Factors of Urban Identity in a Cultural City: Findings from a Field Study in the City of Tabriz, Iran

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Abstract

The urban identity as the most salient spatial statement of a community's character has a role in determination of values, norms and human relations in the structure of a city. Acquiring the optimum and authentic identity and overcome the identity crisis, especially in the big cities, are the concerns of Iran's municipal management. The purpose of this research is the identification of factors related to the urban identity in cities. The findings of present research can orient the urban managers and programmers to increase the extent of urban identity. The research method is descriptive-analytical and the results can turn into practical aspects. The city of Tabriz, Iran was selected as the case study. The sample size includes 390 subjects being randomly chosen. The questionnaires were filled from public and busy urban spaces of Tabriz city including Bazaar and Maqsudia districts. The collected data has been analysed on SPSS in terms of purpose by using the factor analysis and multiple regression analysis. The results of study indicate that 26 variables identified can be classified under four general factors including meaning-perception identity, physical-formal identity, social identity and historical-natural identity. The four extracted factors can determine 65.50% of total changes of indexes studied. The results of multiple regression showed that the extracted factors overall can determine 99.8% of variance of dependent variable urban identity in the city of Tabriz. The factors of meaning-perception, social, physical-formal and historical-natural factors respectively have the highest effect on the extent of urban identity based on the views of Tabriz citizens.

Keywords: Urban identity, Sense of place, Factor analysis, Tabriz, Iran

1. Introduction

Identity is one of the most important and essential issues of epistemology that many thinkers and scholars have dealt with throughout history. This standpoint can be used in order to perceive the notion of place-spatial identity. The term 'identity' has grown in popularity in various sectors, within the past few decades. Some might suggest that identity is to distinguish 'self' and the 'other'; however, it could in fact emphasize the relationship between the self and the otherness [1]. The characteristics of every city is formed under the influence of the geographical environment including cultural-historical structures of that geographical region. The cultural structures such as ideology and dominant policies on the geographical region intensively affect the city's identity. Thus, it can be stated that identity of each city is the manifestation of culture in that environment. Since the cities become meaningful necessarily in connection with the time culture as its context, they lose their identity and disturbs the imagination of people about the city. Hence identity is based on social attributes integrating with the environment which could also become indicators of behavioral patterns. This would consequently influence the completion of self in the environment. What becomes important, therefore, is the relationship that identity builds up between human behavior and the urban environment. Urban environments as Neill (2003) argued, are places where our own identities are revived as citizens rather than just consumers [2].

Notion of urban identity can be seen from different spatial, social, cultural, historical and economic points of view [3]. Besides, we should pay attention to the historical aspects of the city as well as the actions representing modern urban lifestyle in contemporary era [4]; Because historical aspects, often derived from historic spaces and monuments, play a significant role in enhancing dimensions of identity. Therefore, it can be said that

process of social identity formation occurs in public places and spaces of cities. The concept of place is physical as well as psychological. In physical form, activity and meaning are mixed together to form the sense of place [5]. Accordingly, we can relate the sense of place to the concept of identity. As Relph (1976) emphasizes that people need a sense of identity, of belonging to a specific territory or group [6]. Individuals need to express a sense of belonging to a collective entity or place, and of individual identity, which may be achieved by physical separation or distinctiveness, and sense of entering into a particular area.

This paper investigates the factors of use of urban identity among the outlooks and perceptions of individuals living in Tabriz. Tabriz is an ancient city which has an importance in history and culture of Iran. Since ancient times, it has been promoting cultural interchange between societies [7]. Although this city has been always invaded and suffered from natural disasters, devastating earthquake, and epidemic diseases, the proper location of this city along the Silk Roads made it as one of most significant commercial cities in Iran. The Tabriz city has a crucial role in prospering commercial activities between Europe and china. This city bridged a link between east and west cultures and thus considered as an outstanding city having a prominent influence in the history of socio-economic and cultural exchange in Iran [8]. This historical background of Tabriz has formed the cultural identity of Tabriz citizens over the centuries. So, in this article, we intend to evaluate the indexes and factors of identity based on viewpoints of citizens of Tabriz. The remainder of this paper is organized as follows: Section two reviews the literature on the concept of urban identity and literature framework. Section three describes Research Methodology. Section four presents the empirical analysis of data and application of factor analysis to find prominent factors of urban identity in Tabriz. Finally, Section five summarizes the study, discusses about findings and makes recommendations for enhancing the identity of Tabriz citizens.

2.   Research Background

In first step, we need to define the concept of "identity". On the whole, an "Identity" refers to either a social category, defined by membership rules and characteristic attributes or expected behaviors, or socially distinguishing features that a person takes a special pride in or views as unchangeable but socially consequential [9]. Abrams and Hoggs (2006) believe identity is people's concepts of who they are, of what sort of

people they are, and how they relate to others [10]. Identity is used to describe the way individuals and groups define themselves and are defined by others on the basis of race, ethnicity, religion, language, and culture [11]. Identity refers to the ways in which individuals and groups are distinguished in their social relations with other individuals and collectivities [12]. Social identities are sets of meanings that some attributes to itself while taking the perspective of others, that is, as a social object. Social identities are at once cognitive schemas that enable an actor to determine 'who I am/we are' in situations and positions in a social role structure of shared understandings and expectations [13]. Identity emerges as a kind of unsettled space, or an unresolved question in that space, between a number of intersecting discourses. Until recently, we have incorrectly thought that identity is a kind of fixed point of thought and being, a ground of action and the logic of something like a true self. But in fact, Identity is a process. Identity is not a fixed point but an ambivalent point. Identity is also the relationship of the Other to oneself [14]. Overall, identity determines a series of characteristics that provides the possibility of explicit definition of an object or a person in a society. These descriptions show that we can describe different aspects of identity depending on the circumstances. So, we can say many ideas about concept of identity have been expressed in relation to the urban and place identity. In this regard, many famous architects and urban planners have dealt with the concept of urban identity and sense of place. Table1 includes some opinions about the urban identity and sense of place.

