Cittaslow: Umbrella branding for Turkish cities

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Abstract. Cittaslow is an international movement against one of the biggest problems of today, i.e. the effects of dense human population and fast urban life. The study aims to clarify the city branding practices of local governments participating in Cittaslow, and to examine the economic, social and environmental impacts that the movement exerts on cities. In conceptual framework, the Cittaslow movement is explained with its basic philosophy and policies, and city branding is discussed within the image and positioning concepts. The research includes quantitative evaluation of simple statistical data such as mean and standard deviation. The study covers cities in the Turkish Cittaslow network and applies an online questionnaire with the municipality officials. Items related to the importance and social, economic, environmental aspects of Cittaslow are included in the online survey. The research results prove that the economic and social aspects of the Cittaslow movement are more positive for the cities, whereas the environmental aspects are less positive. The Cittaslow movement strengthens the brand image of small towns with associations of territories' cultures and traditions. The authors find that, while preserving local values, urban regeneration can be made with positive city image.

Keywords: branding; territorial marketing; city branding; brand image; umbrella brand; Cittaslow; Slow City; Turkey.

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Международное движение «Читтаслоу»: зонтичный бренд турецких городов

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Аннотация. Основной целью международного движения «Читтаслоу» («Медленный город») является преодоление негативных последствий фундаментальных проблем урбанизации – высокой скорости жизни и растущей плотности населения. Исследование посвящено изучению практик городского брендинга, используемых властями городов – членов «Читтаслоу», а также анализу воздействия этого движения на экономическую, социальную и экологическую ситуацию в городах. Методологический каркас работы составили концепции имиджа и позиционирования бренда, а также основы философии и политики движения «Читтаслоу». Информационной базой послужили данные онлайн-опроса муниципальных властей турецких городов –участников «Читтаслоу». Для оценки суждений респондентов использована 7-балльная шкала Ликерта. Выполнен количественный анализ статистических данных путем расчета среднего и стандартного отклонения. Согласно полученным результатам, следование принципам «Читтаслоу» положительно влияет на социальную и экономическую ситуацию в городе, но менее действенно в сфере экологического благополучия. Сделан вывод о том, что движение способствует возрождению малых городов благодаря формированию их позитивного имиджа и созданию бренда за счет сохранения и позиционирования местных ценностей, культуры и традиций.

Ключевые слова: брендинг; маркетинг территории; городской брендинг; имидж бренда; зонтичный бренд; Читтаслоу; Медленный город; Турция.

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INTRODUCTION

Migration of labor force from countryside to urban areas during the Industrial Revolution was a source of the rapid population growth in cities and gave an impetus for a new lifestyle. In the last quarter of the 20th century, neoliberal policies in economy and administration were an essential factor in globalization's influence on the world. The effect of globalization not only on the economy but also on all areas of life was obvious and profound. At the same time, thoughts and feelings that arose against globalization found new perspectives in many ways. As a result of global competition, the reaction against the imposition of faster production and a faster pace of life led to the creation of a new urban life culture. The Slow Food concept that emerged in Italy was the beginning of

a meaningful movement as the first thought against globalization spreading to cultural life forms.

In the city of Chianti (Toscana Region, Italy), where the Slow Food movement was launched, the members of the Slow Food Association published a declaration and initiated the Cittaslow movement [Hekimci, 2013]. Opposing the approach that glorifies the speed of globalization with a new urbanization approach based on a slow life philosophy has found support all over the world.

The urban lifestyle is formed in Turkey with the following properties: crowding, low life quality and corrupt local values. The Slow City movement as an urban model and an alternative to these developments was first started in Izmir Seferihisar. The number of cities that met the conditions for joining the Slow City movement has increased. The use of this title is possible if the rules stipulated by the Slow City Union are fulfilled.

Cities participating in the Slow City movement have acquired a brand value with their "livable city" quality. The difficulty of life in big cities and the decrease in the quality of life have caused the Slow City brand value to become a marketing element. Cittaslow is also in line with the approach of local administrators of cities. In the efforts of city branding, this model adds an economic, social and political value to urban areas. In this context, it has been determined that cities are considered as a savior, a magic formula in increasing their income sources.

