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A study of place attachment

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A Study of Place Attachment

Masters by Research (Marketing)

Sarah Elizabeth Jelley

3459792

Thesis Certification

I, Sarah E. Jelley, declare that this thesis, submitted in partial fulfilment of the requirements for the award of Masters by Research, in the School of Management and Marketing, University of Wollongong, is wholly my own work unless otherwise referenced or acknowledged. The document has not been submitted for qualifications at any other academic institution.

Sarah E. Jelley

31st March, 2013

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Abstract

Improvements in technology, transport and communication have given people choice on where to live and conduct business. Today, place managers have the ability and the opportunity to design and implement activities to attract and/or retain residents in a particular place. Place marketing literature has given limited consideration to place attachment and whether it can play a role in the process of attracting and retaining residents to a place. Place attachment is the bond between people and their place. Place scale in this study includes **house** (single family home or apartment), **suburb** (spatially limited area from a block to a section of the city) and **city** (mix of housing, demographics). Following a review of place attachment studies, place attachment was measured relative to its **physical** (form and space) and **social** (emotional) dimensions and applied to the scale of house, suburb and city. Seven hypotheses were tested based on attachment and *gender, age, income, length of residency, suburb of residency, property ownership and living situation*. The chi-square statistic was significant for five of the seven hypotheses. This research shows that place attachment is not a unitary concept. The variables tested show differences in the relationship with place attachment and also between the place scales of house, suburb and city. The findings show that place marketers need to understand the types of attachment that is important to different residents if successful resident attraction/retention strategies are to occur. The questionnaire developed in this thesis can effectively measure place attachment and aid more informed decisions for the betterment of places.

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Dedication

To my family, for putting up with me through it all.

Chapter 1: Introduction

1.1 Orientation

The purpose of this thesis is to gain an understanding of, and measure, place attachment in the field of place marketing. A challenge for places is to both attract and retain residents, in particular those who can contribute to the well-being of a place. It is worthwhile to determine if place attachment has a role to play in this process. This thesis makes a contribution to the role of place attachment in place marketing. To commence this task, this chapter defines key concepts and ideas of importance to this thesis.

1.2 Defining Place

Several place attachment authors, such as Klatenborn (1997), Knez (2005) and Lewicka (2010) have described the concept of 'place' to include the three key dimensions of physical (form and space), functional (activities) and psychological (emotion/cognition). Physical place, or location includes the "spatial distribution of social and economic activities" (Klatenborn 1997, p176). Functional place is the setting for everyday routines and interactions while psychological place is the sense of identification with a place emotionally (Klatenborn 1997). Most definitions of place identify with the idea that place is inevitably linked with human experiences and cannot exist without human meaning (Brandenburg & Carroll 1995, cited in

Klatenborn 1997, p176). Place as a concept is defined as “repositories and contexts within which interpersonal, community, and cultural relationships occur, and it is to those social relationships, not just *place qua place*, to which people are attached” (Altman and Low 1992, p7).

Lewicka (2010) identifies three dimensions of place:

- The home, (apartment/house/dwelling),
- The neighbourhood, and
- The district/city.

The home level relates to the single family house or the apartment in a multifamily building. A neighbourhood, or spatially limited area can range from a small block to a section of a city, whilst a city usually contains a mix of housing, demographics and history (Lewicka 2010). “Smaller places are incorporated within larger ones ... home apartments are parts of buildings which are part of neighbourhoods which are parts of cities which are parts of country regions, countries, continents ...” (Lewicka 2010, p5). These three dimensions of place should be kept in mind by the reader as they are relevant to this study.

Technology and transport have impacted the level of access residents have places, and as such, may influence individuals’ varying levels of attachment to the dimensions of

place referred to above. “Modernity, globalization, fast speed and virtualization of everyday life should destroy places and undermine people’s meaningful relations with them” (Lewicka 2010, p3). Research shows however, that despite increased mobility, globalisation, and perhaps even homogeneity of places, attachment to places continues to be strong (Lewicka 2010). Before further discussing place attachment, the concept of **attachment** is introduced.

1.3 Attachment

Attachment is “affection that binds one to another person or to a thing” (Bernard 2003 p53). As well as its use in everyday language, attachment has more specific meanings in various disciplines of study. Some of these meanings and applications are now discussed.

In developing attachment theory, Bowlby (1984, p371) distinguishes between attachment and attachment behaviours. He describes attachment as the instance when someone is “strongly disposed to seek proximity to and contact with a specific figure and to do so in certain situations”. Bowlby (1984, p371) explains that attachment behaviours are “the various forms of behaviour that [a child] commonly engages in to attain and/or maintain proximity”. Importantly, he argues that attachment has episodic appearances, that is, the attachment behaviours are not continual and vary over time.

Other authors, such as Ainsworth (1985), Leckman et al. (2005) and Sable (2007) have extended Bowlby's work to incorporate the use of the term 'bond'. "Attachments embellish bonds and refer to a complex developmental process between human beings that is dependent on learning and memory-based specific histories of emotionally charged interactions, including caretaking, care receiving, communication, negotiation of affection, protection, and commitment, and the creation of metacognitive domains" (Leckman, Carter et al. 2005, p302). In Leckman et al.'s study, 'bond', refers to behaviours between parents and infants (Leckman, Carter et al. 2005).

Despite the many definitions and reflections on attachment found in the literature, the meaning of *what attachment actually is* still remains unclear. Much of the research centres on attachment theory. "Attachment theory focuses on an internal organisation, [while] social interaction theory focuses on the importance of learned responses that are maintained by environmental contingencies" (Fagot 1997, p489). Further discussion is provided in the next chapters about the meaning and measurement of attachment.

There have been two major approaches to measuring attachment. The first, developed in Ainsworth's study (1978) is known as the 'strange situation' approach. To demonstrate, this "emphasizes reunion behaviours when the attachment system has been stressed by separations from the mother and the presence of unfamiliar adults"

(Seifer, Schiller et al. 1996, p15). The second approach is a home-based measure which “examines a broader complex of behaviours over a longer time frame, with an emphasis on the balance of proximity and exploratory behaviours (i.e., secure-base functioning) (Seifer, Schiller et al. 1996). This study treats attachment as a *collection of behaviours*, which is displayed by both children and adults in various aspects of their lives.

There are ways where attachment differs between adults and children. Weiss (1982) identified three major differences. The first is that “adult attachments are reciprocal and formed between peers, whereas parent-child attachments are unbalanced in terms of care giving and care-receiving” (Trinke and Bartholomew 1997, p604-605). The second difference is for adults, other behaviour systems can overwhelm attachment more than would be the case during infancy and childhood. “Adults can survive longer separations from their attachment figures and suppress overt attachment behaviours to a greater extent” (Trinke and Bartholomew 1997, p605). This characteristic is important and should be kept in mind when reading this study. There can be ‘other forces at play’ at times during an adult’s life when attachment may vary in importance. This fact makes accurate measurement of adult attachment more difficult. For example, a person may sacrifice attachment in favour of moving to another location for career advancement. Conversely however, it may be that persons with high levels of attachment may not be as readily prepared to make such a

decision. Finally, adult attachments are often directed towards a sexual partner, something that differs from a healthy adult-child bond. The next section extends the discussion of attachment from an individual perspective to that with (and within) organisations. This is followed by a section dealing with attachment to places.

1.4 Organisational Attachment

For organisations, attachment can relate to employees and the level of commitment they show to the organisation. Mowday, Steers & Porter (1979) define organisational commitment in terms of the employees' behaviour and/or attitude. With this in mind, Mowday et al. (1979) developed a measure of employee commitment to work organisations. The instrument developed for their study is the *Organisation Commitment Questionnaire* (OCQ). This instrument used 15 items corresponding with the definitions of employee's behaviour and attitude in order to measure the strength of the identification the individual has with the organisation. Items were measured on a 7 point scale, which contained positive and negative statements such as “*I feel very little loyalty to this organisation*”; “*I find that my values and the organization's values are very similar*”; “*I really care about the fate of this organisation*” (Mowday et al. 1979, p228). The questionnaire was distributed to 2563 employees. The results revealed correlations between *organisational attachment* and *organisational commitment*. Furthermore, the relationship between *commitment* and *levels of turnover, absenteeism, tenure* and *performance* were confirmed.

When comparing employee attachment and satisfaction, Koch and Steers (1978) found that some dissatisfied employees remain in their jobs as some level of attachment may exist to the employer or fellow colleagues. However, if employees are not satisfied they are most likely not going to be good ambassadors for the organisation (Cheng-Ping 2006).

1.5 Place Attachment

Being similar to organisational attachment, place attachment is “an affective bond or link between people and specific places” (Hidalgo and Hernandez 2001, p274). A number of definitions of place attachment are contained within literature. These are provided in Table 1.1. An assessment of these definitions suggests there is some consensus as to what is meant by place attachment. Each definition mentions the bond or link between people and the place.

Table 1.1: Definitions of place attachment

Author	Definition
Shumaker & Taylor (1983)	“A positive affective bond or association between the individuals and their residential environment”
Hummon (1992)	“Emotional involvement with places”
Low (1992)	“An individual’s cognitive or emotional connection to a particular setting or milieu”
Twigger-Ross & Uzzell (1996)	“Affective bond or link between people and specific places”
Klatenborn (1997)	“Complex affective bonding with physical environments”
Kyle, Graefe, Manning & Bacon (2003)	“the extent to which an individual values or identifies with a particular environmental setting”
Hernandez, Hidalgo & Salazar-Laplace (2007)	“The affective link that people establish with specific settings, where they tend to remain and where they feel comfortable and safe”
Florek (2010)	“Affective links that individuals establish with places”
Morgan (2010)	“Experience of a long term affective bond to a particular geographic area and the meaning attributed to that bond”
Scannell & Gifford (2010)	“The bonding that occurs between individuals and their meaningful environments”

Whilst attachment has been studied in other contexts, such as organisational attachment, only limited place marketing literature has drawn on the idea there could be a relationship between attracting and retaining residents and the level of place attachment. Interestingly, place marketing activities encourage people to *visit*, *live* or *invest* in a particular place, while place attachment looks at the factors that influence *why* people may or may not live in a place. Place marketing is explained in the following section.

1.6 Place Marketing

Place marketing is the “activities designed to encourage people to locate in or visit a particular city, region or physical place” (Harris 2009, p189). [Harris does not include investment in his definition although considered to be an important role of place marketing]. Due to vast improvements in technology, transport and communication, people and indeed organisations have more choices on where to live and conduct business (Gardyn 2002). The objective of place marketing is to “increase the level of satisfaction and happiness of residents” (Florek 2010, p346). Florek (2010) states that “city managers must: first, precisely identify the particular groups of residents as their number, structure and characteristics may vary from city to city; secondly, design relevant programmes and tools to clearly communicate to them; thirdly, monitor the changes in both psychological attachment and behavioural consistency” (p352). This study sought to make a contribution to this objective although not as much as measuring satisfaction and happiness but through the distinct but related concept of attachment.

