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The cultural image of Hungarian towns related to cultural supply and demand

Theses of doctoral dissertation

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Győr

2016

Content

The aim and structure of dissertation

Culture can be found in many fields of our life, it has elementary role in our daily life, and still it is not easy to define it. Recently it has been in the focus of attention, not only in our daily life, but also at the level of decision making both nationally and internationally. Its strategic importance has been realized and it is not a neglectable, marginal sector anymore, but it can be the key for further development. Several examples can be found that an outdated industrialized city or region is trying to get out of its tight situation introducing new cultural functions and reviving cultural traditions and not revitalizing its industrial life. (Enyedi 2005).

The role of culture is different in Hungary compared to countries with more developed economy. The cities and towns are trying, but they are less successful in exploiting their cultural opportunities; in most cases, because of financial difficulties, the sources are decreased in the cultural sector, most of the settlements have no cultural strategy and they do not consider educating inhabitants as a main goal or priority. But a vital cultural milieu can result in more benefits for the city. On the one hand cultural tourism can be improved, on the other hand such a creative, intellectual environment can be created that can make a city more liveable and can be the basis for economic development.

Considering all of these I have decided to choose to analyse the cultural functions and supply of Hungarian towns as the topic of my dissertation. As a narrower topic, I am focusing on cultural services and mainly on high culture. Besides investigating the supply side I considered important to analyse the demand side from consumption point of view; how the inhabitants can exploit the cultural facilities, how they perceive the cultural variety, what differences there are between their perceived image and the reality.

It gives the uniqueness of this topic that the cultural state of Hungarian towns has not been analysed yet, neither has there been any typology regarding cultural facilities. The researches focusing on town networks and typology have not paid much attention to this field yet. Also both national and international city image researches have focused on the general city image and not on one specific aspect. My dissertation is an interdisciplinary work linking more fields of cultural researches and it gives a good basis for analysing interrelations for those who are interested in this topic.

The goal of my dissertation is to give new directions, show opportunities as an interdisciplinary work of Hungarian cultural economics, consumption sociology, city geography, city image and to create cohesion and relation among scientific fields which have not been connected yet. My research, giving a picture of Hungarian towns' cultural supply and using it, investigates an important dimension of town image, cultural image of towns. The structure of my work is shown on Figure 1.
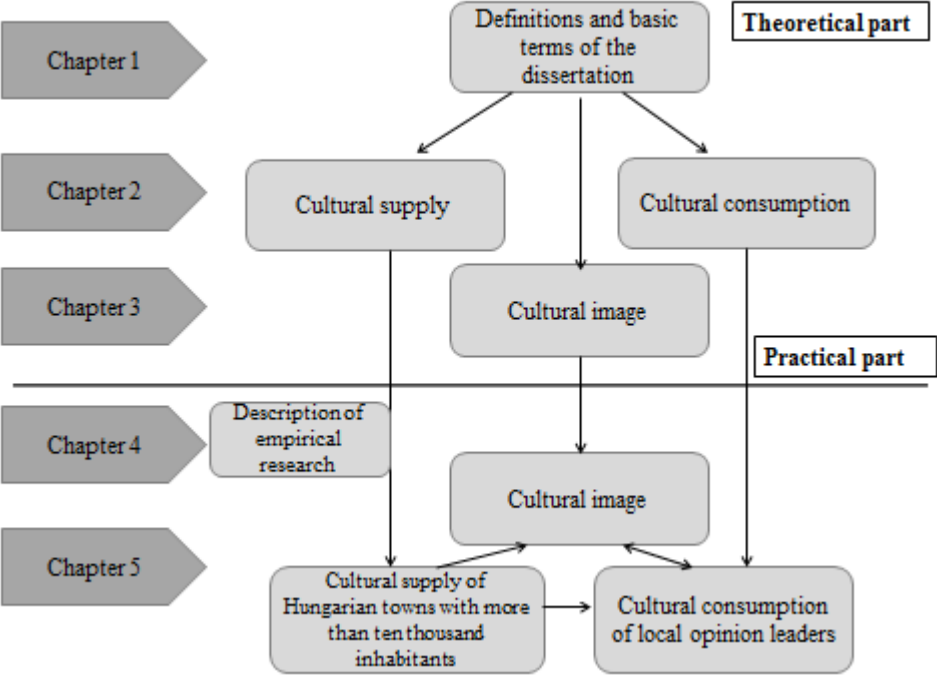

FIGURE 1: STRUCTURE OF DISSERTATION

Source: own compilation

The dissertation begins with the overview of used definitions. In this subject it is highly relevant, thus neither in the Hungarian nor in the international literature there is no clear standpoint regarding the definition of culture and the hierarchy of the terms of cultural-, creative, digital-, content- and copyright-based industry. Finally it is followed by my given definition of culture and cultural industry and I describe its fields.