Urban branding is a term that is conceptually very similar to destination marketing. In tourism research, it aims to highlight a particular place, assist in its promotion and make tourism business more profitable. There have been serious trends in destination marketing at the level of enterprises and governments in recent years. In particular, city branding activities are carried out at the governmental level. Authorities use urban branding as a tourism tool rather than industrialization one in order to foster regional development.

The present study examines the social, economic and environmental consequences of the Cittaslow movement on cities in the Turkish Cittaslow Network. In this context, the social effects of cities that provide branding with the Cittaslow movement are investigated. First of all, strategic brand management, city branding and the Cittaslow movement are mentioned in the conceptual framework. The research was designed as an exploratory study. The empirical work was conducted with municipal employees of Cittaslow cities in Turkey. As a result of analysis, general ideas about Cittaslow have been obtained.

CONCEPTUAL FRAMEWORK
Strategic Brand Management. The traditional definition of a brand is a name associated with one or more objects in the product line used to describe the origin of objects' property [Kotler, 2000]. The definition of the brand by the American Marketing Association (AMA): "A name, term, signature, symbol, design or a combination of all these created to differentiate and define a seller's goods and services from their competitors." Today, a brand is more than a symbol that defines a product. The brand is to gain a place in the minds of consumers [Kapferer, 1997]. According to Kapferer, brands serve eight functions. The first two are about the essence and systematics of the brand. This system works because the brand sees it as a recognized symbol to save consumers time when they need to make choices and allows them to make their choice at a logical level. The next three are to reduce perceived risk, and the last three are about brand satisfaction. Brands have an economic function in the minds of consumers. This economic function is the brand value attributed as a unique ability to make positive and lasting meaning in the minds of a large consumer mass. Therefore, brand building centers on improving brand equity.

The strategic brand management process begins with understanding what the brand offers and positioning it [Keller, 1993]. Brand positioning is the creation of presentations and the design of the image [Keller, 1993]. In addition, positioning is to create a benefit that does not exceed the targeted cost and thus gain a valuable place in the consumer's minds. According to Newman [1957], a brand is a composite image of everything people associate with it. These are the impressions that determine how they feel about it and how it influences their choice. In other words, brand image, whether emotional or logical, is a subjective and perceptual phenomenon shaped by consumer interpretation [Dobni, Zinkhan, 1990]. In other words, brand image is the perception of the brand reflected by brand associations in consumer memory [Keller, 1993].

There are various sub-dimensions used in building an image for a brand. In general, these sub-dimensions are related to how the image makes us feel. Tyler [1957] identified three types of image: subjective, objective, and real. Subjective image is what makes the brand feel and the way the consumer defines him/herself. The objective image tool is to sell the product emotionally without using an object. The real image is to sell by applying the real image in the consumer's mind. It is possible to emphasize the visible image of the product through mascots, posters, and pictures. Evans [1961] distinguishes five types of images: (1) a simple description of the physical or objective qualities of the product; (2) in certain situations, the image points to the Freudian symbolism of product design; (3) the user's personality is associated with a specific brand; (4) alternatively, the image is associated with a specific personality without specifying the management or meaning of the brand relationship; (5) the brand has its distinct personality that selects its users. Keller [1993] examines the brand image in four sub-dimensions. They are related to brand associations which include types, ad-

vantage, strength and uniqueness. The types of brand associations are consisting of overall impressions of brand, brand benefits and brand attributes. The advantages of brand associations are concerning the brand's positive general image. The strength of brand associations is concerning its memorability. The uniqueness of brand associations is concerning its distinction.

Image management involves communicating the determined features of the brand to consumers in the target market. Image or company characteristics are: (1) positive, strong, helpful; (2) negative, harmful or simple; (3) ambiguous, complex, sometimes meaningless [Christian, 1959]. Long-term image management requires the coordination of sales activities and communication activities [Park, Jawoski, Macinnis, 1986]. Communication activities can be implemented in a variety of ways. For example, sponsored advertisements are an effective method for reaching customers. Segmented banner ads positively affect the company in the long run [Becker-Olsen, 2003].