In 1993, Kotler, Haidar & Rain pointed out that there is now more competition between places than ever before and there would be few, if any, who would not argue that this trend has accelerated. For places there are winners and losers. Kotler et al. describe the problem of some places ‘dying’ and suggests that these places “lack the resources on which to launch a recovery” (1993 p3). Other places may have potential

for revival, whilst others may have ‘boom and bust’ characteristics, moving in cycles of upward and downward growth. Taking a marketing perspective, Kotler et al. (1993) identify the markets for places as being focused on attracting segments of place markets from external sources (other places). The focus is on *investors, exporters, manufacturers, corporate headquarters, new residents* and *tourists*. Despite their coverage of place markets, they do not comment on the function of place marketing regarding the retention of members of existing markets, such as residents and organisations. Similar to mainstream marketing literature, customer retention is an important function of marketing, as there are benefits of nurturing long-term relationships with some customers (Lowenstein 1995). Retention is rarely mentioned in place marketing literature.

Florek (2010) suggests that those in charge of places need to understand residents’ attachments in order to take advantage of them. Specifically, “those with high levels of attachment need to be convinced not to reduce it” and “those with low or no level of attachment have to be convinced to strengthen it or create it” (Florek 2010, p352). As is explained further on, this thesis will make a contribution in this regard, as not only will it examine measuring attachment according to different dimensions, but also, the study will demonstrate the existence of groups (segments) who have differing levels (and types) of attachment.

Perhaps being similar to employees in a company, and organisational attachment, if place managers want to retain residents, it would be useful to understand and measure their levels of attachment. Harvesting positive relationships between residents and their place could lead to actions and behaviours that benefit the place (Florek 2010). As explained in the next chapter, place attachment has been studied in other disciplines but has limited application in the context of place marketing. This chapter has provided an introduction to this research, its orientation in place marketing as well as its importance.

Table 1.2 provides an overview of the structure of this thesis.

Table 1.2: Thesis structure

Chapter	Objectives
1. Introduction	An introduction to the topic, discussing the various areas of attachment and background issues.
2. Literature Review	Literature from various disciplines of environmental psychology and geography.
3. Measures of Place Attachment	A review of the measures of attachment is undertaken to identify and defend the approach to measuring place attachment is the most appropriate for this study.
4. Methodology	A survey methodology has been selected and explained and detailed. Additionally, the questionnaire and associated issues are addressed.
5. Findings	Seven hypotheses were tested using SPSS, identifying which variables played a part in the management of place attachment.
6. Discussion	The findings are discussed with reference to practical implications for place marketers in their efforts to attract and retain residents.
7. Conclusion	Concluding remarks are made with regard to the findings, the overall contribution of the study, its limitations and opportunities for further research.

Chapter 2: Literature Review

A number of studies have been undertaken investigating place attachment, more so in *environmental psychology* (Lalli 1992; Guiliani and Feldman 1993; Hidalgo and Hernandez 2001; Morgan 2009; Scannell and Gifford 2010), and *geography* (Klatenborn 1997; Spencer 2005; Brown and Raymond 2007) rather than *marketing*. As will be explained in the next section, these studies use place attachment in varying ways.

2.1 Environmental Psychology

The Journal of Environmental Psychology has published a range of papers dealing with place attachment, from theory development (Hidalgo and Hernandez 2001; Morgan 2009) to attachment to places which experience natural disasters (Mishra, Mazumdar et al. 2010). These are explained in the next paragraphs.

Hidalgo & Hernandez (2001) set out to measure place attachment in the Spanish province, Santa Cruz de Tenerife. Their study began by introducing and discussing definitions of place attachment, and concluded with their own definition being: “an affective bond or link between people and specific places” (p274). A questionnaire was designed for quantitative data analysis, which yielded 177 respondents. It measured place attachment across three spatial ranges (*house, neighbourhood* and

city) and two dimensions (*physical* and *social*). These spatial dimensions were used by Lewicka (2010) as discussed in Chapter 1. Hidalgo & Hernandez's place attachment scale, Table 2.1, shows the statements given to respondents to the questionnaire, where "replies ranged from 1 (nothing) to 4 (a lot)" (Hidalgo and Hernandez 2001, p276). They found the strongest level of physical attachment to be the city whilst the strongest social attachment was the house. Their findings suggested that attachment increased with age. It also varied with the gender of the individual but was not influenced by social class. For the research proposed in this thesis, the study by Hidalgo & Hernandez (2001) provides a solid foundation, supplying an explanation of the theory, a methodology, possible attributes and a system of measurement.

Table 2.1: Place attachment scale
Source: Hidalgo & Hernandez (2001)

Attachment	Statement
General attachment to house	"I would be sorry to move out of my house, without the people I live with"
Social attachment to house	"I would be sorry if the people I lived with moved out without me"
Physical attachment to house	"I would be sorry if I and the people I lived with moved out"
General attachment to neighbourhood	"I would be sorry to move out of my neighbourhood, without the people who live there"
Social attachment to neighbourhood	"I would be sorry if the people who I appreciated in the neighbourhood moved out"
Physical attachment to neighbourhood	"I would be sorry if I and the people who I appreciated in the neighbourhood moved out"
General attachment to city	"I would be sorry to move out of my city, without the people who live there"
Social attachment to city	"I would be sorry if the people who I appreciate in the city moved out"
Physical attachment to city	"I would be sorry if I and the people who I appreciate in the city moved out"

Scannell & Gifford (2010) agreed there are two dimensions of place, the *physical* and the *social*. In their study, Scannell & Gifford (2010) created a tripartite model adding

‘personal attributes’ and ‘processes’ to the concept of place attachment. This is shown in Figure 2.1.

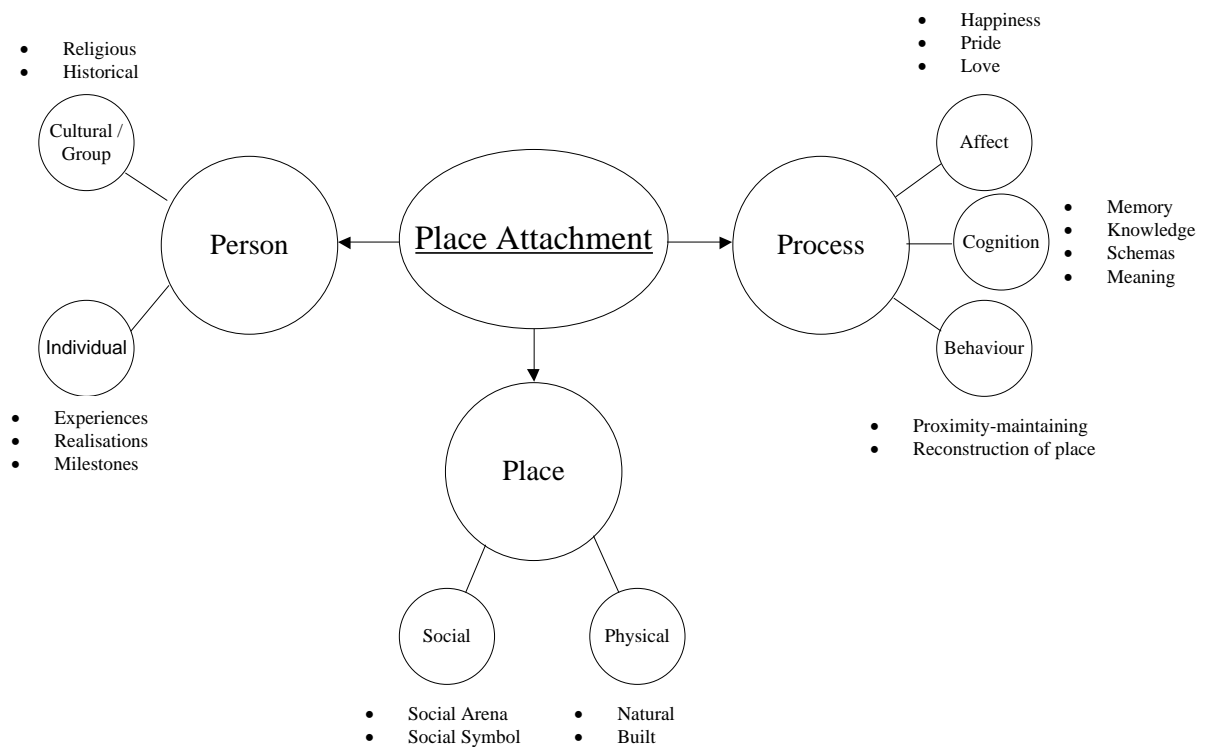


Figure 2.1: The tripartite model of place attachment
Source: Scannell & Gifford (2010)

The ‘person’ dimension includes both individual and group factors, and attempts to uncover, “who is attached? To what extent is the attachment based on individually and collectively held meanings?” (Scannell and Gifford 2010, p2). Within the ‘person’ factors are items such as religion, history, experience, realisations and milestones. The psychological process is concerned with “how are affect, cognition, and behaviour manifested in the attachment” (Scannell and Gifford 2010, p2). It also

includes the way individuals relate to place and the nature of the interactions that occur in the environments. Affect comprises the emotional bond described by Hidalgo & Hernandez (2001) and is influenced by happiness, pride and love. Cognitive elements such as memory, knowledge, schemas and meaning are also said to impact the process function, ultimately influences place attachment. This function also exists at a behavioural level, where attachment is influenced by proximity (to place) or reconstruction of place (on relocation). Finally, both on a social and physical level, the 'place dimension' of place attachment is said to be of importance. "What is the attachment to, and what is the nature of, this place" (Scannell and Gifford 2010, p2). Similar to Hidalgo & Hernandez (2001), Scannell & Gifford (2010) have identified place to include social and physical dimensions. Most research to date has focused on the social aspect of place "people are attached to places that facilitate social relationships and group identity" (Scannell and Gifford 2010, p4). Physical attachment however can include natural and built elements of the individual's environment. Essentially, their study develops a framework for studying place attachment and can be used in theoretical and practical ways. The authors have also suggested that all levels of place attachment should not necessarily be used for every study (Scannell and Gifford 2010).

Other authors, contributing to place attachment literature such as Morgan (2010) suggest that place attachment applies to developmental theory. For example,

childhood development and long term emotional bonds can be affected by the level of attachment a child feels towards his or her hometown during their developmental years. His approach was guided by Bowlby's attachment theory (1984) and sought to integrate place and attachment theory.

In their study in rural India, Mishra et al. (2010) found that place attachment influenced flood preparedness. The findings showed that people with economic place attachment tend to prepare more for floods in the rural Indian region studied compared to those with religious place attachment. These findings give credence to the existence of varying types of attachment. An alternative view however would be to take a more rigid definition and argue that attachment varies across segments such as those based on religion, employment and income.