In the second part I describe the cultural supply of towns including the cultural development opportunities of towns and the recent state of cultural industry in Hungary. After the supply side I look over the main characteristics of the demand side; the theoretical background of cultural products and services, the main traits of cultural consumption, actual trends and the most important sociology researches investigating cultural consumption in the last decades.

In chapter three I present the system of city image terms and definitions. I examine how identity, branding and image are interrelated in case of a city, what the most important dimensions of city image are, and how it can be measured and evaluated. After that I look over the relation of cultural image to the definitions explained before, and also describe detailed the dimensions of cultural image.

As the first step of empirical research I do a cluster analysis using secondary data of Hungarian towns with more than ten thousand inhabitants except for Budapest. The Hungarian capital is not the subject of the research as its cultural superiority is too obvious compared to the other towns and it would compromise the results.

I investigate the structure of Hungarian towns focusing on a so far not analysed aspect, on cultural characteristics. Based on that, I identify the different town clusters giving their typical cultural traits. It is followed by a questionnaire among town inhabitants, using that I look for an answer regarding how the cultural characteristic of a town can be perceived by the inhabitants, what relations can be identified between cultural supply and the cultural consumption behaviour of local inhabitants, and also the interrelation between perceived cultural image and cultural demand.

System of hypotheses

The elements of cultural supply; *public spaces* (Gospodini 2004, Hubbard 1995, Knox 1991, Sassen and Roost 2000) *places of modern culture* (Boyer 1992, Hannigan 1998, 2003, Hollands and Chatterton 2003, O'Connor 1998) *festivals* (Crompton-Mackay 1994) smaller and bigger *„flagship" cultural projects* (Gomez 1998, Carrierer and Demeriere 2002, Evans 2005, Bailey et al. 2004, Richards and Wilson 2004, Montgomery 2004, Van Aalst and Boogarts 2002) *institutions of high culture,* and *cultural clusters* (Gospodini 2006, Montgomery, 2004) can have revitalizing effect on the cultural life of a town, thereby increasing the cultural image, as several authors have already proved that (Richards-Wilson 2004, Kavaratzis–Ashworth 2007, Havermans et al. 2008, Trueman et al. 2007, Vanolo 2008, Zhang és Zhao 2009, Wang et al. 2012). That is why it is inevitable to analyse cultural supply detailed and thorough.

The other important factor is the demand side, the cultural consumption, because only from the existence and availability of cultural supply it is not evident that it is consumed. As the

results of the sociology researches from the last decades show, the proportion of those who consume high culture is decreasing, mainly among the younger ones and the significance of place of living is declining (Bukodi–Róbert 2000, Hunyadi 2005, Csepeli–Prazsák 2010, Antalóczy et al. 2010, Kuti 2009). But the positives effects of cultural industry are fulfilled through consumption (Hill és O'Connor 1997, Bianchini and Parkinson 1993, Carr et al. 1992, O'Connor and Wynne 1996a, 1996b; Sennett, 1990 referred by Crew and Beaverstock 1998), that is why it is essential to take into consideration demand besides supply. In the relationship of consumption and image it is not only the question how much consumption determines image, but in reverse if it is possible to encourage cultural consumption with creating positive cultural image.

Considering these factors *Figure 2* shows the tested relations and their assumed directions.
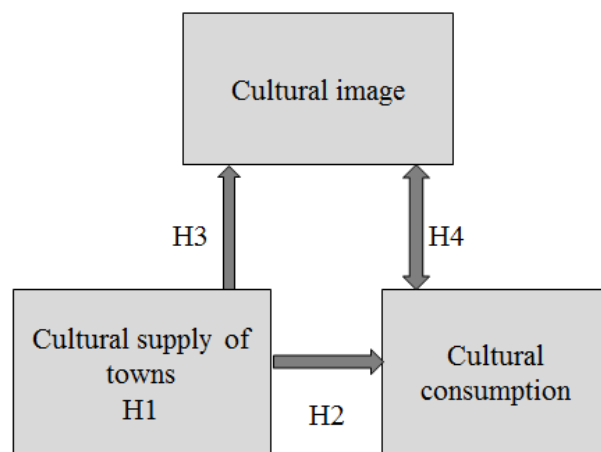

FIGURE 2: THE SYSTEM OF HYPOTHESES

Source: own compilation

Figure 3 summarizes the hypotheses. The Hungarian towns with more than the thousand inhabitants and the local opinion leaders are in the focus of the dissertation. Accordingly, the research investigates the cultural supply of the chosen towns, particularly the differences between them and the reasons for that. Based on this the differences in cultural consumption are investigated among the residents of this town clusters; whether place of living influences consumption behaviour. Following that the differences in perceived image are revealed; it is analysed whether cultural image is stronger related to cultural services or to the whole town, how cultural image depends on the cultural supply. Finally it explores the relations between cultural consumption and image; if there is a mutual relationship between these terms in case

of local inhabitants, if intensive cultural consumption can improve image, or in reverse if cultural consumption can be encouraged with creating positive image.

