
A Comprehensive Study of Consumer Perceptions in Porto's City Branding

Pedro Ribeiro Reis

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Supervised by
Professor Pedro Quelhas Brito
Professor Teresa Sarmento

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Abstract

This dissertation explores the perceptions and preferences of different demographic groups, particularly focusing on age and gender, regarding the "Porto." logo and the broader urban attributes of the city. Using quantitative methodologies, the study analyzes how various segments of the population, including both Portuguese residents and foreign visitors, perceive the city's branding and identity. Data was collected through personal interviews conducted across 14 streets of Porto by 37 interviewers, resulting in a robust sample of 3,784 respondents.

The results indicate significant differences in how different age groups and genders perceive the "Porto." logo. Younger respondents show a clear preference for modern, vibrant, and straightforward elements, while older respondents are more inclined toward traditional and historical aspects, demonstrating a stronger connection to the city's rich cultural heritage. Gender-based analysis reveals that females tend to favor aesthetic and cultural elements, while males prioritize functional and practical aspects. The statistical analysis, conducted using SPSS, applied techniques such as frequency analysis, cross-tabulations, and regression analysis to identify meaningful patterns and relationships within the data.

This study provides important theoretical and practical insights for urban planners, policymakers, and branding professionals. It highlights the need for targeted branding strategies that cater to the distinct preferences of different demographic groups, ensuring that urban development and branding efforts resonate with both younger and older populations as well as across genders. The research fills a critical gap in the literature by offering a detailed analysis of demographic influences on urban branding perceptions. Future research could build on this work by examining additional demographic variables or exploring how perceptions evolve over time.

Resumo

Esta dissertação explora as percepções e preferências de diferentes grupos demográficos, com um foco particular na idade e no género, relativamente ao logótipo "Porto." e aos atributos urbanos da cidade. Através de metodologias quantitativas, o estudo analisa como diversos segmentos da população, incluindo residentes portugueses e visitantes estrangeiros, percecionam a identidade e marca da cidade. Os dados foram recolhidos através de entrevistas pessoais realizadas em 14 ruas do Porto por 37 entrevistadores, resultando numa amostra robusta de 3.784 inquiridos.

Os resultados indicam diferenças significativas na forma como os diferentes grupos etários e de género percebem o logótipo "Porto.". Os inquiridos mais jovens demonstram uma clara preferência por elementos modernos, vibrantes e diretos, enquanto os mais velhos tendem a valorizar aspetos tradicionais e históricos, revelando uma ligação mais forte ao património cultural da cidade. A análise baseada no género revela que as mulheres tendem a favorecer elementos estéticos e culturais, enquanto os homens dão prioridade a aspetos funcionais e práticos. A análise estatística, realizada com o software SPSS, aplicou técnicas como análise de frequências, cruzamento de variáveis e análise de regressão para identificar padrões e relações significativas nos dados.

Este estudo oferece importantes contributos teóricos e práticos para decisores políticos e profissionais de branding. Realça a necessidade de estratégias de branding direcionadas, que atendam às preferências distintas de diferentes grupos demográficos, assegurando que o desenvolvimento urbano e os esforços de promoção da marca marquem tanto as populações mais jovens como as mais velhas, assim como entre géneros. A investigação preenche uma lacuna na literatura ao apresentar uma análise detalhada das influências demográficas nas percepções de branding urbano. Estudos futuros poderão aprofundar este trabalho, explorando variáveis demográficas adicionais ou analisando a evolução das percepções ao longo do tempo.

Table of Contents

Acknowledgements.....	ii
Abstract.....	iii
Resumo	iv
Table of Contents	v
List of Tables	vii
1. Introduction	8
2. Literature review	10
2.1. City Branding and Marketing Strategies	10
2.2. Building a Brand.....	12
2.2.1 Leveraging Consumer Psychology for Effective City Branding.....	13
2.2.2 Building a Urban Identity.....	16
2.2.3 Engaging Residents, Businesses, and Visitors in Urban Branding.....	18
2.2.4 Strategically Positioning Cities for International Influence and Investment	19
2.3. Cities and Stakeholders	22
2.4. Research gaps and justification for the study	23
3. Methodology	25
3.1. Methodological approach	25
3.2. Research design	26
3.2.1 Quantitative Research – Survey	26
3.2.2 Structure	27
3.2.3 Statistical Technics for the Analysis	30
3.3. Sample	34
3.3.1 Demographic Profile.....	34
3.3.1.1 Gender Distribution.....	34

3.3.1.2	Age Distribution	35
3.3.1.3	Nationality.....	36
3.3.1.4	Educational Level	36
4.	Results	37
4.1.	Descriptive analysis.....	37
4.1.1	Gender-Based Perceptions.....	37
4.1.2	Age-Based Perceptions.....	47
4.2.	Data Analysis of the Open Questions	50
5.	Discussion.....	52
6.	Conclusion.....	56
	References	58
	Appendixes.....	62
	Appendix 1 – The Questionnaire	62

List of Tables

Figure 1-Gender distribution	35
Figure 2- Age Distribution	35
Figure 3- Nationalities	36
Figure 4- Education Level	36

1. Introduction

Akaka In a time characterized by globalization and interconnectedness, cities are more than just geographical units. They are dynamic constructs with unique identities, narratives and aspirations. In this context, the art and science of city branding have emerged as crucial components in positioning urban centers on the global stage. This work attempts to unravel the complicated relationship between city branding, the process of building a city brand, and the underlying dynamics of consumer psychology, using the city of Porto as a case study.

Cities, like consumer goods, are subject to the perceptions, preferences and emotional connections of their residents and visitors. As urban environments seek to distinguish themselves in an increasingly competitive environment, the need to strategically build and manage their brands becomes increasingly important. Central to this endeavor is the study of consumer psychology – the nuanced interplay of perceptions, emotions, and loyalties that shape individuals' relationships with the urban environments in which they live (Good Brand Design Appeals to Consumers on an Unconscious Level, 2019).

As we embark on this exploration, the vibrant city of Porto serves as our canvas. Porto, with its rich history, cultural vibrancy and economic dynamism, provides a compelling backdrop to explore how cities can strategically use their unique characteristics to create strong and resonant brands. The study aims not only to analyze the branding strategies used by Porto, but also to examine the preferences and psychological dynamics of its citizens and to decipher the complex web that makes up the city's brand identity.

Dive into the theoretical foundations of city branding, where we draw on established models and frameworks to illuminate the strategic aspects that shape urban identities. In this work, we unravel the blueprints that guide cities in their quest for recognition and distinction. Experience the strategic components that play a role in developing a city brand. Discover how cities strategically position themselves on the global stage, from narrative constructions that take into account the history and culture to visual identities that paint a vivid picture. Peer into the minds of citizens as we integrate insights from consumer psychology. Discover the variables that influence how individuals perceive and emotionally connect with their city, from the perceived quality of services to the nuances of brand loyalty. This research was conducted by sharing a questionnaire with the public. The findings will inform the quantitative analysis that forms the backbone of our study, shedding light on citizens'

preferences and their correspondence to consumer psychology variables such as preferences, attitude and emotional connection to the city. The journey doesn't end with exploration but leads to actionable insights. The result are strategic recommendations that will not only benefit Porto, but also pave the way for cities around the world to navigate the complex terrain of building compelling and resonant brands.

By addressing these goals, this research aims to contribute to both the academic discourse on city branding and the practical strategies of urban centers.

2. Literature review

2.1. City Branding and Marketing Strategies

City Branding and Marketing Strategies play a crucial role in shaping the image and identity of a city. These strategies encompass a range of integrated activities aimed at promoting the city and increasing its competitiveness in terms of economic development and attracting residents, businesses, and tourists. In the core of those strategies lies the understanding that a city is not just a physical space, but also a package of goods, services, feelings, and perceptions.

City branding has emerged as a multifaceted phenomenon within the realm of marketing and urban development. It encapsulates the strategic endeavor of creating and nurturing a distinctive brand identity for a city, a process vital for fostering a positive image and reputation among diverse stakeholders, including tourists, investors, businesses, and residents (John & Brenda, 2011). The intricate nature of city branding involves various elements, where brand identity, brand equity, brand architecture, and place marketing converge to shape the perception and reception of urban spaces. City branding involves a three-level communication framework, encompassing physical aspects of the city, advertisement tools used for marketing, and people's communication about the city as mentioned in Place branding (2023).

The evolving landscape of city branding encompasses a myriad of dimensions, converging to strategically position the city as an appealing destination for investment, tourism, and residence (Ma et al., 2021). A nuanced perspective on city branding, incorporating the definition that emphasizes the creation and maintenance of a unique identity and image, further elucidates the intricate nature of this phenomenon. An integral aspect of city branding that necessitates profound consideration is the role and significance of the city's citizens.

The citizens, as both contributors to and recipients of the city's identity, play a pivotal role in shaping and validating the brand narrative. Recognizing the importance of citizen engagement and satisfaction within the city branding paradigm is paramount, as it directly influences the authenticity and resonance of the city's image. Positioning residents not as passive beneficiaries but as active partners and co-producers of the public goods, services, and policies that contribute to a place's identity. This transformative perspective emphasizes

the importance of integrating residents' views, oppositions, and desires at the core of the branding process, framing it as a dynamic dialogue between stakeholders. The call for meaningful participation becomes central, reflecting a commitment to co-creating place brands with the individuals who inhabit and contribute to the essence of the place (Zenker, 2011).

Citizens are not spectators in the city branding process. They are active participants and co-creators of the urban identity. Their daily experiences, perceptions, and sense of belonging contribute to the lived reality of the city, influencing how it is perceived both internally and externally. Engaging citizens in the city branding dialogue fosters a sense of ownership and pride, aligning their values and aspirations with the overarching narrative as said and explored in the study by (Braun et al., 2013). In doing so, the city brand becomes a reflection of the collective identity and spirit of its inhabitants.

In a study done by Al-Hinkawi and Zedan (2021) is mentioned that at the core of city branding lies the concept of brand identity, a composite of associations that a city's brand evokes in the minds of its consumers. This encompasses not only tangible elements such as the city's name, logo, and design but also intangible aspects like personality, values, and positioning. A successful city brand identity is one that resonates with the target audience, creating a lasting and positive impression that distinguishes the city from others in the competitive global landscape.

In the dynamic landscape of city branding, the notion of brand equity takes center stage, representing the cumulative perceptions and values associated with a city's identity. As urban centers strive to position themselves as attractive destinations for investment, tourism, and residence, understanding and cultivating city brand equity becomes instrumental in shaping the narrative that resonates with diverse stakeholders and fosters sustainable growth. As said by Sokołowska et al. (2022) brand equity, signifies the value that the city brand adds to the experiences of its stakeholders. This value is intricately tied to consumer perceptions of the city's quality, reliability, and prestige. As cities aim for attention and investment on the global stage, building and enhancing brand equity becomes a strategic imperative. The perceived value of the city brand influences decisions related to tourism, investment, and residence, thereby contributing to the economic and social vitality of the urban environment.

Much like a corporate brand, a city's brand encompasses the relationships between the city's identity and its sub-brands, which could include districts, neighborhoods, or key sectors. Porto, a city renowned for its rich historical heritage and vibrant cultural life, has

undertaken significant efforts to establish a distinctive city brand that resonates both locally and globally.

