

Table 3 Associations of Turku's primary characteristics and secondary features

Style and design associations of Turku were studied by telling the respondents to imagine being in Turku, and were asked to answer questions based on their senses. In Table 4 is illustrated the answers. The female immigrants associated nature with their three senses; vision (7/9), hear (4/9), and smell (8/9). Therefore, nature can be said to be a strong association that is connected to Turku. The feel of touch was understood as the feeling they have in inside. The most common sense of feeling was safe by five (5) out of nine (9) respondents.

Table 4 Style and design of Turku as perceived by sensory aspects



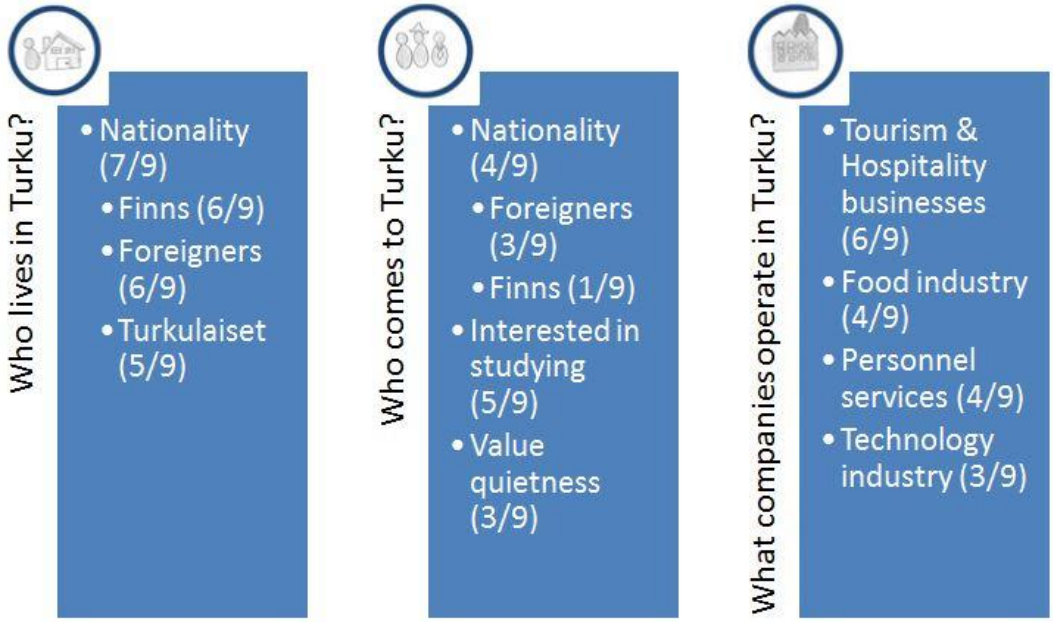
Associations of user profiles were studied by categorizing the users of a city based on Kavaratzis & Ashworth's (2005, 512) definition of the city's target groups; residents, visitors, and businesses. Therefore, the female immigrants were asked who lives, who comes, and what companies operate in Turku to explore how they perceive the users of the Turku. The female immigrants described a person who lives in Turku by descriptive demographic factor, nationality by seven (7) out of nine (9) respondents, so (7/9). Six (6) out of nine (9) female immigrants categorized people living in Turku as Finns, (6/9) as foreigners, and (5/9) more specifically mentioning that those are turkulaiset (people living in Turku in English).

When studying about visitors of Turku, the respondents were asked 'who comes to Turku'. People were described by demographic factor, nationality by (4/9),

and more specifically as foreigners by (3/9) and Finns by (1/9). They were also described based on interest of studying in Turku by (5/9) and valuing quietness by (3/9) respondents.

The female immigrants associated commonly four fields of work concerning companies operating in Turku. These were tourism and hospitality businesses by (6/9), food industry by (4/9), personnel services by (4/9), and technology industry by (3/9) respondents. All these three user profiles as perceived by the respondents are shown in Table 5.