H1: Significant differences can be seen among Hungarian towns with more than ten thousand inhabitants regarding their cultural functions and services.
H2: The cultural consumption of local opinion leaders of Hungarian towns with more than ten thousand inhabitants is not highly influenced by the cultural type of town they live in.
H3a: The local opinion leader inhabitants perceive cultural town image differently in different cultural types of towns.
H3b: The characteristics of cultural types of towns effect the satisfaction of local opinion leaders regarding cultural services.
H3c: City brand personality perceived by local opinion leaders reflects the main characteristics of the cultural type of town.
H4a: There is a strong, mutual relationship between cultural consumption of local opinion leaders and the cultural town image perceived by them.
H4b: There is a relationship between the cultural consumption of local opinion leaders and their satisfaction regarding cultural services.

FIGURE 3: SYSTEM OF HYPOTHESES

Source: own compilation

Research methodology

The empirical research can be divided into two main parts. In the first phase I analyse the cultural functions and supply of Hungarian towns – which I investigate through the system of institutions and services of cultural industry – using secondary data. I do a cluster analysis using indicators calculated from secondary data from cultural databases in order to see the whole picture of the cultural state of Hungarian towns. In the second phase I use the town clusters – which were created based on the town's current cultural supply – as a starting point to analyse the relationship between perceived cultural image, cultural consumption and cultural supply.

Secondary research

The subjects of first research phase – based on secondary data – are the Hungarian towns with more than ten thousand inhabitants on 1st January in 2013 except for the capital. The number of these towns is 141. Excluding Budapest is justifiable, because in case of almost all functions the capital-centered nature can be observed. Furthermore the number of inhabitants is so high in the capital that Budapest would be a separate cluster anyway. In absolute sense Budapest has the best cultural facilities, and it would be appropriate to compare them with the other capitals in the region. The sample includes 18 county seats, 5 county towns and 119 other towns. The biggest part of the sample consists of small towns with 10-20 thousand inhabitants. The towns with less than ten thousand inhabitants are excluded from the sample, because usually one consolidated cultural institution can be found there, which has limited opening hours, one or two employees but more functions (library, cultural centre, museum) at the same time. In these towns – except for the ones near lake Balaton – there are no attractive events, on the lakeside these are also mainly for tourists not for the locals.

To analyse the cultural facilities of Hungarian towns I chose the factors which represents cultural supply the best. First I overviewed the fields which belong to cultural industry in a narrow sense:

> – library service
>
> – museum service
>
> – community cultural activities (creative communities)
>
> – performing art activities (theatres, concerts)
>
> – other entertainig facilities (circus, cinemas, festivals)

I completed the above mentioned with architectural heritage and monuments. Although these are the products of creative industry in broader sense, they are significant in the cultural life of towns (Gospodini 2004, Hubbard 1995, Knox 1991, Sassen és Roost 2000). I also added the elementary and secondary education institutions with art specialization, because they can be an important source of the emergence of cultural need and consumption. On the one hand, the need for high culture can be created at early age. On the other hand, these institutions hold art performances regularly involving students, so they are important part of cultural life. During secondary research I used data collected from relevant statistical databases and I also

collected some myself. I used them unchanged and also processed them in relative form; per thousand and per ten thousand capita.

The collected data and the derived indicators were analysed by SPSS statistical program. I did two cluster analysis; first regarding only the existence and lack of cultural functions and in the second phase regarding the quantity and quality of cultural supply. In the first case 10 absolute and in the second case 15 relative indicators were used.

Primary research

During primary research I analysed the cultural town image perceived by the inhabitants of cultural town clusters, and the relationship between their cultural consumption and the cultural supply of town clusters.

From the 141 towns I created four clusters: *"towns of cultural centres and creative communities"*, this cluster includes only 9 towns; *„towns with several cultural functions"* which consists of mainly county states among its 23 elements; the cluster with 26 members, *„culturally active towns with functional shortage"*; and finally the *„culturally disabled towns"* which includes 83 towns.