Positioned in environmental psychology Hidalgo et al. (2010) researched the role of place attachment in environmental protection. Their study analysed "the relationship of place identity, place attachment and environmental attitudes to the personal and social norms that explain the likelihood of illegal behaviours against the environment" (p281). The findings were consistent with the idea that place attachment does influence environmental attitudes and social norms.

2.2 Geography

Place attachment is also of interest to geographers. Brown & Raymond (2007) study the relationship between place attachment and landscape values whilst Spencer (2005) argues that “in ‘doing geography’ with the child ... one is in a humble way facilitating the child’s very personal development of self-identity which will shape much of their lives, their values, sense of belonging and self-worth” (p305).

Klatenborn (1997) approached the concept by studying recreation home owners in Southern Norway. The results found that “place attachment can be conceptualised on a general level while still containing sub-dimensions related to the place, the recreational home, and the long-term connections to the area” (p175).

To summarise, place attachment has been identified in various areas within the literature. Within environmental psychology and geography, place attachment has been both theorised and measured. The authors of such works provide useful background information for this study and to identify knowledge gaps which are in need of attention.

2.3 Overview of Place Attachment

This chapter has identified the multidisciplinary interest in place attachment. This has been shown in the discussion in Chapter 1 and presented in Table 1.1. The previous

sections have identified studies which have been undertaken by researchers within these disciplines. In Section 1.5, definitions of place attachment were provided and despite differences in wording each has in common the bond or link between people and the place. Despite the cross disciplinary interest in place attachment over past decades and the more immediate interest in place marketing and place branding, place attachment has received only scant interest from place marketers. In mainstream marketing, concepts including *attachment*, *loyalty* and even *love* are used to identify and measure marketing outcomes, that is, the strength of a relationship between a product and a customer. Similarly, if places are to be successfully marketed, one challenge is surely to attract and retain residents. It is the application and measurement of attachment to places that is put forward as an essential foundation of any framework used to successfully market a place. This is the claim upon which this thesis is based.

2.4 Knowledge Gaps

This research contributes to the knowledge of place attachment in the context of place marketing. From both theoretical and practitioner viewpoints, it is proposed the place attachment of residents may be profiled according to segments including *postcode*, *occupation*, *age* and *length of residence*. Practical recommendations could be made such as identifying *low attachment segments*. These low attachment segments may be in need of corrective/supportive actions if their advocacy and ongoing residency is

considered important to the future of place. Further studies may also be possible to investigate ‘why’ the *high attachment segments* possess this characteristic. In particular, measuring place attachment needs more attention in place marketing. This is discussed in the next chapter.

Chapter 3: Measuring Place Attachment

Despite the growing interest and importance of place attachment, there is still a great deal of uncertainty as to how to accurately measure this construct. The purpose of this chapter is to discuss this issue and identify which approach is the most appropriate for this study.

Table 3.1 outlines approaches researchers have taken to measure place attachment. Whilst a majority of the studies are from environmental psychology (Hidalgo and Hernandez 2001; Knez 2005; Mishra, Mazumdar et al. 2010; Raymond, Brown et al. 2010), others are from geography, tourism and leisure studies.

Most of the approaches used questionnaires containing items measured by way of Likert scales. The number of items ranged from nine (Hidalgo and Hernandez 2001; Stedman 2006) to thirty seven (Williams and Roggenbuck 1990). Individual item examples are given in the final column of Table 3.1, with a complete list provided in Appendix 1. It is important to note that not all of these studies focused solely on place attachment. Some also measured other concepts such as religion, economic factors and recreational and other behaviours.

Table 3.1: Place attachment measurement approaches

Author(s) & Year	Field of Study	Approach	Item Example(s)
Williams & Roggenbuck (1990)	Leisure Research	37 items on both resource dependence and resource identity; 5 point Likert scale ('Strongly agree' to 'Strongly disagree')	"I identify strongly with this place", "I feel no commitment to this place", "The time I spent here I could have just as easily been spent somewhere else"
Klatenborn (1997)	Leisure Sciences	Two instruments developed. Place Attachment Scale (measures strength of attachment to recreation home sites) and Place Attribute Scale (measures importance of place attributes for attachment); Place Attachment Scale contained 21 items rated on a 7 point Likert scale ('Completely agree' to 'Completely disagree'); Place Attribute scale included the importance of the natural environment, culture context and social life, measured on a 7 point Likert scale ('Very important' to 'Not important at all')	"This is my favourite place in my time off", "This area means a lot to me", "I get more job out of doing the things I do at the cabin, than doing the same things any-where else", "Much of my life centers on this area", "I have good childhood memories from this area", "I can attach this area to other aspects of my life"
Hidalgo & Hernandez (2001)	Environmental Psychology	Two dimensions (physical and social), three spatial ranges (house, neighbourhood, city), 9 statements rated from one to four ('Nothing' to 'A Lot'), also included general attachment to the spatial ranges	"I would be sorry to move out of my house, without the people I live with", "I would be sorry if the people who I appreciated in the neighbourhood moved out"
Klatenborn & Bjerke (2002)	Landscape Research / Geography	Telephone recruited respondents; measured landscape preferences by rating a series of 24 colour photographs then place attachment measured on a 10-item scale measuring the strength of attachment; Place attachment scale reflected identity, involvement, dependence and satisfaction; Photographs rated on a 7 point scale ('Do not like at all' to 'Like very much');	"This area feels like a part of me", "I identify strongly with this area", "I enjoy living here more than I would other places in this country", "It's important to me how this area develops"
Knez (2005)	Environmental Psychology	About "places, climate and weather"; 10 self-report items; Measured 5 identity processes (Place-related distinctiveness, place-referent continuity, place-congruent continuity, place-related self-esteem, place-related self-efficacy; 5 point Likert scale ('Strongly agree' to 'Strongly disagree')	"I feel like a "city" person", "This part of the town reminds me of the environment of my childhood", "I want to live in a place with the same climate as here", "I am proud to live in this part of the town", "Everything I need in my everyday life is here"

(Continued)

Author(s) & Year	Field of Study	Approach	Item Example(s)
Gross & Brown (2006)	Tourism	Multi-item scale measuring Section A (consumer involvement construct of attraction, centrality, self-expression) and Section B Place attachment (place identity and place dependence); 5 point Likert scale ('Strongly agree' to 'Strongly disagree')	"I get more satisfaction out of visiting the () region than another other place", "I identify strongly with the () region", "I have a strong connection with people who visit the () region"
Stedman (2006)	Behavioural Science / Geography	Residents described residence patterns, years of property ownership, first encounter with the area, recreational and other behaviours, social networks, meanings attributed to area and level of attachment; Social network participation measured by 4 item scale; 9 place attachment items measured on 5 point Likert scale ('Strongly agree to Strongly disagree')	"I feel that I can really be myself there", "I feel happiest when I am there", "For the things I enjoy most, no other place can compare", "As far as I am concerned, there are better places to be"
Brown & Raymond (2007)	Geography	Part 1: 15 attachment statements taken from previous studies; measured place identity, place dependence and other areas; 5 point Likert scale ('Strongly agree' to 'Strongly disagree')	"I feel the Otways are a part of me", "No other place can compare to the Otways", "I would not substitute any other area for doing the types of things I do in the Otways"
Mishra, Mazumdar & Suar (2010)	Environmental Psychology	Place attachment and flood preparedness; Place attachment measured economic, genealogical and religion; 4 point scale ('Strongly disagree' to 'Strongly agree', no neutral point)	"At this place I have friends who can give me financial support", "I feel proud staying at this place", "I cannot feel contented without visiting our village temple/mosque/church once a day"
Raymond, Brown & Weber (2010)	Environmental Psychology	Mail based surveys across three distinct populations; Measured place identity, Nature bonding, Place dependence, Family bonding and Friend bonding; Study 1: dimensionality of the place attachment scale (semi-structured interviews then a survey); Study 2: refinement of the place attachment scale (survey); 5 point Likert scale ('Strongly Agree' to 'Strongly Disagree')	"I have a lot of fond memories about the Northern and Yorke Region", "I am very attached to the natural environment in the Northern and Yorke region", "I get more satisfaction out of living in the Northern and Yorke region than any other place", "My relationships with family in the Northern and Yorke region are very special to me"

Consideration is now given to selecting the best way to measure place attachment for the purpose of this study.

Some of the previous studies are ‘too place specific’ while others are integrated with the other concepts. For example, Mishra et al. (2010) measure place attachment with regard to flood preparedness. The items used for this study are very specifically focused on flood preparedness and hold little relevance to measuring the general place attachment of residents. For example, religious aspects are included and are therefore very specific to the region in which they are being measured, such as “*my pooja room is very important to me*”. Similarly, Klatenborn (1997) addresses place attachment with regard to second home ownership, for example “*this is my favourite place in my time off*”.

Whilst some measurement items are too specific, others are very general and there is some doubt as to whether the item is actually measuring attachment. For example, “*this area feels like a part of me*” (Klatenborn and Bjerke 2002) and “*it reflects the type of person I am*” (Stedman 2006). Likewise, Williams and Roggenbuck (1990) have many general statements which may create difficulty when it comes to analysing the findings. For example “*I feel very attached to this place*”. Care needs to be taken with the language used in items. For instance, would respondents hold a consistent meaning to the word ‘attachment’? Rossiter (2011) advises of the common sense

approach, often ignored by researchers, of using language that is understood and has a shared meaning on the part of the population of interest from which a sample will be drawn.

Some authors such as Brown & Raymond (2007) and Raymond Brown & Weber (2010) and include other concepts surrounding place attachment such as *place identity* and *place dependence*. Constructs such as *self-esteem* (Knez 2005) and *self-expression* (Gross and Brown 2006) are also used to measure place attachment.

As shown in Table 3.1, a range of items have been used to measure place attachment. There are some concerns about some of the constructs and items used to measure place attachment. First, the items might not be measuring what they are supposed to measure, that is, construct validity. For instance self-esteem and self-expression may not accurately measure place attachment. Second, the array of items makes comparative place attachment studies difficult to achieve. My objective is to identify items which can best measure place attachments and allow for comparative studies to be undertaken. For these reasons, the approach taken by Hidalgo & Hernandez (2001) has been found to be suitable.

Of those studies identified in Table 3.1 and those detailed in Appendix 1, Hidalgo & Hernandez (2001) approached measuring place attachment in a systematic way and of

those reviewed, it is the most appropriate in measuring place attachment of residents of a city. The approach taken by Hidalgo & Hernandez (2001) was found to be the most suitable. The argument as to the suitability is based on the study of Bergkvist and Bech-Larsen (2010) when in their study of *brand love* recognised this construct overlapped with other constructs including *emotional attachment* and *attitudinal attachment*. They measured brand love using two items, that is *expressed love* and the other measuring the *sense of loss* in the case of unavailability. In a similar manner, Hidalgo & Hernandez (2001) used a sense of loss to measure place attachment.

