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**Place Attachment As A Strategy To Enhance Quality Living In A Multifunctional Urban Area Of Global Character – A Case Of Kakkanad, Kochi**

Place attachment is the bond or link between people and specific places. The concept of Place attachment is defined by many researchers in various fields like environmental psychology, human behavior and environmental studies, urban sociology etc. Place attachment is relevant to create an emotional and cognitive bond with a place which further gives the feeling of security and sense of community among people. Researches on the impact of physical aspects of a place in inducing attachment with its user are feebly done. The research here aims to study the relevance of place attachment in a globalizing world to improve living quality through strong physical, social and emotional bond. Theoretical framework and site survey has been done to study the multifaceted character of place attachment. The study has further proposed design guidelines to strengthen bond between place and people irrespective of their social- economic background. The study is a research methodology which can be used to analyze people – place relation in any geographical area.

***Keywords:*** place attachment, cognition, globalization, living quality, *environmental psychology, human behavior and environmental studies, urban sociology*, sense of community