Table 5 Association of user profiles by the female immigrants

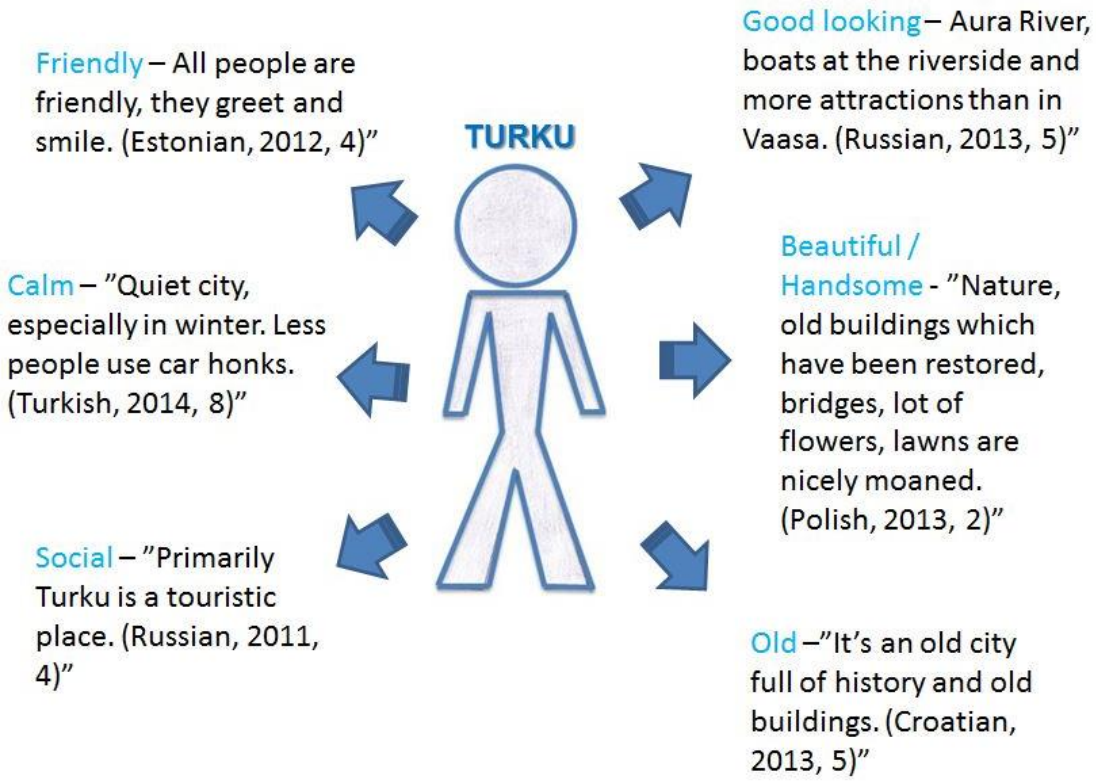


Associations of personality and values perceived by the target group are identified next. The brand imagery associations related to personality and values was studied by telling the target group to imagine that 'the city of Turku is a human' and was asked to describe Turku in five words. In total, Turku was given 32 different characteristics of its personality. The given characteristics were divided to corresponding dimensions of the five brand personality dimension: sincerity, excitement, competence, sophistication, and ruggedness (see chapter 2.2.2. Brand imagery).

The associations regarding to personality and values of Turku, the beauty of Turku was mentioned by eight (8) out of nine (9) respondents by words beautiful, handsome or good looking, as beautiful being the most common. The beauty goes under sophistication category that got total of 12 out of total 32 given characteristics. Eight (8) out of nine (9) respondents mentioned one or more characteristics that go under sincerity dimension and got a total of 19 characteristics out of total 32. The other three dimensions got answers as follows; ruggedness nine (9) out of 32, competence three (3) out of 32, and excitement two (2) out of 32.

Therefore, the female immigrants perceive Turku as sincere and sophisticated. The common characteristics of sincerity were friendly, not busy, calm, easy-going, social, and safe. The characteristics of sophistication were beautiful, and old. Some of these personality associations linked up with Turku are shown in Table 6.

