Hauz Khas Village (Delhi):
A Peek into Affective and Cognitive Image from Place Marketing Perspective

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ABSTRACT

India attracts millions of tourists every year due to its diverse and rich culture and history. It is home to various historic sites. Hauz Khas Village (HKV) in South Delhi is a modern urban village having affluent and chic personality while retaining the old charm of medieval times through tombs, the royal tank (i.e., Hauz Khas; now a beautiful lake) and other synecdoches of archeological splendor. Present study is an attempt to understand the current image of HKV in the minds of residents and visitors of the place. To accomplish this; primary data was collected from 257 respondents through convenience sampling using a well-designed questionnaire having closed questions to elicit 'Affective' and 'Cognitive' image of HKV, along with one open ended question to understand the overall image. The paper also provides recommendations for future research and place marketing practitioners.

Keywords: *Hauz Khas Village, Affective Image, Cognitive Image, Place Marketing, Place Image.*
JEL classification: *M31, M37, Z33*

INTRODUCTION

The ability of tourism sector to create jobs and its spillover effects on a number of related industries are well established in the available literature (Kandampully, 2000). Tourism industry is a major source of revenue in India with a contribution worth INR 15.7 trillion to the economy in 2022 (World Travel & Tourism Council). There is an intense competition among places to project their perceived images in a positive and enticing manner and to repel the rival places. These demands developing a positive image in the minds of various stakeholders of a place (residents, visitors etc.) through appropriate place marketing strategies. And for this, understanding of place image is essential. The present study is an attempt to understand the 'Cognitive place image' and 'Affective place image' of Hauz Khas Village (HKV), an urban village in South Delhi, New Delhi, India. Destination image or place image is the most sought after research topic in tourism research. The perception of stakeholders defines the mightiness of a place's strengths and call for action to reduce weaknesses. Most of the studies have taken into account the visitors' image and have ignored residents' perceived image of a place. In the present study, image of HKV has been studied from both perspectives to have a holistic view of overall image of HKV. HKV has huge potential for cultural and historical tourism besides being a place known for clubbing, partying, shopping and hanging out. There is lack of empirical research on place image of HKV. The present paper shall help the place marketing practitioners to understand the current image of HKV and thereby develop a suitable marketing plan to position it on global tourism map.

LITERATURE REVIEW

Place image is the culmination of people's ideas, perceptions and beliefs about a certain place (Kotler et al., 1994). It may be regarded as 'connotations' that distinct locations and areas have irrespective of their actual characteristics (Shields, 2013). Places must figure out how to stand out from the competition and where they fit into the relative positions in the minds of their target markets. Stakeholders can differentiate or characterize a destination in terms of cognitive, affective and conative elements that make up the place image. A place's image is shaped by its geography, history, music, art, notable citizens or residents and other elements (Herstein, 2012).

Three interconnected elements make up the place image.

1. Cognitive i.e., individual's beliefs and knowledge about the attributes of a place.

2. Affective i.e., emotional connect or sense of place.

3. Conative i.e., behavioral intent of place image. It is the individual's intention to revisit the place or recommend others to visit.

Perceived image of a place depends upon the attractions that it offers, infrastructure, recreational facilities, historic and cultural hues, overall environment (including natural, political, social environment). These factors dominate the cognitive element of image. Whereas affective image is composed of feelings, emotions and impressions about a place (Baloglu & McCleary, 1999; Hosany et al., 2007). It is generally believed that cognitive component impacts the affective component (Beerli & Martin, 2004; Gallarza et al., 2002; Lin et al., 2007; Stern & Krakover, 1993; Zenker & Braun, 2017). And these two make the perceived image that ultimately leads to behavioral part i.e., conative element. The evaluation of a place's image is viewed as a fundamental component of place marketing since it provides perceptions, connotations and visual imagery that convey the good and bad aspects of a place from the perspectives of potential tourists and others (Yang et al., 2022).

