

Journal of Destination Marketing & Management
The role of urban marketing components in citizenship behavior
--Manuscript Draft--

Manuscript Number:	
Article Type:	Research Paper
Keywords:	Components of Urban Marketing; Citizenship Behavior; Urban Management; Urban Competition.
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Abstract:	Purpose: This study aims to identify and improve urban marketing components and investigate the role of urban marketing components in citizenship behavior. Design/methodology/approach: Quantitative research method (questionnaire) was used for the present study. Experimental data were analyzed using structural equation modeling. Findings: The results show that there are positive and significant relationships between the components of urban marketing (including perceived Quality, Satisfaction, Sense of Place, Branding, Attractiveness, and Storytelling). These components also directly or indirectly affect citizenship behavior. In other words, identifying and improving the components of urban marketing can improve the amount and quality of citizenship behavior of citizens and tourists. Practical implications: City managers must pay attention to urban planning and management factors simultaneously to be able to develop their cities in a balanced and comprehensive way; because all the features of a city significantly affect the attitude and behavior of its residents and tourists. Originality/Value: The research identifies the components of urban marketing and the relationships between them to improve the citizenship behavior (residents and tourists) and the competitive position of the city in an integrated, coordinated, and sustainable manner. Besides, we present a comprehensive approach model that incorporates both urbanism and integrated management of many urban marketing tools.
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