In urban studies, identity is a translation of the distinct characteristics of the place or a mixture of the individuals as a total object [20]. An urban space comprising identity can become a part of symbolic realms of the city through the time and qualitatively improve memorability of the place for the citizens/visitors. An expression for the notion of urban identity may possibly be realized from a combined understanding from different urban elements of the place (e.g. street, square, building, public space, urban furniture and sculpture). Behzadfar (2007) believe that urban identity consists of three components: natural, artificial and manmade components that entails their characteristics and variables [21]. Some urban identity variables are mountain, river, hill, plain etc. (natural components); single structures, path, suburb, square, urban blocks etc. (artificial components); culture, language, religion, customs, literacy rate etc. (manmade components). Relph (1976) argued that identity of a place comprises

Table 1: Some opinions of famous architects and urban planners on the urban identity

Scholars	Descriptions
Norberg-Schulz, 1971	It is important that any place has to preserve its identity despite any change. Continuity and transformation imply that a thing remains steady and constant in spite of all variations and changes. [15]
Oktay, 2002	The quality of urban public spaces, mainly that of the street and the square, has a significant role in making the identity of a city. The best evidence for the vital importance of public urban spaces is historical. From the times of the earliest cities, there is evidence of a basic human impulse to govern streets and open spaces, to make them more useful in the necessary and desired activities of the old city and to make them more beautiful and restorative to the citizens of the community. [16]
Carmona *et al.*,2010	The scene or meaning of a place are neither found within the material urban form nor are they simply added to it, rather they are integral to the assemblage. To see places as assemblages is to avoid the reduction of place to text, materiality or subjective experience. What we call' sense of place' is a phenomenon that connects or spans this materiality / expression dimension. [17]
Madanipour, 2013	The traditional authority and status of a place may be undermined by the growth of population around it and the expansion of places and activities. Actions may have more unintentional consequences and challenges than there are different than the desired outcomes. Furthermore, a strong visual identity is developed by introducing ''variety and diversity" to the design through various manufactured and imported images, which are not only in harmony with each other, but they also create a landscape of visual identity, called a 'stenographic variety'. [18]
Ujang & Zakariya, 2015	Place attachment concept is closely linked with the affective aspects of environmental meaning. Place attachment refers to the development of an affective bond or link between people or individuals and specific places expressed through interplay of affects and emotions, knowledge and beliefs, and behaviors and actions. It develops when a place is well-identified and felt significant by the users and able to provide condition to fulfil their functional needs and supports their behavioral goals better than a known alternative. [19]

three interrelated components of (i) physical features and appearances, (ii) activities, and (iii) meaning and symbols [6]. Physical components comprise any naturally existing (e.g. land, mountain and lake) or manmade (e.g. buildings and streets) environments each of which offers its own characteristics. Activities are composed of events, situations and functional patterns of the place while meanings factors shape through experiences and interactions of the users in a place. sense of place can be defined as a multidimensional construct comprised of place attachment, place identity, and place satisfaction. 'Sense of place' has been defined: as emotional and functional attachments to places, meanings that individuals and groups attribute to their environment in their daily social practices, which evolve over time and space and which draw on structuration theory, and, in relation to other concepts such as 'placelessness', 'insideness', and 'outsideness' [22].

Based on this analysis, the sense of place has several levels. *Hummon* (1992) has introduced five types for the sense of place including the ideological rootedness, unconscious rootedness, relative place, place alienation and placelessness [23]. In line with Hummon, Cross (2001) defines the sense of place as the combination of relationship to the place and sense of present in the community [24]. She categorizes the relationship to the place in the biographical, spiritual, ideological, narrative, material and dependent forms which creates five different levels for the sense of place, i.e. integrated rootedness, unintegrated rootedness, alienation with place, relative placelessness, and absolute placelessness. The attached spaces to the place are defined as the effective factors of development and/or the relationship between the people or community and the special places. Tuan (1977) also believes that being encountered with the objects and place from the past has the power to create the sense of clarity about the past events inside us,

which manifests the close relationship with the "person identity" on the one hand and "place identity" on the other [25]. While *Lynch* defines the city as the physical replica of synchronized history, *Rossi* finds a serious relationship between the city and community memory of its inhabitants. He believed that the city is the community memory of its people and like memory has relationship with the objects and places [26]. The meaning of place is in relation with the inner psychological and social processes. The physical place and performance quality of dependent degree to spaces of attachment place is considered as a platform for social activity and interaction [20].

Lynch believes that "sense of conception" is one of the seven criteria for creating a good city form. "sense of conception" means how a city can be understood clearly and is mentally recognizable as the inhabitants imagine it in time and place [27]. Sense depends on spatial form and quality, but also on the culture, temperament, status, experience, and current purpose of the observer. Thus, the sense of a particular place will vary for different observers [27]. The city consists of signs, meanings and mysteries that people decode and perceive based on the roles, expectations, attitudes and other factors. The physical identity involves the characteristics and features that distinguish a city from the others. These characteristics not only maintain its temporal continuity but also sustain the process of change and evolution and finally lead to creation of a total structure [28]. Overall, we can say urban identity is a combination of interactions, connections, environmental attachments and community integrity that is formed in a special time and place. Identifying the human-related phenomena will not be a complete and accurate recognition unless the time and place factors are perceived and understood; which are the cause and effect of those phenomena. The social recognition of identity in cities has been found from a variety of theoretical and practical viewpoints as the emergence of modern metropolises. The process of theoretical and empirical researches shows the change in the socio-cultural identity of inhabitants and emergence of a new generation whose integrated identity has been threatened because of the translocation of values and historical traditions in the urban environments. Many researchers have experimentally pointed some of the effective factors in the social identity of a place. The most important factors can be the dependence upon specific social groups, social communications, environmental life of people, birth in place, duration of residence, and feeling of rootedness.