The branding of Porto is multifaceted, encompassing not only the city's picturesque landscapes and architectural marvels but also its dynamic sectors such as tourism, wine production, and technological innovation. The city's brand identity is meticulously crafted to highlight its unique attributes, which include the historic Ribeira district, a UNESCO World Heritage Site, and its world-famous port wine. These elements serve as sub-brands that collectively enhance Porto's overall brand image, creating a compelling narrative that appeals to a diverse array of stakeholders, including residents, businesses, and tourists.

As cities increasingly seek to distinguish themselves and attract diverse stakeholders, understanding and strategically implementing city brand architecture becomes pivotal (Rehan, 2014). Effective brand architecture reinforces the overall brand strategy, aligning diverse aspects of the city's identity to create a cohesive narrative. Moreover, as we delve into the dynamics of city brand architecture, it becomes evident that this strategic ideal not only shapes the internal relationships within a city but also forms the foundation for effective place marketing.

Place marketing, as an overarching practice, helps city branding efforts by positioning the city as a desirable destination for tourism, investment, and residence (Dastgerdi & Luca, 2019). It involves a strategic communication process that leverages the city's unique attributes and strengths to attract and engage target audiences. The relationship between city branding and place marketing shows the importance of aligning promotional activities with the established brand identity, encouraging an ongoing and compelling narrative that resonates with the target stakeholders.

2.2. Building a Brand

In the dynamic topic of scenery, where every skyline tells a story, the process of building a brand for cities is nothing short of an art form. In this study the steps that transform cities into compelling brands are explored. Building a strong and successful city brand involves carefully crafting the identity, positioning, and messaging of the city to create a meaningful connection with its target audience. As is mentioned on the study by (Our Guide to Branding a City., 2018) the process of building a brand requires a deep

understanding of the city's unique attributes, values, and aspirations, as well as the needs and desires of its target audience.

At the core of building a city brand lies the task of defining its essence. What makes the city unique. It can be its rich historical heritage, the cultural vibrancy, or the forward-looking innovation. In this work the concepts that define the narrative of identity are explored with the goal of understanding the process of building a brand for the city of Porto.

Cities are living stories, and crafting a brand involves strategic narrative construction. To authentically represent the essence of the city, it is imperative to consider every aspect of its past, present, and future, from the beginning of its history to the modern day strategies of innovation. It is important to understand its citizens and their perception of the city, their needs and desires, as they play a crucial role in shaping the brand identity and determining its success. Citizens are not passive recipients of city branding, but active participants whose choices and behaviors contribute to the overall success and reputation of the city (Rehan, 2014).

This section delves into the foundations of building a brand for cities exploring the key concepts of how cities are perceived, how citizens make choices, and how marketing strategies can influence those choices.

2.2.1 Leveraging Consumer Psychology for Effective City Branding

In the developing topic of city branding, the application of consumer psychology emerges as a strong point, transforming urban landscapes into eye catching identities that leave lasting memory on the public mind. Cities are attempting to navigate the sensory nuances of the human experience, making an understanding of consumer psychology crucial. The city becomes a tool for precisely applying psychological principles, from the visual and auditory cues that form first impressions to the emotional resonance that defines long-lasting connections as is mentioned in the study by Gifford and Sussman (2012). In this study, we examine sensation, perception, attention, and memory as well as the ways in which these mental processes interact with urban branding's strategic elements. Cities aim to create long-lasting connections with residents, tourists, and investors by fully leveraging consumer psychology.

The goal of developing a city brand that goes beyond simple aesthetics and profoundly connects with its audience's psychology is at the center of this project. It is the

deliberate construction of narratives, both visual and experiential, that appeal to people's emotional landscape (Manyiwa et al., 2018). The city's visual identity becomes a dynamic entity, a signature that etches itself into the memories of those who encounter it, from famous landmarks that act as visual anchors to thoughtfully chosen design elements that evoke particular emotions. The objective of creating a city brand for Porto that goes beyond simple aesthetics and successfully appeals to the psychology of its target audience is clearly visible. Porto's branding approach is based on the intentional creation of stories that combine experiential and visual components in order to captivate and engage its wide range of viewers.

(Zhang, 2023) provides a thorough examination of consumer psychology in the context of city branding, which yields invaluable insights. Examining the relationships between sports psychology, consumer behavior, and marketing strategies in great detail, this study offers important insights that are applicable to the complex field of urban branding. Emphasizing the pivotal role of Social Identity Theory, the study reveals its profound impact on consumer behavior within the realm of sports branding. The parallel resonances in urban branding become apparent, where residents actively seek to align themselves with cities that evoke a sense of pride and belonging. Recognizing and leveraging this desire for positive identification, city branding strategies can cultivate emotional connections that go beyond the physical boundaries of the city, enhancing residents' self-esteem and psychological well-being.

Every detail of the urban narrative as it develops within the context of city branding is a sensory symphony that speaks to the fundamentals of consumer psychology. As the city's visual identity is shaped by recognizable landmarks and thoughtfully chosen design elements, **sensation**— the doorway to perception (Zhang & Zhao, 2009)—becomes tangible. The cityscape, with its vivid hues and intricate architectural design, creates a sensory dance that draws in both locals and tourists and sets the stage for an unforgettable experience.

Beyond the first visual encounter, **perception** is shaped by the aesthetic of the urban identity. It blends in with what people already know about the goals, history, and culture of the city (Dastgerdi & Luca, 2019). Like a book, the city invites people to see and understand its essence, forming a mental landscape where individual experiences blend with shared stories. As people pass through the urban environment and form a psychological bond with the city, this fusion of sensation and perception paves the way for the formation of attitudes.

Behavior follows naturally from **attitudes** or the assessments people make of others. The attitudes people have about the city are the result of the emotional bonds created by the

experiences taken, the cognitive interpretations formed by perception, and the deliberate focus of attention as is mentioned in Lawton et al. (2009). Whether based on pride, affinities, or a sense of belonging, these attitudes serve as the impetus for actions, which are the manifestations of an effective city branding strategy.

The limited cognitive resource of **attention** becomes a compass in the urban environment. The city cries out for attention in a busy setting, creating a desire in locals and tourists to take advantage of its attractions. As the study by Buhalis (2000) mentions the city strategically directs attention toward elements that align with its narrative, from vibrant community events that command attention to creative promotional situations that create a unique selling point. People are drawn into the immersive experience of urban branding by these deliberate attention-grabbing ideas.

The city's identity works together with **memory**, the silent keeper of past experiences (Vahabian et al., 2021). Positive interactions (whether they take place in real-world stores or virtually) lead to the creation of lasting brand associations by leaving an impression on the mind. The city that leaves a memorable, and deeply felt impression is more likely to shape people's actions in the future. The complex interaction between sensation, perception, attention, and memory turns the urban setting into a vault of lived experiences, where the story of the city is ingrained in the consciousness of its people.

Attitudes and behaviors are greatly influenced by **knowledge**, which is the gained by facts and information. Cities use knowledge of their cultural heritage, business prospects, and neighborhood projects to strategically tell their stories and promote positive attitudes as is mentioned by Dickey et al. (2022). People's understanding of the city serves as a lens through which they perceive and react to the urban environment, causing different actions.

The continuing story of urban branding argues that incorporating consumer psychology ideas takes a city above and beyond recognition and creates a dynamic bond between the city and its people. This spectrum is revealed through sensory attraction, mental interpretations, and affective bonds, all of which work together to define the city's identity by influencing attitudes and directing actions.

For Porto to remain popular, it is essential that it can create an identity that appeals to the senses and the emotions. Through the strategic design and implementation of promotional strategies that create positive responses and capture attention, Porto can enhance its psychological bond with its target audience. With this strategy, Porto will be able

to preserve its distinct character and grow as a city that actively interacts with both locals and tourists.

2.2.2 Building a Urban Identity

A city's visual identity is a powerful narrative that defines its urban characteristics through artistic strategies, and it emerges in the complex “game” of city branding. Cities actively work to create a visual language that expresses their distinct identities, from the creation of iconic landmarks that serve as cultural icons to the careful selection of design elements. Through its streets, buildings, and public areas, these artistic elements work together to become the city's signature, creating a visual strategy that influences how the city is seen and remembered.

A combination of innovation, culture, and history lies at the core of any project, coming together to produce a visual identity that perfectly captures the essence of the city. The choices made for public art, colors, and architectural styles create a visual dialogue that narrates the history, goals, and imagined future of the city. The aesthetic decisions made for city branding transcend beyond simple design components to become purposeful statements that arouse feelings, encourage a feeling of community among locals, and draw in viewers from around the world as seen in the paper by Kusumawati and Supriono (2020). Investigating the creation of this visual process reveals not only the visual pulse of urban brands but also the artistic process that goes beyond aesthetics to capture the spirit of a city.

With Wangfujing Street in Beijing as a case study, (Qian, 2022) study on the influence of self-presentation on the representation of city images on Instagram offers an intriguing window into the interaction between social media and visual storytelling in the context of city identity. The results of this study are highly relevant as cities (such as Porto) adopt digital platforms for brand representation. A useful lens for analyzing how cities strategically construct their online images is the identification of narrative patterns, which include the description of the context, the creation of connections, and the visual emphasis of the dominant theme. Cities like Porto have the need to curate their digital personas, as demonstrated by the study's emphasis on the role of self-presentation in the selective release of photos. Urban branding must take into account the possibility of skewed city images spreading through social media, whereby cities must walk a tightrope between being genuine and strategically portrayed. Understanding the impact of one's own self-presentation on the

perception of urban spaces is crucial for developing a story that is consistent with Porto's distinct identity as the city aims to captivate a global audience through its digital presence.

Cities' ability to define and project their identities is changing due to the convergence of consumer psychology, urban branding, and digital communication platforms. Cities navigate a terrain where perception, experience, and storytelling converge. The deliberate construction of city identities can be examined through the lens of narrative patterns found in Instagram accounts' depictions of urban environments. The strategic use of context description, connection establishment, and visual emphasis emerges as a critical consideration for cities trying to stand out in an increasingly connected world.

These days, when we discuss urban branding, the incorporation of visual components like colors and logos along with the city's offerings becomes a crucial factor in determining how cities define and project their identities. Cities, deliberately use these visual components to create a unique and memorable image that shapes people's perceptions of them as well as the feelings they arouse. Logos are iconic symbols that cut through language barriers to become visual representations of a city's identity. A city's distinct qualities and goals are communicated through the thoughtful selection of symbols and their integration into branding materials, which act as a condensed narrative. This study challenges thinking about how logos can capture the spirit of a city, acting as a recognizable and significant representation in the digital sphere, for cities like Porto, which have a rich cultural legacy and a unique visual landscape. Due in part to their innate psychological influence, colors help to visually tell the story of urban identities. The choice of color scheme takes on significance as it evokes feelings and ideas that are consistent with the spirit of the city (Zong, 2020). For Porto, a city renowned for its gorgeous scenery and diverse culture, color choice serves as a medium for expressing the coziness, genuineness, and variety that are fundamental to its identity.

One important area of research in the field of urban branding is how designers influence the visual representation and meaning that are part of a city's visual identity (Sarmiento & Brito, 2021). The linked article aims to reveal the complex dynamics of visual culture within the framework of urban identity by identifying and contrasting the graphical forms and meanings assigned to a city by designers, clients, and peers. The study's conclusions provide significant new insights into the complex world of urban visual identities. The examination of the visual cultures of stakeholders reveals the intricate workings of the creative process, emphasizing the dynamic interactions among designers,

clients, and colleagues. The evaluation of design tools reveals the complex negotiation of sensory attributes that are fundamental to city brands, as perceived by both residents and tourists, in addition to explaining their influence on the creative process. Additionally, the study emphasizes how important it is for several people to be involved in the design process, supporting a team approach that increases the effectiveness of creating a city's visual identity.