Place image is important for a variety of reasons, including drawing in tourists and highly trained personnel, motivating authorities and investors to fund the development projects for a place, and fostering civic pride and self-assurance among locals. For the locals, tourist destination is the core of commercial activities through which they earn their livelihoods, a place where they raise their family and a place of community engagement. As a result, the perceptions that locals have of a place may be nuanced and varied (Stylidis et al., 2016). Therefore it is imperative to analyze stakeholders' image that can provide local knowledge which could be used to design apt marketing strategies that are beneficial for both visitors as well as residents. Places are crucial to the formation of an individual's identity because they influence how they connect with and differentiate from others as well as how they perceive and express who they are in their social context (Strandberg et al., 2020). In developing an overall image of a place and on the desire to recommend it, emotive image has a stronger influence than cognitive (Stylidis et al., 2017). Former is more closely related to perks and advantages, whereas the latter is related to beliefs and dispositions.

HKV which is lined with domed tombs of Muslim rulers from the 14th to the 16th centuries was converted into a fashionable residential and commercial neighborhood. It is home to a variety of fine art galleries, luxury stores, cafes, bars & restaurants. HKV is currently retaining its modern chic appeal through the blend of its glorified history and modern urban look. Green Park, South Extension, Greater Kailash are all close to the village complex. Prominent and esteemed establishments including IIT, NIFT, JNU, IIFT and AIIMS are located nearby. HKV combines natural habitat with metropolitan experience. It is not like a conventional retail mall or a big

glamorous showroom with a well-defined and straightforward layout and architecture. It has historical and cultural roots that need to be promoted. There are many historical monuments in HKV complex (like **Dadi poti tomb, Sakri gumti**). Some are in the deer park (like **Bagh-i-Alam ka gumbad, Tohfe wala gumbad and Kali Gumti**) and the major ones are in the HKV complex/fort (like **Madrasa, Firoz Shah Tughlaq's tomb, Three domed building**). HKV has a *beautiful lake* and *huge green area*. Not everything about HKV is ideal or perfect. There are certain odds that need to be addressed such as parking problems, congestion, unregulated development, entangled electric wirings etc. This place has potential to become a popular tourist destination.

OBJECTIVES OF THE STUDY

1. To examine the perceived image of HKV within 'cognitive' and 'affective' dimensions and overall image of HKV.
2. To analyze whether the present image of HKV is positive or negative.
3. To provide marketing insights for place marketers and suggest directions for future research.

RESEARCH METHODOLOGY

The purpose of this study is to examine the cognitive and affective image of HKV in the minds of its visitors and residents. Both quantitative and qualitative research approach are used for the same. The available literature on place image is huge and extensive but conceptual, having only a few scale/instruments to measure the same. Therefore a questionnaire based on existing scales in the literature on cognitive and affective place image was developed with few modifications to adapt to the present context. A pilot study was conducted with 40 respondents including 3 academicians. Based on their feedback and reliability test (cronbach's α), 2 items were deleted. Final questionnaire had 4 items to assess Affective Image (AI) and 8 items to understand Cognitive Image (CI). The responses were measured through 5-point semantic differential scale. Each response was one mark along a 5-point scale for each bipolar pair.

AI and CI scales are adapted from (Hosany et al., 2007). One open ended question was also asked to understand the overall image of HKV. Convenience sampling was used to collect the data. 257 valid responses were found eligible for further analysis. Hence valid sample size for the present study is 257.

DATA ANALYSIS AND FINDINGS

1. Sampling Characteristics

Data was analyzed using SPSS 26. Table 1 depicts sampling characteristics i.e., socio-demographic profile of the respondents. Out of 257 respondents, 133 (51.8%) were male and 124 (48.2%) were female. Majority (60.7%) of survey participants were in the age group of 16-24 years followed by 27.2% from 25-34 years of age, indicating that majority of participants are young people. Majority had annual income of less than INR 500000. Out of 257 participants, majority (68.5%) was unmarried.