3. Materials and Methods

3.1 Theoretical Framework

As Table.2 indicates, there are 26 variables derived from the literature review for this research. Definition of each variable is as follows:

- *Urban service rate:* Quantity and quality of urban services can increase the diversity of urban spaces. The diversity of urban spaces can diversify activities and forms and provide citizens with more choice. These services can increase citizens' sense of satisfaction, belonging to the place, and identity [29]. Furthermore, equitable access to utilities can reduce spatial inequality and promote inter-group solidarity [30]. These points play an important role in enhancing social capital and promoting urban identity.

- *Historical value of city:* The events, history and monuments of a place shape one's memory and perception of the environment [31]. A well-designed urban space is the one with meanings, memories and identities for their users. Notion of urban identity can be seen from different spatial, social, cultural and economic points of view [3], [32]. Besides, we should pay attention to the historical aspects of the city as well as the actions representing modern urban lifestyle in contemporary era. So, we can say historical value of a city has a significant impact on increasing the level of identity of citizens.

- *Place attachment to the social groups:* Places are constructed by the physical form, activity and meaning. Place attachment is defined as the development of affective bond or link between people or individuals and specific places expressed through the interplay of affects and emotions, knowledge and beliefs, and behaviour and actions [33]. In place attachment and the sense of place research, place dependence and place identity were used as constructs for measurement. Place attachment is also reflected in the functional bonding between people and places described as place dependence. Therefore, place attachment is identified based on consensus from stratified user groups according to their roles and socio-cultural characteristics.

- *Interest in the Neighbourhood and Home:* Attachment to the home is greater than attachment to other spatial levels. Sense of home provides important insights into the structure of place identity, the social mediation of place identification, and the complex and sometimes contradictory-sources of identification with different locales [34]. The place attachments best predicted by demographic, physical, and social

factors, were attachments to midrange places, e.g. neighbourhoods. These also happen to be the places to which people are least attached. People being more attached to their homes than their local areas may be an inevitable consequence of the fact that homes are a more clearly defined space and can be individualized to reflect the inhabitants.

- *Identifying limits and Borders of neighbourhoods and various Parts with the adjacent neighbourhoods:* Sociologists have also reflected on such phenomena, noting that people are more attached to places with clearly defined edges and that neighbourhoods are almost impossible to define [35]. Boundaries as human creations are an expression of territoriality, reflecting a basic human need to live in a bounded space. The boundary zone is an area where different attitudes and values meet and intermingle and where national and other scale identity is least questioned [36]. Therefore, the ability to differentiate neighbourhoods is a skill that occurs only for cities whose inhabitants are well aware of the physical, economic and social differences of each neighbourhood.

- *Tendency to attend in social groups:* Social groups which people belonged to are an important source of pride and self-esteem. Groups give us a sense of social identity: a sense of belonging to the social world. In order to increase our self-image, we enhance the status of the group to which we belong [37]. We can also increase our self-image by discriminating and holding prejudice views against the out group. Therefore, we divide the world into "them" and "us" through a process of social categorization. This is known as in-group (us) and out-group (them) [38]. Social identity theory states that the in-group will discriminate against the out-group to enhance their self-image.

- *Sense of security:* People who are attached are more likely to come together to defend their areas from outside threats to engage in pro-environmentally responsible behaviour and to be socially and politically involved in their local communities [39]. People develop affective bonds with places that are in part to do with satisfaction, since places permit control and provide opportunities for privacy, security and serenity [40]. Feeling safe and security in a neighbourhood can increase the sense of calm, comfort and place attachment.

- *Familiarity with old nomenclature of city neighbourhoods and ancient place:* Townspeople generally consider some places in the city to be more significant and more valuable than others. On the superficial level street nomenclature serves as a set of city markers and beacons that help to orient

us in space. On the subliminal level, it conveys symbolic messages stemming from ruling world-views or ideologies [41]. Names of streets, squares, parks and lanes, primarily in historic city cores, serve as indicators of official world-views at specific moments, and that at turning points in history urban nomenclature is altered in order to bring about a shift in ideologies and world-views [42].

- *Introducing a citizen to others as a citizen:* Citizenship offers a bounded equality that reflects the historical articulation of national communities. This boundedness poses a contradiction between individual, abstract, universal rights, identity and particularistic notions of cultural community and nation [43], in that citizenship serves equally as a mode of inclusion and incorporation in society and as a legal and cultural framework for excluding those who deviate from societal norms. Studies show social capital in communities that introduce themselves as fellow citizens and support each other in the face of threats is much more than individualistic societies [44].

- *Accepting new people as citizen:* The clash of cultures becomes a serious problem for Immigrant communities. Moreover, relocation to a new country and culture can be difficult for immigrants too. Challenges relating to languages, religion, culture, way of thinking, habits and customs are huge, especially when the local community has problems with understanding and accepting new people and their differences [45]. Some studies show that process of identification and sense of belonging to the city and community are greater in immigrant communities that accept new people more easily [46].

- *The Sense of belonging to the City:* The sense of belonging and identification involves the feeling, belief, and expectation that one fits in the group and has a place there, a feeling of acceptance by the group, and a willingness to sacrifice for the group [47]. The scale of this social group can extend from a neighbourhood to a city or a country [48]. So, the sense of belonging to a city indicates a level of maturity of the identity of the inhabitants.

- *Number of friends in the city:* One of the psychosocial needs of human beings is the feeling of belonging and intimacy as against isolation and seclusion [49]. Citizens always tends to establish sincere and correct relationships with other people after resolving the identity crisis and gaining a coherent identity. Researchers' findings show that if the scope, number and diversity of friendships in a

neighbourhood or city increases, it can improve the social capital and identity of its residents [50].

- *Living in own city despite Income-Increasing:* The meaning and identity of urban environments is greatly dependent on their prevailing social system; the decrease of people's social interactions changes the identity of these environments and spaces and fades their conceptual and functional authenticity [51]. This matter leads to decrease of sense of community and consequently decrease of sense of place attachment whose reaction in urban quarters is a sense of indifference for residents about residential stability in quarters and in several cases, motivation for changing life area to other quarter or even other city.

- *Role of green space and natural elements in meditation of citizens:* Green spaces promote health by restoring mental fatigue, serving as a resource for physical activities, and reducing all-cause and cause-specific mortality [52]. In terms of green space, place identity is considered as to what extent residents feel that the urban green space in their neighbourhood environment contributes to their identity [53].