However, there were some concerns on the part of the researcher undertaking this thesis with some of the items. Some ‘general’ attachment items have little relevance and may create confusion in the mind of the respondent. Another issue is that some items, and in some cases the response alternatives, do not consider all possibilities. For instance, some do not consider those living alone or those to whom the items simply do not apply. For this reason, a N/A option should be included into the response alternatives.

The next chapter introduces the methodology deployed to address the research question.

Chapter 4: Methodology

4.1 Research Paradigm & Design

Figure 4.1 shows the overall research process from the identification of the research question to the evaluation of the findings and how (or if) the research question has been answered.

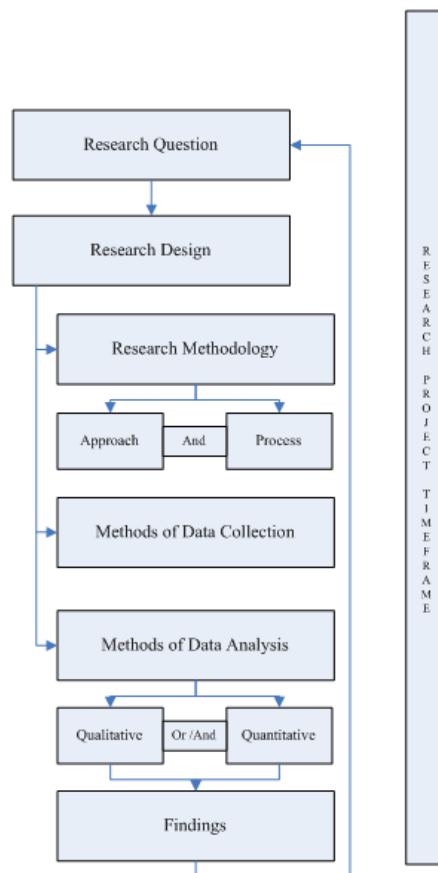


Figure 4.1: The research process
(Kerr, Noble et al. 2008)

Given the discussion in Chapter 1 and the review of the literature, and the identification of knowledge gaps in Chapter 2, the research question is:

‘What is the level of attachment of residents to their place?’

The research question is a ‘what’ question and it is the nature of this type of question which guides the research design. Table 4.1 (Yin 2009) shows the research strategies which are appropriate given the nature of the research question.

Table 4.1: Research strategies relative to the types of research questions

Source: Yin (2009)

Strategy	Form of Research Question
Experiment	How, why
Survey	Who, what, where, how many, how much
Archival Analysis	Who, what, where, how many, how much
History	How, why
Case Study	How, why

As a ‘what’ research question has been deemed necessary for this research, based on the information in Table 4.1, a survey methodology (strategy) was considered to be the most appropriate. Despite archived analysis also being appropriate for ‘what’ questions, it is not suited to this study as the objective is to reveal the current level of attachment residents have to their place.

4.2 Research Objectives & Hypotheses

It is the objective of this work to make a theoretical and practitioner contribution to place marketing by undertaking a study of place attachment of the residents of a place. A methodology for measuring and analysing place attachment has been developed. It is envisaged that this method will be suitable in further research including longitudinal studies of a place, as well as to make comparisons of levels of attachment

between places. As such, the methodology developed is a contribution to place marketing knowledge and practice.

Based on the literature reviewed and the objective of the research question, a number of hypotheses were developed in order to test and measure place attachment. These are:

- Hypothesis A: Place attachment varies between genders
- Hypothesis B: Place attachment varies between age segments
- Hypothesis C: Place attachment varies between income levels
- Hypothesis D: Place attachment increases over time of residence
- Hypothesis E: Place attachment varies between suburbs within the city
- Hypothesis F: Place attachment is related to property ownership
- Hypothesis G: Place attachment is related to living situation

It is important to note at this point that these hypotheses will be tested relative to different dimensions of place attachment discussed earlier on, that is, **social attachment** (to house and suburb) and **physical attachment** (to house, suburb and city).

4.3 Methodology & Methods of Data Collection and Analysis

As explained in Section 4.1, a survey methodology was undertaken, to address the ‘what’ nature of the question.

Hidalgo & Hernandez (2001) used measures across three spatial ranges and two dimensions for their Spain study. A similar approach was used for this study, looking at attachment on the basis of *house*, *suburb* and *city* on both *physical* and *social* dimensions. The data was collected using a structured questionnaire.

The City of Wollongong was the focus of this study. The reason for this decision was *convenience* of access to the city and its residents as well as *appropriateness* due to the characteristics of the city. Wollongong has a population of approximately 200,000 residents and is made up of a number of suburbs. This made Wollongong an appropriate city to study place attachment. In addition, the city has been actively involved in place marketing (Kerr, Noble et al. 2010).

Previous research, albeit in other disciplines, was used to guide the measurement of attachment. Chapter 3 outlined some of the difficulties of measuring attachment and as explained, the items developed by Hidalgo & Hernandez (2001) were put forward as being best suited for this study.

4.3.1 Questionnaire Design

Appendix 2 shows the questionnaire developed for this study. A number of demographic questions were asked followed by specific place attachment questions. The questionnaire consisted of 15 ‘essential’ questions making sure respondent’s time was not consumed having to answer unnecessary or irrelevant questions. In order to ascertain the appropriateness of the questionnaire, a pilot study followed by pre-testing was undertaken. Six to eight people with similar characteristics to the anticipated respondents were presented with the questionnaire for pre-testing. This allowed any issues to be resolved and ensured the data collected was appropriate for analysis. “The presentation of a questionnaire in a pilot study to a sample of respondents, peers and potential users of the data in order to discover any problems” will assist in lowering the risk of error (Aaker, Kumar et al. 2007, p247). Prior to pre-testing the questionnaire, consultation from the University of Wollongong’s Statistical Consulting Service was sought. This service ensured any issues in the questionnaire were resolved. Additionally, a presentation was made to the academics at the Institute of Innovation in Business and Social Research (IIBSoR) to seek further advice and guidance on the overall study and the research design. Importantly, it was during this time that a decision was made to use a binary score (yes or no) rather than the Likert scales used in most of the previous place attachment studies. Recent publications by Rossiter (2011) and Dolnicar (2013) put forward the argument that binary is likely to be a more stable and reliable measure of an item than Likert scales.

Details of the research, including the questionnaire, were submitted to the University of Wollongong Human Research Ethics Committee (HREC) for which approval to conduct the research was obtained (Reference Number: HE12/065).

4.3.2 Sampling Framework

Once the items to measure place attachment were decided, piloted and pre-tested, they were included in a survey of 3 suburbs within the City of Wollongong Local Government Area. These were from different parts of the city and included Corrimal, Wollongong Central and Dapto. It was beyond the scope of this study to obtain a sample from every suburb of the city, as such, 3 suburbs were purposefully chosen.

4.3.4 Data Collection

Data collection was via an ‘intercept’ survey at the shopping centres located in the city of Wollongong suburbs of Wollongong, Corrimal and Dapto. A randomised targeting method was conducted, whereby every 10th shopper was approached when passing a nominated point. The questionnaire took around 5 minutes and was conducted by this researcher and on occasions the research supervisor. The aim was to conduct 200 questionnaires. In total, 176 respondents were questioned. The data was collected using an iPad, with software, specially designed for questionnaires, called iSurvey. This software can be used on iPads, and iPods (and similar devices) to

conduct surveys, without the need for an internet connection (iSurvey 2011). The data was then uploaded to a computer for analysis.

On reflection, this method of data collection provided the researcher (the author of this thesis) insight into the difficulties associated with data collection. At some times the process was close to ‘demoralising’ as many of those approached refused to participate. It became clear that a probability sample, based on the randomisation effect of every 10th person, was difficult to achieve. This fact is listed as a limitation of this study. The lesson learned here is that one might question many academic and practitioner research projects which draw their conclusions on statistics which are founded on the assumption and application of a random sample drawn from the population of interest. If the sample is not a probability sample then how valid are the inferences drawn from the statistics which are based on such sampling? In this case, despite attempts to achieve a random sample, the inability to achieve this and the risks associated with inferences made are declared.

4.3.5 Data Analysis

The data collected was analysed quantitatively using the data analysis package, Statistical Package for the Social Sciences (SPSS). The analysis included descriptive and inferential statistical methods of analysis. The non-metric nature of the data meant that the testing conducted on SPSS was using the chi-square statistic.

Chapter 5: Findings

5.1 Analysis Techniques

The findings emanating from the data collected are presented followed by a discussion of these findings in Chapter 6. This chapter begins with a profile of respondents and is followed by testing of the hypotheses detailed in the previous chapter. The demographic profile was created using cross-tabulations for each variable. Given the non-metric nature of the data collected from the survey, it was appropriate to perform cross-tabulations with the chi-square statistic in order to test each hypothesis. Where percentages are used in the presentation of findings, whole percentages are provided as percentage points are not meaningful for this study.

5.2 Demographic Profile

Table 5.1 provides an overview of the demographic information of the respondents. There were 176 respondents, 60 from the suburb of Corrimal, 92 from the suburb of Wollongong and 24 from the suburb of Dapto. The limited number of Dapto respondents is indicative of the difficulty experienced during the data collection process as reflected upon in Chapter 4.

Of the respondents, 40% were male, and 60% female. The ages of respondents ranged from 18 to 89 years with the largest proportion aged 18-30 (39%). Forty five percent of respondents were married, 11% being in a defacto relationship, 40% being single

with the remainder being separated (2%) or widowed (2%). With regard to length of residency, 15% of respondents had lived in their suburb for less than 2 years, 36% for 2-5 years, 17 % for 6-10 years, 14% for 11-20 years and 19% for more than 20 years. The number of persons living in a household ranged from 1 to 7. Thirty four percent of respondents had 4 people living in their household, while 32% had a 2 person household. Forty three percent of respondents stated they lived with family, while 27% lived with their partner or spouse. Those living alone, those living with persons other than family (such as shared accommodation) or in student residence represented 14%, 10% and 6% of respondents respectively. Forty three percent of respondents were renting, 30% had a mortgaged property and 27% owned their home. Twenty seven percent of respondents had lived in their current suburb, moved elsewhere, and then returned to live in the same suburb.

Fifty nine percent of respondents had other family living in the Wollongong or the broader region [known as Illawarra]. Forty one percent of respondents had no family living in the city of Wollongong or the region. This percentage was at first surprising to the researcher although on reflection is consistent with the writings of Gardyn (2002) mention in Chapter 1 when referring to the increased mobility of people and organisations.

Twenty seven percent of respondents had an undergraduate degree, 25% had completed a diploma or certificate, and 23% had completed high school. Seventeen percent of respondents had a postgraduate degree, with 8% having completed some high school. The largest portion of respondents was employed full time (41%), followed by part time (14%), casual (13%), unemployed (11%) and home duties (2%). Nineteen percent of respondents were retired. The largest percentage of respondents earned less than AUS 25,000 (33%), followed by those who earn \$25,001 to \$50,000 (23%) and \$50,001 to \$75,000 (18%). Five percent earned in excess of \$150,000 per annum.