During secondary research I analysed which are the most typical towns of the clusters (closest to cluster centroids), then I chose six towns from three clusters and five from the group of *„towns with several cultural functions"* and I conducted a questionnaire survey among the opinion leader inhabitants of these settlements. In the next phase of the research the following towns were selected into the sample:

TABLE 1: THE MOST TYPICAL TOWNS OF CULTURAL CLUSTERS

„Towns of cultural centres and creative communities"	„Towns with several cultural functions"	„Culturally active towns with functional shortage"	„Culturally disabled towns"
Békéscsaba	Kecskemét	Püspökladány	Csorna
Kapuvár	Pécs	Sátoraljaújhely	Mosonmagyaróvár
Mór	Miskolc	Gödöllő	Üllő
Tolna	Székesfehérvár	Tiszafüred	Hajdúböszörmény
Szekszárd	Győr	Mezőberény	Fót
Komárom		Hatvan	Tiszavasvári

Source: own compilation based on the results of cluster analysis

The most appropriate method for the aim of primary research is questionnaire survey, thus it is well-founded, accepted and widely spread both among image- and cultural consumption focused researches.

In my research the respondents were local inhabitants, which is justifiable because I analysed the cultural consumption of locals and their perceived image of the local cultural supply. From *local inhabitants* I surveyed those who have *opinion leader role* in the settlements. I considered local those who spend at least four days of seven in the town, regardless how long they have lived there. And I considered opinion leader those who *get into contact with more people* in their work, *have their own opinion*, *they share it* with others, and take town matters seriously and pay attention to them. Here belong for instance doctors, teachers, civil servants, restaurant managers, shop owners in the city centres and journalists. So the members of *opinion leader elite*, who fill leader positions in business life, social matters and education and also have decision making rights. I did not want to limit the respondents only to the elite, so I added the online opinion leaders (the users and commenters of blogs, forums and facebook pages) regardless their social status (job, position and income).

Considering the above mentioned, the respondents could get into the sample in two ways. The members of opinion leader elite were selected using *snowball sampling*; I asked my acquaintances and students if they have friends and family members meeting the requirements and asked them to fill in my questionnaire. The other part of the sample consisted of online

opinion leaders. In this case I conducted online researches about the selected towns, I collected the facebook pages, blogs and forums deal with town matters. I paid attention during the selection that these webpages should not be too specific, but more connected to city life. That is why I excluded the sport, cultural, institutional or buying-selling facebook groups, forums and webpages. I wrote to different forums, to the writers and authors of blogs, I joined several facebook groups to ask their writers, readers and their group members to fill in my questionnaire. Due to this the proportion of online opinion leaders was quite high (47%) in the sample.

The structured questionnaire consisted of five main blocks and the following questions were intended to investigate:

- demographic data of the respondents (gender, age, qualification, marital status)
- filter questions to fit selection criteria
- relation to the town, loyalty
- free time activities
- general, cultural town image

The questionnaire included five demographic questions and surveyed those variables which are relevant is image and cultural consumption researches. In the next part I formulated four filter questions, of which two of them were open-ended – regarding place of living and current position –, and the other two were dichotom closed-ended questions. Right after that, another open-ended question was asked which I used to create the town cluster brand personality. I put this question to the beginning of the survey for two reasons; I assumed that at the start of a long questionnaire the respondents are more willing to answer the question, because they are more patient and less tired, and I also did not want them to be influenced by the further questions. The next group of questions referred to the respondents' relation to their town and their loyalty. Here an open-ended, a multiple choice and a scale question were used. I measured free time and cultural activities with a four scale rating question asking about the frequency in the last year. Here the usage of a higher rating scale was not necessary, thus we do not usually do these activities on a daily or weekly basis. Although the open-ended question at the beginning of the questionnaire was about town image, I investigated cultural image from more perspective in the last part; I measured the perceived image by local residents with satisfaction, the importance of cultural services and other statements as well.

The data were collected in the form of online questionnaire using Google Form application. I provided exact instructions to my acquaintances and students regarding the selection of respondents. I wrote covering letters including instructions to forums, blogs and facebook groups. While the respondents were filling the questionnaire they could see all part of it. Its disadvantage was that later questions could influence their answers compromising the results. On the other hand, it had the advantage that they could see the exact number and length of remained questions, so in this way I could reduce the number of unfinished and partly filled questionnaires. The possible drawback of online questionnaires can be that only respondents with internet connection can be reached. I eliminated this with offering the option to fill in the questionnaire in paper form in case of snowball sampling; nevertheless only two respondents chose this option.

The data collection took place between the middle of January and April in 2015, when 687 questionnaires were collected which met the requirements. After data cleaning 665 questionnaires remained to analyse.