Table 1: Descriptive summary of demographic profile of respondents

Demographic Profile	Frequency	Percentage
Gender(N=257)		
Male	133	51.8
Female	124	48.2
Other	0	0
Age(N=257)		
16-24	156	60.7
25-34	70	27.2
35-44	22	8.6
45 years and above	9	3.5
Educational Qualification(N=257)		
High School	69	26.9
Graduation	117	45.5
Post-Graduation	55	21.4
M.Phil / Ph.D	10	3.9
Any other	6	2.3
Annual Income (In Rupees)(N=257)		
Less than 500000	164	63.8
500000-1000000	56	21.8
1000000-1500000	22	8.6
1500000-2000000	7	2.7
More than 2000000	8	3.1
Marital status (N=257)		
Married	81	31.5
Unmarried	176	68.5
Nature of association with HKV (N=257)		
Visitor	188	73.2
Resident	69	26.8

2. Construct reliability

The data was assessed for internal consistency (construct reliability). Table 2 shows the value of cronbach's α. The α value of 0.70 and above is considered 'reliable' and 'consistent' (Hair Jr et al., 2021). AI had α value of 0.922. CI initially had α value of 0.457 with 10 items. Therefore, reliability check was done using option 'scale if item deleted'. Item total statistics in Table 3 show that if CI3 and CI6 were deleted, the α value shall improve significantly. Therefore these 2 items were deleted and for the final data collection and analysis only 8 items for CI were kept to have a reliable scale. The α value of CI with 8 items was 0.732. Hence the scale is reliable.

Table 2: Construct reliability

Construct	Cronbach's α
Affective Image (AI)	0.922
Cognitive Image (CI)	0.732

Table 3: Cronbach's α if item deleted

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Isolated/ Easily accessible	28.67	15.763	.362	.357
Artificial/ Natural	28.84	14.491	.558	.277
Overcrowded / Sparse	29.75	23.928	-.387	**.605**
Noisy/ Quiet	29.04	16.854	.294	.390
Simple/ Sophisticated	29.02	16.964	.284	.394
Old/ New	29.81	23.415	-.350	**.588**
Underdeveloped / Overdeveloped	29.62	22.416	-.260	.562
Poor/ Upmarket	28.70	15.533	.526	.311
Unsafe/ Safe	28.78	14.923	.664	.269
Not at all touristy/ Very touristy	28.75	15.506	.501	.315

3. **Descriptive statistics for AI and CI constructs**

Respondents were asked to choose a point on the given scale (ranging from 1 to 5) that best describes their perceived image (AI) of HKV. Each of the 4 items had 2 characteristics opposite of each other (antonym). For example, the first option had 2 characteristics i.e., 'stressful' and 'relaxing'. If a respondent considers HKV as a stressful place, his/her selection of response position on the scale would be towards '1' depending upon the degree of its being stressful. If HKV is perceived as a relaxing place, the response on the scale would be towards '5'. Similarly other options (items) can be read.

It can be seen from Table 4 that the mean values for AI1, AI2, AI3 & AI4 are 3.34, 3.39, 3.42 and 3.50 respectively i.e., on all 4 dimensions the respondents have rated HKV positively. They have a positive affective image of HKV.

Table 4: Descriptive statistics (AI)

Items	N	Mean	Std. Deviation
Stressful/ Relaxing **(AI1)**	257	3.34	1.169
Dull/ Exciting **(AI2)**	257	3.39	1.106
Unpleasant/ Pleasant **(AI3)**	257	3.42	1.076
Ugly/ Beautiful **(AI4)**	257	3.50	1.129

To understand the CI of HKV, respondents were asked to choose a point on the given 5 point 'semantic differential scale'. The CI construct was measured using 8 bipolar items. Table 5 portrays the 'mean' and 'standard deviation' values of items of CI construct. For items CI1, CI2, CI3, CI4, CI6, CI7 and CI8, the mean values are towards positive polar. Only 1 item i.e., CI5 had mean value towards negative polar with 2.71 giving an impression that HKV is rated as 'underdeveloped' by majority of respondents.

