The Main Success Factors of Smart Branding: A Systematic Literature Review

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Abstract— Many countries around the world have now adopted smart branding. However, the implementation of smart branding in some cities still has obstacles or challenges. This paper aims to contribute to formulating a conceptual model for smart branding. A literature review from 2017 to 2024 used the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-analyses) method to examine the term smart branding. From the literature review, ten dominant factors influence the success of smart branding, namely government support, creativity and innovation, the power of social media, stakeholders involvement, city residents, culture, economic development, technology advances, tourism development goals, and efficient public transport. These findings enrich the theoretical exploration of smart branding.

Keywords : Smart Branding, City Branding, Success Factors, Conceptual Model, Literature Review

I. INTRODUCTION

In recent years, city branding has received much scientific attention, especially in public policy and urban planning[1]. Governments are increasingly using city branding as a public policy tool to convey their city's image and accomplish a variety of urban development objectives[2]. City branding research focuses on many aspects, including stakeholder engagement[3], multi-level governance[4], and city branding's political economy[5]. Several studies observed the comparison of the application of city branding in two cities, for example, Rotterdam and Amsterdam[6], Nigeria and Dubai[7], Larissa and Kozani[8], and Malmo and Graz[9]. Other research observes the city branding strategy in a city like Kumamoto[10], Seoul [11].

Indonesia is a country that is rich in ethnic, cultural, racial, and religious diversity, alongside its natural beauty[12]. However, city branding in Indonesia still needs to be improved when viewed from the number of foreign tourists. According to the Ministry of Tourism and Creative Economy[13], it was explained that foreign tourist visits to Indonesia through all entry points in December 2021 amounted to 163,619, reflecting a decrease of -0.28% from December 2020, which recorded 164,079 visits. One of the factors influencing the increase in foreign tourist arrivals is city branding[14]. It shows the important role of city branding in building a city brand[15]. Therefore, local governments in Indonesia have established several policies, one related to the application of smart branding in efforts to develop the tourism sector[16]. The implementation of smart branding in Indonesia may serve as a solution to achieve the government's goal of enhancing regional

competitiveness through city restructuring and the promotion of regional assets[17].

Furthermore, many cities in countries have adopted smart branding, such as the United Arab Emirates[7][18][19][20], Dutch[20][6], Japan[10], South Korea[11][21]. However, these countries experienced many obstacles or challenges in implementing city branding. For example, the economic conditions in China are contributing to the decrease in the number of Chinese tourists visiting Dubai[22]; the country experienced inflation[23]; limited budgets and tough competition from abroad[10]; Seoul's new slogan "I-Seoul-U," much parodied and ridiculed by Seoulites[11]; and many more. Many elements must be considered in forming an effective city branding strategy[24]. Another challenge is designing the right smart city branding plan for specific cities[25]. Every city has unique conditions and situations that require a different and unique city branding strategy[26]. This paper proposes a successful model of smart branding factors, as it presents a challenge for researchers, practitioners, and academics to understand how a city can leverage its uniqueness to create a positive perception of the entire community. This paper is structured as follows, the method for creating a conceptual model will be described in section II. The proposed conceptual model is explained in section III. Finally, Section IV presents the concluding remarks.

II. RESEARCH METHODS

To construct a Smart Branding conceptual model, it is essential to identify the factors deemed significant for the model's development. Therefore, this study uses the Systematic Literature Review based on PRISMA method to explore the concept and

ultimately achieve a deep understanding of the term smart branding itself. The literature review will identify various factors contributing to the success of smart branding. Content analysis is conducted to identify the dominant factor as a crucial element of effective branding.

2.1   Search Process

The literature review utilizing the PRISMA method comprises four stages: identification, screening, eligibility, and inclusion. The purpose of identification is to identify articles pertinent to the research topic through the application of keyword filters[27]. Screening requires identifying which articles deserve further examination by utilizing inclusion and exclusion criteria and reviewing article abstracts. Eligibility requires extracting information from selected papers through comprehensive analysis. The objective is to ascertain which articles are suitable as references and which are not in relation to the research topic. Credible governmental documents or policies ought to be regarded as a pivotal element in this research.
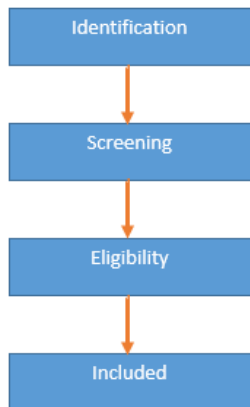

Figure 1. PRISMA Process

Content analysis is a method of document analysis that employs a systematic and rigorous research approach [28]. A semantic process accompanied by content analysis is conducted to identify the dominant factors or variables that are significant components of smart tourism. These significant objects organize the model to be constructed. All terminology associated with smart branding acquired from the literature review on the previous method was analyzed to find factors that strongly impact the success of smart branding.