Table 5.1: Demographic profile of respondents by suburb

	Corrimal		Wollongong		Dapto		Total	
	No. *	%	No. *	%	No. *	%	No. *	%
No. of Residents	60	34	92	52	24	14	176	100
Gender								
Male	20	11	41	23	10	6	71	40
Female	40	23	51	29	14	8	105	60
Age (years)								
18 – 30	17	10	46	26	6	3	69	39
31 – 45	12	7	16	9	11	6	39	22
46 – 60	15	9	13	7	7	4	35	20
61 – 75	12	7	14	8	0	0	26	15
Over 76	4	2	3	2	0	0	7	4
Marital Status								
Single	18	10	45	26	9	5	71	40
Defacto	7	4	12	7	1	1	20	11
Married	31	18	33	19	15	9	79	45
Seperated	1	1	2	1	0	0	3	2
Widowed	3	2	0	0	0	0	3	2
Length of Residency (years)								
Less than 2	8	5	18	10	1	1	27	15
2 – 5	20	11	40	23	3	2	63	36
6 – 10	12	7	11	6	6	3	29	17
11 – 20	6	3	10	6	8	5	24	14
More than 20	14	23	13	14	6	25	33	19
No. of people in household								
1	10	6	15	9	1	6	26	15
2	19	11	30	17	8	5	57	32
3	8	5	11	6	1	1	20	11
4	19	11	28	16	12	7	59	34
5	2	1	2	1	1	1	5	3
6	0	0	6	3	0	0	6	3
7	2	1	0	0	1	1	3	2
Living Situation								
Student Residence	0	0	10	6	0	0	10	6
House / Apartment Alone	10	6	14	8	1	1	25	14
House / Apartment with Partner	19	11	20	11	8	5	47	27
House / Apartment with Family	28	16	35	20	13	7	76	43
House / Apartment with Others	3	2	13	7	2	1	18	10

(Continued)

	Corrimal		Wollongong		Dapto		Total	
	No. *	%	No. *	%	No. *	%	No. *	%
Home Ownership Situation								
Fully Owned Home	27	15	19	11	2	1	48	27
Mortgaged Home	15	9	26	15	11	6	52	30
Renting	18	10	47	27	10	6	75	43
Other	0	0	0	0	1	1	1	1
Moved Elsewhere and Returned								
Yes	16	9	25	14	7	4	48	27
No	44	25	67	38	17	10	128	73
Family Network in Region								
Yes	42	24	44	25	18	10	104	59
No	18	10	48	27	6	3	72	41
Level of Education								
Some High School	4	2	6	3	4	2	14	8
Completed High School	12	7	25	14	4	2	41	23
Diploma Certificate (inc. trade)	21	12	18	10	5	3	44	25
Undergraduate Degree	14	8	27	15	6	3	47	27
Postgraduate Degree	9	5	16	9	5	3	30	17
Employment Status								
Unemployed	2	1	17	10	1	1	20	11
Employed - Part Time	10	6	11	6	4	2	25	14
Employed - Full Time	23	13	33	19	16	9	72	41
Employed – Casual	8	5	11	6	3	2	22	13
Home Duties	2	1	2	1	0	0	4	2
Retired	15	9	18	10	0	0	33	19
Income								
Less than \$25,000	15	9	40	23	3	2	58	33
\$25,001 - \$50,000	19	11	15	9	6	3	40	23
\$50,001 - \$75,000	10	6	12	7	9	5	31	18
\$75,001 - \$100,000	6	3	8	5	5	3	19	11
\$100,001 - \$150,000	5	3	13	7	1	1	19	11
\$150,001 - \$200,000	3	2	1	1	0	0	4	2
\$200,001 - \$300,000	1	1	2	1	0	0	3	2
More than \$300,001	0	0	1	1	0	0	1	1
Not Willing to Say	1	1	0	0	0	0	1	1

5.3 Hypothesis Testing

Seven hypotheses were tested using cross tabulations with the chi-square statistic. The chi-square statistic is “a measure of association between two nominally scaled variables” (Aaker, Kumar et al. 2007, p419). The significance level for all statistical tests is $\alpha = 0.05$. Each hypothesis is now addressed.

5.3.1 Hypothesis A: Place attachment varies between genders

H_0 : There is no relationship between gender and place attachment

H_a : There is a relationship between gender and place attachment

Table 5.2 shows the cross tabulation of gender and the five place attachment variables. Both *physical attachment* to the *suburb* and the *city* were significant (at $\alpha = 0.05$). Males are significantly more physically attached to their suburb and city than females with males agreeing to these attachments at the levels of 68% and 72% respectively. For these variables the responses of females were similar with 51% and 53% in agreement and 49% and 47% in disagreement.

Although not statistically supported by the chi-square statistic, a visual inspection of Table 5.2 suggests females have higher *social attachments* (68% to house and 64% to suburb). For this hypothesis the null hypothesis is not rejected for *social attachment*

to *house* and *suburb* and *physical attachment* to *house*. The alternate hypothesis is accepted for *physical attachment* to *suburb* and *city*.

Table 5.2: Cross tabulation of gender and place attachment with chi-square statistic

		Dimension		Social	Social	Physical	Physical	Physical
% *= % within Gender		Place Scale		House	Suburb	House	Suburb	City
Gender	Male	Agree	No.	49	39	47	48	51
			Expected	48	43	43	41	43
			% *	69	55	66	68	72
		Disagree	No.	9	32	24	23	20
			Expected	12	28	28	30	28
			% *	13	45	34	32	28
		N/A	No.	13	-	-	-	-
			Expected	11	-	-	-	-
			% *	18	-	-	-	-
	Female	Agree	No.	71	67	59	54	56
			Expected	72	63	63	60	64
			% *	68	64	56	51	53
		Disagree	No.	21	38	46	51	49
			Expected	18	42	42	44	42
			% *	20	36	44	49	47
		N/A	No.	13	-	-	-	-
			Expected	16	-	-	-	-
			% *	12	-	-	-	-
	Pearson Chi-Square			2.74	1.394	1.771	4.549	6.081
	Sig. (α = 0.05)			0.434	0.238	0.183	0.033	0.014

5.3.2 Hypothesis B: Place attachment varies between age segments

H₀: There is no relationship between age and place attachment

H_a: There is a relationship between age and place attachment

Table 5.3 shows *physical attachment to the house* is the only item which has no relationship with *age*. Thus, the alternate hypothesis is accepted for *social attachment to house* and *suburb* and *physical attachment to suburb* and *city*. Table 5.3 shows that those aged 18-30 have lower than expected levels of attachment across those statistically significant variables. Those aged 61-75 have higher than expected levels of attachment. That being said, it should be remembered that this hypothesis does not consider how long the residents lived in their house, city or suburb. Note that the number of respondents aged over 76 was not high enough to make assumptions about their level of place attachment.

Table 5.3: Cross tabulation of age segments and place attachment with chi-square statistic

		Dimension		Social	Social	Physical	Physical	Physical
% * = % within Age Category		Place Scale		House	Suburb	House	Suburb	City
Age (years)	18-30	Agree	No.	40	37	36	29	38
			Expected	47	42	42	40	42
			% *	58	54	52	42	55
		Disagree	No.	20	32	33	40	31
			Expected	12	27	27	29	27
			% *	29	46	48	58	45
		N/A	No.	9	-	-	-	-
			Expected	13	-	-	-	-
			% *	13	-	-	-	-

(Continued)

		Dimension		Social	Social	Physical	Physical	Physical
% *= % within Age Category		Place Scale		House	Suburb	House	Suburb	City
Age (years)	31-45	Agree	No.	31	21	22	23	26
			Expected	27	24	24	23	24
			% *	80	54	56	59	67
		Disagree	No.	4	18	17	16	13
			Expected	10	16	16	16	15
			% *	7	46	44	41	33
		N/A	No.	4	-	-	-	-
			Expected	6	-	-	-	-
			% *	10	-	-	-	-
	46-60	Agree	No.	30	22	21	23	19
			Expected	24	21	21	20	21
			% *	88	63	60	66	54
		Disagree	No.	4	13	14	12	16
			Expected	6	14	14	15	14
			% *	11	37	40	34	46
		N/A	No.	1	-	-	-	-
			Expected	5	-	-	-	-
			% *	3	-	-	-	-
	61-75	Agree	No.	17	23	22	24	22
			Expected	18	16	16	15	16
			% *	65	89	85	92	85
		Disagree	No.	2	3	4	2	4
			Expected	4	10	10	11	10
			% *	8	12	15	8	15
		N/A	No.	7	-	-	-	-
			Expected	4	-	-	-	-
			% *	27	-	-	-	-
	76+	Agree	No.	2	3	5	3	2
			Expected	5	4	4	4	4
			% *	29	43	71	43	29
		Disagree	No.	0	4	2	4	5
			Expected	1	3	3	3	3
			% *	0	57	29	57	71
		N/A	No.	5	-	-	-	-
			Expected	1	-	-	-	-
			% *	71	-	-	-	-
Pearson Chi-Square				36.856	11.555	8.929	21.31	11.374
Sig. (α = 0.05)				0	0.021	0.063	0	0.023

5.3.3 Hypothesis C: Place attachment varies between income levels

H₀: There is no relationship between income levels and place attachment

H_a: There is a relationship between income levels and place attachment

Table 5.4 reveals there is no significant relationship between *income* and any of the attachment types. Thus, the null hypothesis is not rejected and there is no provable relationship between income and attachment to place.