Table 5: Descriptive statistics (CI)

Items	N	Mean	Std. Deviation
Isolated/ Easily accessible **(CI1)**	257	3.67	1.252
Artificial/ Natural **(CI2)**	257	3.49	1.186
Noisy/ Quiet **(CI3)**	257	3.30	1.145
Simple/ Sophisticated **(CI4)**	257	3.31	1.141
Underdeveloped / Overdeveloped **(CI5)**	257	2.71	1.052
Poor/ Upmarket **(CI6)**	257	3.63	1.041
Unsafe/ Safe **(CI7)**	257	3.55	.983
Not at all touristy/ Very touristy **(CI8)**	257	3.58	1.080

Frequency tables have been drawn for all the items. Table 6 to 9 show the **frequency distribution** of AI items. It can be seen that majority (37%) of respondents feel that HKV is a relaxing place. 38.5% of respondents chose the option of somewhat exciting. 105 out of 257 i.e., 40.9% believe HKV to be a pleasant place. People also view HKV as a beautiful place with 33.9% respondents choosing this option.

Table 6: Stressful/ Relaxing (AI1)

	Frequency	Percent
very stressful	25	9.7
somewhat stressful	33	12.8
neither stressful nor relaxing	66	25.7
somewhat relaxing	95	37.0
very relaxing	38	14.8
Total	257	100.0

Table 7: Dull/ Exciting (AI2)

	Frequency	Percent
very dull	17	6.6
somewhat dull	38	14.8
neither dull nor exciting	66	25.7
somewhat exciting	99	38.5
very exciting	37	14.4
Total	257	100.0

Table 8: Unpleasant/ Pleasant (AI3)

	Frequency	Percent
very unpleasant	15	5.8
somewhat unpleasant	37	14.4
neither unpleasant nor pleasant	65	25.3
somewhat pleasant	105	40.9
very pleasant	35	13.6
Total	257	100.0

Table 9: Ugly/ Beautiful (AI4)

	Frequency	Percent
very ugly	16	6.2
somewhat stressful	31	12.1
neither ugly nor beautiful	71	27.6
somewhat beautiful	87	33.9
very beautiful	52	20.2
Total	257	100.0

Similarly, Table 10 to 17 can be read and interpreted to have a bird's eye view of 'Cognitive Image' (CI) of HKV. Majority of respondents opine that HKV is very easily accessible, natural and elemental; neither noisy nor quiet; somewhat sophisticated; relatively underdeveloped place having a somewhat upmarket image. 20.6% people feel it a very safe place to visit and reside whereas 1.6% feel it very unsafe place. 23.7% perceive it as very touristy place whereas 28% consider it as

somewhat touristy. It can be seen as an opportunity to convert their impression from untouristy to touristy by repositioning HKV through a strategic marketing plan.

Table 10: Isolated/ easily accessible (CI1)

	Frequency	Percent
very isolated	12	4.7
somewhat isolated	48	18.7
neither isolated nor easily accessible	42	16.3
easily accessible	67	26.1
very easily accessible	88	34.2
Total	257	100.0

Table 11: Artificial/ Natural (CI2)

	Frequency	Percent
very artificial	20	7.8
somewhat artificial	37	14.4
neither artificial nor natural	49	19.1
somewhat natural	100	38.9
very natural	51	19.8
Total	257	100.0

Table 12: Noisy/ Quiet (CI3)

	Frequency	Percent
very noisy	21	8.2
somewhat noisy	38	14.8
neither noisy nor quiet	82	31.9
somewhat quiet	76	29.6
very quiet	40	15.6
Total	257	100.0

Table 13: Simple/ Sophisticated (CI4)

	Frequency	Percent

very simple	22	8.6
somewhat simple	35	13.6
neither simple nor sophisticated	79	30.7
somewhat sophisticated	83	32.3
very sophisticated	38	14.8
Total	257	100.0

Table 14: Underdeveloped / Overdeveloped (CI5)