- *Appropriate access to the city centere:* Appropriate access to different areas of a city can provide good platform for the presence, gathering and familiarity of citizens. Central urban space with high permeability, legibility and with the characteristic of creating social events can be attractive to the residents and other visitors [54], especially if the city centre has a historic fabric and buildings. So, quick and easy access to urban centres enhance interaction, provide opportunities for the exchange of ideas and also amplify social identity.

- *Collaboration with social groups and cultural clubs:* Cultural centres and clubs are one of the formal social groups. These institutes involve a variety of programs and classes that seek to enhance the culture and identity of the citizens. These centres are the most appropriate institutes for practicing the acceptance of citizenship culture, development of identity and civil honesty [55].

- *Commitment to preserve environment of city and neighbourhood:* Studies show that citizens who care about preserving urban spaces and the environment of their neighbourhood, pay more attention to the identity of their city. Because it is the environments and their belongings that shape their identity [56]. Therefore, this issue can be confirmed that the role of cultural capital, social solidarity, social participation, environmental knowledge, environmental education, religious education and cultural identity on the protection of the environment is significant.

- *Pride of living in own city:* Place identity as one of the prominent concepts within environmental psychology, has received worldwide attention mainly by environmental psychologists. This concept has different spatial scales. "local identity" was applied to stress its location-related nature or in comparing to more global or abstract levels of place identity; "neighbourhood identity" and "city identity" were used to address specifically place located identity concerning dwelling place at various scales [57]. Therefore, it can be said that those who are proud of living in their city and neighbourhood and are not willing to leave their city even in special circumstances, have the highest level of place identity and attachment [58].

- *Being interested in natural places in city:* Abundant evidence demonstrated that natural environments are restorative and can help stress reduction, relaxation, longevity, pain and anxiety relief [59]. On the contrary, lacking of tranquillity resulted from alienation from nature, causes higher rates of physical and emotional illnesses to adults, and is claimed to seriously limit the development of children [60]. So, green spaces in a city can promote a sense of calm and place attachment and have a direct impact on promoting the identity of citizens.

- *Feeling nostalgic when you are far from city and neighbourhood:* There is an effective correlation between memory, place and identity [61]. Cities, neighbourhoods and villages create memories for their residents. Obviously, memory of place depends on the quality of the environment, social conditions, and the number of historical monuments. It is certain that the higher the quality of the natural and man-made environment of a city, the more intimacy and convergence among its citizens, and the more historical and active urban spaces have a greater impact on promoting identity and belonging to the place [62]. The citizens of these cities, when they move away from their city, feel homesickness and nostalgia.

- *Being a memorable city:* The memory of a city can include five senses (sight, hearing, touch, smell and taste) that remain in our memory temporarily or permanently. Urban areas are significant elements in the structure of cities which can increase social interactions, identity and meaningfulness, formation of mental pictures and formation of the sense of collective memory. Therefore, cities and urban spaces that can create wider memories for their citizens can have a greater impact on the process of citizen identification.

- Pride of living in a historical and cultural city: Old fabrics of cities are representatives of history, culture and civilization of a nation. Accordingly, ignorance of these old fabrics may be an equivalence for ignorance of city culture and identity. History and culture are connected to identity in two main ways: they make available a reservoir of shared symbols able to constitute collective or group identity. Secondly, because many of these symbols are invested with great affect or emotion and since membership in certain groups is emotionally binding for individuals, such collective identity anchors individual identity [63]. Therefore, it can be explained that citizens in a city with a rich history and culture, have a far greater social and cultural identity.

- Sufficient walkable area in the city: Walking and walkable area will support the community involvement, health, meeting and gathering, and recreation which have positive effects on place identity and vice versa [64]. Walkability is the basis of a sustainable city [65]. Cities that have more walkable areas and urban spaces for the presence of pedestrians, provide the necessary framework for interaction and peace of mind of citizens. This can more positively affect citizens' sense of belonging and social identity.

- Using natural spaces in the leisure times: Studies have established that hiking can impart feelings of attachment to the natural environment, in large part because of the way it positively impacts the hiker's mood and feelings of satisfaction [66]. So, in cities where urban space is mixed with the natural environment, citizens have better opportunities to increase their physical and mental health. This can increase the level of identity and belonging to the place among the citizens.

- Communication with neighbours: Identity empowers community movements to build up a common space worthwhile to live in with pride and strengthen the attachment to their place. No society can hope for a sustainable social identity without communication between groups and individuals. Communication plays a key role in social influence and consensual grounding of norms [67].

- Difference in form compared with other cities: Findings indicate that identity of a city is somewhat innate and internal affecting the physical aspect of city, and as a result, physical façade of those cities dependent on a specific culture and ideology become different from those of other cultures and structures. Citizens of cities with similar form and physics lose much of their distinctive identity; While the citizens of cities that have different appearance, form and urban spaces

than other cities, can be proud of their identity distinction [68].

3.2 Research Methodology

This research is applied-developmental in terms of its purpose and is descriptive-analytical based on its nature and method. Using the library method, the theoretical principles were collected and the information has been gathered through questionnaire. The sample society has been selected randomly from 18 years plus citizens in public and busy urban spaces of Bazaar and Maqsudia districts, such as Tabriz Grand bazaar entrance, Clock tower square and Tarbiat pedestrian passage. Tabriz is the capital of East Azerbaijan Province located in the north west of Iran and is the largest city in the north west. The city of Tabriz has 10 regions and about 124 districts. The reason for selecting such districts, as the case studies in this research, in addition to their cultural importance, is their location in the historical and central context of the city. Moreover, the selected areas, as shown in Figure 1, attract a large number of people daily. However, the other districts in Tabriz show no significant cultural aspects.