On the other hand, there are four points to be considered in creating a market as a process of getting accepted through the brand: making sense of similar brand images of technology and nature, harmonizing, managing and developing strategies [Giesler, 2012]. As the use of social media has increased in recent years, it offers additional opportunities for image management. Social media contributes to interactivity and openness towards company communication and corporate brand building [Vernuccio, 2014].

The associations that determine the image in the consumer's mind may depend on one's own needs or external motivation. Individual needs have much value in brand selection [Evans, 1961]. For instance, Evans [1961] states that personality needs to be measured by variables such as success, difference, change, aggression, which have much value in determining whether a person is a Ford or Chevrolet owner. People in the common social class have different personalities. Their personalities are not systematically related to their choice of the two most popular car brands. While Ford owners are aggressive people who love their cars, Chevrolet owners have emerged as very careful drivers in the research findings. When external factors are considered, it is seen that the motivation process is effective. The ad-encouraged mental simulation with the target product leads to a high evaluation of the product [Escalas, 2004]. In Escalas's study, which examines the attitude towards advertising, the participants were made to think positively about the brand through mental motivation and critical thinking was prevented. It was found that those who did not participate in the simulation were more prone to analytical thought processes than narrowly focused thought processes.

Brand use can also affect the associations that shape the image in the consumer mind and are creat-ed due to promotion efforts. Past brand use is a crucial driver of current brand image associations [Romaniuk, Bogomolova, Riley, 2012]. With the development of electronic commerce, consumer perceptions of online retail brands are investigated by focusing on perceptions under the headings of brand identity, brand image and brand preference. Cyber brands are the ones that make the most effort in brand identity creation [Saaksjarvi, Samiee, 2011].

A strong image has positive effects on the brand. Feeling emotional about the product is the most rival selling point that can involve many objects [Tyler, 1957]. By projecting the image on the product, it is thought that people can achieve what they like to be or want to be while using that product. Considering consumers' personality characteristics, there are different interpretations in perceptions of different brands of the same product [Swartz, 1983]. When different messages are qualified for different brands, the message differentiation may be a product differentiation strategy [Swartz, 1983]. For example, the Porsche Cayenne gives an expensive image, while the Walkswagen Tiguan, which comes out of the same production line, gives the image cheaper.

On the other hand, brand image can have an impact in different ways due to consumer-related reasons. People affiliated with a single brand also have more positive brand views than users who use many brands [Bird, Channon, Ehrenberg, 1970]. While the image affects purchasing, repetitive purchasing also affects the image. Whether image or quality is more prominent in advertisements can also be useful in purchasing decisions. Highly self-impressionistic individuals who respond more positively to image-centered advertisements are willing to pay more for products if they see an image-oriented advertisement and are more willing to try a product if it is marketed with an image [Snyder, DeBono, 1985]. On the contrary, individuals who react more positively to product quality-centered advertisements, that is, low-level self-impressionist, are willing to pay more for the products if they are advertised with quality-oriented commercials and are more willing to try the products if they are marketed with a quality claim [Snyder, DeBono, 1985]. Finally, the brand image can adapt to the user image and psychological benefits of the brand use in order to meet the self-needs of consumers such as self-realization [Escalas, Bettman, 2003]. When there is a strong connection between the reference group and the self-concept, there is also a strong usage connotation between the reference group and the brand [Escalas, Bettman, 2003]. For example, brands that reflect the image of environmentally friendly products can inspire consumers to feel that by purchasing the brand they fulfill their responsibilities to the environment and have gained the respect of environmentally sensitive people.

City Branding. City branding is one of the applications in regional development [Lucarelli, 2018]. For this purpose, tourism is tried to be revitalized by bringing cities' brand elements to the fore. Such applications as urban branding or city marketing, which are discussed in academic literature, are carried out in similar ways with businesses' product branding. For example, symbols such as "I ♥ NY" used in city branding, slogans like "What Happens in Vegas Stays in Vegas", creation of destinations such as the Eiffel Tower are similar elements used in product branding.

