City citizenship behavior among residents: Investigating the role of emotional experience in event tourism and brand attitude

Andriani Kusumawati[1*], Karisma Sri Rahayu[2]

[1] Department of Business Administration, Faculty of Administrative Science, Universitas Brawijaya, Malang, Indonesia
[2] Department of Business Administration, Faculty of Administrative Science, Universitas Brawijaya, Malang, Indonesia
*Corresponding Author(s) Email: andriani_kusuma@ub.ac.id

ABSTRACT

Along with the development of place branding theory, the role of the residents was widely reviewed and considered only as one of the target groups of place branding. Stakeholder involvement in the development of city branding is important because it will support its success. However, in reality, citizens or residents are a group that gains less attention in the city's branding strategies and practices. Therefore, this research was developed under the umbrella of branding theory by further analyzing the influence of city brand attitude on city citizenship behavior (CCB) triggered by emotional experiences in tourism events. This explanatory quantitative approach was carried out through a survey by using a questionnaire. A simple random sample was chosen as the sampling method in this study. Data from 323 residents in Malang Raya was collected and analyzed using Partial Least Square (PLS). This study empirically demonstrates that emotional experience in event tourism is likely to stimulate city brand attitude and that subsequent city citizenship behavior among residents is probable. This result allows for understanding a substantial contribution of emotional experience in enhancing positive city brand attitude, finally highlighting the importance of internal stakeholders and their citizenship behavior in the destination branding process.

Keywords: City Citizenship Behavior; Emotional Experiences; City Brand Attitude; Tourism; Residents

Introduction

Creative event marketing strategies have been developed to convey different consumer brands in different product categories, from beverages to toys to city brands. In addition, event marketing strategies are successfully used in retailers, non-profit, inter-company environments, and in-house marketing to employees and other corporate stakeholders. Event marketing is defined as interactive communication of brand value by presenting event marketing as a 3D branded hyper-reality where consumers are actively involved at the attitude level that leads to emotional attachment to the brand (Konecnik Ruzzier & Petek, 2012). However, event marketing requires to synchronize between all the stakeholders and the brand to generate impactful events and interact with their target market (Martínez-Sala & Campillo-Alhama, 2021). The main objective is to increase the brand perception of the city because when this happens, the attitude toward the city's brand also increases (Merrilees et al., 2012). In this case, the motivation for consumers to voluntarily participate a special event is to convey the city's brand message, which is worth further investigation.

Since the concept of the event, marketing has been recognized as a communication strategy of marketing based on the whole experience, and therefore customer motivation could be explained by using the conceptual development model of Whelan & Wohlfeil (2006) and Konecnik Ruzzier & Petek (2012) which defines customer voluntary behavior as promotional activities, cooperation, and participation. While Mandl & Hogreve (2020) identified the type of customer citizenship behavior as positive word-of-mouth, suggestions for improving service, customer supervision, assessment, action, utilization, and participation in organizational activities. Based on the classification used, customer behavior can positively affect business.

Along with the development of place branding theory throughout the last years, the occupants' role was extensively re-questioned. Earlier, Kotler & Gertner (2002) considered the population only as one of the target groups for place branding. Later, Kalandides et al. (2012), Braun et al. (2013), and Zenker & Beckmann (2013) argue that in the place marketing process, occupants should be considered as involved participants because they perform positively further than their usual behaviors represented as city ambassadors when engaged in activities of city marketing. The involvement of the population can be arranged in a different form based on the involvement level including the strategic communication used (Zenker & Seigis, 2012). Therefore, in this study, city citizenship behavior is described as the

community dynamic participation carried out during the process of utilization by consumers throughout the service produced (Minkiewicz et al., 2014).

This study examines the extent to which emotional experiences follow events and their impact on city brand attitudes and the behavior of their city residents. However, citizens are an underestimated group of branding strategies and practices and are often considered "necessary evils" (Kalandides et al., 2012). Moreover, the main focus of place branding activities is to attract foreign tourists and investors and present a consistent image of the place in the media, as the basis of the residents' attitude toward destination branding is not generally understood (Wassler et al., 2019). Therefore, the purpose of this study is to analyze the role of citizens in landmark management, especially concerning urban event tourism in Malang Raya. This study describes the concept of participatory place branding and the interdisciplinary nature of civic participation to promote the city's brand through tourism events. This research related to city brand attitude and city citizenship behavior seeks to fill the gap in the scientific literature on city branding, by combining the issue of emotional experience in tourism events and city branding. This research's main contribution is to the literature on interaction and experience by discussing specifically the influence of emotional experience as a significant driver of city brand attitude to actively participate in the behavior of city residents (CCB). This is also the contribution of the literature due to the lack of studies related to city brand attitude and city citizenship behavior (CCB) in the urban tourism sector.