Table 6 Associations of the personality of Turku



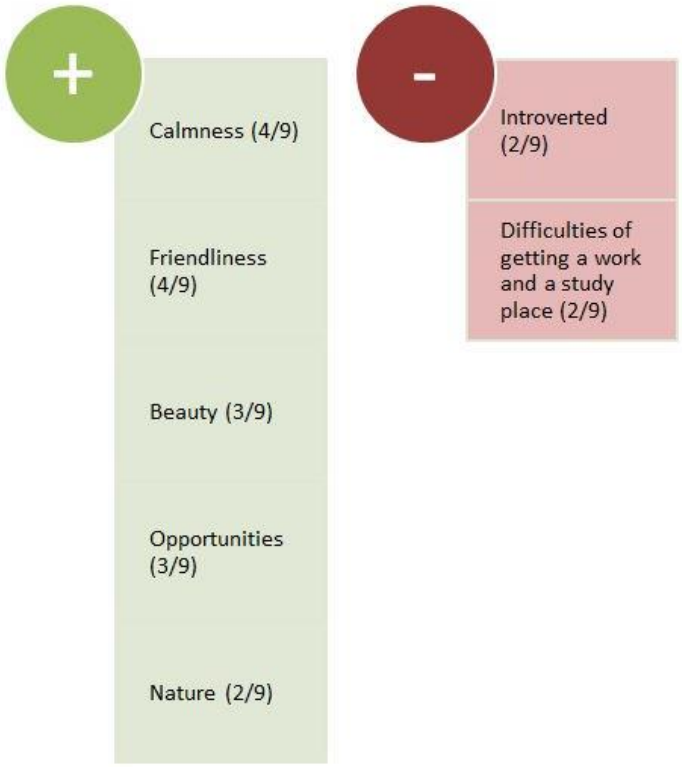
History, heritage, and experiences associations that the female immigrants hold in their memory are few. Brand imagery associations concerning about history, heritage, and experiences was studied by asking the target group what important has happened in Turku's history as well as what important has happened to them in Turku. Six (6) of nine (9) respondents answered that Turku is the former capital of Finland. Both education and religion was also mentioned by three (3) out of nine (9). Two of the respondents didn't possess any link to Turku and its history. Therefore, it can be stated that the connection between Turku and its history perceived by the target group is weak. The experiences that the respondents classify as important happenings in Turku were few. Three (3) out of nine (9) female immigrants attach friends and family members to their important experiences in Turku.

The study also pointed out the complexity of the city brand. For example using senses by describing imagery associations, the respondents stated that it is affected by where they are located in Turku. Therefore, Turku can be seen as a diverse place. Furthermore, the challenge of seasonal changes emerged by respondents when some of them mentioned that it depends on the season and the weather. For example 'Syrian, 2013, 3' said that "Turku is one city during the summer and another city during the winter". Hence, a city brand image is not a straight forward dimension because of the complexity of a city and therefore makes it challenging to study this subject.

3.3.2 The positive and negative perceptions

The respondents were directly asked both positive and negative thoughts they have about Turku. The respondents linked up more positive associations than negative associations to Turku. These are illustrated in Table 7.

Table 7 Positive and negative perceptions of Turku



All in all, the thesis shows that the most common and strongest associations the female immigrants link up with Turku are nature, calmness, friendliness, and beauty of the city, and moreover the opportunities that the city of Turku offers such as educational and employment opportunities. Therefore, based on this study the brand image of Turku perceived by the female immigrants is mainly positive.

4 THE SUGGESTIONS OF MAKING THE CITY OF TURKU MORE FAMILIAR TO THE IMMIGRANTS

The brand image shows how in reality a brand is experienced by the target group revealing the actual meaning of the brand (see for example Moilanen & Rainisto 2009, 7; Anholt 2007, 5; Keller 2000, 8). In Turku's Urban Research for the years of 2009-2012 (Hirvensalo 2009) is stated that through history, trade, technology and bio industry, and international connections a desired brand image of Turku is built. The results of the thesis point out that associations linked up with Turku's history are few and most commonly they attach Turku as the former capital of Finland. To build the desired brand image by using Turku's history as an asset, the target group needs to make more aware of the history of Turku. This would affect the role of the current residents as ambassadors of the city. When, in this case the female immigrants would be aware of the history, they would work as the "marketers" of Turku by tertiary communication, word-of-mouth.

