

## Social aspects of place brand

The doctoral thesis focuses on place branding and its functions perceived by collective consciousness.

The thesis discusses the process of conversion, whereby a fragment of space gains, in an individual's awareness, the status of a place, and the impact of this process on the development of the brand. The presentation also investigates the existence of brand in the public sphere where the brand is developed and consumed by individuals exposed to it. Additionally, the study describes the phenomenon of brand-focused neo-communities.

The hypotheses were verified by an empirical study of representative samples, carried out in six Polish cities.

As a result, it was possible to draw up and describe an outline of socially perceived functions of place brand. It was demonstrated that an individual, developing their identity, consumes place brands to which they are exposed. The consumption is based on the individual's interaction with the brand, in order to create their own image in their social environment. Hence, the brands become the focus of neo-communities of individuals, who find the brands useful for building their identity. Therefore, the more often the brand is consumed the more frequently it occurs in the public sphere, as a result of which it has growing impact on individuals' consciousness.

Key words: brand, identity, place, space, communities

