

# Host communities' perceptions of support, attachment, emotions, and trust for a mega-event: An empirical investigation of demographic influence

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## Abstract

This study investigates the demographic influence in host communities' perceptions of positive and negative emotions, trust in the government in organising the event, trust in the organising committee in organising the event, their level of attachment and support for the FIFA World Cup held in Brazil in 2014. The data for this study was collected from 12 cities in Brazil which were involved in hosting the World Cup games using a survey approach. Demographic variables used were gender, city of residence, age category, numbers of years lived in a city, marital status, occupation, education, income and ethnicity. The study found significant differences in their perceptions by the city of their residence. Significant differences were also noted in the negative emotions by all the demographic variables considered in this study. However, not all of them were significant for their level of trust, support and attachment to the event.

**Keywords:** Demographic difference, trust, emotions, attachment, and support

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## 1. Introduction

The FIFA World Cup and the Olympic Games are some of the international mega-events (Baade & Matheson, 2004) which not only have the local or host country or regional appeal but also are characterised by their extensive international appeal as they have the capacity to attract an international audience through various forms of media such as TV, newspaper, the internet etc. (Kim & Chalip, 2004). The FIFA World Cup started in 1930 and has now emerged as one of the largest international sport events in the world and is contested by qualifying national teams from the 6 confederations 'Africa; Asia; Europe, North; Central America and Caribbean; Oceania; and South America'. This event takes place every four years on the years opposite to the Olympics to avoid competition with the Games for both players and fans (Baade & Matheson, 2004). There are

altogether 209 teams entering the qualification which consist of 53 teams from Africa, 46 teams from Asia, 54 teams from Europe, 35 teams from North, Central and Caribbean, 11 teams from Oceania, and 10 teams from South America. The upcoming FIFA event is scheduled for 2022 which will be held in Qatar. In spite of the fact that hosting the World Cup is an expensive affair (Baade & Matheson, 2004), countries / cities compete vigorously in hosting such events as they are perceived to help create an international image in making the destination more attractive for international tourists (Lee, Taylor, Lee & Lee, 2005) and consequently it has appeared as a significant component of destination marketing (Kim & Chalip, 2004). Kim and Chalip (2004) also noted that such events can lead to increased level of visitation, reduced seasonality of tourist flow, improvement in a destination's position in the market and foster destination development. These outcomes are expected to make a worthwhile contribution in boosting the economy (Baade & Matheson, 2004) and making social and cultural changes to the host country (Gursoy, Sharma, Panoso, & Ribeiro, 2015; Pappas, 2014). Europe and South America can be regarded as the soccer powerhouses as they have demonstrated a dominant performance in the FIFA World Cup.

Organizing such events involves the construction of sports arenas / stadiums (at least eight but preferably ten modern stadiums with seating capacities of 40,000 to 60,000) along with the improvement in infrastructure facilities such as communication systems, housing facilities and traffic networks (Barclay, 2009) which requires considerable amount of human, financial, and technical resources (Jeong & Faulkner, 1996). South Korea, for example, spent somewhere around \$2 billion in the construction of ten new stadiums and Japan spent nearly \$4 billion in building seven new stadiums and refurbishing three existing ones for hosting the 2002 World Cup (Barclay, 2009). It has also been noted that the expenses related to security are growing significantly. Hosting mega-events of such size is expected to produce significant long-term economic benefits in terms of growth in tourism and urban infrastructure development (Getz, 2008) leading to increased level of spending by the visitors/sports fans in hotels, restaurants and other businesses ultimately generating a positive growth in employment (Barclay, 2009). For example, the Atlanta Olympic Organising Committee expected a \$5.1 billion economic boost and employment generation of 77,000 and the Sydney Olympic Games was predicted to produce a \$6.3 billion of positive economic impact and creation of 100,000 new jobs (Barclay, 2009). Despite the involvement of high cost/expenditure in construction and infrastructure improvement in hosting the event, the host countries and cities consider those costs as investment as they can trigger positive economic returns/benefits. However, on a negative note hosting such events can cause price rise and substantial inconvenience to the local community during the preparation stage (Lorde, Greenidge, & Devonish, 2011; Kim, Gursoy, & Lee, 2006). Therefore, this study examines the host communities' perceptions of level of support for hosting such events; their emotions, attachment for the event; and their level of trust to various event organizing bodies; and whether there is a difference in their perceptions by their demographic characteristics.