Literature Review

City Branding

Some researchers are increasingly applying brands to countries, cities, and places (Anholt, 2013; Eshuis & Edwards, 2013; Kavaratzis & Kalandides, 2015; Kavaratzis, 2019; Sandbach, 2022; Steenkamp, 2021), given the strong global competition so that they must maintain the industry and attract tourists (Styvén et al., 2020). A brand can be regarded as an identity attached to a product or service. Brands are also used in the world of tourism to give an identity to an area so that it has its characteristics with the term city branding. According to Moilanen (2015), city branding is the management of the image of a destination through strategic innovation and coordination of economic, social, commercial, cultural, and government regulations. A place brand is defined as a marketing activity that promotes a positive image of the destination and influences the decision of the consumer's visit (Maziashvili & Kowalik, 2021). City branding is the process of making it easy for city

owners to introduce their city to the target market (investors, tourists, talents, events) using positioning phrases, slogans, symbols, exhibitions, and more.

As a result, competition between cities for tourists has intensified (Kusumawati & Supriono, 2020). Due to this phenomenon, more and more cities are investing in city branding. Research Report on the Nordic Innovation Center in Oslo, Urban Image: Urban Branding as a Built Capability of the Nordic Urban Region (Jansson & Power, 2006), states that commonly used branding strategies usually have two purposes: (1) A city is a material property of a place such as a building or an event, (2) Intangible assets such as stories, slogans, and logos. With this, the city wants to stand out from the competition and attract tourists. In this context, Riza (2015) analyzes city marketing to the city's iconic events. In addition, urban studies were conducted in the same context, taking into account the relevance of destination brands that can be used to attract tourists and businesses (Merrilees et al., 2009).

Relationship between Emotional Experience in Event Tourism and City Brand Attitude

Literature reviews have found that there are several factors associated with a positive attitude towards city brands among residents of a particular location. In this sense, some researchers have chosen to create event experiences at strategic points in the city, leading to a positive perception of their location (Dolles & Söderman, 2010; Pitt et al., 2010). In other words, an event tourism positive experience (as an experiential marketing tool) increases particular city brand attitudes (Kavaratzis, 2008). This is related to experiential marketing (understood through the event) in terms of emotional factors, suggesting that urban branding strategies that evoke emotional connections can strengthen location connections (Casais & Poço, 2021) which means the consumption results from the experience of involvement in the event. In this regard, Nufer (2015) event marketing is primarily used to make the target group emotional about the brand. Consumers ultimately act to achieve an emotional bond with the brand, showing active involvement at the level. Therefore, experience-based marketing through the event is distinct from pure sponsorship.

Likewise, Le & Dong (2017) emphasize consideration for citizens as the key to a comfortable experience at the destination, thereby gaining greater recognition not only from residents themselves (city brands) but also from tourists and visitors, for example. In the same context, other studies have shown that city brand development can be based on the number and nature of cultural activities, entertainment, and nightlife, urban atmosphere, commerce, and event developer goals (Zenker et al., 2009). The relationship between the

event and the brand was also approached in terms of image transfer from the event to the advertising/sponsor brand (Küster et al., 2009). In addition, another study Chakraborti & Roy (2013) showed an important relationship between emotional experience at the event and attitudes towards the city's brand, and based on this the hypothesis was established.

H_1:   Emotional experiences in tourism events influences city brand attitudes.

Relationship between City Brand Attitude and City Citizenship Behavior

Research by Braun et al. (2013) has aroused great interest in the so-called role of urban dwellers. Braun et al. (2013) proposed that other than being passive clients of the metropolis, citizens can play three critical energetic roles in shaping the metropolis' brand, particularly: (1) An incorporated a part of a place's brand: nearby humans are a critical characteristic of any place. Their interactions form the social surroundings of the metropolis; (2) Ambassadors for a place's brand: citizens can ship dependable data and favored messages approximately their metropolis to ability site visitors or (word-of-mouth): (3) Citizen: residents actively take part withinside the decision-making procedure and contribute to the metropolis via agreement, support, and assistance.