Evaluation of hypotheses, conclusions

The main goal of the dissertation was to analyse the demand and supply side of culture that affect cultural image. To test the first hypothesis, the typology of Hungarian towns with more than ten thousand inhabitants was created based on a complex variable system including relative indicators. The selection of applied variables and the database creation was a long process. Using it, four town clusters were identified based on the cultural supply of Hungarian towns (with more than ten thousand inhabitants), and I used them as a starting point for the further analysis, for primary research. The culture-based town typology resulted in several interesting facts. As in similar researches (Grosz–Rechnitzer–Csizmadia 2003, Beluszky–Győri 2004), the dominance of main function providing county seats can be seen. Accordingly, *„towns with several cultural functions"* play an important role in the field of culture. Besides them, in two other clusters good variety of cultural services are available. In the *"towns of cultural centres and creative communities"* the cultural life is organized and centralized in the cultural, community centres. In the *„culturally active towns with functional shortage"* some functions are also missing, but they are trying to exploit all the opportunities they have. Finally the *„culturally disabled towns"* account for more than half of the researched towns.

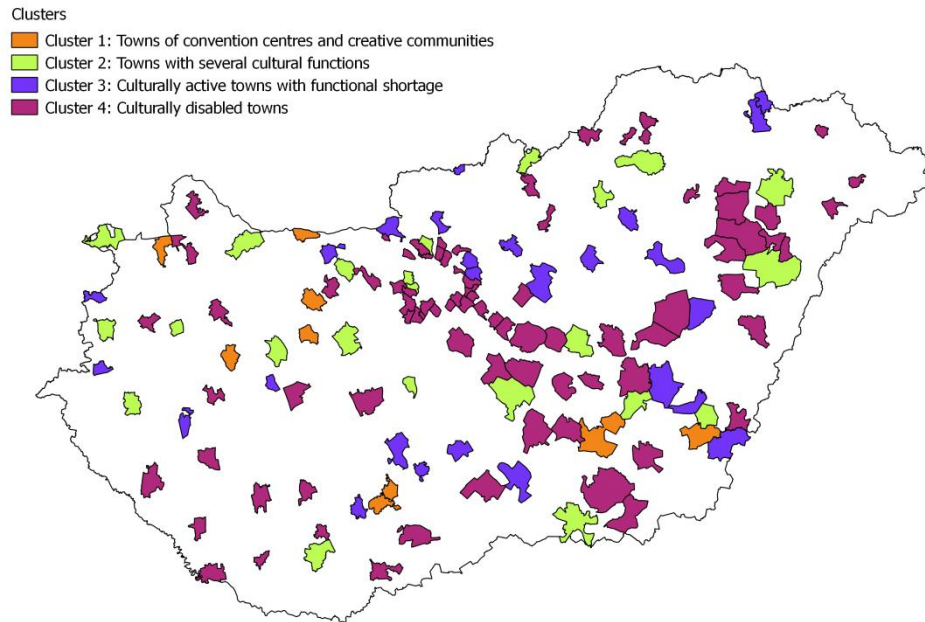The towns of cultural clusters are shown in Figure 4:

FIGURE 4: TOWN CLUSTERS BASED ON THEIR CULTURAL SUPPLY

Source: own compilation

Belonging to one or other town category cannot be derived from one or two factors. In case of *„towns with several cultural functions"* the number of population was proved to be significant, but it was more the consequence of their role in town hierarchy (which is resulted in higher number of population). The geographical location also was not proved to be significant, thus except for the *"towns of cultural centres and creative communities"* the analysed towns can be found all over the country. For instance the *„culturally active towns with functional shortage"* due to their frequented location (at the lake Balaton), their history, their folk traditions, their tourist attractions or their important role in education can exploit their cultural potential, and develop their cultural services despite their disabled situation. The situation of towns in the agglomeration area of Budapest is interesting; they can be divided into two groups. One of them consists of towns with wide variety of cultural services and good cultural potential, the other includes culturally disabled and sleeping towns, of which

residents usually use cultural services in the capital. Considering the results, the hypothesis regarding cultural supply of towns is verified and the following thesis is formed:

H1: Significant differences can be seen among Hungarian towns with more than ten thousand inhabitants regarding their cultural functions and services. VERIFIED	**T1: The towns with more than ten thousand inhabitants are significantly different regarding the amount and variety of their cultural services.**

The consequence of the sample composition is that the cultural activity is more intense than it was found in earlier national (Antalóczy et al. 2010, Hunyadi 2005, Vitányi 2006, Csepeli–Prazsák 2010) and regional (Gombos 2014b) representative researches. Furthermore there is no significant difference between genders regarding their cultural activity. The place of living, in this case the cultural supply has significant explaining power but it is weak compared to other (demographic) variables. It let us conclude that if a cultural service is not available in a certain town, the consumers resort these services somewhere else. Because of this, if the active opinion leaders experienced appropriate cultural supply in the place of their living, they would resort them there (assuming that considering costs they decide rationally). Thus in the case of *„towns with several cultural functions"* the correlation was stronger between place of living and the intensity and heterogeneity of cultural consumption. So I verified the hypothesis regarding the relation of cultural supply and consumption and formed the following thesis:

H2: The cultural consumption of local opinion leaders of Hungarian towns with more than ten thousand inhabitants is not highly influenced by the cultural type of town they live in. VERIFIED	**T2: The cultural consumption of local opinion leaders in Hungarian towns with more than ten thousand inhabitants is influenced by the cultural type of town they live in, but the strength of influence is weak.**

The third group of hypotheses investigated the effect of cultural supply on cultural image; it examined how the cultural characteristics of a towngroup influence the cultural town image perceived by local opinion leaders. I analysed this relation in three different ways. First, from the perspective of global cultural town image, and then regarding cultural services. This approach is useful due to later marketing communication activities, thus it can be useful information for the town whether they should focus on the cultural image of the whole town (as an entity) or on different cultural services during their image planning and building activity. Looking at the whole sample, the cultural image referring to the whole city is

stronger, but it showed differences among clusters. From cultural perspective the local opinion leaders of *„towns with several cultural functions"* and *„culturally active towns with functional shortage"* – which are in more favourable situation – perceived stronger cultural image than the residents of the other two groups (*"towns of cultural centres and creative communities"* and *„culturally disabled towns"*). But there are differences between the two groups, which have better cultural indicators (*„towns with several cultural functions"* and *„culturally active towns with functional shortage"*), during the perception of cultural image. While the inhabitants of *„towns with several cultural functions"* related the benefits and advantages to the whole town as an entity, the respondents of *„culturally active towns with functional shortage"* did the same with certain cultural services. Furthermore the significance of festivals is high in all clusters, which confirms the results of previous studies that proved festivals and megaevents strengthened the town image, and according to my research the cultural image.

Based on these results it is worth widening the range of cultural variety, thus bigger cultural supply results in stronger perceived cultural image. The attitude of locals towards existing cultural supply is different. That is why it is better to emphasize the cultural characteristics of the whole town and its global, vital cultural life in those settlements which have central role and more functions. While in towns, where some cultural functions cannot be found, but the cultural life is active it is the best to focus communication on a certain cultural institution or cultural event and emphasize the cultural potentials and advantages of the town this way. The thesis summarising the findings is the following:

H3a: The local opinion leader inhabitants perceive cultural town image differently in different cultural types of towns. VERIFIED	**T3a: The cultural image perceived by the local opinion leaders is stronger in towns where cultural supply is bigger, and it is perceived regarding the whole town as an entity in towns with more functions, while in towns with fewer functions, it is perceived related to certain cultural institutions.**

I also measured cultural image among respondents through satisfaction, thus in city image studies it often gives the basis for city image index development and researches.

Compared to the expectations there is a weaker correlation between the perceived cultural image and the cultural supply of towns, and the stronger image is not always detected in case of *„towns with several cultural functions"*, for instance there is no difference in perceived

cultural image related to cultural centres and festivals. In my opinion the reason is that the perceived cultural image is not an 'absolute', but rather a 'relative' phenomena, because the residents evaluate it compared to the cultural potential of the town and to the place of the settlement in the hierarchy of towns. The inhabitants of a disabled town do not expect to have a built theatre, but they claim to have theatre plays in the cultural centres. It is also supported by the results that the satisfaction with theatres is not the lowest in the *„culturally disabled towns"*. It can be concluded that although this cultural function is not available in their place of living, they are not dissatisfied with this situation, because the theatre plays provided in the cultural centres satisfy their needs. Another interesting element is the festival, of which judgement and evaluation do not depend on the variety of cultural supply in the given town, for instance in the *„towns with several cultural functions"* and in *„culturally active towns with functional shortage"* the perceived cultural image is not stronger than in the other two clusters, although these events are quite significant in the above mentioned two clusters. The cultural image (related to services) perceived by the local opinion leaders is in harmony (except for the mentioned cultural elements) with the cultural characteristics of town clusters, although the correlation is not strong.

H3b: The characteristics of cultural types of towns effect the satisfaction of local opinion leaders regarding cultural services. VERIFIED	**T3b: The local opinion leaders of towns providing more and wider variety of cultural services are usually more satisfied, except for the services of cultural centres and museums.**

To research the complexity of relation between cultural image and supply the brand personality of town clusters were created. Instead of the frequently used scale questions I used an open-ended one, and the respondents were asked to describe the town they live in. I chose this seemingly less well-founded and harder analysable method, because I did not want to measure the strength of internationally validated personal traits, but more to focus on cultural characteristics, how it appears and if there is a difference between the different cultural types of towns.