The city of Turku has already taken a step forward in order to make immigrants aware of the culture of Turku, for example about its urban legends, when the cultural exercise routes took place from 23rd to 29th of May 2016. Now Turku offers culture exercise route maps, such as an amazing Turku, a romantic Turku, and a sculpture walk that people can do independently and learn about Turku's history. Moreover, in fall 2016 Turku is creating a map of the routes in plain Finnish language so it would be more suitable for immigrants and easier to them to learn about Turku's history. (Turun kaupunki; Turun kaupunki, cultural exercise routes.) The results of the thesis indicate that the knowledge of Turku's history is weak and that a step to make the immigrants more aware of the history is required and important. Therefore, the thesis gives support for the city of Turku to continue with its current actions and especially on creating the maps for immigrants. It is important to notice that the thesis studied the female immigrants' perceptions meaning that it is only the female immigrants' opinions and can't be stated as all immigrants.

The results of the thesis highlight nature as one of the strongest associations the female immigrants relate to Turku. Most commonly they mentioned nature and calmness associations together, and as being positive associations. To strengthen even more these existing positive associations, immigrants should be informed about all the possibilities that Turku's nature offers. As noted, the information for immigrants needs to be presented as simple as possible. Currently, there is lot of information given in website of the city of Turku concerning to exercises for immigrants in Turku. These are free for children and for adults and families for half price if they have stayed in Finland for less than three years. (Turun kaupunki, liikuntaa maahanmuuttajille.) It is suggested that the city of Turku would make immigrants more aware of the free exercise possibilities in Turku by presenting the locations where such free activities can be done, in particular highlighting places where to enjoy the nature and calmness of Turku. It would be recommendable that these ones are pointed out at the page where the activities for immigrants are mentioned. Such free sports would be outdoor gym devices, geocaching, beaches and walking trails in the forests. This way Turku would also become more familiar to them.

In this thesis, revealing brand associations of the city of Turku by asking the respondents to imagine that Turku is a human and to describe Turku by their own words brought out associations about many topics, for example Turku was described as intelligent because there are many universities in Turku. When studying about a city brand image it would be recommendable to research it based on this single question, about a city's personality. As it is stated that a place brand is a multidimensional and complex entity (Moilanen & Rainisto 2009, 19-21), it might be that by one question would highlight important factors of a city, positive or negative, or both. Moreover, Anholt (2007, 8) state that a brand image of a place can be mainly positive or mainly negative, which in most places is a continuously a transition of the two. Studying a city's personality as perceived by city's inhabitants might point out positive associations which can also be used in marketing of the city.

5 CONCLUSIONS OF THE STUDY

The objectives of the thesis were to describe the female immigrants' perceptions of the city of Turku and moreover highlighting positive and negative associations they connect to Turku. To study the brand image of a city perceived by its residents, the required steps were taken. Firstly, the place branding subject was comprehended to understand what branding a place means and involves. Secondly, the 'building-blocks' of a brand image were defined to construct a total picture of the associations that shape and create a brand image. Thirdly, the importance of inhabitants in place branding was explored to understand how they influence their place brand. Moreover, residents' effects on a place brand were important because it gave the ground to study the brand image as perceived by its residents. Thus, the framework of the theory supported the objectives of the thesis.

The comprehension of the brand image construct was most relevant to this study. The factors from where the brand image is build gave an insight of the associations the target group might attach to Turku and build the brand image from. These brand associations were used for assembling the questions for the semi-structured interview. As a result, from the conducted interviews associations that the target group linked up with Turku were possible to be illustrated and furthermore pointed out the positive and negative associations. Therefore, the interviews answered to the objectives set to the thesis.

The connection between the theory and the semi-structured interviews was successful on the one hand, and unsuccessful on the other. The framework of the theory enabled to form the interview questions to study a brand image. Unfortunately, the theory was partly enough to explore the brand image of a city because it was noticed as a challenging task to connect all the sub-categories of the main brand association types. Moreover, studying a brand image of a city was noticed to be challenging because of the complexity of a city brand. Therefore, the theory of thesis wasn't comprehensive enough to give the needed know-how to study a brand image of a city.