## **2. Literature review**

Positive influence e.g. the socio-cultural, economic and environmental impacts of tourism might lead to resident's support for tourism activities and negative influence/change might lead to resident's withdrawal of support or opposition for tourism activities (Long & Kayat, 2011). Gaining community support for tourism / sporting event can also play an instrumental role for successful preparation and hosting of international sporting events which could be influenced by the local communities' emotions, attachment and their level of trust to the event organising body and the related government institutions (Sharma, Gursoy, Panosso, & Ribeiro, 2016). For example, individuals' emotions play an important role in developing business relationships and also in mediating the interpersonal interaction sensitivities (Andersen & Kumar, 2006; Kumar, 1997). It has also been noted that gaining communities support for tourism is likely to be influenced by their socio-demographic characteristics (Sharma & Gursoy, 2015). For example, communities' involvement in tourism in generating

economic or social benefits can influence their perceptions towards tourism (Caneday & Zeiger, 1991). Demographic variables that can affect communities' perceptions towards tourism or an event include age, education level, income, employment status, marital status, ethnicity, place (city) of residence (Sharma & Gursoy, 2015; Deery, Jago, & Fredline, 2012). For example, young people take a more favourable attitude toward tourism's economic impacts than others (Huh & Vogt, 2008; Long & Kayat, 2011; Andriotis & Vaughan, 2003).

The literature also suggests that positive or negative emotions are associated with individual's level of satisfaction particularly in relation to sporting events (Desbordes, Ohl, & Tribou, 2001). As noted by Caro and Garcia (2007), individual emotions can influence perceived performance of the event leading to their satisfaction with event meaning enhanced support for the event. For example, positive emotions can have a positive influence on individual's level of satisfaction and negative emotions can lead to negative pleasure or some kind of anxiety to fulfil expectations or suffering (Caro & Garcia, 2007). Positive emotions relate to flourishing or optimal well-being and include enthusiasm, joy, love, laughter, empathy, action, and curiosity whereas negative emotions may include apathy, grief, fear, hatred, shame, blame, regret, resentment, anger, despair and hostility. Positive emotions are thus worth cultivating as they have a complementary effect in widening the array of thoughts and actions that come to individual's mind (Fredrickson, 2001). It has also been argued that 'positive emotions trigger upward spirals toward enhanced emotional well-being' (Fredrickson & Joiner, 2002, p. 172). However, in reality people might express all sorts of combinations of positive and negative emotions. For measuring emotions, Caro and Garcia (2007) have used the following scales: pleased – angry, amused – bored, happy – unhappy, lively – down, delighted – undelighted, excited – calm, glad – sad, active – passive, hopeful – disillusioned, surprised – indifferent.

With growth in the size of a business from a family business to medium and large, involvement of the owners / shareholders in its management declines as they are normally managed professionally by the independent managers 'Chief Executive Officers' and other managers e.g. functional managers (such as Marketing Manager, Operations Manager, Research & Development Manager), and project managers. There are managers at different levels in management structure, e.g. top level managers, middle level managers, and lower level managers. In the process of business management, businesses need to deal with suppliers which could be local and global, number of different employees, form partnerships to make collaborative arrangements with various national and international companies in marketing, research and development and so forth which involves great deal of trust and cooperation (Hill, Schilling, & Jones, 2017; Mangan, Lalwani, Butcher, & Javadpour, 2012). Therefore, trust has a very important role in gaining confidence between various partners and managing business relationships with various related stakeholders including suppliers, customers, employees, government agencies (Jiang, Henneberg, & Naude, 2011; Cova & Salle, 2000; Witkowski & Thibodeau, 1999) which requires high level of commitment (Andersen & Kumar, 2006). Trust has been put into the following 3 different modes: 1) process-based tied to past or expected exchange, 2) characteristics-based tied to person or social characteristics, and 3) institution-based tied to formal structures based on individual or firm specific attributes (Zucker, 1986). Importance of trust has been discussed in the literature in various sectors including e-commerce in managing information security (Ratnasingham, 1998), financial investment and contracting decisions (Bottazzi, Rin & Hellmann, 2011), authority relations of groups, organizations and societies in terms of link among trust, personal relationships and the predictability of other people's actions (Tyler, 2001), in government for public administration (Cooper, Knotts, & Brennan, 2008), for ethics, law and public policy, etc.

