Evaluating the Stabilizing Factors of the Income System and Providing Financial Resources of Municipalities with an Emphasis on the Role of Branding The case study of Urmia Metropolis

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A R T I C L E I N F O

A B S T R A C T

Improving and promoting urban competitiveness is the most important factor in urban development. On the other hand, formulating a clear vision and flexible strategies based on sustainable sources of income is a constant concern in Iranian cities. The current research was conducted with the case-analytical method and quantitative approach. Due to the nature of the data and the impossibility of controlling the behaviour of the effective variables in the problem, it is also non-empirical. For data analysis, the Delphi method, one-sample t-tests, one-way analysis of variance (ANOVA), Pearson correlation, multiple linear regression, and Scheffe's post hoc test were used in SPSS software. To model the structural equations of financial resources, using structural equations in Amos software, the most important influencing variables in the branding evaluation of the Urmia metropolis were investigated. The evaluation of income sources shows that Urmia is in a stable state in terms of municipal resources, and in the rest of the majority of indicators, it is in an unstable and semi-stable state. Among the indicators of the approach to financial resources, the highest average is the public fees index (3.38) and the lowest index is the aid granted by the government and government organizations (2.88). Also, among the indicators of the urban branding approach, the creation of urban attractions has the highest average (3.76) and participation has the lowest evaluation (3.18). The results show that there are differences among the 5 regions of Urmia in terms of the suitability of urban branding indicators. So that at the level of 5 regions, the significance level is less than 0.05 with the assumption of $p > 0.05$. Is. As a result, although the conditions of branding indicators are different at the regional level, it shows an increase in the effectiveness of the income from sustainable financial sources.

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Extended Abstract
Introduction

Place branding means designing a place to meet the needs of the target market of that place. The measure of place branding success is citizen satisfaction and business satisfaction with their community and meeting the expectations of visitors and investors. One of the supporting ideas of city marketing philosophy is derived from the fact that city marketing enables a new level of local development policy quality through comprehensiveness, creativity, flexibility, and new resources in the form of ideas, local knowledge and capital are on the line. Local policies are mobilized. Considering the city brand as an intangible asset can add value to the city. Therefore, although branding is not a goal in itself, it considers goals such as increasing the reputation and income of the city or improving the image of the city in line with social, cultural, and economic development, and also by mentioning the point that by emphasizing the income system, it tries to use resources which makes the mental image of a city more practical for citizens. Hence, it is possible to justify the move towards a sustainable and competitive economy. This research aims to achieve economic stability and realize the concept of sustainable financial resources by using the effective components of urban branding.

Methodology

The current research is applied, which was conducted with the case-analytical method and quantitative approach. Considering the nature of the data and the impossibility of controlling the behavior of the effective variables in the problem, it is also non-empirical. This research included 2 statistical populations of citizens with a 384 sample size. Also, 26-panel members were selected based on the non-probability (targeted) method. In order to analyze the issue and formulate operational indicators, in the first step of the research, the status of stable and unstable income figures of Urmia municipality was studied separately from 2014 to 2018. To analyze the data, one-sample t-tests, one-way analysis of variance (ANOVA), Pearson's correlation, multiple linear regression, and Scheffe's post hoc test were used in SPSS software. In the final part, in order to model the structural equations of livability using structural equations in Amos software, the most important sources of sustainable income were studied in the evaluation of the brand of Urmia metropolis.

Results and Discussion

The results of the T-Test evaluation of the average indicators of financial resources and branding compared to the ideal values of each indicator show that the average of both approaches is more than 3 and is at a higher level than the average. Among the indicators of the approach to financial resources, the highest average is the public fees index (3.38), and the lowest index is the aid granted by the government and government organizations (2.88). Also, among the indicators of the urban branding approach, the creation of urban attractions has the highest average (3.76) and the participation dimension has the lowest evaluation (3.18). According to the correlation test evaluation results, the strongest relationship among the analyzed indicators is the public toll index (0.672) and then the service price and income indicators of municipal for-profit institutions (0.627), respectively, with city branding. Also, there is a difference between the five regions of Urmia in terms of the suitability of urban branding indicators. So that in all the studied areas, the significance level is less than 0.05 with the assumption of $p > 0.05$. As a result, the conditions of branding indicators are different at the level of regions.

Conclusion

In recent decades, urban management in Iran has increasingly faced many challenges caused by various social, cultural, political, executive, financial, and legal factors. On a case-by-case basis, the revenue department of municipalities has been in an unfavorable situation. Unfortunately, the lack of a clear definition of the municipal revenue system in the form of the

macroeconomic system of the country and the changes and transformations, on the other hand, in our country, the role of cities as a meeting place of expertise has always been evident, and it is necessary to take advantage of the social and economic infrastructure of the cities to earn stable incomes for municipalities. Knowledge of the level of people's economic participation and willingness to pay for sustainable urban development through illegal means can be a sustainable financial source for municipalities. This city, the tenth largest metropolis of Iran, also has a very high population and economic resources. Therefore, it is very important to provide financing methods for construction projects of Tabriz municipality based on urban branding to achieve sustainable financial resources because the services and methods of urban management can be very effective in improving the quality of life of the people of this city and solving the financial problems of the municipality. Since sustainable and continuous economic development relies on sustainable financial resources, this issue is always one of the most critical challenges and concerns of managers and trustees of urban affairs in providing efficient methods in this process, recognizing the problems related to the structure of the urban economy. Planning of the urban affairs department is important from several points of view and can be fruitful.