The results of city branding efforts such as campaigns, destination elements and events are not limited to the city image perceived by residents and tourists. The city brand created by these efforts has social, economic and political consequences [Lucarelli, 2012]. City marking components can be seen in Table 1.

The Cittaslow concept can be regarded as a component of city branding. Numerous academic studies are devoted to this issue. Karabağ, Yüce and İnal [2012] stated that the Cittaslow movement helped local communities preserve and market cultural values. The authors emphasized the importance of the Cittaslow movement in urban branding. Gökaliler [2017] examined city branding in Seferhisar district, a member of the Cittaslow movement. The author found that with Cittaslow, the city gained a positive place in the consumer's mind, branded with social and cultural goals, and reflected the local lifestyle to tourists. Servon and Pink [2015] examined the local and global effects of cities that are members of the Cittaslow movement in Spain. In their studies, the authors determined that Cittaslow cities have adapted to global changes while preserving local values. Üstündağlı, Baybarsb and Güzeloğlu [2015] examined the changes that Seferhisar district experienced after joining the Cittaslow movement. The study determined that the local economy of Seferhisar district changed after Cittaslow.

Cittaslow. In today's globalizing world, developments in science and technology increase communication between people and facilitate change and cohesion. However, these facilities smoothed the differences between people and cultures, and a uniform human model began to emerge. As a result of the integration of capitalist competition with globalization and making all kinds of phenomena the subject of marketing, it has become inevitable that local cultures that are not suitable for marketing will weaken, disappear and devalue in the face of the brutal global market.

With the globalization created by the developed capitalist countries, new eating and nutrition habits have spread to the world. This new nutritional concept has shown its effect in Italy as well as all over the world. McDonald's, a global fast-food restaurant, was opened near the historical Spanish Steps in Rome, Italy's capital city. There were some worries about the opening of the restaurant since the Italians viewed fast food as a lousy culture habit. It emerged as the Slow Food movement that started with the protest by throwing dough in McDonald's restaurant [Pajo, Uğurlu, 2015]. The Slow Food movement was created as an approach that adopts the principle of protecting local flavors, comfortable and healthy eating, respect for nature, knowledge about food, tasting, providing resources, and socializing with food [Şengün, 2018]. Nowadays, the slow movement maintained by the Cittaslow Association effectively spreads the slow movement culture and philosophy in Cittaslow cities. Local governments make regional certifications in order to achieve economic development in accordance with this philosophy. As a result, improvements were indicated in the financial performance of SMEs in the food and beverage sector in these regions [Perano et al., 2019].

The idea arose that an association was needed to counter this global habit that threatened local cultures. The Slow Food Association was established in Barolo, Italy by Chianti Mayor Paolo Saturnini and Carlo Petrini. Gathering at the call of Saturnini at Greve in Chianti, members of the Slow Food Association published a statement initiating the Slow City movement to create a new culture of life [Hekimci, 2013]. In 1999, the manifesto of the Slow City movement was signed in Paris

Table 1 – The elements of city branding
Таблица 1 – Элементы городского брендинга

History and heritage	Artifacts and spatial planning	Events and activities	Processes and institutions	Graphics and symbols
Anniversaries Historical festivals (cultural, maritime, industry, etc.) National stories (e.g. ancient poets and artists) Historical narratives. Places to see (e.g. museums)	Buildings (e.g. bridges) Regions (e.g. corridors) City centers (e.g. commercial design areas)	Festivals (MTV) Sports (Olympics) Award winning events (CCE)	Promotion and marketing campaign strategies "I am Amsterdam" style campaigns Organizations	Logos, images, videos and other visual elements (e.g. maps, city brand logos, promotional videos, etc.) Promotional material (e.g. brochures) Slogans, newspapers and other written and related documents (e.g. brand manifestos, city brand slogans, websites, etc.).