There are several studies which have examined tourism impacts in terms of social, cultural, economic, health and environmental impacts on local communities (Sharma & Gursoy, 2015; Li, Hsu & Lawton, 2014; Deery, Jago, & Fredline, 2012; Lorde, Greenidge, & Devonish, 2011; Long & Kayat, 2011; Inbakaran & Jackson,

2006). Studies related to tourism impacts include a range of perspectives and a variety of contexts covering both positive and negative effects on host communities (Moyle, Croy, & Weiler, 2010). There are also studies that have investigated the factors that shape local residents' attitude toward tourism development which include community concern and community attachment (Gursoy, Chi, & Dyer, 2010). Residents' attachment to the community and their sensitivity towards environment have been reported as having an important role in shaping community attitudes towards hosting a sporting event (Gursoy & Kendall, 2006). Launching and organising special events such as mega-sporting events are considered as a part of tourism and economic development strategies for communities in many countries / cities of the world (Twynam & Johnston, 2004). The importance of community support for making the event successful has also been discussed (Ritchie, Shipway, & Cleeve 2009). However, community's support for sport events can be controversial as the governments have a tendency to impose extra tax to subsidise such events (Pennington-Gray & Holdnak, 2002). The role that media plays in portraying the event also shapes residents' emotional attachment (Chien, Ritchie, Shipway, & Henderson, 2012).

Based on the review of the literature it can be summarised that residents' positive emotions, attachment and trust are associated with their level of support for hosting the mega-sporting events such as FIFA World Cup or the Olympics. However, there is a gap in understanding of the demographic influence on emotions, attachment, trust and support for such events. Therefore, this study investigates the demographic influence in the level of trust the local residents have to the relevant government and non-governmental bodies, their level of emotions (positive or negative), attachment and support for organising such events particularly in the case of the FIFA World Cup held in Brazil in 2014. To achieve these objectives the study will examine the following research question.

Is there a difference in the communities' perceptions of support for 2014 World Cup, their attachment, emotions, and trust in the organising committee and the government by their gender, age category, city of residence, marital status, level of education, level of income, ethnicity, number of years of residence in a city, and occupation?

### **3. Methodology**

In investigating the above research question, data for this study were collected using personal interviews from the residents of the 12 selected cities in Brazil utilizing an intercept approach. A professional data collection company was contracted to collect data from each of the selected cities. The 12 cities that hosted at least one World Cup game included Rio de Janeiro, São Paulo, Belo Horizonte, Porto Alegre, Brasília, Cuiabá, Curitiba, Fortaleza, Manaus, Natal, Recife, Salvador. The interviewers were properly identified with the badge of the company and tablets were used for data collection. Interviewers were asked to approach every tenth person passing through. They were instructed to ask the person if s/he was interested in participating in a survey that measures local residents' perceptions of the 2014 World Cup. If the answer was a no, interviewers were instructed to intercept the next person and ask the same questions until they identified an individual who agreed to participate in the survey. After the individual agreed, the purpose of the study was explained in detail by the interviewer and a personal interview using a structured survey instrument was conducted. Each question was asked to the respondent by the interviewer and his/her responses were recorded on a tablet. The survey company called back around 20 percent of respondents from each city to confirm the validity of the responses after each interviewer submitted the data they collected. The aim was to collect at least 250 usable responses from each city. The number of targeted usable responses was higher in cities with larger populations. The usable number of responses were 3770 from the 12 cities. Survey instrument used in this study was developed following the procedures recommended by Churchill (1979) and DeVellis (1991). A number of items to measure each

construct were identified from the literature. Assessment of the content validity of these items was made by a group of tourism experts. The team of experts was also asked to provide comments on content and understandability of those items. They were then asked to edit and improve those items to enhance their clarity and readability. They were also asked to identify any of those scale items that are redundant and to offer suggestions for improving the proposed scale. After checking the content validity of the survey instrument, two pre-tests were conducted on local residents in Sao Paulo, Brazil. Based on the outcome of the pre-tests, the survey instrument was finalized.