This paper emphasizes the role of the population as citizens. Some researchers also study the antecedents of citizenship behavior. Previous city marketing literature studying urban dwellers explained many results like attitudes, satisfaction (Insch & Florek, 2008; Zenker et al., 2009) brand attitudes toward the city (Merrilees et al., 2012), engagement (Insch & Florek, 2008), loyalty (Florek, 2011), intention to visit (Merrilees et al., 2009), and attractiveness (Darchen & Tremblay, 2010; De Noni et al., 2014). Based on this role, residents as citizens have similar antecedents, in this case, the attitude to the city brand (city brand attitude) resulting from the emotional experience of tourism events. From the positive feelings of residents with high values, they are trying to maintain and improve the profits of the city where they live by conducting civic activities (Cheng et al., 2016). This leads to the following second hypothesis:

H_2:   City brand attitude influences city citizenship behavior.

Relationship between Emotional Experience in Event Tourism and City Citizenship Behavior

Citizenship is the active role of citizens in their positive influence on the city, Braun et al. (2013) believe this role is one of the most neglected roles in place branding. According to Braun et al. (2013), citizen behavior involves participation in civic activities and

contributions to the decision-making process. This positive behavior is similar to Organizational Citizenship Behavior (OCB) in management. Previous literature conceptualized OCB as an innovative and voluntary action that promotes the effective functioning of an organization, but it is not required or seen in a collaborative or formal reward system (Organ, 1988; Podsakoff et al., 2003; Juniarti & Afiff, 2020).

OCB is voluntary but useful and necessary for the company (Nadiri & Tanova, 2010). Improving the earliest five components of OCB from Organ (1988), Podsakoff et al. (2003) describe seven components of OCB, namely: helpful behavior, sportsmanship, organizational loyalty, organizational compliance, individual initiative, civic virtue, and self-development. Then, Burmann & Zeplin (2005) identify brand citizenship behavior (BCB), with a focus on externally targeted behaviors that energize brands. In 2009, they limited the seven components to three BCB components, namely: willingness to help, brand enthusiasm, and willingness to develop themselves (Burmann et al., 2009). In addition, various dimensions and articles were assigned (Bartikowski & Walsh, 2011; Bove et al., 2009; Yi et al., 2011). For example, Bove et al. (2009) have defined three elements: providing feedback to the organization, supporting other customers, and recommending family/relatives and friends. Taking OCB and BCB into account, current research describes city citizenship behavior as the behavior of citizens that contributes to the city by attending events that can help others and being involved in the development of the city through the event.

As a form of marketing communication strategy, the effectiveness of event marketing depends heavily on the motivation of consumers to participate voluntarily. Instead, this essential motivation is determined by the extent to which at least one aspect of the event marketing strategy corresponds to the individual consumer's tendency to engage. Stylidis et al. (2014) previously argued that several different aspects of engagement play an important role in the appeal of event marketing to individuals, but it has not been investigated further. The current study seeks to develop this idea further by identifying the influence of emotional experiences on tourism events on residents' willingness to actively participate in city citizenship behavior and proposing a conceptual model, which is currently being investigated further. Based on these thoughts, the third hypothesis of this study was determined:

H₃: Emotional experiences in tourism events influences city citizenship behavior.

Relationship between Emotional Experience in Event Tourism and City Citizenship Behavior through City Brand Attitude

This study sought to determine the level of emotional experience in events organized by a particular city to produce a pleasurable sensation that satisfies participants' desires (Kao et al., 2007) and subsequently increases brand attitudes among members (Merrilees et al., 2009). This association has earlier occurred and is indicated in the research of Dolles & Söderman (2010), which emphasizes citizen contribution in the experience of an event such as the 2006 World Cup in Germany as a basis of city acknowledgment and acknowledgment of their city as a brand. In particular, the research by Dolles & Söderman (2010) emphasizes that emotional involvements in events increase the value of national brands. This experience can be translated to conducting a study of the uniqueness of a city brand.

The essential motivation for marketing a particular event is determined by the consumer`s contextual involvement in that event. Second, the involvement in specific event marketing is determined by the tendency of consumer involvement in at least one of four different aspects: that is, event marketing, event objects, event content, and social interaction of events. When event marketing has a direct or indirect relationship with personal leisure benefits. In other words, the closer the relationship between the event marketing strategy and the consumer's leisure interests, the stronger the contextual involvement in a particular event marketing strategy and the special subject of attending the event to tourists. Event marketing involvement refers to consumer interest in the emotional experiences in general event marketing and marketing communications (Gómez-Suárez & Yagüe, 2021). Thus, the proposed fourth hypothesis can be explained as follows.