Based on the statistics of 2016, Tabriz has a population of 1558693. Due to the large research community and the impossibility of gathering information from all research community, sampling method has been used. If the variables contain several values and the community size is also limited, the following relation (Cochran formula) can be used for determination of sample size.

$$n = \frac{Nz^2pq}{Nd^2 + z^2pq} \qquad (1)$$

In the formula N is the size of society which is 1558693 subjects, z is equal to 1.96, p=q=0.5 and d is error level. In this research considering d=0.05, the sample size was estimated 384 subjects. Due to reducing error, 390 subjects were asked finally. Then, by visiting the various neighborhoods, the respondents were selected by simplified random sampling among Tabrizi citizens and the survey carried out. The data were analyzed on SPSS according to aims of study using the analytical-factorial methods and multiple regression analysis.

Limitations: As it was mentioned, due to the large research community and the impossibility of gathering information from the entire community, sampling method has been used. The attempt was made to select the respondents from adult citizens of the area (18 years of age and above) who were either the permanent resident of the area or they were visiting the area often (more or around twice in a week).

Table 2: Place identity variables derived from the literature review

No.	Identity variables	References
1	Urban service rate	Salama &Wiedmann, 2016 Cunningham & Byrne, 2000
2	Historical value of city	Othman *et al.*, 2013 Kazemini *et al.*, 2020
3	Place attachment to the social groups	Proshansky *et al.,*1995
4	Interest in the neighbourhood and home	Cuba, L., &Hummon, D. M. 1993
5	Identifying limits and borders of neighbourhoods and various parts with the adjacent neighbourhoods	Gieryn, T. F. 2000 Leimgruber, W. 1991
6	Tendency to attend in social groups	Trepte & Loy, 2017 Hogg *et al.*, 2017
7	Sense of security	Mesch & Manor, 1998 Altman & Low, 1992
8	Familiarity with old nomenclature of city neighbourhoods and ancient places	Azaryahu & Kook, 2002 Stiperski *et al.*, 2011
9	Introducing a citizen to others as a citizen	Kymlicka, 2001 Hopkins & Blackwood, 2011
10	Accepting new people as citizen	Wilk-Woś, 2010 Andreouli &Howarth, 2013
11	Sense of belonging to a city	Macmillan & Chavis, 1986 Young *et al.*, 2004
12	Number of friends in the city	Caldwell &Horwood, 2007 Hartup & Stevens, 1997
13	Living in own city despite income-increasing	Turner & Reynolds, 2010
14	Role of green space and natural elements in meditation of citizens	Kondo *et al.*, 2018, Zhang *et al.*, 2015
15	Appropriate access to the city centre	De Rosa & Di Palma, 2013
16	Collaboration with social groups and cultural clubs	Youssefi & Taheri, 2017
17	Commitment to preserve environment of city and neighbourhood	Dono *et al.*, 2010
18	Pride of living in own city	Bonaiuto *et al.*, 2016 Devine-Wright & Lyons, 1997
19	Being interested in natural places in the city	Takano *et al.*, 2002 Louv, 2008
20	Feeling nostalgic when you are far from city and neighbourhood	Dickinson, 1997, Morse & Mudgett, 2017
21	Being a memorable city	Dickinson, 1997
22	Pride of living in a historical and cultural city	Ragab, 2011
23	Sufficient walkable area in the city	Khder *et al.*, 2016, Rafiemanzelat, 2017

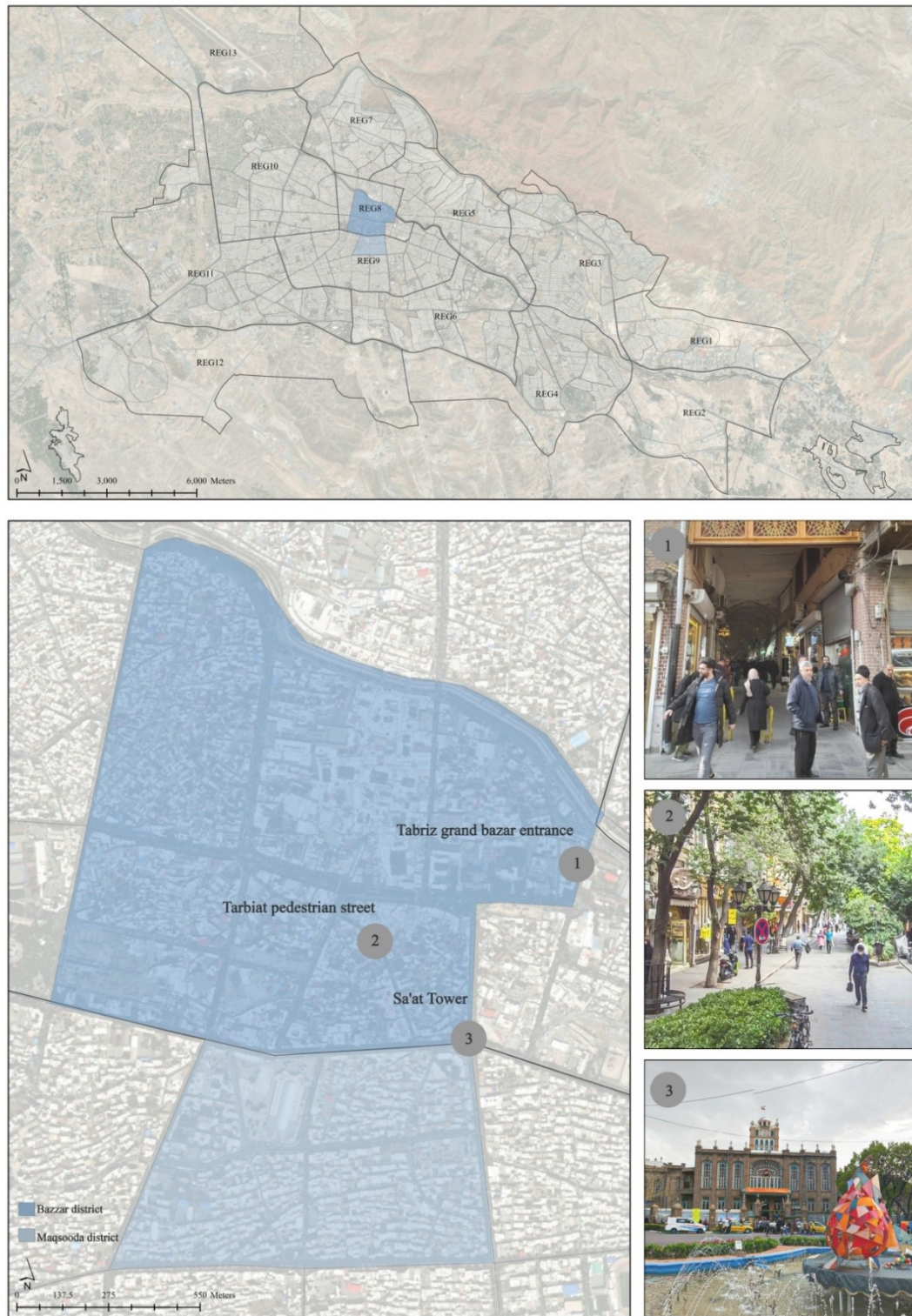| No.	Identity variables	References
24	Using natural spaces in the leisure times	Harmon & Kyle, 2020
25	Communication with neighbours	Jeong *et al.*, 2019
26	Difference in form compared with other cities	King, 2004