The survey captured information on community attachment to the event, residents' positive and negative emotions toward the event, residents' perceptions of the trust to the government and the organising committee for organising the event, and their support for the event. Following items were used to measure community attachment to the event: 1) this event meant a lot to me, 2) I was very attached to this event, 3) I identified strongly with this event, 4) I had a special connection to this event and the people who attended to this event, 4) I would not substitute any other event for recreation/entertainment I enjoy here, 6) to change my preference from going to this event to another leisure alternative would require major rethinking. Local residents' emotions towards the 2014 World Cup were measured with 13 items; seven items measuring positive emotions 'astonished, glad, caring, loving, fascinated, inspired, and amazed' and six items measuring negative emotions 'unfulfilled, afraid, sad, annoyed, discontented, and aggravated'. Following items were used to measure local residents' perceptions of support for mega event: 1) I am glad that we hosted the World Cup, 2) the idea of hosting the World Cup gave me national pride, and 3) I supported Brazil hosting the World Cup. Following items were used to measure the level of trust to the government to organise the event: 1) trusted the government to do what was right in the event development without you having constantly to check on them, 2) trusted the government to make the right decisions in the events development, 3) do you believe the government made a serious effort to incorporate residents into event planning process?, 4) trusted the government to make event decisions 5) trusted the government to look after the interests of the community in relation to this events development. Following items were used to measure their trust to the organising committee to organise the event: 1) organizing committee to do what was right in the event development without you having constantly to check on them, 2) organizing committee to make the right decisions in the events development, 3) trusted the organising committee for the event decisions made by them, and 4) organizing committee to look after the interests of the community in relation to this events development.

All of the items were measured on a five-point Likert type scale with 1 as strongly disagree, 2 as disagree, 3 as neutral, 4 as agree and 5 as strongly agree. The trust also was measured on a five-point Likert scale with 1 as do not trust them at all, 2 as do not trust them very much, 3 as neutral, 4 as trust them a little, 5 as trust them completely. For analysing the data, statistical techniques such as descriptive / frequency analyses, 't' test, AOVA, and Cronbach alpha reliability were used.

#### **4. Results**

The survey was participated by people over 16 years old - average age being 39.27 years. The majority (35.9%) of survey respondents were over 45 years in terms of their age followed by 25 to 34 years with 24.1% and 16 to 24 years with 21.3%. 39.2% of the respondents were single and 36.2% were married. Others were either living with partner or officially and unofficially separated or widower. In terms of ethnicity the majority of them were brown (40.4%) followed by white (36.7%) and black (16.2%). Data analysis was carried out using various statistical techniques. 33.8% of the survey respondents indicated no interest in the World Cup, 40% indicated little interest and the remaining 26.2% indicated much interest. 53% of the respondents were female. 36% of the

respondents rated the World Cup as poor/very poor and 34% of them rated good/ excellent and the remaining 30% were neutral.

The composite scores were calculated for each of the constructs under study 'trust organising committee, trust government, positive emotions, negative emotions, attachment to the World Cup, residents' support for the World Cup' using the mean scores of the corresponding items. Alpha reliability coefficients were computed for each of these constructs and the Cronbach alpha figures are: trust government in organising event – 0.863, trust organising committee in organising the event – 0.867, residents' positive emotions towards the World Cup – 0.872, residents' negative emotions towards the World Cup – 0.788, residents' Attachment to the World Cup – 0.882, and residents' support for the World Cup – 0.802. According to Robinson, Shaver, and Wrightsman (1991), an alpha value of 0.80 or higher is considered as exemplary; values between 0.70 and 0.79 are considered as extensive; values between 0.60 and 0.69 as moderate, and values less than 0.60 as minimal. Based on these categories, strong evidence of reliability is noted in various constructs under study.