The research is important because it highlights the complex process of creating a visual identity for a city, depicting it as more than just a creative endeavor but as a multidimensional and political one. This viewpoint clarifies how adaptive design work is and how negotiations and trade-offs are necessary during the decision-making process.

2.2.3 Engaging Residents, Businesses, and Visitors in Urban Branding

Cities become more than just physical locations when people live, work, and play in them. They become dynamic, evolving cities molded by the experiences and goals of their people. Engaging residents means encouraging a sense of shared ownership and pride in the city's identity, which goes beyond simply asking for their opinions. The process of urban branding transforms into a cooperative conversation (Zenker & Erfgen, 2014), that is felt at the ground level, ranging from group events that honor local culture to platforms that elevate resident voices.

Another important character in the story is the visitor, the city's itinerant storytellers. Cities can use their stories as ambassadors to spread the spirit of their city to far-flung regions of the globe by delivering experiences that capture and connect with tourists. A abundance of authenticity and resonance that goes beyond the conventional bounds of city marketing is woven by this holistic engagement, in which locals, businesses, and tourists are all active participants in the urban branding narrative. In the context of Porto's city branding, understanding consumer perceptions is crucial as it includes not only the views of residents and local businesses but also those of tourists who experience the city temporarily. Tourists' narratives and their sharing of experiences play a vital role in shaping the external perception of Porto's brand. By analyzing how these storytellers perceive and communicate their experiences, we can gain valuable insights into the effectiveness of Porto's branding efforts and identify areas for enhancement, ensuring that the city's brand resonates authentically on a global scale.

When it comes to the discourse surrounding urban planning in academia, the paper (Dembski et al., 2020) explores the use of urban digital twins as a revolutionary instrument, highlighting how they can empower people and encourage citizen participation in urban development processes. The case study of Herrenberg, Germany's use of a digital twin and its consequences for resolving urban issues, involving the public in decision-making, and promoting sustainable development are the main goals of this article. The article also aims to highlight the wider application of digital twins, especially in small and medium-sized cities that are facing difficulties due to resource limitations and digital transformation. By seamlessly integrating multiple data streams, such as models, analyses, simulations, and social data gathered from citizens, the article highlights how digital twins can effectively address urban challenges. A great channel for widespread public participation is the visualization in virtual reality, which promotes stakeholder collaboration and consensus-building in decision-making procedures.

A fundamental component of modern urban planning, citizen engagement represents a paradigm shift toward inclusive decision-making and participatory processes. This method encourages a sense of empowerment and ownership among community members by acknowledging citizens as active participants in decision-making as well as information recipients as explored in (Simonofski et al., 2019). With cities all over the world struggling to balance inclusivity and sustainable development, integrating digital twins as tools for citizen engagement could help create more resilient, responsive, and citizen-focused urban environments.

2.2.4 Strategically Positioning Cities for International Influence and Investment

The strategic positioning of cities for international influence and investment has become a crucial endeavor that goes well beyond local borders in an era of global interconnectedness. Cities that were formerly restricted by geography are now looking for attention on the international scene as they realize the significant impact that influence from other countries can have on their level of economic development and cultural prestige. A city's playbook for gaining a prominent position in the international arena must include strategic partnerships, diplomatic initiatives, and participation in global events (Grandi, 2020). The art of strategic positioning starts with a difficult challenge that demands a delicate

balance between showcasing local charm and staying up to date with global trends as cities compete not only for tourists but also for investors and talent.

At the core of this strategic initiative lies the understanding that a city's reputation extends beyond its physical borders, it represents a dynamic influence that surpasses national identities. Global campaigns provide cities with opportunities to communicate their narratives to a wide range of viewers, building an international standing that goes beyond typical promotional methods as mentioned in (Lewis, 2012). The strategic art of positioning cities for global impact involves not just attracting tourists but also establishing a conducive climate for investment and collaboration. Cities engage in activities ranging from developing business-friendly atmospheres to engaging in global discussions and promoting intercultural relationships, all to position themselves as centers of innovation, culture, and economic vitality on the global platform.

In the domain of urban development, the scholarly article authored by Zúniga et al. (2022) also addresses a significant aspect that connects the narrative of urban logistics with the broader topic of smart cities, shedding some light on the strategic interplay between the two. The authors elaborate on this relationship, emphasizing not only the crucial role of urban logistics in the economic, social, and cultural advancement of cities but also positioning it as a crucial element within the framework of smart cities. With the rise of smart cities as prominent hubs in the era of globalization, the implications for urban logistics become increasingly evident.

The study suggests that the evolution of urban logistics in intelligent cities goes beyond simple improvements in operations. It encompasses a fundamental change towards sustainable development, optimizing routes, and adopting logistics models that prioritize efficiency and environmental accountability. In the era of globalization, where urban regions are essential hubs in a globally interconnected system, the effectiveness and sustainability of urban logistics play a crucial role in facilitating the smooth movement of goods and services across international borders. Similarly, in the context of city branding, Porto's efforts to project itself as an intelligent and sustainable city are integral to its overall brand image. Consumer perceptions of Porto's urban logistics, including its commitment to sustainability and efficiency, significantly influence the city's attractiveness and reputation. By highlighting advancements in sustainable urban logistics, Porto can enhance its city brand, appealing to environmentally conscious tourists and investors.

The phenomenon of city globalization has become a significant force, altering the structure of urban life and progress. This intricate process goes beyond physical borders, marking a new era where cities are no longer independent entities but interconnected components in a sophisticated and ever-changing global system as it is mentioned by Kara (2019). Recognizing the significance of globalization in the urban context requires an exploration of various aspects that encompass economic, cultural, social, and environmental dimensions. Economically, globalization positions cities as crucial participants in the worldwide market. Urban areas evolve into centers of commerce, investment, and creativity, playing a vital role in shaping a globally interconnected economy. Cities act as catalysts for development, drawing in businesses, skilled individuals, and investments from across the globe. In this interconnected environment, a city's economic success is closely tied to its capacity to navigate and contribute to global streams of capital, technology, and human resources.

The significance of the globalization of cities can be understood as their transformation from isolated entities to interconnected centers that foster economic growth, cultural exchange, social diversity, and environmental sustainability at a global level. Cities, as crucial participants in the global stage, not only mirror the dynamics of globalization but also influence its course, thereby contributing to the overall advancement and complexities of our interconnected world.

2.3. Cities and Stakeholders

Cities and stakeholders are essential components in the advancement and achievement of city branding efforts. Urban areas act as the foundation upon which a brand is constructed, offering the tangible and intangible elements that mold its essence (Dastgerdi & Luca, 2019). Cities are complex entities that are crucial to the origin and success of city branding projects, serving as the fundamental groundwork upon which a brand evolves. This inherent relationship between cities and branding highlights the significant impact of urban settings and cultural backgrounds in shaping and characterizing a city's identity. The urban landscape provides a vibrant setting, encompassing the physical and cultural aspects that contribute to the uniqueness of a city's brand.

Within the domain of city branding, stakeholders play a crucial role as key players, engaging actively in the complex process of brand establishment. Their involvement happens within a wide range of tasks, from shaping brand stories to promoting cooperative projects that enhance the city's image. The mutually beneficial bond between cities and stakeholders is revealed as a strategic partnership, where the combined efforts of both parties come together to shape and refine the developing storyline of the urban brand (Rahimah, 2021).

Urban branding in cities necessitates a deep understanding of the interconnectedness between physical characteristics, cultural elements, and stakeholder involvement. This recognition is crucial for grasping the complex mechanisms that drive effective city branding initiatives, where the city plays a central role in shaping and promoting its unique brand identity through collaboration.

The city, in addition to its physical size, encompasses a complex interaction of physical, cultural, and social aspects, acting as the fundamental foundation on which the story of its brand is written as it's studied in City Branding (2014). Within the urban landscape, there exist unique architectural landmarks, cultural heritage, and communal traditions that all play a part in shaping the city's identity and, consequently, the brand it aims to portray.

The city's physical features, including its structures and landmarks, serve as a concrete representation of its unique character. The diverse architecture and layout of urban areas create distinct visual identities that leave a lasting impression on both residents and tourists. Additionally, the cultural atmosphere within the city adds depth to its identity. Through art, celebrations, and local traditions, the city's cultural expressions enhance its overall image, appealing to both locals and outsiders.

Within the realm of academic discussions on urban branding, it is crucial to acknowledge cities as entities that extend beyond their physical boundaries. This involves examining the complex relationships between the tangible and intangible aspects of urban life, recognizing how the physical environment interacts with cultural stories (Kavaratzis, 2004). As cities serve as dynamic platforms for brand development, understanding the essence of urban life is essential for grasping the intricate nature of strategic communication and city representation. In the context of Porto, this understanding is particularly relevant as the city's brand encompasses not only its historical and architectural landmarks but also the rich cultural narratives and community experiences that define it. Analyzing consumer perceptions of Porto's city branding involves delving into these multifaceted interactions, exploring how residents, businesses, and visitors contribute to and perceive the city's identity.

2.4. Research gaps and justification for the study

The city of Porto is well-known for its abundant cultural heritage and vibrant urban lifestyle, attracting considerable interest from scholars seeking to comprehend its allure for locals and visitors alike. In the midst of evolving urban settings, it is imperative to take into account the varied perspectives of diverse demographic segments in order to foster inclusive and appealing urban spaces (Gospodini, 2001).

Extensive research has been conducted on urban branding and cultural heritage, however, there is a noticeable absence of studies that investigate the distinct perceptions and effects of city logos on various populations. The "Porto." logo, which serves as an iconic portrayal of the city's identity, has not been thoroughly examined in relation to its reception among diverse demographic groups, especially between Portuguese locals and foreign tourists. This gap in the literature holds importance as the visual representation of a city significantly influences both local and international perceptions, impacting tourism, civic pride, and urban branding strategies (Rahimah, 2021). Prior research has predominantly concentrated on the broad characteristics of urban attractiveness and historical significance, overlooking the variations in the ways different demographic segments interpret elements of city branding. Recognizing these distinctions is crucial in crafting successful promotional and messaging tactics that connect with a varied populace.

The analysis of the impact of the "Porto." logo on Portuguese residents and foreign visitors is essential due to various reasons. Initially, the logo functions as a visual representation of the city, encapsulating its cultural essence and projected image. It is

important to comprehend how diverse demographic groups interpret and respond to this symbol to ensure that it aligns with the city's branding goals and resonates with a wide audience. Additionally, the perceptions of the logo among Portuguese individuals can offer insights into local cultural identity, civic pride, and the logo's role in fostering a sense of community. Conversely, understanding how foreign visitors perceive the logo can provide valuable information for international marketing strategies, tourism promotion, and global brand positioning (Rahimah, 2021). These insights are crucial for policymakers and urban planners seeking to improve the city's appeal and inclusivity.

This study aims to fill the identified research gaps by:

- Analyzing the perceptions of the "Porto." logo among Portuguese residents and foreign visitors.
- Exploring the differences in opinions and impacts of the logo between these two groups.

To achieve these objectives, the study is guided by the following research questions:

- How do Portuguese residents perceive the "Porto." Logo?
- What are the perceptions of foreign visitors regarding the "Porto." Logo?
- What are the key differences in the reception of the logo between Portuguese people and foreigners?