Fig. 1: The locations of case studies in Tabriz

4. Results and Discussion

To determine the effective factors of Tabriz urban identity, after the survey, the data was analysed in SPSS software and standardized using principle component analysis method. Then the indexes were put into the factor analysis. In this respect, the indexes that are in relation with each other and possess correlation, accumulate around an axis. In this research, due to the available standards in relation with the factor analysis method, the highest standard level of this technique (possession of above 0.4) was determined as the prerequisite of accumulation of indexes around one factor. Table 3 shows the Kaiser-Meyer-Olkin index (KMO), statistics of Bartlett's test (which is an approximation of chi-square), degrees of freedom and significance level (sig.), respectively. According to the prerequisites of factor analysis method, if the value of KMO index is more than 0.6 and value of alpha error (sig.) related to the Bartlett's test is less than 0.05, it shows the adequacy of studied sample and appropriateness of factor analysis method for the data analysis. Since the KMO index is 0.79 in this study, it can be concluded that the number of samples for factor analysis is adequate and the sig. level of Bartlett's test is 0.00. It is shown that factor analysis is an appropriate method for identifying the model and intended topic.

After being assured of the appropriateness of factor analysis method for data analysis, the data were inserted into SPSS for 26 indexes. In order to determine the final factors, it is necessary to apply three conditions statistically: (1) the eigenvalue of factors must be more than 1. (2) The total cumulative variance of the final extracted factors must be more than 60%. (3) The variance percentage of each factor must be more than 10. Finally, four main factors are extracted which is shown in Table 4. According to the statistical tests and the mathematical logic, the factor analysis model measures the hidden relationships between variables and categorizes them into more general factors based on their similarities and internal connections. Hence, in this research, 26 variables have been summarized in the form of four main factors. Each one of the four factors are in fact a combination of variables which were closer in nature to each other. They include "physical-formal identity", "social identity", "meaning-perception identity" and "historical-natural identity". All of four factors have eigenvalues more than 1 and can be used in the next analyses. The sum of four factors is 65.50% of the total variance of primary research variables. And, the variance percentage of each factor is more than 10.

Table 5 shows the matrix of factor analysis which includes the factor loadings of all indexes. In the following, the varimax rotation of data has been applied because of the feasibility in factors' interpretation.

Since it is difficult to interpret the un-rotated factors, as the result, the factors are rotated so that they can be interpreted easier. Thus, we avoid using un-rotated component matrix and use only the rotated component matrix. In the following, the characteristics related to each extracted factor are more explained and an appropriate name is taken for each factor.

Factor 1

The first eigenvalue is 5.79 which solely represents 22.14% of variance for research data. In this factor, 5 indexes have been loaded including respectively as: urban service rate (0.822), appropriate access network to city center (0.763), sufficient sidewalk to walk in city (0.711), difference in form with other cities (0.631), and identifying limits and borders of neighbourhoods and various parts with adjacent neighbourhoods (0.521). According to the variables under Factor 1 and factor score related to these variables, this factor can be named as "physical-formal identity".

Factor 2

The second eigenvalue is 4.16 which solely represents 18.13% of variance for research data. In this factor, 7 indexes have been loaded including respectively as: collaboration with groups and social centres (0.786), sense of dependence on social groups (0.711), introducing a citizen to others as a citizen (0.682), accepting new people as a citizen (0.676), tendency to live in social groups (0.631), communication with neighbours (0.572), and the number of friends in city (0.520). Due to the variables under Factor 2 and factor score related to these variables, this factor can be named as "social identity".

Factor 3

The third eigenvalue is 3.88 which solely represents 15.20% of variance for research data. In this factor, 8 indexes have been loaded including respectively as: proud of living in own city (0.795), feeling nostalgic when you are far from city and neighbourhood (0.721), being interested in living place and city (0.692), commitment to preserve structure and environment of city and neighbourhood (0.635), living in own city in case of a financial increase (0.591), being a memorable city (0.533), sense of security (0.511), and staying in the city according to own desire (0.469). According to the variables under Factor 3 and factor

score related to these variables, this factor can be named as "meaning-perception identity".

Factor 4

The fourth eigenvalue is 2.60 which solely represents 10.03% of variance for research data. In this factor, 6 indexes have been loaded including respectively as: the role of green space and natural elements in meditating the citizens (0.753), city

sustainability of historical value (0.732), using natural spaces in the leisure times (0.714), familiarity with old nomenclature of city neighbourhoods and ancient places (0.673), being interested in natural places in city (0.597), and feeling proud of a historical city (0.563). Owing to the variables under Factor 4 and factor score related to these variables, this factor can be named as "historical-natural identity".