*Response to research question: Is there a difference in the communities' perceptions of support for 2014 World Cup, their attachment, emotions, and trust in the organising committee and the government by their gender, age category, city of residence, marital status, level of education, level of income, ethnicity, number of years of residence in a city, and occupation?*

A series of 't' tests were carried out for investigating the difference in communities' support, attachment to the 2014 World Cup, positive and negative emotions towards the 2014 World Cup, trust government in organising the event and trust organising committee in organising the event by gender (see Table 1).

**Table 1:** Test of difference in community's support, attachment, emotions, and trust by respondents' gender

Particulars <sup>1</sup>	Female Mean (N) (SD)	Male Mean (N) (SD)	t-value	Female
Support for mega-events	3.31 (2004) (1.33)	3.36 (1775) (1.40)	-1.072	
Attachment to the 2014 World Cup	2.55 (2006) (1.30)	2.83 (1776) (1.37)	-6.542***	Lower
Positive emotions towards the 2014 World Cup	2.85 (2006) (1.19)	2.87 (1777) (1.21)	-0.328	
Negative emotions towards the 2014 World Cup	3.23 (2006) (1.12)	3.16 (1777) (1.14)	2.066*	Higher
Trust Government in organising the event	2.09 (1979) (1.02)	2.12 (1773) (1.07)	0.873	
Trust organising committee in organising the event	2.13 (1923) (1.09)	2.20 (1752) (1.13)	-1.997*	Lower

† stands for  $p < 0.10$ , \* stands for  $p < 0.05$ , \*\* stands for  $p < 0.01$ , \*\*\* stands for  $p < 0.001$

The figures presented in table 1 suggest that male respondents had a significantly higher level of attachment to the World Cup and trust in organising committee in organising the event compared with female respondents. In terms of negative emotions, female respondents had a significantly higher level of emotions compared with the male respondents. There was, however, no significant difference in the level of support for the world cup,

<sup>1</sup> Number of times per year.

positive emotions towards the world cup, and trust in government in organising the event between male and female respondents.

For investigating the difference in the residents' perceptions of emotions, support, attachment and trust by other demographic variables an analysis of variance (ANOVA) was used (See table 2).

**Table 2:** Test of difference by various demographic characteristics

	F Values by respondents' demography							
	City of residence	Age Category	Length of residency (in years)	Marital status	Occupation	Education	Income	Ethnicity
Support for mega-events	13.41***	3.14*	0.04	1.37	1.50	3.04**	2.67*	1.62
Attachment to the 2014 World Cup	13.10***	0.57	1.94	0.29	1.72*	2.57*	1.74	1.37
Positive emotions towards the 2014 World Cup	16.85***	1.58	0.09	1.00	1.29	1.80	0.89	0.84
Negative emotions towards the 2014 World Cup	11.73***	11.23***	9.22***	4.03**	4.61***	7.58***	10.77***	6.47**
Trust Government in organising the event	9.93***	14.18***	2.21	4.03**	2.72***	7.34***	1.96	0.90
Trust organising committee in organising the event	11.23***	5.52**	0.38	2.03	1.36	3.17**	0.21	1.42

† stands for  $p < 0.10$ , \* stands for  $p < 0.05$ , \*\* stands for  $p < 0.01$ , \*\*\* stands for  $p < 0.001$

The figures presented in Table 2 suggest that there is a significant difference in the perceptions of local community on support, attachment, emotions and trust aspects in organising the FIFA 2014 World Cup by various demographic variables. The study extended further to investigate the significant differences in the residents' perceptions of support, trust, attachment and emotions for the 2014 World Cup by age category in particular (see Table 3).