The results will offer valuable perspectives for city planners, advertisers, and decision-makers, empowering them to develop improved and all-encompassing branding tactics. Furthermore, this study will enrich the scholarly discussion on urban character and branding, presenting a thorough examination of the ways in which municipal logos impact and mirror the viewpoints of varied communities.

3. Methodology

3.1. Methodological approach

In the realm of city branding, strategies frequently emphasize the promotion of cultural and historical authenticity, highlighting the preservation of heritage, the enhancement of local identity, and the well-being of the community. For example, city branding initiatives might underscore the revitalization of historical districts, the celebration of local traditions and festivals, and the promotion of the city's unique cultural attributes. Unlike the stringent regulations seen in other domains, city branding often relies on recommendations and community engagement rather than strict enforcement (Kavaratzis, 2004).

According to recent research and existing literature (Braun et al., 2013), individual perceptions play a crucial role in shaping citizen attitudes towards city branding initiatives. Personal factors, such as cultural pride, emotional connection to the city's heritage, and the perceived quality of life, often have a greater influence on consumer behavior than broader societal or economic considerations. This suggests that citizens are more likely to engage with city branding efforts if they perceive tangible personal benefits, such as enhanced cultural experiences, improved public amenities, or strengthened local identity.

Moreover, while city branding initiatives may highlight cultural heritage and community well-being as key aspects, people may prioritize individual benefits over broader cultural or community considerations. Similar to many other contexts, the target audience might focus on factors such as the authenticity of cultural experiences, convenience, and the aesthetic appeal of the city when evaluating branding efforts (McIntosh & Prentice, 1999).

However, exists the potential for consumers to show a willingness to invest in city branding initiatives that offer tangible cultural and community benefits. This research seeks to explore the extent to which consumers are willing to engage with and what is their understanding of the city branding efforts. By examining the target audience behavior and preferences, this study aims to uncover the factors that drive citizen engagement with city branding initiatives and their willingness to understand and support efforts that enhance the city's cultural identity and image (Insch & Stuart, 2015).

3.2. Research design

This research adopts a survey-based approach to data collection, focusing solely on quantitative research methods to achieve a thorough understanding of consumer perceptions in city branding (Venkatesh et al., 2013). Unlike mixed method approaches that integrate both qualitative and quantitative data collection techniques, this study employs surveys as the primary instrument for data gathering (Venkatesh et al., 2013). Surveys are chosen for their ability to efficiently collect structured data from a large sample size, allowing for quantitative analysis of consumer opinions, attitudes, behaviors, and experiences related to city branding initiatives.

Surveys offer several advantages in terms of data collection, including scalability, cost-effectiveness, and ease of administration (Schoonenboom & Johnson, 2017). By utilizing surveys exclusively, this research aims to gather standardized responses from a diverse range of respondents, ensuring a representative sample that captures a broad spectrum of consumer perspectives on city branding. Additionally, the survey method allows for systematic data analysis, facilitating the identification of patterns, trends, and correlations in consumer perceptions.

The sequential nature of data collection in this study ensures methodological rigor, with survey questions informed by insights collected from preliminary research and literature review. By focusing solely on survey-based data collection, this research aims to generate informative and reliable findings that contribute to a comprehensive understanding of consumer perceptions in city branding strategies used by the city of Porto.

3.2.1 Quantitative Research – Survey

The methodology chosen for this study involved the use of a survey approach to systematically gather data from a diverse sample representing individuals' perceptions of city branding initiatives (Venkatesh et al., 2013). Surveys are recognized for their quantitative nature, allowing researchers to collect insights on various aspects from numerous participants (Schwarz et al., 1998).

This thesis aimed to explore the perceptions and preferences of different demographic groups, with a focus on age and gender, regarding the "Porto." logo and the city's broader urban attributes. Utilizing data collected in 2017 by Professors Teresa Sarmiento and Pedro Quelhas Brito, this study leveraged a robust sample that was gathered

through personal interviews conducted by 37 interviewers across 14 streets of Porto. This comprehensive data collection method ensured that a wide range of perspectives was captured, reflecting the diverse experiences of both residents and visitors (Venkatesh et al., 2013). The research aimed to gather a diverse group of perspectives on citizen perceptions of Porto's city branding, thereby facilitating a comprehensive understanding of the factors influencing these perceptions. This approach enabled the collection of rich, qualitative data that could inform the development of more targeted and effective city branding strategies.

Special attention was given to the clarity and simplicity of survey questions to enhance respondent comprehension. Most questions were marked as mandatory to encourage full completion of the questionnaire. The survey was made available offline and in person, utilizing the aforementioned channels to maximize participation and data collection efficiency.

3.2.2 Structure

As part of our survey, participants were asked to articulate their perception of the colors designated by Porto and their intrinsic properties. The findings provide insightful insights into the symbolic resonance of color tones and the importance of different attributes in shaping the cognitive and emotional dimensions of Porto's brand identity.

The questionnaire designed for this final study is carefully divided into six different, tailored groups to obtain specific insights relevant to the branding and perception of the city of Porto.

Questions	Description	Theoretical Support
- Gender	Starting with the demographic section, respondents are asked to provide essential personal information such as age, gender, education level and occupation.	These demographic variables serve as crucial indicators and provide valuable context to understand respondents' backgrounds and potentially their receptiveness to Porto's brand initiatives (Market Frame Research, 2018).
- Age		
- Nationality		
- With whom are you accompanied?		
- Highest year of school completed.		

- Which color do you associate to Porto?	Following the demographic section, the preconceived profile segment addresses respondents' existing perceptions and attitudes toward urban branding concepts. By examining respondents' tendencies, this section aims understand the underlying factors that may influence their reception of Porto's branding efforts.	This approach aligns with the theoretical framework of place branding, which posits that individual perceptions and attitudes play a crucial role in the effectiveness of branding strategies. The preconceived profile segment seeks to identify these perceptions, providing insights into the cognitive and emotional responses that shape the city's image (Schwarz et al., 1998).
- When you hear the word PORTO which other words you immediately associate with Porto?		
- Which characteristics / attributes do you consider to be unique / exclusives of Porto city?		
- Can you remember and visualize the city logotype of your hometown or another one which you are familiar with?		
- Can you describe how they look like?		
- Please let us know if you ever come across with these logos?	The questionnaire then continues into the “My City Logo” section, in which the target audience is tasked with remembering and describing visual preferences	This approach is grounded in the theory of visual branding, which suggests that logos and visual elements are critical in forming and conveying the identity of a
- Which one do you prefer?		

- What aspects do you like more and why?	of different city logos present in the memory of the target audience. The aim of this section is to determine respondents' familiarity with city logos and associated perceptions to provide insights into the role of visual images in shaping urban identities. In the next steps, the questionnaire examines the effectiveness of Porto's branding efforts by contrasting the current "Porto." brand with previous logos.	place. The effectiveness of Porto's branding efforts is then examined by contrasting the current 'Porto.' brand with previous logos, thereby evaluating the evolution and impact of visual branding strategies (Lombardo et al., 2019).
- What aspects do you like less and why?		
About Porto city logotype: - Which message underlies this logo? What does it say/reveal to you?		
- Do you know the Designer who created it?		
- Have you seen this logo in the city? In which places?		
- Which other images or picture does it evoke/suggest to you?		
- Please state your opinion about that logotype. (Answer on a scale of 1 to 7)	In the later sections of the questionnaire used for this research, the following sections delve deeper into respondents' perceptions and associations with the city of Porto, its unique characteristics, cultural	This exploration is informed by the theory of place attachment, which emphasizes the emotional bonds and associations individuals form with specific locations. Understanding these perceptions and associations is crucial for
- Attitude toward the logo? (Answer on a scale of 1 to 5)		

- Do you agree with the following sentences? (Answer on a scale of 1 to 7)	identity and general attractiveness.	comprehending how the city's identity and attractiveness are constructed in the minds of its inhabitants and visitors (Zenker, 2011).
- How much do you agree with the following sentences? (Answer on a scale of 1 to 7)		

Through short answers, respondents are encouraged to articulate their preferences, perceptions and associations with each visual identity, displaying the resonance and effectiveness of Porto's brand strategies. By methodically organizing the questions into cohesive groups, the questionnaire aims to gain diverse insights into respondents' perceptions, preferences and attitudes towards Porto's brand initiatives, thereby providing valuable guidance for future strategic efforts (Rodrigues & Brandão, 2020).

3.2.3 Statistical Technics for the Analysis

Data analysis for this study was conducted utilizing IBM SPSS Statistics software, version 29. The analytical framework employed a combination of univariate and multivariate techniques, with a particular focus on linear regression and correlations. Univariate techniques enabled the examination of individual variables in isolation, providing insights into their respective distributions and characteristics. In contrast, multivariate techniques facilitated the exploration of relationships between multiple variables concurrently, allowing for a comprehensive assessment of interconnections among experience (Malhotra & Birks, 2007).

In preparing the dataset for analysis, rigorous data cleaning processes were implemented to ensure accuracy and reliability. Initially, all survey responses were meticulously reviewed to identify and address any inconsistencies or missing values.

Responses with incomplete or anomalous data were either corrected, where possible, or excluded from the final analysis to maintain data integrity. Following this, the responses were clustered based on common themes and attributes, facilitating a more structured analysis. Each attribute of the "Porto." logo was then ranked on a Likert scale from 1 to 7, with 1 indicating strong disagreement and 7 indicating strong agreement. This ranking allowed for a nuanced assessment of respondents' perceptions, enabling the identification of subtle differences in preferences across various demographic groups.

In this context, cross-tabulations served as an analytical tool, offering a holistic depiction of the combined distribution of multiple variables with discrete values. This technique facilitated the simultaneous examination of diverse factors, enabling the identification of potential patterns and associations within the dataset. To ascertain the statistical significance of observed associations in cross-tabulations, Correlation tests were utilized, providing robust inferential evidence regarding the relationships between categorical variables (Malhotra & Birks, 2007).

The Correlation tests were utilized to assess the relationships between categorical variables, specifically examining whether gender differences influenced perceptions of various aspects of Porto. By organizing the responses into contingency tables, it can be calculated the observed and expected frequencies for each category.

Correlation Analysis was conducted to measure the strength and direction of linear relationships between continuous variables, such as satisfaction ratings for different attributes of Porto and overall satisfaction with the city's branding. Pearson's correlation coefficient was calculated to quantify these relationships, providing insights into how different satisfaction aspects correlate with overall satisfaction levels (Lombardo et al., 2019).

Furthermore, analysis of variance (ANOVA) was employed to assess variations in average values of the dependent variable across distinct populations affected by controlled independent variables. ANOVA facilitated the exploration of differences between group means, thereby offering insights into the impact of various factors on respondents' perceptions and preferences as it's explained in Malhotra & Birks, 2007. To ensure the validity of ANOVA assumptions, including homoscedasticity and normality of residuals, Levene's tests were conducted. In instances where these assumptions were not met, Kruskal-Wallis H tests, a non-parametric alternative to ANOVA, were employed to evaluate group differences while mitigating the influence of data distributional assumptions (Malhotra & Birks, 2007).

Variables

Several independent variables were identified as key factors influencing citizens perceptions of Porto's branding.

- **Gender (14.Sexo):** A categorical variable with levels "Male" and "Female."
- **Nationality:** A categorical variable based on respondents' countries of origin.
- **Accompanied Status:** A categorical variable indicating whether respondents were accompanied by family, friends, or alone.
- **Age:** A continuous variable representing the respondents' ages.
- **Educational Level:** An ordinal variable indicating the highest year of school completed by the respondents.