	Frequency	Percent
underdeveloped	31	12.1
somewhat underdeveloped	77	30.0
neither underdeveloped nor overdeveloped	105	40.9
somewhat overdeveloped	24	9.3
overdeveloped	20	7.8
Total	257	100.0

Table 15: Poor/ Upmarket (CI6)

	Frequency	Percent
very poor	7	2.7
somewhat poor	27	10.5
neither poor nor upmarket	80	31.1
somewhat upmarket	82	31.9
very upmarket	61	23.7
Total	257	100.0

Table 16: Unsafe/ Safe (CI7)

	Frequency	Percent
very unsafe	4	1.6
somewhat unsafe	27	10.5
neither unsafe nor safe	102	39.7
somewhat safe	71	27.6

very safe	53	20.6
Total	257	100.0

Table 17: Not at all touristy/ Very touristy (CI8)

	Frequency	Percent
not at all touristy	11	4.3
somewhat touristy	24	9.3
neither untouristy nor touristy	89	34.6
somewhat touristy	72	28.0
very touristy	61	23.7
Total	257	100.0

Table 18 shows the modal value of responses to AI items. The modal value for AI1, AI2, AI3 and AI4 is 4 which again establish that HKV is a relaxing, exciting, pleasant and a beautiful place.

Table 18: Value of mode (AI)

Items	Mode
Stressful/ Relaxing	4
Dull/ Exciting	4
Unpleasant/ Pleasant	4
Ugly/ Beautiful	4

Table 19 shows the modal value of responses to CI items. Modal value of CI1, CI2, CI4, CI6 are above 3 whereas CI3, CI5, CI7, CI8 have modal value equal to 3 i.e, most frequent answer to these items is 3 which means respondents have neither a positive nor a negative impression for these items. Hence more efforts are required on part of policymakers, administrators, locals and place marketers to make this place better with regard to these elements.

Table 19: Value of mode (CI)

Items	Mode
Isolated/ Easily accessible	5
Artificial/ Natural	4
Noisy/ Quiet	3
Simple/ Sophisticated	4
Underdeveloped / Overdeveloped	3
Poor/ Upmarket	4
Unsafe/ Safe	3
Not at all touristy/ Very touristy	3

4. **Overall image of HKV**

Overall image of HKV was captured through an open ended question. Respondents were asked to describe HKV in their own words. Few answers are mentioned below:

- Hauz Khas hai khas.
- Chic place to chill out.
- Nice place to drink & dine.
- Perfect place for party and clubbing.
- Desi market of new era.
- Happening and instagrammable spot in Delhi.
- A place that requires more recognition.
- Fusion of traditional architecture, nature and urban lifestyle.

These responses clearly show that people perceive it as a place to hang out. Most of the people visit HKV for party and clubbing. They hang out in the lanes of HKV that have many options to shop, eat & drink. Although there is a lot more about HKV in terms of historic monuments, cultural heritage, lake and deer park but only few talk about it.

CONCLUSION

The present study finds that HKV has a positive affective image. It is seen as a relaxing, exciting, pleasant and beautiful place. The cognitive image is also positive under majority of its dimensions, establishing that HKV is considered to be an accessible, natural, a bit quiet, sophisticated, upmarket, somewhat safe and a touristy place. People believe it to be somewhat underdeveloped place which is due to the unregulated development that happened over the years and led to various civic problems in the area. Overall HKV is seen as a place with huge potential of tourism. HKV needs more efforts to popularize its historic and heritage value. Many people (even delhiites) are not aware of its glorified past. The architectural historic monuments, tombs, beautiful lake, adjacent green areas need to be promoted through appropriate promotional effort.

Limitations and future scope of study

Present study examined the place image of HKV using scale for AI and CI only. Future research can focus on conative image as well as other aspects/ dimensions of AI and CI that are not part of the current study. Mediation effect of 'Place Attachment' between 'Place Image' and subsequent behavioral dimensions may also be studied to uncover the various nuances that can help to position HKV as a historic, cultural and ethnic place with modern urban look.

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