**Table 3:** Test of difference in community support, trust and negative emotions by age category

Particulars	Respondents' Age Category				F value
	Less than 25 years old Mean (Sample size)	25 to 50 years old Mean (Sample size)	50 to 75 years old Mean (Sample size)	More than 75 years old	
Support for mega-events	3.25 <sup>a</sup> (910)	3.33 <sup>b</sup> (1834)	3.45 <sup>a,b</sup> (863)	3.38 (58)	3.14*
Trust government in organising the event	2.03 <sup>c</sup> (910)	2.06 <sup>d</sup> (1834)	2.31 <sup>c,d</sup> (863)	2.24 (58)	14.18***
Trust organising committee in organising the event	2.11 <sup>e</sup> (910)	2.13 <sup>f</sup> (1834)	2.28 <sup>e,f</sup> (863)	2.37 (58)	5.52**
Negative emotions towards the 2014 FIFA World Cup	3.28 <sup>g</sup> (910)	3.27 <sup>h</sup> (1834)	3.02 <sup>g,h</sup> (863)	3.03 (58)	11.23***

**Note:** † stands for  $p < 0.10$ , \* stands for  $p < 0.05$ . The superscript 'a' suggests that there is a significant difference in means for support for mega-events between people in the age category of less than 25 years and 50 to 75 years at a p value of 0.05 or less and likewise the superscript 'b' suggests that there is a difference in support for mega-events between people in the age category of 25 to 50 years and 50 to 75 years.

The figures presented in table 3 suggest that the people in the age bracket of 50 to 75 years had the highest level of support for organising the World Cup and their level of support is significantly different from the ones in the age category of less than 25 years and 25 to 50 years old. In terms of trust, the same group of people in the age bracket of 50 to 75 years have a higher level of trust in the government in organising the event and also is significantly higher than the level of other age groups particularly the ones with less than 25 years and 25 to 50 years old bracket. Similar results have been noted for their trust in the organising committee in organising the event. In terms of negative emotions, the people in the age bracket of less than 25 years have the highest level of negative emotions and their level of emotions is significantly different from the ones with 50 to 75 years old category.

## 5. Discussion and Conclusions

This study investigated the difference in the host community/residents' level of support for the FIFA 2014 World Cup held in Brazil along with their attachment to the games, their positive and negative emotions, and their trust to the government and the organising committee in organising the event as it has been argued that positive impacts lead to communities support and negative impacts lead to communities' withdrawal of support for such activities (Long & Kayat, 2011). For these investigations a survey approach was used to collect data from the 12 host cities in Brazil. The survey was analysed by using the statistical techniques such as 't' test and ANOVA. In terms of gender difference, the study found that male respondents had a significantly higher level of attachment to the World Cup and trust in organising committee in organising the event compared with female respondents. In terms of negative emotions, female respondents had a significantly higher level of emotions compared with the male respondents. There was, however, no significant difference in the level of support for the world cup, positive emotions towards the world cup, and trust in government in organising the event between male and female respondents.



The demographic variables considered in this study included city of residence, age, marital status, income, education, etc. as they can affect communities' perceptions towards tourism or an event (Sharma & Gursoy, 2015; Deery, Jago, & Fredline, 2012). The outcomes of ANOVA analysis indicate that there is a significant demographic influence on support, attachment, emotions and trust aspects in organising the mega-event such as the World Cup, of which city of residence and the age category were worth noting.

The study was extended further to investigate the significant differences in the residents' perceptions of support, trust, attachment and emotions for the 2014 World Cup by age category in particular. The outcomes of this analysis suggest that the people in the age bracket of 50 to 75 years had the highest level of support for organising the World Cup and their level of support is significantly different from the ones in the age category of less than 25 years and 25 to 50 years old. In terms of trust, the same group of people in the age bracket of 50 to 75 years have a higher level of trust in the government in organising the event and also is significantly higher than the level of other age groups particularly the ones with less than 25 years and 25 to 50 years old bracket. Similar results have been noted for their trust in the organising committee in organising the event. In terms of negative emotions, the people in the age bracket of less than 25 years have the highest level of negative emotions and their level of emotions is significantly different from the ones with 50 to 75 years old category.

These outcomes are based on the survey carried out in 2014 for the FIFA event held in Brazil. For getting better insights into host community perceptions for launching a mega-event, similar studies should be carried out using data from the Olympic games, Rugby World Cup, World Cup Cricket and so forth as such events have an impact on long-term tourism and can act as a major contributor of tourism growth and economy stimulant (Pappas, 2014; Fourie & Gallego, 2011; Twynam & Johnston, 2004).

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