The dependent variables focused on various aspects of people perceptions of Porto's city branding.

- **Perception of Porto's Color (Questions 1 and 2):** Categorical variables indicating the color respondents associate with Porto.
- **Associations with Porto (Questions 3 and 4):** Text responses categorized for analysis, reflecting words and attributes associated with Porto.
- **Opinions on the Logotype (Questions 10 and 11):** Continuous variables measured on a Likert scale, assessing different aspects of the logotype.
- **Design Perception (Question 13):** Continuous variables measured on a Likert scale, representing respondents' agreement with statements about product design.

To analyze the relationships between categorical variables in the dataset, the chi-square test of Independence was employed. This test is instrumental in determining whether there is a significant association between demographic factors and various perception-related questions from the survey (Lombardo et al., 2019).

For instance, it was applied to examine if the perception of the color associated with Porto (Question 1) varied significantly between male and female respondents. Similarly, this test was used to assess if gender influenced the perception of positive and negative aspects

of the city (Questions 8.1, 8.2, 8.3, and 8.4). By organizing the survey responses into contingency tables and calculating the observed and expected frequencies for each category, the chi-square statistics were computed to determine the statistical significance of these associations.

To explore the relationships between continuous variables, a correlation analysis was conducted. This method was particularly useful in assessing the strength and direction of linear relationships between satisfaction ratings for different attributes of Porto and overall satisfaction with the city's branding (Lombardo et al., 2019). Pearson's correlation coefficient was calculated to quantify these relationships, providing a measure of how specific satisfaction aspects correlate with overall satisfaction levels.

For instance, this analysis examined the correlation between respondents' ratings of the logotype's creativity and their overall satisfaction with the city's branding (Questions 10 and 11). Furthermore, it analyzed the relationship between agreement levels on design-related statements and overall satisfaction (Question 13). The correlation analysis helped identify which aspects of Porto's city branding most significantly influenced consumer perceptions, offering valuable insights for enhancing the branding strategy.

3.3. Sample

In this section, we present a comprehensive demographic profile and descriptive analysis of the sample population under study. The data, collected from a survey involving 1,885 respondents, encompasses various demographic dimensions including gender, age, nationality, marital status, educational level, and duration of residence or work in Porto. This detailed analysis aims to provide an in-depth understanding of the sample characteristics, which is essential for contextualizing the subsequent findings of this research.

By examining these demographic variables, we can better interpret the perceptions and attitudes of respondents towards Porto's city branding, thereby ensuring that the insights generated are reflective of the diverse population residing and working in the city. This foundational understanding is crucial for developing targeted and effective city branding strategies that resonate with different segments of Porto's community.

3.3.1 Demographic Profile

The demographic profile of the sample population includes individuals of various genders, ages, nationalities, marital statuses, educational levels, and durations of residence or work, providing a diverse representation of the population in Porto.

3.3.1.1 Gender Distribution

The dataset comprises a total of 1,258 valid responses for gender. The gender distribution is nearly balanced, with 631 respondents identifying as male (50.2%) and 627 respondents identifying as female (49.8%). Furthermore, the study found that there is a significant correlation between the respondents' age and their satisfaction with Porto's city branding.

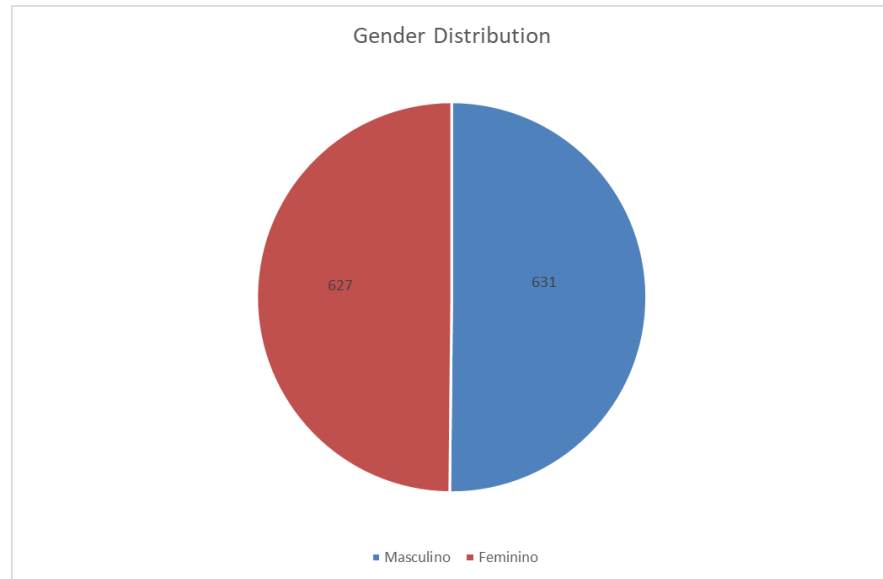


Figure 1-Gender distribution

3.3.1.2 Age Distribution

The age of the respondents ranges from 7 to 89 years. The age distribution shows a concentration of respondents in the younger age groups, particularly between 18 and 30 years. The most represented age is 20, with 79 respondents (6.3%), followed by age 19 with 59 respondents (4.7%) and age 21 with 70 respondents (5.6%). The cumulative percentage shows that the majority of respondents (52.1%) are under 32 years old.

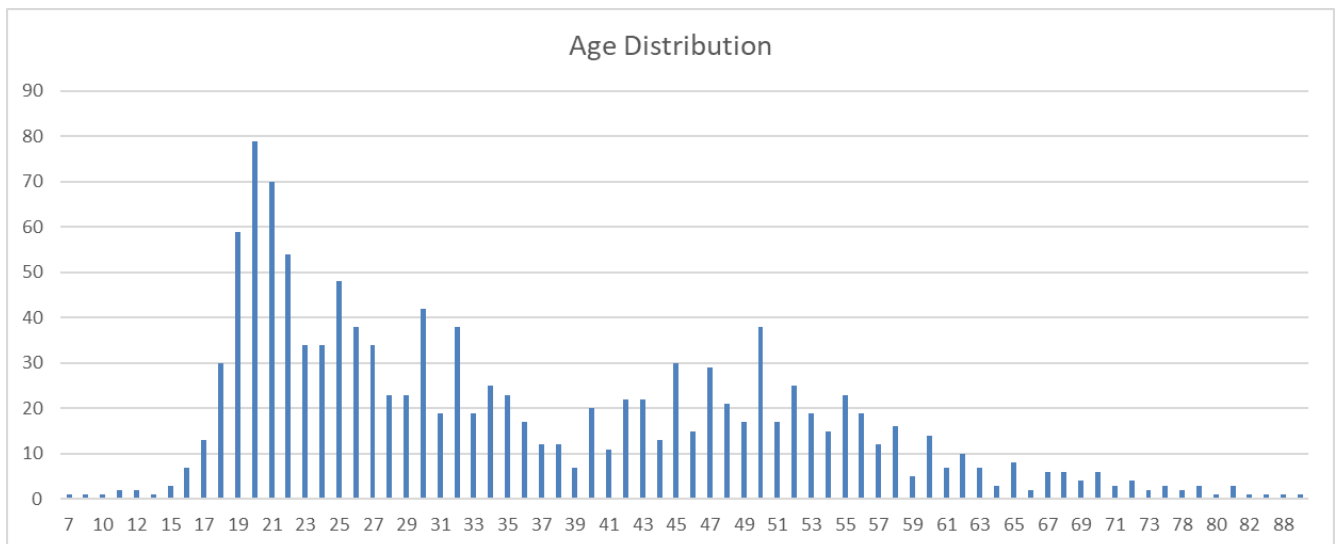


Figure 2- Age Distribution

3.3.1.3 Nationality

The majority of respondents are Portuguese, with 975 respondents (81.4%). Other notable nationalities include Spanish (2.9%), UK nationals (3.7%), and Brazilian (2.3%). There are also smaller representations from other European countries, the USA, Canada, Australia, Africa, and Asia.

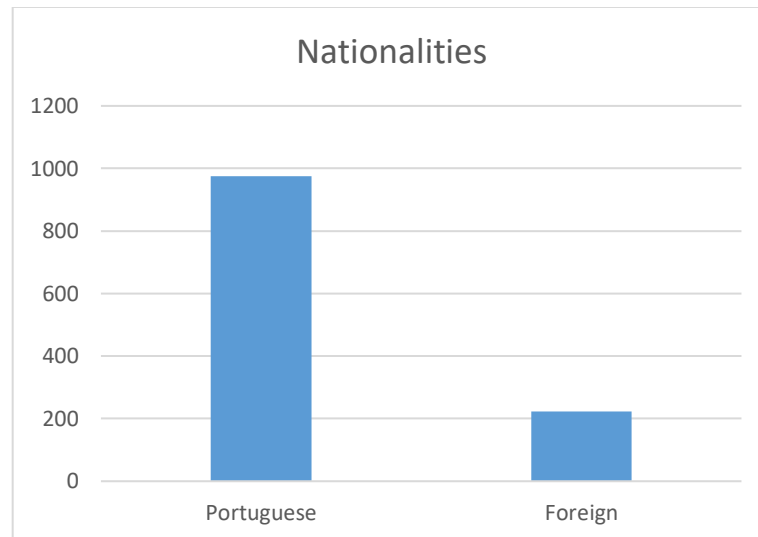


Figure 3- Nationalities

3.3.1.4 Educational Level

The educational levels of respondents show a substantial portion with higher education. Approximately 49.4% have a tertiary education (level 3), 34.4% have secondary education (level 2), and 8.1% have primary education (level 1).

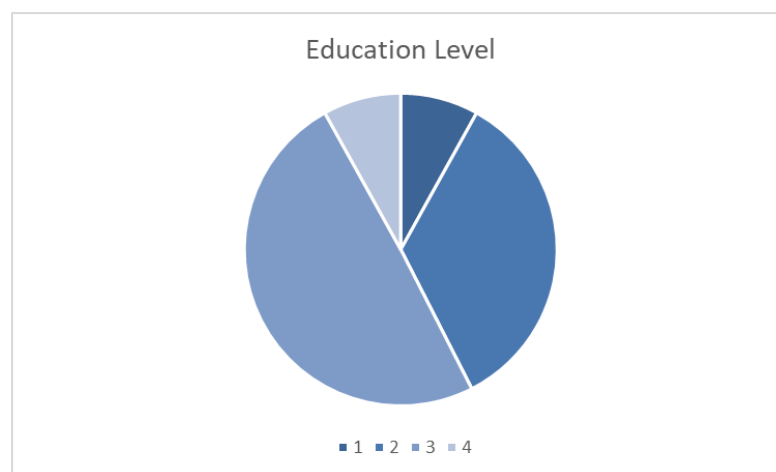


Figure 4- Education Level

4. Results

4.1. Descriptive analysis

4.1.1 Gender-Based Perceptions

The data presented in this study examines the intersection of gender and various positive aspects associated with Porto, providing a nuanced understanding of how different demographic segments perceive the city's attributes. This section critically analyzes the crosstabulation of gender (sexo) with several identified positive aspects (Q8_1_Aspectos_positivos), offering insights into gender-based preferences and their implications.

The sample comprises a slightly higher proportion of females (54.3%) compared to males (45.7%). This demographic distribution must be considered when interpreting the findings, as it may influence the representativeness and generalizability of the results. Understanding the gender composition is essential for contextualizing the subsequent analysis of positive aspects.

