

https://dspace.org/

The influence of place and communicated identity on place image and attractiveness of the City of Johannesburg

Nxumalo, Rutendo

2016

https://hdl.handle.net/10539/23769

Nxumalo, Rutendo (2016) The influence of place and communicated identity on place image and attractiveness of the city of Johannesburg, University of the Witwatersrand, Johannesburg, <https://hdl.handle.net/10539/23769>

Downloaded from a DSpace repository. https://dspace.org/

Default Question Block

.

Good day,

I am a post graduate student at the University of the Witwatersrand – Graduate School of Business Administration, undertaking a Master of Management in the field of Strategic Marketing. The topic of my research is "The Influence of Place and Communicated Identity on Place Image and Attractiveness of the City of Johannesburg".

In order to accomplish my research objectives, a questionnaire has been prepared to gather information regarding place identity, place image and communicated identity, specifically with regards to the City of Johannesburg.

I kindly request you to complete the attached questionnaire, which will take less than 10 minutes to complete. Your response will be of great value to the research. Please note that you are under no obligation to participate in the survey and you can terminate the survey at any time.

Please be advised that your identity and feedback will be kept in utmost confidence.

Your views are very important to me.

Yours Sincerely

Rutendo Nxumalo
T: (011) 717 3627 | Mobile Number: 079 361 4598
E: Rutendo.Nxumalo@wits.ac.za

STUDY SUPERVISOR
PROF. RUSSELL ABRATT
E: Russell.Abratt@wits.ac.za
CO SUPERVISOR
PROF. R. CHINOMONA
E: Richard.Chinomona@wits.ac.za

.

SECTION A: GENERAL INFORMATION

This section asks your background information. Please indicate your answer by selecting the appropriate answer.

.

A1 Please indicate your gender

- Male
- Female

.

A2 Please indicate your age category

- 18-25
- 26-35
- 36-45
- 46-65
- 66+

.

A3 Please indicate your highest academic level

- High School
- Diploma
- Degree
- Post graduate degree
- Other (specify)

.

A4 Please indicate your Employment Status

- Student
- Employed
- Self-employed
- Unemployed
- Other (specify)

.

A5 Please indicate if you are a City of Johannesburg resident

- Yes
- No

.

Below are statements about Place Identity, Place Image, and Communicated Identity.
You can indicate the extent to which you agree or disagree with the statement by selecting the corresponding answer in the 7 point scale below:

Q1.

SECTION B: PLACE IDENTITY

Please indicate to what extent you agree or disagree with each statement regarding Place Identity.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree

1 City of Johannesburg has access to outdoor recreational features.	○	○	○	○	○	○	○
2 City of Johannesburg has many parks, braai and picnic facilities.	○	○	○	○	○	○	○
3 City of Johannesburg has a variety of natural wonders.	○	○	○	○	○	○	○

Q2.
BUSINESS CREATIVITY

Please indicate to what extent you agree/disagree with each statement as the statement relates to Business Creativity

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
1 City of Johannesburg is a good place to do business.	○	○	○	○	○	○	○
2 Business is innovative in the City of Johannesburg.	○	○	○	○	○	○	○
3 Local business appears to be thriving in the City of Johannesburg.	○	○	○	○	○	○	○
4 There are many self-employment opportunities in the City of Johannesburg.	○	○	○	○	○	○	○

Q3.
SHOPPING FACILITIES

Please indicate to what extent you agree/disagree with the following statements regarding Shopping Facilities

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
1 Fashion shopping is excellent in the City of Johannesburg.	○	○	○	○	○	○	○
2 There are nice places for cups of coffee and snacks in the City of Johannesburg.	○	○	○	○	○	○	○
3 There is wide choice of shopping in the City of Johannesburg.	○	○	○	○	○	○	○
4 There is a diverse range of quality restaurants in the City of Johannesburg.	○	○	○	○	○	○	○