2.2   Research Mapping

This review covers 25 journal articles and 1 smart city policy document in Indonesia. Figure 2 shows the mapping of article keywords using the VOSViewer

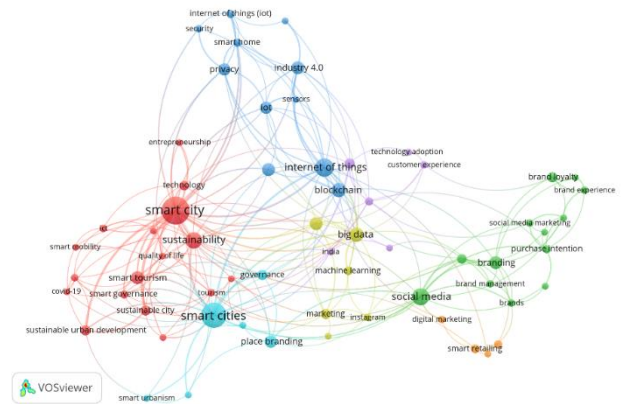tool which has previously been harvested using the Publish or Perish tool.

Figure 2. Network Visualization Smart Branding

One of the visualizations that can be displayed by VOSViewer is Network Visualization, as shown in Figure 2. The figure shows that smart branding has 7 clusters. Some keywords that appear most often are the smart city, smart cities, social media, the internet of things, and industry 4.0. So smart branding is a topic closely related to the main cluster, namely smart city. Even though they have a close relationship, the topic of city branding related to smart cities still needs to be carried out, which is shown in Figure 3. City branding only has a total link strength of 6. The following delineates the relationship between smart cities and city branding.
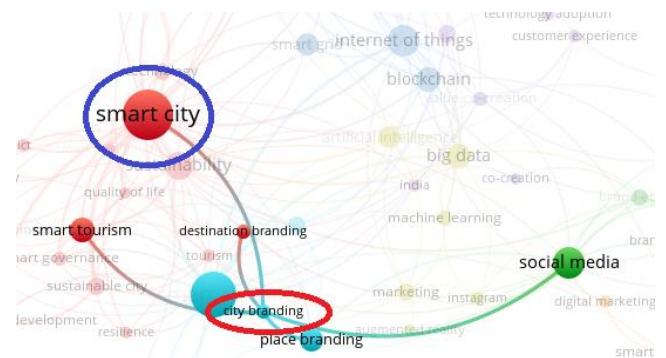

Figure 3. Network Visualization Smart Branding (2)

III.   RESULT AND ANALYSIS

The literature review describes the literature that is relevant to this research. This section describes the development process of the conceptual model and examines the issues that must be thoroughly addressed in the model to be constructed.
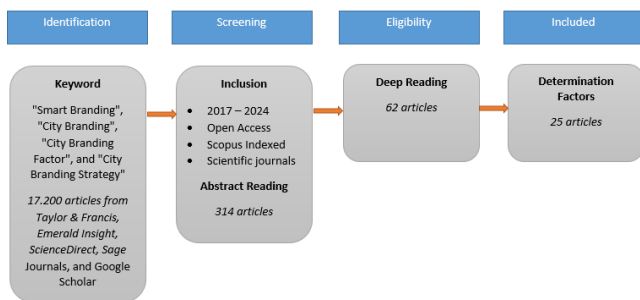
Figure 4. PRISMA Process in Smart Branding Conceptual Model Building

Figure 4 describes the literature review process in this study. The explanation of each PRISMA Phase is described as below:

3.1 Identification

This stage is to identify articles related to the research topic by the use of keyword filters. Five databases are used for references: Taylor & Francis, Emerald Insight, ScienceDirect, Sage Journals, and Google Scholar. These databases were chosen because many researchers have widely used them to publish their research results. At this stage, four primary keywords have been identified, namely: "Smart Branding", "City Branding", "City Branding Factor", and "City Branding Strategy". Based on these keywords, 17,200 articles were identified. Based on these results, articles that are recurrent will be eliminated.

3.2 Screening

The screening stage aims to identify articles for further examination by utilizing inclusion and exclusion criteria and screening abstract articles. At this stage, inclusion and exclusion criteria are implemented according to the years, from 2017 to 2024. In addition, only articles that are Open Access, scopus indexed, and sourced from scientific journals are selected. From the screening stage, 314 articles were found from all selected databases.