H4:   Emotional experiences in tourism events influences city citizenship behavior through city brand attitude as a mediator.

Methods

This study employed exploratory research with a quantitative approach. The population involved in this study were residents of Malang Raya to assess brand attitudes in the area. These residents are believed to have an emotional relationship with the city and considered broader about their region as a whole including the aspects of economic, government, socio-cultural, and infrastructure. Simple random sampling was used to determine the number of research samples. Primary data was collected directly through a survey by distributing questionnaires. A total of 341 data was collected in this study, but 323 were eligible to be analyzed.

Table 1. Research Instruments

Variable	Code	Item
Emotional Experience (EE)	EE1	Tourism events provide entertainment
	EE2	The tourism event is good
	EE3	I am very contented with the environment around tourism events
	EE4	I am very contented to have watched the event
City Brand Attitude (CBA)	CBA1	I am proud to live in Malang
	CBA2	Compared to other cities, life in Malang is generally good
	CBA3	I prefer to live in Malang than anywhere else
	CBA4	Malang people have a good character at the national level
City Citizenship Behavior (CCB)	CCB1	Ready to attend events even though it is not required to help with city tourism
	CCB2	I will attend as well as give opinions that can improve city tourism events
	CCB3	Saying positive things about tourism events to others
	CCB4	Encourage friends and relatives to visit city tourism events
	CCB5	If I have any useful ideas on how to improve the quality of tourism events, I will let the organizers know

The questionnaire was created using a 5-point Likert scale from 1 (very disagree) to 5 (very agree). The questionnaire consists of several questions related to the local residents' perceptions of emotional experience, city brand attitude, and city citizenship behavior. In this study, emotional experience was measured by using several items adapted from the research of Kao et al. (2007) which is reused to measure real experiences in tourism events. In terms of city brand attitudes, the items were modified from the earlier scale on brand attitude and amended to the city setting as utilized by Merrilees et al. (2009) in their research. While items to measure CCB were obtained from studies conducted by Nadiri & Tanova (2010), Shafiee et al. (2020) as well as those developed from Bartikowski & Walsh (2011) and Yi & Gong (2013). Moreover, Figure 1 shows the framework of this study.

In Table 4, the respondent's demographic profile was explored and reported as descriptive statistics. Frequency analysis indicated that the number of males (48.5%) and females respondents (51.5%) was almost equal. The age of majority respondents was between 27-36 years old (30.3%) and followed by respondents ages were between 37-46 years old

(27.6%). The population surveyed in this study included permanent residents of Malang Raya who must have been born in Malang or lived there for at least five years. Therefore, for the aims of this analysis, it was assumed that the inhabitants of Malang Raya were easily identifiable and were largely accustomed to local culture, event tourism, and ultimately the city's brand. Based on their area of residency, the number of respondents who have resided in Malang City is 41.2% of the sample. There are 34.0% of respondents have resided in Batu City, and the rest about 24.8% have resided in Malang Regency.

Figure 1. Research Framework
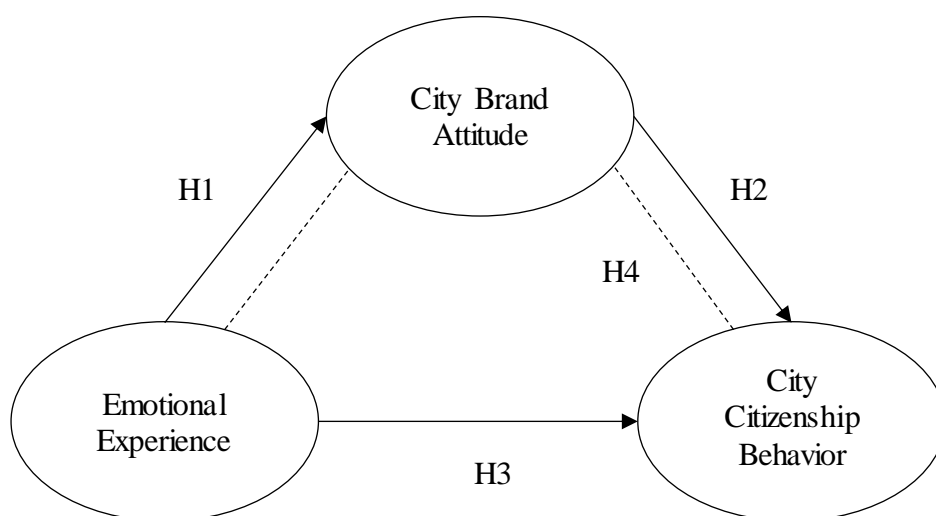
Result and Discussion