Positive Aspects of Porto

<u>1. Simples,</u> <u>Directo,</u> <u>Objectivo</u>	The aspect characterized as "Simples, Directo, Objectivo" is predominantly appreciated by females (75%) compared to males (25%). Despite this significant gender difference, the overall representation of this aspect within the sample is low, with only 2.9% of respondents identifying it as a positive attribute. This suggests that while straightforward and objective qualities resonate more with females, they do not constitute a major perception among the broader population.
<u>2. Barcos, Torre,</u> <u>Ícones, Coração</u>	The aspect "Barcos, Torre, Ícones, Coração" emerges as the most prominent positive attribute, with a balanced appreciation from both genders—53.9% females and 46.1% males. The data indicates that this category is the most positively perceived across the sample, accounting for 72.9% of the total responses. This significant finding underscores the universal appeal of Porto's iconic and heartwarming symbols, reflecting a strong and widely shared positive perception.

<u>3. Porto, Ponto, Câmara, Marca</u>	This aspect is more favored by males (75%) than females (25%), with 4.7% of males and 1.3% of females highlighting it as a positive attribute. Representing 2.9% of the total sample, this category suggests a potential male preference towards aspects related to the brand or institutional representation of Porto. However, the relatively low overall percentage indicates that this is a niche perspective within the broader population.
<u>4. Moderno, Colorido, Divertido, Atractivo</u>	The aspect "Moderno, Colorido, Divertido, Atractivo" shows a slight female preference (60%) over males (40%), with 7.1% of the total sample identifying it as a positive attribute. The balanced gender distribution highlights the moderate appeal of modern and colorful aspects, suggesting a significant but not dominant perception of Porto as a vibrant and attractive city.
<u>5. Brasão, História, Tradição</u>	Like the previous category, "Brasão, História, Tradição" is appreciated slightly more by females (60%) than males (40%). This aspect represents 7.1% of the total responses, indicating a balanced appreciation of historical and traditional values across genders. The moderate representation underscores the importance of cultural heritage in shaping positive perceptions of Porto.
<u>6. Tipografia, Letras, Palavra, Leitura</u>	The aspect "Tipografia, Letras, Palavra, Leitura" is exclusively favored by females, constituting 0.7% of the total sample. This highly gender-specific response suggests a unique resonance with typographic elements among female respondents, although its overall low percentage indicates it is not a widely held view.
<u>7. Geometria, Rectângulo, Preto e Branco, Cor</u>	The aspect "Geometria, Rectângulo, Preto e Branco, Cor" is equally appreciated by both genders, each contributing 50% to this category. Representing 5.7% of the total sample, this aspect's equal distribution suggests a balanced and moderate appeal of geometric and monochromatic qualities across the population.
<u>8. Não Sabe (Don't Know)</u>	The category "Não Sabe" is exclusively identified by males, with 1.6% of males and 0.7% of the total sample indicating uncertainty or lack of strong opinions about Porto's aspects. This small percentage reflects a minor segment of indecision among the male respondents.

The crosstabulation analysis reveals significant insights into gender-based perceptions of Porto's positive aspects. While certain categories, such as "Barcos, Torre, Ícones, Coração," demonstrate universal appeal, others, like "Simples, Directo, Objectivo" and "Tipografia, Letras, Palavra, Leitura," highlight specific gender preferences. Understanding these demographic nuances is crucial for tailoring marketing strategies that resonate with different segments of the population, thereby enhancing the effectiveness of communication efforts related to Porto's image.

Motivations Behind Positive Aspects of Porto

This section provides a critical analysis of the gender-based perceptions concerning the motivations behind the positive aspects associated with Porto. The data, derived from a survey examining reasons for positive perceptions of the city, is dissected to understand the nuances between male and female respondents' motivations.

Gender Distribution and Sample Overview	The overall sample distribution comprises 46.5% males and 53.5% females, providing a nearly balanced representation. This distribution is advantageous for a comprehensive analysis of motivational factors influencing positive perceptions of Porto across genders.
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Motivational Factors

<u>Simplicity and Minimalism</u>	The aspect "simples, minimal" demonstrates a higher preference among males (60%) compared to females (40%). This aspect accounts for 3.9% of the total sample, with 5% of male and 2.9% of female respondents highlighting it as a key motivational factor. The data suggests that simplicity and minimalism are more appealing to male respondents, though this preference is not predominant within the overall population. The higher male inclination towards simplicity may reflect a preference for straightforward and unembellished representations.
<u>Directness and Ease of Interpretation</u>	"Directo, works, facil de ler" is significantly more favored by females (75%) than males (25%). Representing 3.1% of the total responses, this aspect highlights the female preference for directness and ease of reading. With 4.3% of females and 1.7% of males identifying this as a positive attribute, it becomes evident that clarity and accessibility in communication are valued more by female participants. This finding underscores the importance of straightforward and easily interpretable elements in appealing to female audiences.
<u>Clarity and Memorability</u>	The aspect "concreto, objetivo, claro, facil de lembrar" is equally appreciated by both genders, each contributing 50% to this category. Representing 6.2% of the total sample, this aspect indicates a shared appreciation for clarity and memorability among both male and female respondents. This suggests that both genders equally value clear and objective qualities that facilitate easy recall, highlighting the universal appeal of such attributes.
<u>Representation and Communication Strength</u>	"Representa, comunica, identifica, força" is predominantly favored by males (56%) compared to females (44%). This aspect constitutes 19.4% of the total sample, with 23.3% of males and 15.9% of females identifying it as a motivational factor. The data indicates a strong male preference for elements that effectively represent and communicate strength, although it is also significantly valued by females. This suggests that attributes related

	to strong and clear representation resonate more with males but are also appreciated across genders.
<u>Historical and Traditional Values</u>	The aspect "história, antigo, origens" shows a significant female preference (63.9%) compared to males (36.1%). Accounting for 27.9% of the total sample, it emerges as the second most significant motivational factor. This category indicates a strong female preference for historical and traditional values, with 33.3% of females and 21.7% of males identifying it as positive. The greater female inclination towards historical and traditional aspects underscores the importance of these elements in appealing to female audiences.

The critical analysis reveals diverse gender-based motivations behind positive perceptions of Porto. Certain factors, such as "pictograma" and "história, antigo, origens," exhibit strong gender-specific preferences, while others, like "concreto, objetivo, claro, facil de lembrar," are equally appreciated across genders. These insights are essential for understanding the underlying motivations that shape public perceptions and can inform targeted strategies to enhance the city's image effectively.

Negative aspects of Porto

This section provides a critical analysis of the negative perceptions associated with Porto, segmented by gender. The survey data, which comprises responses from both male and female participants, offers insight into the differing negative aspects perceived by each gender.

Overview of Gender Distribution	The analysis is based on a sample that is nearly evenly split between male (49.0%) and female (51.0%) respondents. This balanced representation allows for a comprehensive comparison of the negative perceptions held by both genders regarding Porto.
<u>Perceptions of Monotony and Coldness</u>	A significant finding is that the attribute "Monotono, Frio" (monotonous and cold) is exclusively highlighted by female respondents, representing 4.9% of the total sample. This indicates

	that a notable proportion of females perceive Porto as lacking vibrancy and warmth. This gender-specific perception underscores the need for city planners and policymakers to consider initiatives that can enhance the city's atmosphere, making it more lively and inviting, particularly to address female concerns.
<u>Practicality and Complexity Issues</u>	The aspect "Pouco prático" (impractical) is equally identified by both genders, with each contributing to 2.0% of the total responses. This suggests a shared concern about the practicality of certain elements in Porto. However, the perception of "Complexo" (complex) shows a significant gender disparity, with 87.5% of the male respondents highlighting it compared to only 12.5% of females. This notable difference indicates that males are more likely to find aspects of Porto difficult to understand or navigate. Addressing these complexities through simplification and clearer communication may help in reducing this negative perception among male residents and visitors.
<u>Adequacy and Structural Concerns</u>	The attribute "Pouco adequado" (inadequate) is solely mentioned by female respondents, accounting for 2.0% of the total sample. This indicates that some elements of Porto are perceived as unsuitable or inappropriate by females, suggesting a need for more gender-sensitive planning and design. Additionally, the aspect "ponto, caixa, retângulo" (dot, box, rectangle) is more frequently noted by males (66.7%) than females (33.3%), making up 8.8% of the total responses. This suggests that structural and design elements are a significant concern for males, highlighting the importance of incorporating diverse aesthetic preferences in urban development plans.
<u>Color and Typography Concerns</u>	Color ("cor") and typography ("Tipo letra") are two areas where gender differences in negative perceptions are evident. The issue of color is slightly more concerning for females (55.6%) than males (44.4%), representing 17.6% of the total responses. This indicates that color choices in the city's design are a more significant issue for females. Similarly, typography is identified more frequently by

	females (57.1%) compared to males (42.9%), accounting for 20.6% of the total sample. These findings suggest that both color and typography are critical areas needing improvement to enhance the aesthetic appeal of Porto, with a particular emphasis on addressing female preferences.
<u>Historical and Aesthetic Dissatisfaction</u>	The attribute "História, antigo, demasiado formal" (history, old, too formal) is solely noted by females, representing 1.0% of the total sample. This points to a need for balancing historical elements with modernity to better appeal to female residents and visitors. Additionally, the aspect "Feio" (ugly) is equally noted by both genders (50.0% each), accounting for 2.0% of the total responses, indicating a shared concern over unattractive elements within the city.
<u>General Dissatisfaction and Indifference</u>	The attribute "não sei, gosto de tudo" (I don't know, I like everything) is predominantly noted by males (62.1%) compared to females (37.9%), representing 28.4% of the total sample. This significant male response suggests a higher level of general dissatisfaction or indifference among males, indicating a need for targeted efforts to understand and address the specific aspects that contribute to this sentiment

The critical analysis reveals distinct gender-based perceptions of negative aspects in Porto. Female respondents are more likely to highlight issues related to monotony, coldness, and formal historical elements, while males are more concerned with complexity and structural design. These insights highlight the importance of addressing both general and gender-specific concerns to enhance the overall perception of Porto.

Negative Perceptions by Gender

The analysis of survey data on the negative perceptions of Porto reveals significant insights into gender-specific concerns. The data illustrates that both male and female respondents express dissatisfaction with various aspects of the city, albeit with differing emphases.