Table 5.4: Cross tabulation of income segments and place attachment with chi-square statistic

% *= % within Income Category		Dimension		Social	Social	Physical	Physical	Physical
		Place Scale		House	Suburb	House	Suburb	City
Income	Less than \$25,000	Agree	No.	28	35	32	32	31
			Expected	40	35	35	34	35
			% *	48	60	55	55	53
		Disagree	No.	15	23	26	26	27
			Expected	10	23	23	24	23
			% *	26	40	45	45	47
		N/A	No.	15	-	-	-	-
			Expected	9	-	-	-	-
			% *	26	-	-	-	-
	\$25,001 - \$50,000	Agree	No.	28	26	26	28	27
			Expected	27	24	24	23	24
			% *	70	65	65	70	68
		Disagree	No.	8	14	14	12	13
			Expected	7	16	16	17	16
			% *	20	35	35	30	33
		N/A	No.	4	-	-	-	-
			Expected	6	-	-	-	-
			% *	10	-	-	-	-

(Continued)

<i>% *= % within Income Category</i>		Dimension		Social	Social	Physical	Physical	Physical
		Place Scale		House	Suburb	House	Suburb	City
Income	\$50,001 - \$75,000	Agree	No.	24	24	15	13	18
			Expected	21	19	19	18	19
			% *	77	77	48	42	58
		Disagree	No.	3	7	6	18	13
			Expected	5	12	12	13	12
			% *	10	23	52	58	42
		N/A	No.	4	-	-	-	-
			Expected	5	-	-	-	-
			% *	13	-	-	-	-
	\$75,001 - \$100,000	Agree	No.	15	10	14	12	15
			Expected	13	11	11	11	12
			% *	79	53	74	63	79
		Disagree	No.	2	9	5	7	4
			Expected	3	8	8	8	7
			% *	11	47	26	37	21
		N/A	No.	2	-	-	-	-
			Expected	3	-	-	-	-
			% *	11	-	-	-	-
	\$100,001 - \$150,000	Agree	No.	17	6	13	11	12
			Expected	13	11	11	11	12
			% *	90	32	68	58	63
		Disagree	No.	1	13	6	8	7
			Expected	3	8	8	8	7
			% *	5	68	32	42	37
		N/A	No.	1	-	-	-	-
			Expected	3	-	-	-	-
			% *	5	-	-	-	-
	\$150,001 - \$200,000	Agree	No.	4	1	3	3	1
			Expected	3	2	2	2	2
			% *	100	25	75	75	25
		Disagree	No.	0	3	1	1	3
			Expected	1	2	2	2	2
			% *	0	75	25	25	75
		N/A	No.	0	-	-	-	-
			Expected	1	-	-	-	-
			% *	0	-	-	-	-

(Continued)

% *= % within Income Category		Dimension		Social	Social	Physical	Physical	Physical
		Place Scale		House	Suburb	House	Suburb	City
Income	\$200,001 - \$300,000	Agree	No.	2	2	2	2	2
			Expected	2	2	2	2	2
			% *	67	67	67	67	67
		Disagree	No.	1	1	1	1	1
			Expected	1	1	1	1	1
			% *	33	33	33	33	33
		N/A	No.	0	-	-	-	-
			Expected	0	-	-	-	-
			% *	0	-	-	-	-
	More than \$300,001	Agree	No.	1	1	1	1	0
			Expected	1	1	1	1	1
			% *	100	100	100	100	0
		Disagree	No.	0	0	0	0	1
			Expected	0	0	0	0	0
			% *	0	0	0	0	100
		N/A	No.	0	-	-	-	-
			Expected	0	-	-	-	-
			% *	0	-	-	-	-
	Not willing to say	Agree	No.	1	1	0	0	1
			Expected	1	1	1	1	1
			% *	100	100	0	0	100
		Disagree	No.	0	0	1	1	0
			Expected	0	0	0	0	0
			% *	0	0	100	100	0
		N/A	No.	0	-	-	-	-
			Expected	0	-	-	-	-
			% *	0	-	-	-	-
Pearson Chi-Square			21.847	14.618	7.373	8.716	9.225	
Sig. (α = 0.05)			0.148	0.067	0.497	0.367	0.324	

5.3.4 Hypothesis D: Place attachment varies by length of residency

H₀: There is no relationship between length of residency and place attachment

H_a: There is a relationship between length of residency and place attachment

Table 5.5 shows that *social attachment to suburb* and *physical attachment to suburb* were both significantly related to *length of residency*, thus accepting the alternative hypothesis. *Social attachment to suburb* showed that over time, the attachment to the suburb increased, and those living in the suburb longer than 10 years have higher than expected levels of *social attachment* to their suburb. A similar pattern exists with *physical attachment* to the suburb.

Table 5.5: Cross tabulation of length of residency and place attachment with chi-square statistic

		Dimension		Social	Social	Physical	Physical	Physical
% *= % within category		Place Scale		House	Suburb	House	Suburb	City
Length of Residency (years)	Less than 2	Agree	No.	14	13	15	11	15
			Expected	18	16	16	16	16
			% *	52	48	56	41	56
		Disagree	No.	9	14	12	16	12
			Expected	5	11	11	11	11
			% *	33	52	44	59	44
		N/A	No.	4	-	-	-	-
			Expected	4	-	-	-	-
			% *	15	-	-	-	-
	2 - 5	Agree	No.	39	34	38	32	34
			Expected	43	38	38	37	38
			% *	62	54	60	51	54
		Disagree	No.	13	29	25	31	29
			Expected	11	2	25	27	25
			% *	21	46	40	49	46
		N/A	No.	11	-	-	-	-
			Expected	9	-	-	-	-
			% *	18	-	-	-	-

(Continued)

		Dimension		Social	Social	Physical	Physical	Physical
% *= % within category		Place Scale		House	Suburb	House	Suburb	City
Length of Residency (years)	6 - 10	Agree	No.	25	15	19	18	16
			Expected	20	18	18	17	18
			% *	86	52	66	62	55
		Disagree	No.	1	14	10	11	13
			Expected	5	12	12	12	11
			% *	3	48	34	38	45
		N/A	No.	3	-	-	-	-
			Expected	4	-	-	-	-
			% *	10	-	-	-	-
	11 - 20	Agree	No.	20	18	1	19	18
			Expected	16	15	15	14	15
			% *	83	75	46	79	75
		Disagree	No.	2	6	13	5	6
			Expected	4	10	10	10	9
			% *	8	25	54	21	25
		N/A	No.	2	-	-	-	-
			Expected	4	-	-	-	-
			% *	8	-	-	-	-
	More than 20	Agree	No.	22	26	23	22	24
			Expected	23	20	20	19	20
			% *	67	79	70	67	73
		Disagree	No.	5	7	10	11	9
			Expected	6	13	13	14	13
			% *	15	21	30	33	27
		N/A	No.	6	-	-	-	-
			Expected	5	-	-	-	-
			% *	18	-	-	-	-
Pearson Chi-Square				14.21	10.483	3.896	10.27	5.931
Sig. (α = 0.05)				0.076	0.033	0.42	0.036	0.204

5.3.5 Hypothesis E: Place attachment varies between suburbs within the city

H₀: There is no relationship between suburb of residency and place attachment

H_a: There is a relationship between suburb of residency and place attachment

Table 5.6 shows statistically none of the suburbs have a relationship with place attachment. Thus the null hypothesis is not rejected for each place attachment variable.

Table 5.6: Cross tabulation of suburb of residency and place attachment with chi-square statistic

		Dimension		Social	Social	Physical	Physical	Physical
% *= % within suburb		Place Scale		House	Suburb	House	Suburb	City
Suburb of Residency	Corrimal	Agree	No.	41	36	38	37	38
			Expected	41	36	36	35	37
			% *	68	60	63	62	63
		Disagree	No.	8	24	22	23	22
			Expected	10	24	24	25	24
			% *	13	40	37	38	37
		N/A	No.	11	-	-	-	-
			Expected	9	-	-	-	-
			% *	18	-	-	-	-
	Wollongong	Agree	No.	57	57	55	53	54
			Expected	63	55	55	53	56
			% *	62	62	60	58	59
		Disagree	No.	21	35	37	39	38
			Expected	16	37	37	39	36
			% *	23	38	40	42	41
		N/A	No.	14	-	-	-	-
			Expected	14	-	-	-	-
			% *	15	-	-	-	-
	Dapto	Agree	No.	22	13	13	12	15
			Expected	16	15	15	14	15
			% *	92	54	54	50	63
		Disagree	No.	1	11	11	12	9
			Expected	4	10	10	10	9
			% *	4	46	46	50	38
		N/A	No.	1	-	-	-	-
			Expected	4	-	-	-	-
			% *	4	-	-	-	-
Pearson Chi-Square				9.443	0.484	0.617	0.967	0.362
Sig. (α = 0.05)				0.051	0.785	0.734	0.617	0.835

5.3.6 Hypothesis F: Place attachment is related to property ownership

H₀: There is no relationship between property ownership and place attachment

H_a: There is a relationship between property ownership and place attachment

Table 5.7 shows that *social attachment to house* and *physical attachment to suburb* and *city* are significant and there is a relationship between property ownership and these variables thereby accepting the alternate hypothesis for these instances. Home owners showed higher than expected counts of *social attachment to house*, and *physical attachment to the suburb* and *city*. Those renting showed lower than expected counts for *social attachment to house* and *physical attachment to suburb*.

Table 5.7: Cross tabulation of property ownership and place attachment with chi-square statistic

% * = % within ownership situation		Dimension		Social	Social	Physical	Physical	Physical
		Place Scale		House	Suburb	House	Suburb	City
Property Ownership	Fully Owned Home	Agree	No.	34	31	34	36	35
			Expected	32	28	28	27	29
			% *	72	66	72	77	75
		Disagree	No.	9	16	13	11	12
			Expected	8	19	19	20	18
			% *	19	34	28	23	26
		N/A	No.	4	-	-	-	-
			Expected	7	-	-	-	-
			% *	9	-	-	-	-

(Continued)

% *= % within ownership situation		Dimension		Social	Social	Physical	Physical	Physical
		Place Scale		House	Suburb	House	Suburb	City
Property Ownership	Mortgaged Home	Agree	No.	45	30	30	31	25
			Expected	36	31	31	30	32
			% *	87	58	58	60	48
		Disagree	No.	3	22	22	21	27
			Expected	9	21	21	22	20
			% *	6	42	42	40	52
		N/A	No.	4	-	-	-	-
			Expected	8	-	-	-	-
			% *	8	-	-	-	-
	Renting	Agree	No.	41	45	42	35	47
			Expected	53	46	46	45	47
			% *	53	58	55	46	61
		Disagree	No.	18	32	35	42	30
			Expected	13	31	31	32	30
			% *	23	42	46	55	39
		N/A	No.	18	-	-	-	-
			Expected	11	-	-	-	-
			% *	23	-	-	-	-
Pearson Chi-Square				17.891	0.886	4.056	11.699	7.217
Sig. (α = 0.05)				0.001	0.642	0.132	0.003	0.027

5.3.7 Hypothesis G: Place attachment is related to living situation

H₀: There is no relationship between living situation and place attachment

H_a: There is a relationship between living situation and place attachment

Table 5.8 shows both *physical* and *social* attachment to *house* was related to the respondents living situation (accepting the alternate hypothesis). Interestingly, those living with a partner / spouse or family / relatives have higher than expected levels of attachment to their house. Also, those living in student residences or living with

people other than family / relatives appear to have lower than expected attachment to their house.