Table 3. KMO Index and Statistic of Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.790
Bartlett's Test of Sphericity	Approx. Chi-Square	4213.052
	Df	352
	Sig.	0.000

Table 4: Extracted Effective Factors in Urban Identity of Tabriz

Factors	Eigenvalues for Extracted Unrotated Factors			Eigenvalues for Extracted Rotated Factors		
	Eigenvalues	Variance Percentage	Cumulative Variance Percent	Eigenvalues	Variance Percentage	Cumulative Variance Percent
1	8.21	31.82	31.82	5.79	22.14	22.14
2	4.28	16.22	48.04	4.16	18.13	40.27
3	2.55	10.13	58.17	3.88	15.20	55.47
4	1.38	4.99	63.16	2.60	10.03	65.5

Table 5: Rotated Component Matrix and Factor Score for Each Indexes

Variable	Factors			
	1	2	3	4
urban service rate	0.822			
Appropriate access to the city center	0.763			
Sufficient walkable area in the city	0.711			
Difference in form with other cities	0.631			
Identifying limits and borders of neighborhoods and various parts with adjacent neighborhoods	0.521			
Collaboration with social groups and cultural clubs		0.786		
Place attachment to the social groups		0.711		
Introducing a citizen to others as a citizen		0.682		
Accepting new people as citizen		0.676		
Tendency to attend in social groups		0.631		
Communication with neighbors		0.572		
Number of friends in the city		0.520		

Variable	Factors			
	1	2	3	4
Proud of living in own city			0.795	
Feeling nostalgic when you are far from city and neighborhood			0.721	
Interested in the neighborhood and home			0.692	
Commitment to preserve environment of city and neighborhood			0.635	
Living in own city in spite of income-increasing			0.591	
Being a memorable city			0.533	
Sense of security			0.511	
The sense of belonging to the city			0.469	
Role of green space and natural elements in meditation of citizens				0.753
historical value of city				0.732
Using natural spaces in the leisure times				0.714
familiarity with old nomenclature of city neighborhoods and ancient places				0.673
Being interested in natural places in city				0.597
Proud of living in a historical and cultural city				0.563

4.1 Regression Analysis of Factors

To analyse the effectiveness of extracted factors in the rate of urban identity in Tabriz, the multiple linear regression analysis was used. The regression analysis is one of the most applicable methods in the socio-economic studies. This method is in close relationship with the correlational coefficient. That is, the correlational coefficient should be calculated to carry out the regression. If there is a correlation between the variables, the regression analysis can be used [69]. In this respect, the total significance level of regression model is tested by means of ANOVA table. Then, the significance level of each coefficient is investigated by means of coefficient table. According to Table 5 and 6, the alpha error and Estimate Error of regression model is less than acceptable error value (0.05). This indicates a significant relationship at above 99% confidence level between dependent variable (urban identity of Tabriz) and independent variables (including factors: "physical-formal identity", "social identity", "meaning-perception identity", and "historical-natural identity"). Based on Table 6, the value of correlation is 0.994 between dependent and independent variables representing a direct, very strong and almost complete correlation. According to square correlation, four factors extracted from factor analysis can determine 98.8% of changes related to the dependent variable of urban identity.

As it was seen, the factors extracted from the recognized variable can determine with a very high percentage of variance of dependent variable of urban identity in Tabriz. Table 8 shows the effect of each factors in determining the changes in dependent variable. According to the Beta standardized coefficient values in Table 8, there is a direct and positive relationship between each of factors extracted separately with the dependent variable of urban identity. According to the standardized coefficients (Beta), the "meaning-perception identity" has the highest role with 0.572 impact factor; the "physical-formal identity" possesses 0.414 coefficient in the second rank; the "social identity" has 0.372 coefficient in the third rank; and the "historical-natural identity" possesses the lowest effectiveness with 0.303 coefficient in determining the urban identity in Tabriz. Estimate error for all factors is acceptable (0.000).

5. Conclusion

Non-integrity in the spatial structure of modern cities and the loss of physical identity damage the social structures between the citizens in neighborhoods and reduce the communications and interactions among citizens. Urban identity and place identity are very important to develop and liven a place. The identity of a city determines the identification of a city and the life will be so difficult for the inhabitants. The urban identity and place identity of Tabriz were analyzed in this

Table 6: Changes in Dependent Variable of Urban Identity by Means of Four Factors

Model	Modified Square Correlation	Square Correlation	Adjusted Square Correlation	Estimate Error
1	0.994	0.988	0.989	0.0215

Table 7: ANOVA of Regression Model between Urban Identity and Four Factors

Model	Sum of Squares	Degrees of Freedom	Mean Square	F Statistic	Alpha Error
Regression	91.68	4	18.48	28868.62	0.000
Residual	0.148	385	0.001		
Total	91.88	389			

Table 8: Coefficient Statistics of Regression Model of Independent Research Variables

Model	Non-Standardized Coefficients		Standardized Coefficients	Statistics T	Estimate Error
	B	Std. Error	Beta		
meaning-perception identity FACTOR	0.326	0.002	0.572	218.84	0.000
social identity FACTOR	0.251	0.002	0.372	164.48	0.000
physical-formal identity FACTOR	0.268	0.002	0.414	192.68	0.000
historical-natural identity FACTOR	0.191	0.002	0.303	132.20	0.000

made questionnaire was distributed among the Tabrizi citizens. Then, the data were analyzed. The results of data analyses by factor analysis method showed that 26 initial variables were identified and categorized under 4 main factors. These factors can determine 65.50% of total variance of initial research variables. The first factor solely determines 22.14% variance of initial variables. According to the variables under this factor and their factor score, the first factor is named physical-formal identity. The second factor determines 18.13% variance of initial variables. According to the variables under this factor and their factor score, the second factor is named social identity. The third factor determines 15.20% variance of initial variables. According to the variables under this factor and their factor score, the third factor is named meaning-perception identity. And the fourth factor determines 10.03% of variance change and was named historical-natural identity.

To analyze and measure the effectiveness of extracted factors on the satisfaction of respondents about the rate of urban identity in Tabriz, the multiple linear regression analysis was used. The results of this test showed a significant relationship at above 99% confidence level between dependent variable (urban identity of Tabriz) and independent variables (including factors: "physical-formal identity", "social identity", "meaning-perception identity", and "historical-natural identity"). the value of correlation is 0.994 between dependent and independent variables representing a direct, very strong and almost complete correlation. According to square correlation, four factors extracted from factor analysis can determine 99.8% of changes related to the dependent variable of urban identity.