Note: Compiled by the authors based on Lucarelli [2012].

with the participation of representatives from Argentina, Austria, Brazil, Denmark, France, Germany, the Netherlands, Hungary, Italy, Japan, Spain, Sweden, Switzerland and the USA. The movement became official with the manifesto signed [Güven, 2011]. The movement's philosophy is based on a set of goals to improve the quality of life of citizens and temporary residents in a slow-moving city [Karakaş, Karabağ, 2014].

The purpose of this movement, which started as the Slow Food movement in Italy, later evolved towards the understanding of not only slowing down but slowing down in life. Today it is known as the Slow City movement aimed at protecting the air, water and soil, emphasizing organic foods, local and characteristic architecture, nature and cultural values. Another effect of this movement is organizing a humane living environment where everyone is friendly with each other [Şengün, 2018]. On the other hand, in addition to protecting the environment, Slow cities, with its comprehensive ideas on supporting sustainable development and improving urban life, also encourage food production using natural and environmentally friendly techniques.

Cittaslow Criterions. As of February 2020, 262 cities worldwide participated in the Cittaslow movement. The number of Cittaslow cities in Turkey reached 17.

The conditions for admission to the Union as a slow city fall into seven principal policy areas: energy and environment; infrastructure; quality of urban life; agricultural, tourism, tradesmen and artisans policies; hospitality, awareness and education plans; social cohesion; and partnerships. At the same time, environmental policies include regular control of air and water cleanliness, consumption of drinking water, collection of urban solid wastes by separating them at the source, supporting industrial and domestic solid waste composting, establishing sewage and wastewater treatment facilities, orientation to renewable energy sources, etc. Environmental protection measures such as the reduction of polluting traffic noise, public light pollution and protection of biodiversity are required.

Cittaslow cities' infrastructure policies may encompass ensuring access to public services by bicycle, adapting bicycle use to daily life, developing ecological solutions in transportation, planning parking for disabled individuals, using clean energy in transportation[1].

Urban life quality policies list many rules constituting an alternative to fast urban life. These conditions are expected to be met to become a member of the Union. Otherwise, the Cittaslow title given for a 4-year period is revoked after the necessary audits. This title is not a value to be used forever for cities. The rules regarding the quality of urban life incorporate protecting the city with planning, improving urban values,

increasing city green areas and the urban viability, creating an infrastructure for sustainable architecture, utilizing the opportunities of information technology in urban services, enhancing the natural and local product markets and the traditional commercial presence of the city (butcher, grocery store, shopkeeper, etc.).

Agricultural, touristic and small business policies encourage handmade production and sales, promote local and organic products, develop ecological agriculture, improve accessibility of rural areas, increase the value of local and traditional cultural activities, ban the use of GMOs in agriculture, establish and certify local product markets, open cultural museums, etc.

One of the most important features in creating the Cittaslow brand is the impressions of city visitors. Among the rules of the Union are welcoming hospitality, designing plans for education, raising awareness of tradesmen and citizens on this issue, establishing slow routes, proposing mechanisms to ensure the participation of the city dwellers in decision-making, providing continuous training of educators, managers and employees on Cittaslow themes.

Social cohesion embraces such aspects as childcare support, youth employment, efforts to eliminate discrimination against different ethnic groups and minorities, studies on poverty, and cooperation with non-governmental organizations.

Initially, there were 59 asset criteria, but their number has been recently increased to 72 [Şengün, 2018]. These criteria are scored as a result of the completion of the projects under the titles determined by the Cittaslow Union. To become a Cittaslow city, 50 points are required. In Turkey, there are 17 Cittaslow cities[2]. Table 2 shows the completion of the Cittaslow criteria in the Turkish cities.

As seen from Table 2, Seferihisar has the highest completion rate (73 %). The average completion of the Cittaslow criteria in the Turkish cities is 60 %. All of the listed cities naturally meet the Cittaslow city criteria. As a result, they are ready for Cittaslow membership from the very beginning. For example, Taraklı has a 59 % completion rate. In a study conducted with tourists visiting the city, 81.2 % of respondents stated that Taraklı was a slow city [İlhan, Karakaş, Özkaraman, 2020]. In addition, tourists stated that the reasons for visiting the city were mostly related to traditional and natural life.