Based on the description of cluster brand personalities it can be seen that the main characteristics of towns' cultural supply can be identified. For instance the *„towns with several cultural functions"* cluster appeared as a young and exciting personality. In case of those town clusters, where the elements of modern culture are more typical, youth and trending were also mentioned. Where the importance of architectural sights and built heritage

is higher, the respect of traditions and folk art appeared as personal characteristic. The adjectives referring to bleakness and grizzle showed narrow cultural supply of towns, while vital and exciting phrases referred to the opposite. So the last, third approach of analysis also proved that there is a relationship between the cultural characteristics of a town and the perceived cultural image.

H3c: City brand personality perceived by local opinion leaders reflects the main characteristics of the cultural type of town. VERIFIED	**T3c: Town brand personality perceived by local opinion leaders reflects the main characterisctics of cultural types of towns.**

Finally, as the last step I investigated the relation between cultural image and consumption. The question of consumption in the sample was interesting because there was no culturally passive group. Although the group of "sporty experience lovers" was the biggest, they also cannot be considered inactive; just they are the consumers of modern culture and light entertainment. So I analysed the relation between the consumption and the perceived image by a culturally active group. In the frame of the first hypothesis belonging here, I investigated the correlation between the main cultural consumption characteristics (based on the membership of cultural clusters) and the perceived cultural image based on cultural services. I found that the perceived image is stronger in case of more frequent activities. Not surprisingly, in case of more typical cultural activities the stronger perceived image was noted. The cultural image perceived by the cluster of *"all-consuming culturally active"* respondents (who consume both high and low culture) is the strongest related to the town as an entity and to the cultural services as well. After it was also proved that the characteristics of cultural consumption explains the perceived cultural image, I also checked if the stronger perceived image explains the higher cultural activity. Using the results of two questions, I found that the strength of perceived cultural image does not explain the intensity of cultural consumption. So it can be stated if a positive picture of a town's cultural life exists in the peoples' mind it does not mean automatically more intense cultural consumption. Based on the results I rejected hypothesis 4a and I formed the following thesis:

H4a: There is a strong, mutual relationship between cultural consumption of local opinion leaders and the cultural town image perceived by them. REJECTED	T4a: The cultural consumption of local opinion leaders influences their perceived cultural town image, but in reverse it cannot be proved; stronger cultural image does not mean more intense cultural consumption.

As in previous hypothesis group (H3), I also investigated here the perceived cultural image through satisfaction; how the intensity of cultural consumption influences the level of satisfaction with cultural services. According to the results there is positive correlation between these variables; the respondents are more satisfied with those activities in which they are more frequently involved. Not surprisingly, they have more information about, and feel closer the activity in which they are more active. However, it means that cultural image can be improved by encouraging cultural consumption. Since the most passive mass was excluded from the survey, it cannot be stated that their motivation and reactivation can also have positive effect on cultural image, but the wider range of offered cultural services can encourage the culturally active residents, which have image improving effect. Thus I verified hypothesis 4b regarding the relation between consumption and cultural image (satisfaction).

H4b: There is a relationship between the cultural consumption of local opinion leaders and their satisfaction regarding cultural services. VERIFIED	T4b: There is a positive correlation between the cultural consumption of local opinion leaders and their satisfaction with cultural services.

After testing hypotheses, the relations on *Figure 5* were proved. In the system of relations, which was created based on the literature, all the connections – except for one – were verified. The relationship between cultural consumption and image is one-way; the consumption explains the perceived image. The strength of relation is shown by the width of the arrows.
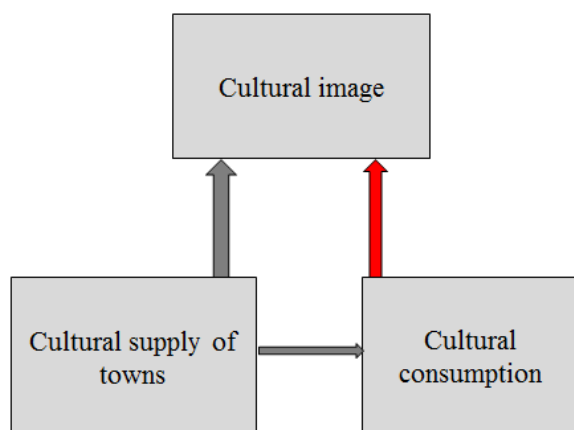
FIGURE 5: FACTORS AFFECTING CULTURAL IMAGE