Table 5.8: Cross tabulation of living situation and place attachment with chi-square statistic

<i>% *= % within living situation</i>		Dimension		Social	Social	Physical	Physical	Physical
		Place Scale		House	Suburb	House	Suburb	City
Living Situation	Student Residence	Agree	No.	3	7	6	5	7
			Expected	7	6	6	6	6
			% *	30	70	60	50	70
		Disagree	No.	6	3	4	5	3
			Expected	2	4	4	4	4
			% *	60	30	40	50	30
		N/A	No.	1	-	-	-	-
			Expected	2	-	-	-	-
			% *	10	-	-	-	-
	House or apartment by yourself	Agree	No.	0	16	16	14	14
			Expected	17	15	15	15	15
			% *	0	64	64	56	56
		Disagree	No.	1	9	9	11	11
			Expected	4	10	10	11	10
			% *	4	36	36	44	44
		N/A	No.	24	-	-	-	-
			Expected	3	-	-	-	-
			% *	96	-	-	-	-
	House or apartment with your partner / spouse	Agree	No.	41	33	35	29	30
			Expected	32	28	28	27	28
			% *	87	70	75	62	64
		Disagree	No.	6	14	12	18	17
			Expected	8	19	19	20	18
			% *	13	30	26	38	36
		N/A	No.	0	-	-	-	-
			Expected	7	-	-	-	-
			% *	0	-	-	-	-

(Continued)

% *= % within living situation		Dimension		Social	Social	Physical	Physical	Physical
		Place Scale		House	Suburb	House	Suburb	City
Living Situation	House or apartment with family / relatives	Agree	No.	67	42	44	47	47
			Expected	52	46	46	44	43
			% *	88	55	58	62	62
		Disagree	No.	9	34	32	29	29
			Expected	13	30	30	32	30
			% *	12	45	42	38	38
		N/A	No.	0	-	-	-	-
			Expected	11	-	-	-	-
			% *	0	-	-	-	-
	House or apartment with people other than family / relatives	Agree	No.	9	8	5	7	9
			Expected	12	11	11	10	11
			% *	50	4	28	39	50
		Disagree	No.	8	10	13	11	9
			Expected	3	7	7	8	7
			% *	44	56	72	61	50
		N/A	No.	1	-	-	-	-
			Expected	3	-	-	-	-
			% *	6	-	-	-	-
	Pearson Chi-Square			180.983	5.157	12.213	3.726	1.693
	Sig. (α = 0.05)			0	0.272	0.016	0.444	0.792

As indicated at the commencement of this chapter, the following chapter provides a discussion of the findings.

Chapter 6: Discussion

6.1 Reflections on findings

This section discusses the findings presented in the previous chapter with particular reference to place marketing. Florek (2010) suggests that cities can undertake studies in order to identify and capitalise on the attachment levels of residents. “In order to keep talented and satisfied residents as well as attracting new ones, city managers need to understand how attachment to their place is created, developed and supposed to increase” (Florek 2010, p351).

This research shows (proves) that place attachment is not a unitary concept. It consists of a number of dimensions which have in this thesis being dealt with as *physical attachment* and *social attachment*. For the respondents in this study, these dimensions of place attachment differed according to the variables of *gender, age, income, time of residence, property ownership* and *living situation*. Further not only do these variables differ in their relationship with attachment, the relationship with the dimension of attachment varies between the scales of house, suburb and city. Gender, for instance, showed varying levels of attachment. Males have higher than expected levels of physical attachment to their suburb and city, whilst females had lower levels of physical attachment. Notably, females appear to have higher levels of social attachment though this information is not statistically significant. This information is of value to place marketers when trying to maintain or increase attachment levels to a

place. Whilst those with high levels of attachment need to be convinced not to change that status (Florek 2010), residents with lower than expected levels of attachment can be targeted with activities that attempt to increase attachment. For example, city events which highlight the positive aspects of the city could be targeted at more women, and place marketers could consider researching aspects of the city which women find most important and highlight them during these events.

Whilst attachment did not increase with *age* as such, the younger participants (18-30 years) generally had lower levels of attachment, whilst the older participants (61-75 years) had higher levels of attachment. This is consistent with the findings in Hidalgo & Hernandez (2001) where place attachment was found to increase with age. Targeting specific age groups with lower levels of attachment may be particularly beneficial to retaining residents – particularly those who have acquired skills which can contribute to the growth and well-being of a place.

The research not only identifies varying levels of attachment but also segments with different levels and types of place attachment. Marketers can identify segments with high levels of attachment. If a segment adds value to the place, actions may be taken to ‘grow this segment’ by attracting externals with similar characteristics. In addition, segments which have lower levels of attachment and might be deemed to be

‘profitable’ to a place can be subjected to treatments which might include a target place marketing mix to increase the level of attachment.

A recent activity of Tourism Wollongong was an ‘internal’ marketing campaign designed for residents to encourage visiting friends and relatives (VFR) to visit the city. Whilst this activity was designed to increase the number of tourists, it got residents talking using platforms such as social media, about the things they most like about the city (Kerr, Dombkins et al. 2012). An activity specifically targeting at younger residents could be designed to attempt to increase place attachment, but could also have other benefits for the city. Another example is where younger families may have different priorities for a place than older couples; perhaps younger families interested in schools and public safety and older families being interested in cultural or recreational activities. Places must undertake specific activities that develop incentives for certain age groups to increase place attachment.

Residents that have resided in their suburb for longer than 10 years had higher than expected levels of attachment, although attachment to house and city were not significant. City marketers could consider length of residency when designing activities to achieve increased attachment levels. Also perhaps intuitive, property ownership influenced the level of attachment although attachment physically to one’s house was not statistically significant.

Both income and suburb of residence had no significant relationships, and as such, could perhaps not be prioritised in a place attachment strategy.

This thesis makes the following contributions. First, the matrix-like nature of place attachment is explained and clarified having regard to its physical and social dimensions as well as its scale which includes house, suburb and city. Attachments to region and nation are acknowledged but outside the objective of this study as the interest here is in city marketing more so than region or nation marketing.

Second, a relevant and concise questionnaire was developed to measure place attachment according to the dimensions and scale mentioned above.

Third, the questionnaire utilised binary measures rather than the more traditional Likert scales on the basis of the most recent literature that binary scales are more stable.

Fourth, the questionnaire developed is both specific and general. The items are specific in that they address and measure the concept of attachment and do not deviate to measure concepts such as satisfaction or self-image. Also the questionnaire is general to the extent it allows for comparative studies between places with a Place Attachment Index being a possibility.

Fifth, from a place marketing perspective, this study supports the argument that understanding and measuring place attachment should be at the foundation of any process seeking to attract and retain residents.

Sixth, the study proves there are different segments existing within a place which have different *levels* and *types* of place attachment. Attachment can be based on dimension (physical and social) and scale (house, suburb and city) and varies between segments. The implication of this finding is that for those wanting to implement a strategy to improve (increase) place attachment a 'one size fits all' approach is unlikely to succeed.

6.2 Limitations

Despite the findings, the limitations of this study are recognised. The data collection phase for this study was challenging, with regard to time as well as gaining an appropriate number and randomisation of respondents. This led to adjustment in the recruitment technique which detracted from the desire to achieve a 'pure' probability sample. One of the suburbs originally intended for data collection was also removed because it became apparent that the study was taking much longer than expected and the benefit of continuing with four suburbs was limited. Additionally, Dapto was a particularly difficult suburb to collect data.

Other segments could be added to the questionnaire in future studies to identify types and variations in attachment, such as religion and ethnicity.

Chapter 7: Conclusion

The purpose of this study was the gain understanding and measure place attachment in the field of place marketing. In attempting to achieve this, the study looked at what information already existed, in the form of a literature review. This review revealed several characteristics. First, the definitions of place attachment vary and the concept is difficult to define. Second, the approaches used to measure place attachment also vary. Third, despite being a concept of interest in other disciplines there are only a few studies of place attachment with a place marketing focus.

Of the methods of measurement reviewed, Hidalgo & Hernandez (2001) offered the most appropriate approach for the purpose of this study. As discussed earlier on, Wollongong was chosen mainly because of its size, accessibility and suburb characteristics. The study used a questionnaire of 15 questions, targeting residents of selected suburbs of Wollongong. Intercept surveys conducted in shopping centres was considered the most appropriate method available.

The main contribution that this study is that provides a clearer understanding and method of measurement of place attachment for a city. This information can then be used in order to help guide place marketing efforts of a place. Every place needs certain types of people, for example, doctors, lawyers and tradespeople. An understanding of place attachment can help attract and retain residents of this calibre.

For this researcher, this thesis provided an opportunity to understand and measure place attachment and as well the experience of ‘doing research’.

However, on a research level the lessons learned were just an important, and an understanding into the quantity of work to complete such a study was also gained. The whole process, from problem definition, through methodology and data analysis was much greater and much more challenging than first anticipated.

This study provides the foundation for more studies of place attachment – not only to understand place attachment further but to test and refine the measures used. It is hoped that this study is also of use to some of the authors who are widely recognised in place attachment, for example Florek, Hernandez, Klatenborn, Kyle, Lewicka, Raymond and Brown.

It is anticipated this study can add to the successful management and marketing of places.

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Appendices

Appendix 1: List of place attachment items

Appendix 2: Questionnaire

Appendix 1: List of place attachment measurement items

A: Hidalgo & Hernandez, 2001

B: Gross & Brown, 2006

C: Mishra, Mazumdar & Suar, 2010

D: Knez, 2005

E: Williams & Roggenbuck, 1989

F: Stedman, 2006

G: Raymond, Brown & Webber, 2010

H: Klatenborn & Bjerke, 2002

I: Klatenborn, 1997

J: Brown & Raymond, 2007

A: Hidalgo & Hernandez (2001)

- General Attachment to house: I would be sorry to move out of my house without the people I live with
- Social Attachment to house: I would be sorry if the people I lived with moved out without me
- Physical attachment to house: I would be sorry if I and the people I lived with moved out

- General attachment to neighbourhood: I would be sorry to move out of my neighbourhood, without the people who live there
- Social attachment to neighbourhood: I would be sorry if the people who I appreciated in the neighbourhood moved out
- Physical attachment to neighbourhood: I would be sorry if I and the people who I appreciated in the neighbourhood moved out

- General attachment to city: I would be sorry to move out of my city, without the people who live there
- Social attachment to neighbourhood: I would be sorry if the people who I appreciate in the city moved out
- General attachment to neighbourhood: I would be sorry if the people who I appreciated in the neighbourhood moved out

- General attachment to city: I would be sorry to move out of my city, without the people who live there
- Social attachment to city: I would be sorry if the people who I appreciate in the city moved out
- Physical attachment to city: I would be sorry if I and the people who I appreciated in the city moved out

B: Gross & Brown (2006)

Place attachment factor

- I get more satisfaction out of visiting the () region than any other place
- I identify strongly with the () region
- Visiting the () region is more important to me than visiting any other place
- I am very attached to the () region
- I enjoy visiting the () region more than any other place
- I wouldn't substitute any other place for the type of experience I have in the () region
- I have a strong connection with people who visit the () region
- The () region means a lot to me
- The distinctive lifestyle of the () region is something that attracted me here