METHODOLOGY AND RESULTS

In this study, an exploratory research on city branding is conducted. Its aim is to examine the social effects of Cittaslow cities on branding efforts. For this purpose, an online survey was performed. A questionnaire was sent to each municipality employee responsible for Cittaslow

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[1] Cittaslow Official website. www.cittaslow.org.tr.

[2] Cittaslow membership process and criteria. https://cittaslow-turkiye.org/uyelik-sureci-ve-kriterler/

Table 2 – Completion rate of the Cittaslow criteria
Таблица 2 – Показатели соответствия турецких городов критериям движения «Читтаслоу»

City	%	City	%
Ahlat	64.76	Perşembe	54.74
Akyaka	67.54	Şavşat	60.14
Eğirdir	57.23	Seferihisar	73.58
Gerze	58.87	Taraklı	59.02
Gökçeada	71.00	Uzundere	54.73
Göynük	54.23	Vize	55.40
Halfeti	64.72	Yalvaç	60.59
Köyceğiz	53.49	Yenipazar	58.92
Mudurnu	52.96		

Note. The data were collected in 2020 by the Turkey Cittaslow Association.

in 17 cities in Turkey. 14 city municipalities responded to the survey. The survey used a 7-point Likert Scale ranging from "I totally disagree" to "I totally agree". The frequency, median, mean and standard deviation of the responses were examined (Table 3).

As seen from Table 3, 13 out of 28 expressions have the mean (average) over 5. This means that the level of participants' agreement with these statements is quite high. The rest 15 expressions have the average of less than 5. This means that the level of participants' agreement with these statements is quite low. In addition, when the standard deviations are examined, it is seen that there are 11 statements with values over 2. The high standard deviations show that the answers to the statements are very different from each other. The data regarding the frequency of the responses to the expressions with high standard deviation are examined in Table 4.

Table 3 – Mean and standard deviation of the survey answers
Таблица 3 – Среднее и стандартное отклонение согласно результатам опроса

Statement	Min	Max	Mean	Standard Deviation
1. It is very important for our city	5.00	7.00	6.7143	0.72627
2. All future urban plans for our city are evaluated within the framework of Cittaslow	4.00	7.00	5.9286	1.14114
3. It helped residents to introduce their traditions and learn new traditions	2.00	7.00	5.8571	1.65748
4. Participation of residents in cultural events such as anniversaries and festivals has increased	3.00	7.00	5.7857	1.36880
5. Cittaslow has important effects on residents living in our city	4.00	7.00	5.7857	1.25137
6. It helped residents interact positively with incoming tourists	3.00	7.00	5.7857	1.52812
7. Urban dwellers use graphics and symbols such as logos and slogans widely	1.00	7.00	5.3571	2.06089
8. City dwellers had no problem adapting to the slow lifestyle	2.00	7.00	5.2857	1.68379
9. City residents took an active part in promotional and marketing campaigns	2.00	7.00	5.2143	1.62569
10. It enabled residents of the city to get along with people of different beliefs	1.00	7.00	5.1429	2.21384
11. Physical and mental health of city residents have been positively affected	2.00	7.00	5.1429	1.56191
12. The quality of the air and water used by residents has increased	1.00	7.00	5.0714	2.05555
13. Residents of the city gained commercial areas such as museums and artisan bazaars	1.00	7.00	5.0000	1.66410
14. It helped city dwellers create common value in hosting foreign guests	2.00	7.00	4.9286	1.85904
15. It was instrumental in enabling city dwellers to take an active role in making decisions about their future urban life	2.00	7.00	4.9286	1.63915
16. Urban residents' exposure to pollution and noise has decreased	1.00	7.00	4.8571	2.21384
17. Civil rights of city residents have improved	1.00	7.00	4.8571	1.83375
18. Hazardous material risks for residents have reduced	1.00	7.00	4.7143	2.43148
19. City residents have enriched economically	1.00	7.00	4.7143	1.97790
20. City residents have a wider range of working opportunities	2.00	7.00	4.7143	1.68379
21. The physical security level of city residents has increased	1.00	7.00	4.6429	2.27384
22. City residents' fear of the future has diminished	1.00	7.00	4.5714	1.86936
23. Safety concerns of residents have decreased	1.00	7.00	4.5000	2.17503
24. City residents now have more entertainment opportunities	1.00	7.00	4.3846	2.06311
25. Urban residents have an enhanced access to quality food	1.00	7.00	4.3571	2.06089
26. Future aspirations of residents for themselves and their children have fulfilled	1.00	7.00	4.2143	2.04483
27. It helped city residents learn different languages and dialects	2.00	7.00	4.1429	1.74784
28. Sickness and injury status of city residents has decreased	1.00	7.00	3.9286	2.12908