Source: own compilation

Based on the results it can be concluded, that cultural consumption is the least influenceable variable, thus it is only a little affected by the cultural characteristics and supply of towns and the perceived image also does not explain the intensity of cultural consumption. So if the goal were to encourage cultural consumption, from the analysed factors, cultural supply would be the one that could be used to motivate consumers slightly. However, in my opinion, the increase of supply would only encourage the local consumption of already active consumers and would not increase the consumption intensity of the inactive residents. The perceived cultural image is influenced by both cultural supply and consumption, the former one has bigger, and the latter one has smaller effect on it. Thus broadening of supply and cultural services would be a good way for towns if the goal is to improve cultural image. On the one hand it strengthens perceived image directly, on the other hand the level of perceived cultural image can be increased (slightly) by encouraging consumption. Different communication strategy is recommended for the different cultural types of towns. In case of towns with several cultural functions (having central role) it is worth emphasizing the cultural characteristics of the whole town, while in case of towns with cultural shortage it would be better to plan the communication process based on a cultural element or on a service. The opportunity to improve and revitalize cultural life is not only for towns with more functions and central role, but as I described before the settlements with cultural shortage are also capable of providing vital cultural life and wide range of cultural services, just they have to find the way which is the best fit for them.

New results, research limitations, future research directions

The biggest uniqueness of the dissertation is its choice of subject. On the one hand, within the frame of Hungarian town researches a town typology based on only the elements of cultural supply has never been made before. On the other hand the town and city image researches have not focused only on the cultural aspect of image neither in the national nor in the international literature. In the former one a culture-focused study can be found, but it surveyed tourists not the local residents.

Additional uniqueness is the interdisciplinary characteristic of the topic, as it connected the fields related to cultural researches and its main research directions. I used the town typology – used in regional science – based on the elements of cultural supply and connected its results with the results from my cultural consumption research conducted and designed with the tools of sociology. As the third dimension, I did an image analysis, which is frequently used in the field of city marketing, and its results were connected to results derived from the other two dimensions.

Regarding cultural functions and supply characteristics, the phenomena – which is true for Hungarian towns – can be seen, saying that towns in central role with higher number of residents are the most dominant. Besides these, two other groups of towns can be distinguished, of which cultural supply and activity is remarkable although regarding their other functions they are not in significant position. It can be also stated that cultural supply influences the perceived cultural image, but it is not the only determining factor. That is why it is important to identify the other factors, influence and control them. Cultural consumption influences perceived image; the more frequently an activity is performed, the stronger is the cultural image related to it and to the providing institutions and the higher is the level of satisfaction. The research confirmed that in case of a differentiation based on cultural functions and supply the place of living has only a slight influence on cultural consumption, but it has. Finally it was proved that between cultural image and consumption there is a one-way and not a mutual relationship, so cultural image can be improved with the increase of intensity of cultural activity in a certain town. Cultural supply has an important role in the forming of cultural image directly and also indirectly through cultural consumption.

In the dissertation my research questions were answered, I connected successfully the methods and theories of different disciplines, and as a result both form practical ad theoretical point of view a useful work was written.

During the design and conduct of the empirical research some obstacles came up, which later meant the limitations of the research. The first was because of the allowed length of the dissertation. Analysing the cultural image I investigated the relationship between cultural supply and consumption, but the analysis of communication activity of towns and cultural institutions would have exceeded the length limit. So one of the most important research direction can be the analysis of communication activity in case of towns and cultural institutions; the effects (intensity, quality, directions) on cultural image. But it would require a long document- and content analysis, which could mean a separate big research.

It also meant a problem during the conduct of the research that the availability of secondary data was limited and due to that methodology was determined as well. A town-level database including more aspects and variables would give opportunity to have a more detailed picture of cultural supply. Mainly the data of festivals and events were missing, because they often provide the basis for development, there is a bigger demand for them, and there are only partial, registration-based databases, which do not contain the important details. It would be useful to create a Hungarian festival database, and based on that analysing their effects on cultural image separately, considering the unique features of Hungarian festivals. It is particularly relevant, thus several studies and researches can be found in the international literature, which analyse the effects of cultural flagship- and mega events on city image. And due to this methodological soundness have developed a lot in the last few years.

Other possible future research directions:
  ➢ The expansion of cultural town typology to all of the Hungarian towns.
  ➢ The broadening of variables used to create cultural town typology, for example with factors related to sport.
  ➢ Testing the methodology of town classification in international relations.
  ➢ Testing the dimensions of cultural town image and the belonging scales in international relation.
  ➢ The analysis of cultural image and the related cultural consumption in certain age- and lifestyle-groups.

The research analysed more connected but separate disciplines. An exploratory work was written, which gives the basis for further researches and for investigating details. It made clear that the subject can be handled only interdisciplinary, which is also true for practical implementation; professionals, experts, institutions, organisations can succeed only together.

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