General Distribution of Negative Perceptions	The distribution of respondents is relatively balanced between males (44.1%) and females (55.9%), ensuring a representative overview of the city's perceived shortcomings. This balance allows for a thorough examination of the specific areas where Porto might improve to cater to the preferences of both genders.
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<u>Perceptions of Monotony and Coldness</u>	The attribute "Monotono, Frio" (monotonous and cold) is identified as a significant negative aspect by both genders, with 45.5% of males and 54.5% of females highlighting it. This near-equal distribution underscores a common perception that Porto lacks vibrancy and warmth, affecting 16.2% of the total respondents. This finding suggests a need for initiatives aimed at infusing more dynamic and engaging elements into the city's design to counteract these feelings of monotony and coldness.
<u>Practicality Concerns</u>	Issues related to practicality, encapsulated in the attribute "Pouco prático" (impractical), are equally noted by males and females (50.0% each). This shared concern points to a general perception that some aspects of Porto's infrastructure or services are not user-friendly, affecting 20.6% of all respondents. Addressing these practical challenges through urban planning and design improvements could enhance the city's functionality and accessibility for all inhabitants.
<u>Complexity Issues</u>	The perception of complexity, labeled "Complexo" (complex), is predominantly a male concern, with 100% of the responses in this category coming from male respondents. Although this represents only 1.5% of the total responses, it suggests that men are more likely to find certain elements of Porto difficult to navigate or understand. Simplifying complex structures and improving information

	dissemination could mitigate this issue, making the city more accessible to male residents and visitors.
<u>Adequacy and Structural Concerns</u>	The attribute "Pouco adequado" (inadequate) is identified equally by both genders, each contributing 50.0% of the responses in this category, impacting 11.8% of the total respondents. Additionally, the aspect "ponto, caixa, retângulo" (dot, box, rectangle) is more frequently noted by females (60.0%) than males (40.0%), representing 7.4% of the total responses. These findings indicate that structural and design inadequacies are notable concerns, particularly among female respondents. Enhancing the inclusivity and functionality of urban design elements could address these issues effectively.
<u>Aesthetic and Historical Elements</u>	Aesthetic concerns such as pictograms, color, and typography exhibit significant gender disparities. The attribute "pictograma" (pictogram) is more frequently noted by females (80.0%) compared to males (20.0%), making up 7.4% of the total responses. Similarly, color ("cor") is a greater concern for females (66.7%) than males (33.3%), affecting 8.8% of the total respondents. Typography ("Tipo letra") also follows this pattern, with females highlighting it more frequently (80.0%) than males (20.0%), representing 7.4% of the total responses. These findings suggest that aesthetic elements are more critical to female respondents, emphasizing the need for design considerations that cater to these preferences.
<u>Historical and Formal Aspects</u>	The attribute "História, antigo, demasiado formal" (history, old, too formal) is equally noted by both genders, each contributing 50.0% of the responses in this category, impacting 11.8% of the total respondents. Additionally, the aspect "Feio" (ugly) is more frequently noted by males (60.0%) than females (40.0%), representing 7.4% of the total responses. These insights highlight a shared dissatisfaction with overly formal historical elements, suggesting a need to balance historical preservation with modern, appealing aesthetics to satisfy both genders.

The critical analysis of gender-specific negative perceptions of Porto underscores the importance of addressing both shared and unique concerns. While issues related to monotony, impracticality, and inadequacy are common to both genders, females are more likely to express concerns about aesthetic elements, whereas males are more concerned with complexity and structural elements.

4.1.2 Age-Based Perceptions

The analysis of respondents' age data regarding their perceptions of Porto reveals critical trends highlighting demographic influences on urban appreciation. With an overall mean age of 36.94 years and a sample size of 3784, the data represents a broad demographic spectrum. The standard deviation of 15.770 underscores the diverse perspectives brought by different age groups.

Appreciation of General City Aspects

Younger respondents, averaging 30.50 years, show a strong appreciation for general city attributes. This is evidenced by a smaller standard deviation of 11.673, indicating a relatively uniform perception within this group. The attribute "Porto_brand_marca" resonates significantly with the youngest demographic, with a mean age of 26.00 years and negligible deviation, suggesting a strong connection between the city's brand and younger individuals, likely influenced by targeted marketing strategies that effectively engage this age group.

The Pearson Chi-Square test, with a value of 30.753 and 14 degrees of freedom ($p = 0.006$), confirmed that there is a statistically significant association between age groups and their appreciation of general city aspects. This means that different age groups have distinct preferences when it comes to how they perceive the "Porto." logo and the city's attributes. The significant p-value (< 0.05) highlights that these differences are not due to random chance but reflect genuine age-related distinctions in urban perception.

Attraction to Specific Attributes

Older respondents exhibit a higher mean age of 38.89 years for "FCP_clube_casillas" and 38.16 years for "comida_tripais_francesinhas," showing a pronounced appreciation for these attributes. The higher standard deviations of 15.605 and 16.780, respectively, indicate that while these attributes are primarily appreciated by older respondents, they also appeal to a broader audience. This suggests that cultural continuity, particularly in culinary traditions, is maintained by older generations who play a key role in preserving, sharing and valuing these aspects.

Architectural and Locational Appeal

Architectural and locational attributes such as "Ribeira_arquitectura_lugares" attract a wide age range, with a mean age of 35.17 years and the largest sample size of 896. The moderate standard deviation of 15.738 indicates a balanced appeal across different age groups, highlighting that Porto's architectural heritage holds universal significance. Similarly, "sjoao_festas_eventos," with a mean age of 39.37 years and a substantial sample size of 788, underscores the widespread appreciation of festivals and events among older demographics. However, the considerable age diversity within this group reflects a broad enjoyment of these cultural events across various ages.

Critical Views and Positive Attributes

Negative perceptions, such as those related to "antigo_sujo_mautempo," are more pronounced among younger respondents, indicated by a lower mean age of 34.26 years and a high standard deviation of 17.882. This suggests that younger individuals are more critical of the city's antiquated or less desirable aspects. Conversely, attributes related to friendliness, sunshine, and beauty ("amigável_sol_beleza") have a balanced mean age of 36.81 years, indicating shared appreciation across various age groups, with a slight preference among middle-aged respondents.

The attribute "amor_trabalho_pessoal" shows the highest mean age of 41.20 years and a notably high standard deviation of 20.168. This reveals that personal aspects related to love, work, and personal life are predominantly appreciated by older respondents, with a wide range of experiences and perceptions within this group. Conversely, "cultura_história_património," with a relatively younger mean age of 31.35 years and a lower standard deviation of 13.326, indicates that cultural and historical heritage resonates more with younger respondents, pointing to an active interest in preserving and engaging with cultural heritage among the youth.

Implications

The age-based analysis of perceptions regarding Porto's attributes provides critical insights into how different demographics value various aspects of the city. Younger respondents show a predilection for the city's brand and cultural heritage, while older respondents are more inclined towards traditional foods, personal life aspects, and the river.

Universal appeal is noted for attributes like architecture, festivals, and friendliness. These findings highlight the necessity for urban planners and policymakers to consider demographic preferences in their strategies to enhance the city's overall appeal. By understanding and catering to the diverse needs and appreciations of Porto's residents and visitors, the city can ensure an inclusive approach that resonates with all age groups.

4.2. Data Analysis of the Open Questions

The integration of age-based and gender-based insights provides a robust framework for comprehending the multifaceted nature of urban perception in Porto. Age demographics reveal not only distinct preferences but also evolving attitudes towards the city's attributes. Younger respondents, characterized by their affinity for Porto's brand and cultural vibrancy, signify a demographic that values innovation and contemporary urban experiences. This demographic's inclination towards modernity suggests opportunities for urban planners and marketers to emphasize Porto's dynamic cultural scene and innovative initiatives in their strategies.

Conversely, older respondents' appreciation for traditional aspects such as local cuisine and historical landmarks underscores the importance of heritage preservation in shaping Porto's identity. Their preference for authenticity and historical continuity highlights the role of tradition in anchoring Porto's appeal and fostering a sense of rootedness among residents and visitors alike.

Gender-specific perceptions add another layer of complexity by revealing nuanced preferences within each demographic group. Females' preference for simplicity, directness, and aesthetic appeal suggests a desire for clarity and visually pleasing urban environments. This insight can guide urban design decisions that prioritize clean lines, intuitive navigation, and aesthetically pleasing public spaces to enhance female urban experiences in Porto.

In contrast, males' slight preference for attributes associated with brand representation and institutional identity indicates a focus on elements that convey strength, reliability, and institutional trustworthiness in their perception of Porto's cityscape. This understanding is crucial for crafting branding strategies that resonate with male preferences while maintaining broader appeal.

The synthesis of age and gender perspectives underscores the need for tailored urban planning and marketing strategies that cater to diverse demographic preferences. By leveraging Porto's universally cherished elements, such as its iconic symbols and cultural heritage, in promotional activities, stakeholders can amplify its distinct identity on the global stage. This approach not only enhances Porto's attractiveness to international tourists and business investors but also fosters local pride and community cohesion.

Furthermore, achieving a balance between modern development and heritage conservation is essential for sustaining Porto's cultural vitality and appeal. By preserving

historical landmarks and promoting cultural events alongside innovative urban projects, Porto can evolve into a vibrant and inclusive city that accommodates the preferences and aspirations of its diverse population.

In conclusion, the integrated analysis of age-based and gender-based perceptions offers actionable insights for stakeholders involved in shaping Porto's urban landscape and enhancing its city branding efforts. By embracing the diversity of urban preferences across age and gender demographics, Porto can forge a cohesive identity that resonates with both residents and visitors, positioning itself as a compelling and enduring destination on the global stage.

5. Discussion

Age-Based Perceptions of the "Porto." Logo

The analysis of data indicated notable discrepancies in the perceptions of the "Porto." logo among various age categories.

Average age	Favored	Interpretation
Younger Groups (32.34 years)	Simplicity, Straightforwardness, and Impartiality	Younger respondents prefer attributes that reflect clarity, efficiency, and minimalism. These preferences align with modern trends that emphasize straightforward communication and functionality in urban design and branding.
Middle-aged Groups (36.00 to 38.16 years)	Modernity, Colorfulness, Vibrancy and Cultural Heritage	Individuals in this age range appreciate a balance between modern, vibrant designs and the preservation of cultural and historical elements. They value both contemporary aesthetics and meaningful cultural experiences.
Older Groups (44.05 years and 44.39 years)	Iconic Symbols, Historical Components, and Tradition; Landmarks and Heritage	Older respondents show a strong preference for traditional elements that reflect the city's history and identity. This demographic connects deeply with iconic symbols and heritage, valuing the preservation of cultural and historical narratives.

According to Malhotra and Birks (2007), understanding consumer preferences and behaviors through rigorous statistical analysis is critical for developing effective marketing and branding strategies. In this study, the application of one-way ANOVA and subsequent post hoc analyses effectively confirmed the presence of statistically significant differences in perceptions of the "Porto." logo across various age groups. These results underscore the existence of distinct, age-related preferences that city planners and policymakers must consider. Such statistical techniques are invaluable, as they provide a clear, empirical basis for segmenting target audiences based on demographic variables like age, allowing for more tailored and effective urban branding and promotional strategies.

Malhotra and Birks (2007) argue that recognizing and catering to demographic-specific preferences can significantly enhance the appeal of marketing initiatives. In the context of urban planning and branding for Porto, these findings suggest that by systematically addressing the unique preferences of different age groups, planners can craft a more inclusive and engaging urban environment. This approach not only aligns with the principles of targeted marketing but also fosters a sense of belonging and relevance among diverse population segments, thereby enhancing the overall attractiveness and livability of the city. By using statistically validated insights to inform strategic decisions, Porto can ensure that its urban branding resonates with its diverse demographic, thereby maximizing its appeal to both residents and visitors.

Gender-Based Perceptions of the "Porto." Logo

Gender-specific analysis revealed distinct variations in how males and females interpret the "Porto." logo. Through the utilization of an independent samples t-test, it was determined that women exhibited a greater affinity towards qualities associated with warmth, attractiveness, and cultural significance, whereas men displayed a preference for modernity and functionality. These findings underscore the significant impact of gender on the formation of urban branding preferences, with women gravitating towards emotional and aesthetic components, and men leaning towards practical and contemporary features.

This information holds paramount importance for urban marketers and designers seeking to develop gender-inclusive branding strategies. By acknowledging and catering to these gender-specific inclinations, urban branding efforts can be customized to resonate more effectively with both male and female audiences, ultimately elevating the overall appeal of the city.