Table 4 – Distributions of survey expressions with high standard deviation according to their level of agreement
Таблица 4 – Распределение ответов респондентов с наибольшим разбросом во мнениях
в соответствии с 7-балльной шкалой Ликерта

Statement	Score							Median
	1	2	3	4	5	6	7	
1. Hazardous material risks for residents have reduced	2	2	1	1	–	3	5	6
2. The physical security level of city residents has increased	2	2	–	1	3	2	4	5
3. It enabled residents of the city to get along with people of different beliefs	2	–	1	2	1	2	6	6
4. Urban residents' exposure to pollution and noise has decreased	1	2	2	–	2	2	5	5.5
5. Safety concerns of residents have decreased	2	2	–	1	4	2	3	5
6. Sickness and injury status of city residents has decreased	3	1	2	1	4	1	2	4.5
7. City residents now have more entertainment opportunities	1	2	2	1	3	1	3	5
8. Urban residents have an enhanced access to quality food	2	1	2	–	6	–	3	5
9. Urban dwellers use graphics and symbols such as logos and slogans widely	1	1	1	1	1	3	6	6
10. The quality of the air and water used by the residents has increased	1	2	–	1	2	4	4	6
11. Future aspirations of residents for themselves and their children have fulfilled	2	2	1	1	3	4	1	5

As demonstrated in Table 4, the respondents' answers regarding the 11 statements are at different levels. For example, for the statement "Sickness and injury status of city residents has decreased", 7 participants scored 4 and below, and 7 participants scored 5 and above.

CONCLUSION

Many studies are carried out with local and public support to meet the residents' needs for urban development strategies. However, it is a known fact that cities with local cultural characteristics and a small population size are insufficient to create the necessary resources for the service. The pressure exerted by capitalist competition on cities pushes them to seek new resources and use urban and local characteristics to create brand values. In Turkey, Izmir Seferihisar was first to join the Cittaslow concept in 2010, and now 17 cities meeting the necessary criteria are part of the Slow City movement. The Cittaslow identity carries the quality of brand value. As a result of the present study, the outcome of Cittaslow on city identity is better understood.

Branding has been common in recent years due to the increase in tourism revenues of cities. In the study, the social effects of cities' branding efforts are examined. For this purpose, the data were collected through an online survey in the Cittaslow town in Turkey. The findings of the survey indicated that 13 of 28 statements were positive. According to the positive statements, cities were mostly socially affected by the Cittaslow movement. It was found that there were positive opinions on traditions, beliefs and cultural activities frequently encountered in daily life. In the contemporary world, the purpose of urban regeneration is to improve the socio-economic conditions of a place and it requires coordinated development policy for a small town [Jaszczak et al., 2021]. In many parts of the world, Cittaslow helps cities improve their socio-economic status (see, for example, [Senetra, Szarek-Iwaniuk, 2020]). Interpreting the findings, it can be mentioned that the Turkish Cittaslow network has also raised the socio-economic status of the cities.

As a result, it is inferred that the Cittaslow movement is a marketing tool that gives identity to the cities. In future studies, it is suggested to investigate the harmony, the movement's philosophy and the identity created through the residents of Cittaslow cities. ∎

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