3.3 Eligibility and Included

The eligibility stage is to do an in-depth reading of the articles that have gone through the screening stage. So that at the eligibility stage, 62 articles were found that were considered feasible. This stage also ensures that all statements provided in the article refer to reputable articles or government reports/policies. So that there are 25 articles that can be used as a reference in building a smart branding model. In addition, 1 smart city policy document in Indonesia is included to enrich the analysis and facilitate the applicability of the results to the local context.

The model to be established defines the factors that affect the smart branding process. This model also considers the smart branding aspect in the policies implemented in Indonesia. These values are believed to have influences and characteristics of the smart branding model in Indonesia. Eventually, the model also describes the expected results of the smart branding process. Table 1 shows the results of mapping the Smart Branding factors from all literature.

Table 1. Smart Branding Factors

No	Factors	Literature
1	Government support; Emotional attachment and anthropomorphism; Efficient public transportation and tourism services; mascot branding; The power of social media	[10]
2	Destination identity and personality via Mascot; Employing a mascot to distinguish a location from other destinations; Utilization of social media as marketing strategies; Creative business approaches; Government support and continuous funding; Local people's involvement	[29]
3	reputation capital; Soft Power; Brand State; Country'sname; Country's brand; Country'sattributes; social changes; Geography & Environment; Culture (history, language, etc.); security; Economic conditions; technological advances; Tourism development goals; Place marketing & promotional strategy	[7]
4	Secondary communication (City slogan); Tertiary communication (a global crowd-sourced film); Primary communication (Vision of City)	[11]
5	Creativity; innovation; spirit of commerce	[6]
6	Quality of stakeholders of smart society (Quality of individual citizens in ICT knowledge, Quality of government, ICT-related education opportunities for citizens, Quality of local communities, Quality of universities, Quality of business sector); Energy consumption in urban environment (Use of renewable energy, Energy use efficiency of buildings, Attitudes of citizens towards smart city, CO_2 emission as a smart city)	[30]
7	City uniqueness; city authenticity; city image; Visitor satisfaction; Revisit intention	[31]
8	Visual Information on social media; Textual Information on social media	[32]

9	Plans, Recommendations and Awareness about the City; Support in City Branding; Event Organizations and Shopping Options in the City; Expectations from the Local Government; Natural Characteristics and Culture of the City; City Planning; Locals	[33]	18	Infrastructure		
				location of the city; fronted green plains; Sustainable architecture of the city; Stepped design and visual beauty of the city; Hospitality of local people; Traditions and customs	[42]	
10	Urban transformation factors (economic development stage and geographic position)	[34]	19	Tourism Attractions; accessibility; Amenities; Ancillary Services; hedonism; novelty; local culture; Refreshments; Meaningfulness; engagements; Proud to live; Good reputation among residents; Rather live here than anywhere else; Overall lifestyle is good; City diversity; City safety and comfort; brand awareness; brandloyalty	[43]	
11	urban planning; urban prospects; environmental protection; Evaluation of specific urban regions; Protection of cultural and archaeological heritage; Urban infrastructure (the set of all transport systems)	[35]				
12	Stakeholder Collaboration; Attraction; promotions; accessibility; leadership; Public Management; Departmental Coordination	[36]	20	Quality of Education; Quality of professors; Reputation of the university among employees; Cultural environment of the university attracting international students; Academic diversity of the nationalities of the professors; Appropriate cost of study and living in Irbid City; Ease of transportation to the university; Providing appropriate service facilities for studying/working/or living in the City;	[44]	
13	Place & Facilities; Opportunities; Residents & Culture	[37]				
14	Level of familiarity with the city Level of knowledge about the city; The level of pleasure in the city The level of interest in the city; The level of desire to stay longer in the city The level of popularity of the city; Perception of economic opportunities given by the city Perception of job opportunities offered by the city; Perception as tourist place opportunities given by the city; Perception of opportunities for education provided by the city The level of compatibility as a place of business; Match level as the venue for the event; The level of ease of finding interesting experiences in the city A vibrant level of life-generating abilities; The level of ability adds to the experience; The level of friendliness and openness of the population's perception as a safe place; The level of ability creates kinship relations.	[38]	21	Nature; Tangible heritage; Urban landscape; intangible heritage; gastronomy; Leisure; Sun and Beach; Business/trade; Sports; Technology; Services; Things to do; Tourist information/agenda; Institutional and non-tourist information	[45]	
			22	Professional city branding website; Professional city branding organization or department; Stakeholders involvement in city branding processes (politicians, governmental organizations, promotion agencies, companies, public, experts); Documentation of city branding policy; Existence of a city brand identity and coherent goals, vision, strategy, roadmap or policy; Organization of professional city branding activities (eg conferences, forums, or mega events)	[46]	
15	Economic development; environment; governance; infrastructure; potential; people; pulse	[39]				
16	Public-private investment; Historical heritage; human capital; infrastructure; governance quality; Productivity; Innovations; Skills; Companies; Degree of openness of the economy	[40]	23	User-generated opinions on brands; The local government formed a perspective on the brand; Spreading of user generated messages; Dissemination of messages generated by local government; brand experience; Urban icon experience; Emotional attachment of residents; Emotional attachment of visitors; Alignment of brand identity and	[47]	
17	Management and Organizational; Technological; Government; Citizen and Community; economy; Built	[41]				