Nationality-Based Differences in Perceptions

The comparison of viewpoints between Portuguese residents and foreign tourists revealed notable distinctions.

Average age	Favored
Portuguese Participants (40.59 years)	Conventional and Historical aspects
Foreign Visitors (35.95 years)	Contemporary and Lively Design Features

The results of the independent samples t-test confirmed the statistical significance of these variations, underscoring the presence of divergent perspectives influenced by nationality. The results indicated that Portuguese respondents showed a strong preference for traditional and historical elements associated with the "Porto." logo, reflecting a deeper connection to the city's cultural heritage. This finding aligns with Malhotra and Birks' (2007) assertion that individuals' personal and cultural backgrounds significantly influence their brand perceptions and preferences. For local residents, the preservation of historical components and iconic symbols likely evokes a sense of pride and identity, reinforcing their connection to Porto's heritage. These findings suggest that urban branding strategies targeted at the local population should emphasize cultural continuity and the city's historical narrative to resonate effectively with local sentiments.

Conversely, foreign visitors displayed a greater appreciation for modern, vibrant, and innovative design elements, indicating a preference for aspects of the city that align with global urban trends. According to Malhotra and Birks (2007), cultural differences can lead to varying interpretations of the same brand elements, which can be shaped by different experiences, expectations, and cultural references. For international audiences, the appeal of contemporary and dynamic urban branding may lie in its ability to differentiate Porto from other historical cities, presenting it as a modern and cosmopolitan destination. This suggests that to attract and engage foreign visitors, urban branding efforts should balance the preservation of cultural heritage with the incorporation of modern, innovative design features.

These findings highlight the necessity for Porto to adopt a dual branding approach that caters to both local and international audiences. By understanding and addressing the cultural preferences of Portuguese residents and foreign visitors, city planners and marketers can create more inclusive and effective branding strategies. This approach not only respects the cultural values of the local population but also appeals to the cosmopolitan tastes of global visitors, thereby enhancing Porto's appeal as a vibrant, attractive, and culturally rich city.

Positive and Negative Perceptions

The examination of the "Porto." logo's positive and negative perceptions revealed additional insights into the varying viewpoints among different demographic groups. The analysis indicated that younger respondents were more critical of aspects associated with

monotony and complexity, whereas older respondents expressed more concern regarding practicality and appropriateness. This indicates that younger individuals are more attuned to the city's contemporary issues, while older individuals prioritize traditional values and usability.

These results suggest that urban development strategies should take into account both contemporary and traditional considerations in order to establish a well-rounded and appealing urban landscape. By doing so, the city can enhance its appeal to a wider demographic, ensuring that both younger and older residents and visitors feel appreciated and involved.

6. Conclusion

This dissertation set out to explore the perceptions and preferences of different demographic groups, particularly focusing on age and gender, regarding the "Porto." logo and its broader urban attributes. Through a comprehensive analysis that integrated both quantitative and qualitative methodologies, this study has provided valuable insights into how various segments of the population perceive the branding and urban identity of Porto.

The primary objectives of this research were successfully met. The study revealed clear distinctions in how different age groups and genders perceive the "Porto." logo and its associated urban characteristics. Younger respondents demonstrated a preference for modern, vibrant, and functional elements, while older respondents were more connected to traditional and historical aspects, valuing the city's cultural heritage and iconic symbols. Additionally, gender-based preferences were evident, with females generally showing stronger inclinations towards aesthetic and cultural attributes, and males prioritizing functionality and practicality. These findings validate the importance of segmenting urban branding strategies based on demographic factors such as age and gender, ensuring that marketing and development efforts cater to diverse preferences.

Despite the meaningful findings, several limitations should be acknowledged. First, the data was collected in 2017, which may limit the applicability of the results to the present day, as perceptions of urban branding could have evolved. Second, while the study covered a diverse range of age and gender groups, it did not consider other important demographic variables such as education, socioeconomic status, or occupation, which may also influence perceptions of the "Porto." logo and urban spaces. Additionally, the research primarily relied on quantitative methods, and while qualitative data was incorporated, deeper qualitative insights through interviews or focus groups could have enriched the understanding of the nuances behind these perceptions. Finally, the research was geographically limited to the city of Porto, and as such, the findings may not be generalizable to other cities or regions.

From a theoretical standpoint, this research contributes to the growing body of literature on urban branding and demographic segmentation. By focusing on age and gender preferences, it provides new insights into how these demographic variables shape perceptions of urban identity, particularly in a culturally rich and evolving city like Porto. This study also emphasizes the value of combining quantitative methods, such as frequency

analysis and cross-tabulations, with qualitative perspectives to produce a more comprehensive understanding of urban branding.

Practically, the study offers actionable recommendations for urban planners, policymakers, and branding professionals. It highlights the need for a more tailored approach to urban development and marketing strategies. For instance, modern and minimalist designs should be prioritized to appeal to younger audiences, while promoting historical and cultural landmarks can better engage older demographics. Additionally, this research underscores the importance of considering gender when designing urban spaces and branding campaigns, ensuring that functional and aesthetic elements resonate with both men and women.

While this study has filled an important gap in the literature, there is ample opportunity for future research. Subsequent studies could explore other demographic variables such as income, education level, or even digital literacy to gain a deeper understanding of how different social groups perceive urban branding. Longitudinal studies that track changes in perceptions over time would also provide insights into how branding strategies can evolve to maintain relevance in a rapidly changing urban landscape. Additionally, future work could expand beyond Porto to compare perceptions in different

In conclusion, this thesis has made significant strides in deepening the understanding of the intersection between urban branding and demographic preferences. The insights gained not only advance academic knowledge but also offer practical recommendations for enhancing the effectiveness of urban development and branding strategies in Porto. Future research can build on these findings by exploring additional demographic variables or by examining the long-term impacts of these perceptions on urban development and cultural identity. Ultimately, this study underscores the importance of inclusive and responsive urban design and branding, ensuring that Porto continues to resonate with all who live in and visit the city.

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Appendixes

Appendix 1 – The Questionnaire

1. Which color do you associate to Porto?

2. Which one of the following four cores associate more to Porto city?

Grey	
Green	
Blue	
Gold	
None above	

3. When you hear the word PORTO – which other words you immediately associate with Porto?

1^o -----

2^o -----

3^o -----

4^o -----

4. Which characteristics / attributes do you consider to be unique / exclusives of Porto city?

1^o -----

2^o -----

3^o -----

4^o -----

5. Can you remember and visualize the city logotype of your hometown or another one which you are familiar with?

Yes ___ No ___ 5.1. Please, indicate the name of the city & country? (1) ----- (2) -----

6. Can you describe how they look like?

(1) ----- (2) -----

7. Please let us know if you ever come across with these logos?



1



2



3



4

Doesn't know.

5

8. Which one do you prefer? (colocar uma cruz na junto do respectivo logo)

8.1. What aspects do you like more? -----

8.2. Why? -----

8.3. What aspects do you like less? -----

8.4. Why? -----

9. About Porto city logotype: Porto.

9.1. Which message underlies this logo? What does it say/reveal to you?

9.2. Do you know the Designer who created it?

9.3. Have you seen this logo in the city? In which places?

9.4. Which other images or picture does it evoke/suggest to you Porto. **?**

10. Please state your opinion about that logotype Porto. **?**

1	Monotone	1	2	3	4	5	6	7	Fascinate
2	Conventional	1	2	3	4	5	6	7	Creative
3	No flame	1	2	3	4	5	6	7	Impressive
4	Disorganized	1	2	3	4	5	6	7	Organized
5	Chaotic	1	2	3	4	5	6	7	Ordinate
6	Easy	1	2	3	4	5	6	7	Difficult
7	Tangible	1	2	3	4	5	6	7	Intangible
8	Logic	1	2	3	4	5	6	7	Emotional
9	Objective	1	2	3	4	5	6	7	Subjective
10	Fashion	1	2	3	4	5	6	7	Not trendy
11	Original	1	2	3	4	5	6	7	Imitate
12	Sophisticated	1	2	3	4	5	6	7	Basic
13	Abstract	1	2	3	4	5	6	7	Concrete
14	Simple	1	2	3	4	5	6	7	Complex
15	Well-defined	1	2	3	4	5	6	7	Indeterminate
16	Straightforward	1	2	3	4	5	6	7	Confuse
17	Strong	1	2	3	4	5	6	7	Weak
18	Decided	1	2	3	4	5	6	7	Doubtful
19	Cult	1	2	3	4	5	6	7	Elementary
20	Calm	1	2	3	4	5	6	7	Anxious
21	Confident	1	2	3	4	5	6	7	Nervous
22	Masculine	1	2	3	4	5	6	7	Feminine
23	Upper class	1	2	3	4	5	6	7	Working class
24	Intellectual	1	2	3	4	5	6	7	Uneducated
25	Modern	1	2	3	4	5	6	7	Old fashioned
26	Timeless	1	2	3	4	5	6	7	Ephemeral
27	Truly Portuguese	1	2	3	4	5	6	7	International
28	Future	1	2	3	4	5	6	7	Past
29	Attractive	1	2	3	4	5	6	7	Uninteresting
30	Innovator	1	2	3	4	5	6	7	Seen/dejà vue
31	Distinct	1	2	3	4	5	6	7	Undifferentiated
32	Unique	1	2	3	4	5	6	7	Common
33	Extraordinaire	1	2	3	4	5	6	7	Normal
34	Unpredictable	1	2	3	4	5	6	7	Expected

11. Attitude toward the logo Porto. ?

Liked by me	1	2	3	4	5	Disliked by me
One of the best logos	1	2	3	4	5	One of the worst logos
An excellent logo	1	2	3	4	5	A poor logo
I love it	1	2	3	4	5	I hate it

12. Do you agree with following sentences?

	Don't agree				Totally agree		
Porto. is beautiful	1	2	3	4	5	6	7
Porto. is attractive	1	2	3	4	5	6	7
Porto. is nice to see	1	2	3	4	5	6	7
Porto. is good looking	1	2	3	4	5	6	7
I like to look at Porto.	1	2	3	4	5	6	7

13. How much do you agree with the following sentences?

	Totally disagree						Totally agree
1. Owning products that have superior designs makes me feel good about myself	1	2	3	4	5	6	7
2. I enjoy seeing displays of products that have superior designs	1	2	3	4	5	6	7
3. A product's design is a source of pleasure for me.	1	2	3	4	5	6	7
4. A beautiful product designs make our world a better place to live.	1	2	3	4	5	6	7
5. Being able to see subtle differences in product designs is one skill that I have developed over time.	1	2	3	4	5	6	7
6. I see things in a product's design that other people tend to pass over.	1	2	3	4	5	6	7
7. I have the ability to imagine how a product will fit in designs of other things I already own.	1	2	3	4	5	6	7
8. I have a pretty good idea of what makes one product look better than its competitors.	1	2	3	4	5	6	7
9. Sometimes the way a product looks seems to reach out and grab me.	1	2	3	4	5	6	7
10. If a product's design really "speaks" to me, I feel that I must buy it	1	2	3	4	5	6	7
11. When I see a product that has a really great design, I feel a strong urge to buy it.	1	2	3	4	5	6	7

Gender: Female Male

Age: _____ years old

Nationality _____

With who are you accompanied (check **only one**):?

husband wife partner&kids kids other relatives friends alone other members of the group

Please circle the **highest** year of school completed:

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23+
(primary) (high school) (college/university) (graduate school)