Attraction

- Tourism experiences interest me
- Tourism experiences are important to me
- I really enjoy engaging in tourism experiences
- Engaging in tourism experiences is one of the most enjoyable things that I do
- Tourism experiences are pleasurable
- I often discuss tourism experiences with my friends
- I consider myself to be knowledgeable about tourism experiences

Self-expression

- When I engage in tourism experiences gives a glimpse of the type of person I am
- My choice of tourism experiences says a lot about who I am
- You can tell a lot about a person by whether or not they engage in tourism experiences
- My tourism experiences are a reflection of my lifestyle
- When I engage in tourism experiences, I can really be myself

Centrality

- Because of tourism experiences, I don't have time to spend participating in other leisure activities
- If I stopped engaging in tourism experiences, I would probably lose touch with a lot of my friends
- If I couldn't engage in tourism experiences, I am not sure what I would do
- Other leisure activities don't interest me as much as tourism experiences
- Others would probably say that I spend too much time engaging in tourism experiences

Food and Wine

- Wine is an important feature of my tourism experiences
- Food is an important feature of my tourism experiences
- The distinctive wines of the () region is something that attracted me here
- The distinctive food of the () region is something that attracted me here

C: Mishra, Mazumdar & Suar (2010)

Economic

- This place gives me bread and butter
- At this place I have friends who can give me financial support
- Here I can get loans easily
- I cannot think of a place other than this because I have a fertile land here
- This place provides me livelihood opportunities that no other place can offer
- My business runs well here

Genealogical

- This is the only house that I have build
- Because my forefathers were staying here, this place is very important to me
- People know my by the name of my house only
- I feel proud of staying at this place
- I find memory of my parent/grand parent at every piece and corner of this place
- I get inspiration by seeing the used places of my ancestors
- My forefathers were very well known persons of this place
- Because of my ancestral place I get all types of support here
- This is my vita mati

Religion

- My pooja room is very important to me
- I cannot feel contented without visiting our village temple/mosque/church once a day
- The collective festivals organized here like Durga Pooja/Id/Christmas etc. are very important to me

D: Knez (2005)

1. Place-related distinctiveness

- I feel a sense of togetherness with others who live in this part of the town
- I feel like a “city person”

2. a. Place-referent continuity

- This part of the town reminds me of the environment of my childhood
- The climate here is like the climate in the environment of my childhood

b. Place-congruent continuity

- I would rather prefer to live in a place like the one where I live now
- I want to live in a place with the same climate as here

3. Place-related self-esteem

- I feel good where I am in this place of the town
- I am proud to live in this part of the town

4. place-related self-efficacy

- I feel safe and secure in this part of the town
- Everything I need in my everyday life is here

E: Williams & Roggenbuck (1990)

- I find that a lot of my life is organized around this place
- One of the major reasons I now live where I do is to be near this place
- My choice of career will be based in part on my own desire to be near this place
- I identify strongly with this place

- I feel like this place is a part of me

- I get more satisfaction out of visiting this place than from visiting any other

- I enjoy doing the type of things here more than in any other area
- I wouldn't substitute any other area for doing the type of things I did here
- This area is the best place for what I like to do
- The time I spent here I could have just as easily been spent somewhere else
- The things I do here I would enjoy just as much at another site
- No other place can compare to this area

- If I had been in another area my experience would have been the same

- I feel no commitment to this place

- I do not particularly like this place

- This place is boring to me

- I am very attached to this place

- This place means a lot to me

- Doing what I do here is more important to me than doing it in any other place
- I think a lot about coming here

- This place makes me feel like no other place can
- I would prefer to spend more time here if I could

F: Stedman (2006)

Place Attachment Items

- I feel that I can really be myself there
- I really miss it when I am away too long
- I feel happiest when I am there
- It is the best place to do the things I enjoy
- It is my favourite place to be
- It reflects the type of person I am
- For the things I enjoy more, no other place can compare
- Everything about it is a reflection of me
- As far as I am concerned, there are better places to be

G: Raymond, Brown & Weber (2010)

Place Identity

- The Northern and Yorke region means a lot to me
- I am very attached to the Northern and Yorke region
- I have a lot of fond memories about the Northern and Yorke region
- The Northern and Yorke region is very special to me
- I identify strongly with the Northern and Yorke region
- I feel the Northern and Yorke region is a part of me

Nature bonding

- When I spend time in the natural environment in the Northern and Yorke region, I feel a deep feeling of oneness with the natural environment
- I would feel less attached to the Northern and Yorke region if the native plants and animals that lived here disappeared
- I learn a lot about myself when spending time in the natural environment in the Northern and Yorke region
- I am very attached to the natural environment in the Northern and Yorke region
- When I spend time in the natural environment in the Northern and Yorke region, I feel at peace with myself

Place dependence

- I get more satisfaction out of living in the Northern and Yorke region than any other place
- No other place can compare to the Northern and Yorke region
- I would not substitute any other area for the activities I do in the Northern and Yorke regions
- Doing my activities in the Northern and Yorke region is more important to me than doing them in any other place
- The Northern and Yorke region is the best place for the activities I like to do

Family bonding

- I live in the Northern and Yorke region because my family is here
- My relationships with family in the Northern and Yorke region are very special to me

Friend bonding

- The friendships developed through volunteer activities in the Northern and Yorke region are very important to me
- The friendships developed through sporting activities in the Northern and Yorke region are very important to me

H: Klatenborn & Bjerke (2002)

- This area feels like a part of me
- No other places provide the same opportunities for doing what I like in my spare time
- I identify strongly with this area
- My family has connections to this area from far back
- I enjoy living here more than I would other places in this country
- This area is important to me because of my lifestyle
- I feel attached to this area
- This area allows me to work with things I like
- It feels meaningful to live here
- Its important to me how this area develops

I: Klatenborn (1997)

Area

- This is my favourite place in my time off
- No other places can be compared with this area
- Being here makes me more satisfied than visiting any other places
- The area means a lot to me
- I feel attached to this area
- I identify strongly with this area
- I would not substitute this place with any other place to do the things I do at the cabin
- The area feels like a part of me
- Being at the cabin is very important to me
- Coming to the cabin in Sjadalen is one of the most pleasant things I can think of
- I get more satisfaction from using the cabin in Sjadalen than I do from my work

Recreation home

- I get more joy out of doing the things I do at the cabin, than doing the same things anywhere else
- When I am at the cabin I can really be myself
- Doing what I do at the cabin is more important than doing the same things anywhere else
- Much of my life centers on this area
- The area is important to me because of my lifestyle
- The cabin is a refuge when my existence becomes too stressed
- Many of my friends are engaged in cabin life
- I have good childhood memories from this area

History

- My family has a long lasting attachment to this area
- I can attach this area to other aspects of my life

J: Brown & Raymond (2007)

Place Identity

- I feel the Otways are a part of me
- The Otways are very special to me
- I identify strongly with the Otways
- I am very attached to the Otways
- Living in the Otways says a lot about who I am
- The Otways mean a lot to me

Place Dependence

- The Otways are the best place for what I like to do
- No other place can compare to the Otways
- I get more satisfaction out of living in the Otways than in any other place
- Doing what I do in the Otways is more important to me than doing it in any other place
- I would not substitute any other areas for doing the types of things that I do in the Otways

Appendix 2: Questionnaire

Place Attachment in Wollongong

My name is Sarah Jelley. I am a student studying a Masters of Marketing (Research) at the University of Wollongong. This survey relates to the types of attachment people have to places. The answers you provide are important to my research. It will take approximately 10 minutes to complete the questionnaire. Your name is not recorded and no attempt will be made to match any answers with your name. The data collected will be used for this research only. I thank you for your support.

1. Are you age 18 years or more?

☐ Yes

☐ No → Thank you for your willingness to participate in the study. As respondents need to be of age 18 years or more, there is no need for you to complete the rest of the questionnaire.

2. Do you reside in one of the following suburbs?

☐ Corrimal

☐ Wollongong Central

☐ Dapto

☐ None of the above → Thank you for your willingness to participate in the study.

As we are interested in the residents of the above suburbs, there is no need for you to complete the rest of the questionnaire.

2. What is your gender?

☐ Male

☐ Female

4. What is your age? _____ years

5. What is your marital status?

☐ Single

☐ Defacto

☐ Married

☐ Separated

☐ Other (please specify) _____

6. How long have you lived in your suburb in total? _____ years

7. Have you left your suburb to live elsewhere and returned?

☐ Yes

☐ No

8. What best describes your current employment status? (Please tick)

☐ Unemployed

☐ Employed – Part Time

☐ Employed – Full Time

☐ Employed – Casual

☐ Home Duties

☐ Retired

☐ Other (please specify) _____

9. How many people in your household? (Please tick)

- ☐ 1
- ☐ 2
- ☐ 3 – 5
- ☐ More than 5

10. What best describes your highest level of education? (Please tick one)

- ☐ Some High School
- ☐ Completed High School
- ☐ Diploma, Certificate (including trade or other certificate)
- ☐ Undergraduate Degree
- ☐ Postgraduate Degree

11. What best describes your living situation? (Please tick)

- ☐ Student residence
- ☐ Hostel, Hotel or guest house
- ☐ House or apartment by yourself
- ☐ House or apartment with your partner/spouse
- ☐ House or apartment with family/relatives
- ☐ House or apartment with people other than family/relatives
- ☐ Other (*please specify*) _____

12. What best describes your home ownership situation?

- ☐ Fully owned home
- ☐ Mortgaged home
- ☐ Renting
- ☐ Other (please specify) _____

13. Excluding your household, do you have family members living in the Wollongong area or the Illawarra? (Please tick)

- ☐ Yes
- ☐ No

14. What best describes your income level? (Please tick)

- ☐ Less than \$20,000
- ☐ \$20,001 - \$40,000
- ☐ \$40,001 - \$60,000
- ☐ \$60,001 - \$80,000
- ☐ \$80,001 - \$100,000
- ☐ \$100,001 - \$150,000
- ☐ \$150,001 - \$200,000
- ☐ \$200,001 - \$300,000
- ☐ More than \$300,001

15. Please indicate by placing a tick ✓ in the appropriate box to indicate how strongly you agree or disagree with the following statements?

Statement	Agree	Disagree
"I would be sorry if the people who lived in my house moved out without me"		
"I would be sorry if the people I appreciated left my suburb without me"		
"I would be sorry if I had to move from my current house"		
"I would be sorry if I had to move from my current suburb"		
"I would be sorry if I had to leave the city of Wollongong"		

Masters of Marketing – Research: Course Structure

“Masters - Research degrees comprise 24 credit points of coursework and a 48 credit points' thesis. Academic Units may award advanced standing for the coursework component of the degree” (UOW 2011).

Coursework components undertaken:

Subject Code	Subject Name	Mark	Grade
MARK977	Research for Marketing Decisions	87	HD
COMM980	Commerce Research Proposal	90	HD
MARK954	Special Topic in Marketing A	80	D
MARK995	Tourism Marketing	91	HD

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