Table 2. Demographic Profiles

Demographic Profile	Percentages	Demographic Profile	Percentages
Age		Area of residency	
17-26	20.4%	Malang City	41.2%
27-36	30.3%	Malang Regency	24.8%
37-46	27.6%	Batu City	34.0%
47-56	21.7%		
Gender			
Male	48.5%		
Female	51.5%		

Partial least squares (PLS) were used to test the research hypothesis while simultaneously evaluating both the measurement and structural models. PLS analysis reveals two main results, including an inner model and an outer model. The inner model refers to the connection of latent variables in the form of a structural model or path matrix, and the outer model is represented by the validity and reliability values of the configuration. Following the recommendations of Hair et al. (2019), this study can classify the model as valid and reliable because the higher outer factor values of 0.500, the composite reliability value, and the AVE value of each configuration are higher than 0.500 and 0.700, Cronbach's alpha test score is above 0.700, and the discriminant validity score for each configuration is higher than the correlation with the other configurations in the model. The validity and reliability results of the study are shown in Tables 3 and 4.

Table 3. Validity and Reliability Result

Variable/ Item	Cronbach's Alpha	AVE	Composite Reliability	Loading Factor	Decision
EE	0.72	0.53	0.82		Reliable
EE1				0.69	Valid
EE2				0.70	Valid
EE3				0.76	Valid
EE4				0.76	Valid
CBA	0.90	0.78	0.93		Reliable
CBA1				0.92	Valid
CBA2				0.88	Valid
CBA3				0.86	Valid
CBA4				0.86	Valid
CCB	0.93	0.80	0.95		Reliable
CCB1				0.68	Valid
CCB2				0.96	Valid
CCB3				0.91	Valid
CCB4				0.93	Valid
CCB5				0.95	Valid

Table 4. Discriminant Validity

Construct	EE	CBA	CCB
Emotional Experience (EE)	0.88		
City Brand Attitude (CBA)	0.80	0.89	
City Citizenship Behavior (CCB)	0.77	0.70	0.73

Table 5. Hypotheses Testing

Hypotheses	Estimates	SE	t	P	Decision
H_1 EE → CBA	0.77	0.02	46.08	0.00	Supported
H_2 CBA → CCB	0.64	0.05	12.59	0.00	Supported
H_3 EE → CCB	0.20	0.07	3.03	0.00	Supported
H_4 EE → CBA → CCB	0.50	0.04	11.03	0.00	Supported

Furthermore, Table 5 shows that all the hypotheses proposed in this study are supported because the value of each proposed hypothesis is less than 0.050 (0.000). This study confirmed the significant influence of emotional experience on city brand attitude and city brand attitude on the city citizenship behavior. This means that the higher the level of residents' emotional experience through event tourism, and the more positive the attitudes in favor of the city's brand image, the better the resident behavior of the city citizens. This results confirms the conclusion of preceding findings by Marin-Aguilar & Vila-López (2014) and Gómez-Suárez & Yagüe (2021). This study's results also proved the conclusion of Sthapit et al. (2019) who indicated that the more positive emotional experience felt, the better city citizenship behavior to expose as part of several activities voluntarily and as a form of reciprocity such as recommending destinations to friends and relatives. Although it does not directly affect the city citizenship behavior, both emotional experience and city brand attitude are two things that should take into account to drive city citizenship behavior.

As suggested by this research hypothesis, emotional experience and brand attitudes are important precursors to resident civil behavior. This study empirically demonstrated these important relationships. The path coefficient showed that brand attitudes are a more powerful direct predictor of city citizenship behavior (standardized path coefficient = 0.64) than emotional experience (standardized path coefficient = 0.20). In addition, we found that the emotional experience of event tourism has a strong influence on brand attitudes (standardized path coefficient = 0.77).