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The interview questions for the female immigrants

Naismaahanmuuttajien haastattelukysymykset

Haastattelulomake
Opinnäytetyö
Noora Nupponen
Turun Ammattikorkeakoulu

Tutkin Turku-imagoa maahanmuuttajanaisten näkökulmasta. Haastattelu on 45 minuuttista yhteen tuntiin. Haastattelu on suomeksi ja apuna käytän englantia.
Nimeäsi ei kerrota opinnäytetyössäni.

Haastateltavan taustatiedot

Mikä on kansalaisuutesi?

Minä vuonna olet syntynyt?

Oletko naimisissa? Oletko naimaton, eronnut tai leski?

Onko sinulla lapsia? Kuinka monta?

Teetkö töitä? Mitä töitä?

Oletko opiskellut? Mitä ja missä?

Milloin muutit Suomeen?

Miksi muutit Suomeen?

Missä asut?

Miksi asut Turussa?

The interview questions for the female immigrants

The interview form
The bachelor thesis
Noora Nupponen
Turku University of Applied Sciences

I study the brand image of Turku perceived by female immigrants. Interview is from 45 minutes to one hour. Interview is in Finnish and English is used as support.
Your name will not be said in the study.

Background information of interviewee

What is your nationality?

Which year were you born?

Are you married? Are you single, divorced or widow?

Do you have children? How many?

Do you work? What work?

Have you studied? What and where?

When did you move to Finland?

Why did you move to Finland?

Where do you live?

Why do you live in Turku?

1. **Turun tekijät**
    a. Mikä on kaupunki?
    b. Turku on kaupunki.
        i. Mitkä ovat tärkeitä asioita Turussa?
        ii. Mitkä ovat toiseksi tärkeitä asioita Turussa?
        iii. Mitkä eivät ole tärkeitä asioita Turussa?

2. **Ihmiset ja yritykset**
    a. Kuka asuu Turussa?
    b. Kuka tulee Turkuun?
    c. Mitkä yritykset tekevät töitä Turussa?

3. **Turun läsnäolo**
    a. Turku. Mitä ajattelet Turusta?
        i. positiivinen
        ii. negatiivinen
    b. Mitä tärkeää on tapahtunut
        i. Turun historiassa?
        ii. sinulle Turussa?

4. **Turun ‘olemus’ ja ulkonäkö**
    a. Turku on ihminen. Kerro Turusta viidellä sanalla.
    b. Olet Turussa. Mitä haistat? Mitä näet? Mitä kuulet? Mitä tunnet?

1. **The factors of Turku**
    a. What is a city?
    b. Turku is a city.
        i. What are important points in Turku?
        ii. What are second important points in Turku?
        iii. What are not important points in Turku?

2. **People and companies**
    a. Who lives in Turku?
    b. Who comes to Turku?
    c. Which companies work in Turku?

3. **Presence of Turku**
    a. Turku. What do you think about Turku?
        i. positive
        ii. negative
    b. What important has happened
        i. in Turku’s history?
        ii. to you in Turku?

4. **‘Being’ of Turku and appearance**
    a. Turku is a human. Tell about Turku in five words.
    b. You are in Turku. What do you smell? What do you see? What do you hear? What do you feel?

5. **Mahdollisuudet ja tarpeiden täyttyminen**
    a. Voiko Turussa asua? Miksi? Miksi ei?
    b. Voiko Turussa tehdä töitä? Miksi? Miksi ei?
    c. Voiko Turussa opiskella? Miksi? Miksi ei?
    d. Voiko Turussa tehdä vapaa-ajan aktiviteetteja? Miksi? Miksi ei?
    e. Voiko Turussa tuntea olevan osa yhteisyyttä? Miksi? Miksi ei?
    f. Oletko tyytyväinen Turkuun? Miksi? Miksi ei?

5. **Possibilities and fulfillment of needs**
    a. Can a person live in Turku? Why? Why not?
    b. Can a person work in Turku? Why? Why not?
    c. Can a person study in Turku? Why? Why not?
    d. Can a person do leisure activities in Turku? Why? Why not?
    e. Can a person feel part of the Turku community? Why? Why not?
    f. Are you satisfied with Turku Why? Why not?