Q4.
CULTURAL ACTIVITIES
Please indicate to what extent you agree/disagree with the following statements regarding Cultural Activities

	Strongly Agree	Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Disagree	Strongly Disagree
1 City of Johannesburg has a							

diverse range of cultural events and festivals.	○	○	○	○	○	○	○
2 City of Johannesburg has numerous live shows.	○	○	○	○	○	○	○
3 City of Johannesburg has adequate community centres.	○	○	○	○	○	○	○
4 City of Johannesburg has a modern day design and appeal is evident.	○	○	○	○	○	○	○
5 City of Johannesburg is cosmopolitan and sophisticated.	○	○	○	○	○	○	○

Q5.

TRANSPORT INFRASTRUCTURE

Please indicate to what extent you agree/disagree with the following statements regarding transport infrastructure

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
1 City of Johannesburg has sufficient road network.	○	○	○	○	○	○	○
2 Traffic moves freely in the City of Johannesburg.	○	○	○	○	○	○	○
3 Road works do not inconvenience in the City of Johannesburg.	○	○	○	○	○	○	○
4 City of Johannesburg roads are well maintained and repaired quickly.	○	○	○	○	○	○	○

Q6.

SECTION C: PLACE IMAGE

Please indicate to what extent you agree/disagree with the following statements regarding social bonding

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
1 City of Johannesburg is good for families	○	○	○	○	○	○	○
2 It is easy to make friends in the City of Johannesburg	○	○	○	○	○	○	○
3 Family and friends enjoy visiting in the City of Johannesburg.	○	○	○	○	○	○	○
4 City of Johannesburg has cultural diversity	○	○	○	○	○	○	○

Q7.

GOVERNMENT SERVICES

Please indicate to what extent you agree/disagree with the following statements regarding government services

	Strongly Agree	Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Disagree	Strongly Disagree

1 City of Johannesburg has good access to health care	○	○	○	○	○	○	○
2 Energy supplies are reliable in the City of Johannesburg	○	○	○	○	○	○	○
3 There are many educational facilities in the City of Johannesburg	○	○	○	○	○	○	○
4 The public transport in the City of Johannesburg is adequate	○	○	○	○	○	○	○
5 The local government in the City of Johannesburg is trusted to make sound decisions	○	○	○	○	○	○	○
6 Health needs of the old are catered for in the City of Johannesburg	○	○	○	○	○	○	○
7 Council's residential services are pleasing in the City of Johannesburg	○	○	○	○	○	○	○

Q8.

BRAND EQUITY

Please indicate to what extent you agree/disagree with the following statements regarding brand equity

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
1 Overall lifestyle is good in the City of Johannesburg	○	○	○	○	○	○	○
2 City of Johannesburg has a good reputation among its residents	○	○	○	○	○	○	○
3 I would rather live in the City of Johannesburg than any other place	○	○	○	○	○	○	○
4 I am proud to live in the City of Johannesburg	○	○	○	○	○	○	○
5 I am satisfied living in the City of Johannesburg	○	○	○	○	○	○	○

Q9.

SECTION D: COMMUNICATED IDENTITY

Please indicate to what extent you agree/disagree with the following statements regarding communicated identity

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
1 City of Johannesburg identity is reflected in its cultural history	○	○	○	○	○	○	○
2 City of Johannesburg identity is reflected in its historical buildings	○	○	○	○	○	○	○
3 City of Johannesburg identity is reflected in residents' familiarity and	○	○	○	○	○	○	○

experience about its services and infrastructure							
4 The identity of the City of Johannesburg is reflected in the advertising message	○	○	○	○	○	○	○
5 The identity of the City of Johannesburg is reflected in the public relations campaigns	○	○	○	○	○	○	○
6 The identity of the City of Johannesburg is reflected in its graphic design and use of logo	○	○	○	○	○	○	○
7 Word of mouth influences the City of Johannesburg's identity as opposed to what is communicated	○	○	○	○	○	○	○