These results covered a series of direct and indirect effects resulting from a positive assessment of events organized by various sensory stimuli. The event changed the experience of the inhabitants and influenced both their stance as a city brand and the behavior of their citizens. Taken together, the interrelated influences have increased the likelihood of recommending the city to others through the voluntary actions of the inhabitants. This result supports a consensus on the importance of comprehensive experience in business tourism and business events (Abulibdeh & Zaidan, 2017; Ahn et al., 2016; Alananzeh et al., 2019; Choo et al., 2016; Falk & Hagsten, 2018; Skinner, 2017). This analysis reveals how experiential events create great experiences and foster a strong relationship with the attitude of the city brand, thereby strengthening customer civic behavior and promoting the city brand.

The available literature shows that the attitudes of the inhabitants make an important contribution to the behavior of urban citizens. In particular, positive brand-related behavior, namely the citizen behavior of customers' residents has been identified as a potentially cost-effective and efficient method of brand promotion (Prajogo & Purwanto, 2020; Maziashvili & Kowalik, 2021). Therefore, the results of this study also confirm that ignoring residents in the role of city advertiser has a clear negative impact on destination marketing (Braun et al., 2013; Zenker et al., 2017). Based on these results, it can be concluded that this study has made progress in implementing experiential marketing through emotional experiences in local event tourism and especially in promoting the city, which can improve people's brand attitude. Therefore, and based on the findings, this study suggests that the city's destination management needs to continuously gain citizen's support for the development and implementation of the city brand, as this is more likely to turn people into valuable marketing assets that lead to positive citizenship behavior.

The findings further validate the theoretical foundations of the relationship between consumers and brands. In this regard, consumers develop valuable and lasting relationships with a particular brand (McManus et al., 2022) which then influence consumer behavioral intentions (Keller, 2012). In particular, this study broadens the reach of the consumer brand literature by incorporating brand attitudes into the pre-existing relationship between emotional experience and behavior of urban citizens. This current study also has some implications for practice. By viewing emotional experience as a way to measure residents' attitudes towards a brand, marketers can drive internal customer responses more holistically, making events more relevant, and more impactful, and thus facilitate emotional and behavioral outcomes (Mainolfi & Marino, 2020).

The results of this study link the literature on citizenship behavior to residents in the context of tourism, enabling and suggesting the further application of the literature in a city branding context. Building this relationship with stakeholders and establishing a brand presence is important for brands at any destination and can impact the branding activities of the city (Kavaratzis et al., 2015; Magnoni et al., 2021). Meanwhile, this study suggests the important role and participation of residents in tourism development in each destination (Zenker & Erfgen, 2014) This is not limited to the direct support of the population for sustainable tourism (Lee, 2013; Strzelecka et al., 2021), but instead to maintain a place for its development. It emphasizes the importance of residents as internal stakeholders (Taecharungroj, 2016). In addition, local governments can exceptionally encourage citizens' participation in various public policies. As a result, the branding of the place is much more comprehensive and creative than it is today (Paganoni, 2012), and more legitimate in terms of stakeholders (including residents and citizens).

Conclusion and Suggestion

This finding explains the dynamic nature of stakeholders' involvement throughout the city branding development and implementation process. The findings further confirm that the higher the stakeholders' involvement in the development of the brand, the more likely they will participate in the implementation stage. In conclusion, this research provides insight into the theory of place marketing by examining the perceptions of the residents to assess the local community's role in the development of tourism destinations and city branding. Therefore, destination managers, developers, businesses, and local governments need to understand the factors that influence residents' perception and their support.

Overall, the findings also indicate that the determinant of residents' engagement with their city citizenship behavior is not mutually exclusive. Indeed, several of the identified factors might perform as either determinants or obstacles of involvement, depending on their situation. The relationship is considered a focal point of interest in customer participation that could engage a customer's voluntary and discretionary helpful behaviors. This result also has practically suggested that city brand marketers can expect an increase in residents' interactive engagement with their voluntary behavior through a positive brand attitude by organizing event tourism that produces a pleasant emotional experience. The results of the study also offer local governments and city brand managers suggestions concerning how to sustain and develop interactions with residents.

Finally, this research has some limitations and may pave the way for future research. This study is related to a developed study of Malang Raya, Indonesian residents, and suggests that caution should be exercised in generalizing the results. Results can vary in other regions, as residents' behavior may differ depending on the general attitudes of people towards cultural, national, or local government measures. In this sense, further investigation of this study in other areas may enhance the validity of both management contributions and results. Of particular interest is the analysis of perceptions and brand attitudes through interdisciplinary lens analysis. For future research, it may be helpful to put together research from different standpoints and offer the reader a larger and more comprehensive view of the analytical objects.

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