No		Sources
	brand image from the perspective of residents; Alignment of brand identity and brand image from the perspective of visitors; Quality of urban resource components; Ambassador behavior; Intention to stay in or visit the city; Effective stakeholder engagement; Participatory approach in branding process	
24	A systematic, clear, and participatory planning process; an external Sustainability Advisory Board offered best practice recommendations and counsel; An extensive public engagement initiative that cultivated widespread support and enhanced public awareness regarding climate change and sustainability matters.	[48]
25	Tourist attractiveness; life standards; Safe and pleasant atmosphere	[49]
26	Destinations, Amenities, Hospitalities, Trade, Investment, Creative, Signage, Landmarks, and Edges	[17]

The mapping of various journals for the last seven years is shown in Table 1. This section discusses the most widely used adoption factors in 25 journal articles and 1 smart city policy document in Indonesia that have been studied. The following is a description of the dominant factors for the success of Smart Branding.

Table 2. Dominantly Factors of Smart Branding

No	Factors	Sources
1	Government Support	[10][29][33][41][46]
2	Creativity and Innovation	[29][6][17][40]
3	The power of social media	[10][29][32]
4	Stakeholders Involvement	[36][46][47]
5	City residents	[37][43][47]
6	Culture (history, language, etc.)	[7][33][37][43]
7	Economic development	[7][34][38]-[41]
8	Technology advances	[7][30][41][45]
9	Tourism development goals	[10][7][43][45][49]
10	Efficient public transport	[10][35][44]

Table 2 shows the dominant factors obtained based on the literature review. Based on the semantic process from the various sources analyzed, ten dominant factors influencing the success of smart branding were obtained. These factors are government support, creativity and innovation, the power of social media, stakeholders involvement in city branding processes, city residents create an identity for the city, culture (history, language, etc.), economic development, technology advances, tourism development goals, and efficient public transport.

All dominant factors resulting from this literature review form an overview of the smart branding conceptual model. Representation of these dominant factors is depicted through the conceptual model image shown in Figure 5.
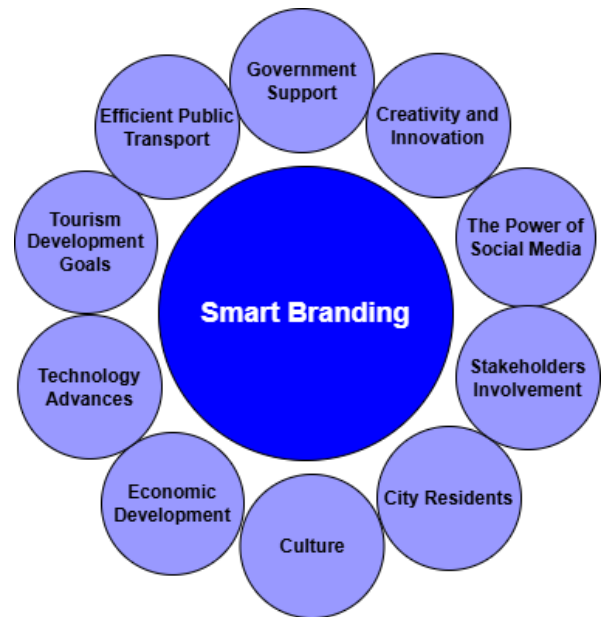

Figure 5. Smart Branding Model

VI. CONCLUSION

Smart branding has become a trend in many cities around the world to identify the uniqueness of each city. However, the application of smart branding still has many challenges and problems. So a literature review is needed to identify what factors dominate the success of smart branding. This study obtained ten factors that have a dominant influence on the success of smart branding, namely government support, creativity and innovation, the power of social media, stakeholders involvement, city residents, culture, economic development, technology advances, tourism development goals, and efficient public transport. The model in this study is expected to help understand the full concept of smart branding. The proposed model can also be applied in countries, especially in Indonesia.

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