According to the Beta standardized coefficient values there is a direct and positive relationship between each of factors extracted separately with the dependent variable of urban identity. According to "Beta", the "meaning-perception identity" is in the first rank, the "physical-formal identity" in the second rank; the "social identity" in the third rank; and the "historical-natural identity" possesses the lowest effectiveness in determining the urban identity in Tabriz. It is worth noting that despite the fact that Tabriz is a historical city, this aspect does not relate to urban identity of Tabriz based on views of citizens and the meaning and perception identities are more important than other identity factors in the city.

6. Recommendations

According to the analyses and results in the study area, the following issues are recommended in order to promote the social and physical status of neighborhood and increase the social interactions of people so that the place identity and urban identity in Tabriz are improved.

7. Disclosure statement

No potential conflict of interest was reported by the authors. research. To achieve the purposes, a researcher-

Table 9: Recommendations according to importance

Factors according to Beta importance	Indexes according to loading factor	Suggested strategies
meaning-perception identity	Pride of living in own city	- Familiarizing people and officials with the local patterns and forms of Tabriz urban design and architecture
	feeling nostalgic when you are far from city and neighborhood	- Transforming lost urban spaces into places with a sense of place
	Interest in the neighborhood and home	- Promoting the satisfaction of the citizens from their quality of life in all urban aspects
	Commitment to preserve environment of city and neighborhood	- Providing opportunities for people to participate in the management of their neighborhoods
	Living in own city in spite of income-increasing	- Preparation of social housing projects by the municipality and the private sector to keep indigenous people in the area - Efforts of operating banks to pay loans to city residents to strengthen their housing in the area
	being a memorable city	- Providing grounds for more people to walk in the city and its neighborhoods - Efforts to organize and solve the problems of deteriorated districts in order to prevent the migration of residents with a long history of living from these textures - Strengthen the possibility of participation and presence of the elderly in the neighborhood to hear their opinions and memories of the neighborhood
	sense of security	- Improving the security of neighborhoods and city by increasing lighting, creating guard kiosks, increasing the width of narrow and dark spaces, organizing barren and ruined lands, etc.
	The sense of belonging to the city	- Support and development of employment in industry and agriculture by emphasizing the industrial role of Tabriz to prevent the migration of indigenous people from the city
physical-formal identity	urban service rate	- Responding to the problems of land use shortage and land use accessibility in the neighborhoods and the city

Factors according to Beta importance	Indexes according to loading factor	Suggested strategies
	Appropriate access to the city center	- Activity reviving and increasing the functional role of the old axes and routes of the city, including the streets around the central core of the city, Bazaar area, Artesh and Imam Khomeini Street - Establishing a proper connection between the newly constructed streets leading to the city center and the old routes
	Sufficient walkable area in the city	- Maintaining existing sidewalks such as Tarbiat sidewalk and urban management efforts to develop sidewalks in other parts of the city
	difference in form with other cities	- Completing the restoration of Tabriz Bazaar and using identity-based elements such as Tabriz carpets and shoes in its area - Considering revival of the historical axes of Tabriz, such as Kohneh street, Maghsoudieh axis and the axis of Vijoyeh - Restoration of the old entrance gates of Tabriz
	identifying limits and borders of neighborhoods and various parts with adjacent neighborhoods	- Increasing the identity and privacy of neighborhoods by defining specific borders, organizing their entrances and urban spaces
social identity	Collaboration with social groups and cultural clubs	- Applying the experience of high participation in reviving Tabriz Bazaar, for other problematic centers in the city - Development of councils in the neighborhoods in order to increase the participation of people in their neighborhoods - Providing grounds for public participation with the municipality and consulting engineers in the preparation and implementation of urban plans
	Place attachment to the social groups	- Encourage and support the formation of morning sports groups in the city
	introducing a citizen to others as a citizen	- Supporting the strengthening of urban civic institutions such as the city council in order to promote the unity of different areas of the city
	accepting new people as a citizen	- culturalization to strengthen and remind the original Islamic values such as brotherhood, attention to the rights of others, etc. at a higher level than ethnic prejudices
	tendency to live in social groups	- Increasing knowledge, media literacy and youth awareness of the components of identity in accordance with the values and norms of Iranian, Islamic and Azeri culture to manage their presence in cyberspace - Expanding TV and radio channels for East Azerbaijan, making TV series about the national heroes of Tabriz and producing native Azeri computer games using the Azeri language in their production.
	communication with neighbors	- Creating urban spaces and parks to promote social interactions between neighbors
	Number of friends in the city	- Creating spaces that bring friends and social groups together and lead to finding new friends, such as: creating a cultural center, cinemas and public spaces

Factors according to Beta importance	Indexes according to loading factor	Suggested strategies
historical-natural identity	Role of green space and natural elements in meditation of citizens	- Prevent the destruction of gardens and agricultural lands in the suburbs for construction
	historical value of city	- Paying attention to the restoration and revival of the historical texture of Tabriz as a valuable texture and identity of this city - Reviving the historical identity of Alisha Citadel and restoring its role in the structure of the historical identity of the city - Renovation of old houses in Tabriz
	using natural spaces in the leisure times	- Improving the environmental quality of existing natural spaces such as Ail Goli Park, etc. by the city management
	familiarity with old nomenclature of city neighborhoods and ancient places	- Preparing identity plans for the city of Tabriz and its neighborhoods - Establishment of city identity monitoring commissions;
	being interested in natural places in city	- Efforts to maintain natural recreational spaces such as Ibn Ali (Einali) space and the development of such spaces in and around the city
	Pride of living in a historical and cultural city	- Locating, preparing and installing statues of Azerbaijani celebrities and identity-creating elements in the city - Restoration of Ali Monsieur's house as thinking room for Tabriz constitutionalists - Recreating the historical collection of the Tomb of the Poets

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