

# The relationship between factors that contribute to support and future intentions in relation to a major sporting event

Relationship  
between  
factors

## Relación entre factores que contribuyen al apoyo y las intenciones futuras con respecto a un gran evento deportivo

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### Abstract

**Purpose** – The purpose of this paper is to compare and contrast the influence of enthusiasm, fair social distribution of costs and benefits and the quality of the information received through the media in the support for holding sporting events and in future intentions of the Football Copa America held in Chile.

**Design/methodology/approach** – Through partial least squares structural equation modelling, two samples from two host cities (Concepción = 373; Viña del Mar = 267) are analysed.

**Findings** – Enthusiasm, the perception of the fair distribution and the quality of the information positively influence the support for sporting events and the future intentions. In the same way, the quality of the information positively influences enthusiasm and fair social distribution. Significant changes were observed between the two cities in the relationships between the quality of the information and the variables of future intentions and enthusiasm and between this variable and those of support and the future intentions of the residents.

**Research limitations/implications** – The convenience sampling limits the extrapolation of the results.

**Practical implications** – An adequate management of the quality of the information, social justice and enthusiasm can contribute to forming a social representation of the event that determines the backing or the behaviour of the citizens.

**Social implications** – Examination of the negative perceptions that cause bad feeling amongst the population receives a mega-event.

**Originality/value** – The contribution of theoretical evidence about possible data can determine the social backing and the behaviour of the residents in welcoming a major sporting event.

**Keywords** Residents' perceptions, Support, Enthusiasm, Social justice, Social impact, Quality of information, Future intentions

**Paper type** Research paper



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## Resumen

**Objetivo** – Comparar y comprobar la influencia del entusiasmo, la distribución social justa de los beneficios y costes y la calidad de la información recibida a través de los medios de comunicación en el respaldo a la celebración de los eventos deportivos y en las intenciones futuras de los residentes de la Copa América de Fútbol (CAF) celebrada en Chile.

**Diseño/Metodología/Enfoque** – A través de PLS-SEM se analizan dos muestras de dos ciudades anfitrionas (Concepción = 373; Viña del Mar = 267).

**Resultados** – El entusiasmo, la percepción sobre la distribución social justa y la calidad de la información influyen positivamente en el apoyo a los eventos deportivos y en las intenciones futuras. Asimismo, la calidad de información influye positivamente en el entusiasmo y la distribución social justa. Se observaron cambios significativos entre las dos ciudades en las relaciones entre la calidad de información y las variables de intenciones futuras y entusiasmo y entre esta variable y las de apoyo y las intenciones futuras de los residentes.

**Limitaciones de la investigación/implicaciones** – El muestreo de conveniencia limita la extrapolación de los resultados.

**Implicaciones prácticas** – Una adecuada gestión de la calidad de la información, la justicia social y el entusiasmo puede contribuir a formar una representación social del evento que determine el respaldo o el comportamiento de los ciudadanos.

**Implicaciones sociales** – Examinar las percepciones negativas que causan malestar entre la población que recibe un mega-evento.

**Originalidad/valor** – Aporta evidencias teóricas sobre posibles datos que pueden determinar el respaldo social y el comportamiento de los residentes en la acogida de un gran evento deportivo.

**Palabras clave** percepciones de los residentes, apoyo, entusiasmo, justicia social, impacto social, calidad de la información, intenciones futuras, evento deportivo

**Tipo de papel** Trabajo de investigación

## 1. Introduction

Sporting events are occurrences that tend to have repercussions in the lives of the residents of the cities that hold them. Many of the studies about the impact of these sporting events have been centred in the analysis of the economic impact (Kim *et al.*, 2006; Kim and Walker, 2012). However, an increase in the studies that analyse the social impact of this type of event in the cities that hold them has occurred (Inoue and Havard, 2014).

According to Deery and Jago (2010), the objectives of the majority of the studies on the social impacts of these events in the local areas or regions in which they are held have been: first, the development of scales that allow the evaluation of social benefits and costs; second, the determining of the extent to which residents' perceptions of the impacts affect the support for the events; and finally, the providing of recommendations to the organisations and authorities to improve the social impact of these events. In addition, in the last few years, longitudinal studies that attempt to know the evolution of the perceived impacts in different moments of time: before, during and after the holding of the events have become of special importance.

The studies that demonstrate the relationship between the perceived impacts and support for the holding of the events have been widely contrasted. However, the influence of other different variables to those of the categories of perceived impact has not been the object of an exhaustive analysis. Some studies, such as that of Inoue and Havard (2014), showed that a sporting event generates a greater level of social impact for local spectators if they feel a greater sense of comradeship in the event and/or perceive a greater sense of social responsibility of the event. Other studies, such as Chien *et al.* (2012), analysed the effects of the publicity of the event, the perception of the impartiality of the representation of the event and the commitment of the residents to the event. Recently, studies like that of Oshimi and Harada (2018) have shown the influence of data such as the perception of the image of the city and the future intentions with respect to the event.

The objective of this work is to compare and contrast the influence of enthusiasm, fair social distribution of the benefits and costs associated with the event and the quality of the information received through the media in the support for the holding of sporting events

and in the future intentions of the residents of two host cities of a major sporting event. The event used as the object of study is the Copa América de Fútbol (CAF) held in Chile and the two host cities are Viña del Mar and Concepción.

This research makes progress in understanding that variables can explain resident support for the holding of major sporting events. In this way, it shows the possible antecedents on the evaluation of the social impact of the events, highlighting diverse factors that influence the support and future intentions of residents in terms of the holding of a sporting event in their city. The obtaining of the support of local residents and understanding the antecedents that can explain this support is essential as the social backing can transform a major sporting event in an urban festival, while the lack of support and cohesion within the receiving community can have devastating effects in this host community through the increase in social and political tensions (Gursoy *et al.*, 2017).

## 2. Literature review and hypothesis

### 2.1 Support and future intentions

Different studies have analysed the support for the holding of sporting events amongst residents in the host communities (e.g. Gursoy and Kendall, 2006; Gursoy *et al.*, 2017; Pappas, 2014; Prayag *et al.*, 2013). The majority of these studies coincide in highlighting the importance that the support of the residents for the event has, as they are the ones who must decide about the possibility of broadening the financing for this type of events, as well as maintaining direct contact with the visitors who travel to the host city for the event (González-García *et al.*, 2016). The lack of willingness from the residents to receive such an event can unleash bad feeling, protests or hostility towards the visitors (Gursoy and Kendall, 2006; Fredline, 2004).

The support for the holding of sporting events has been evaluated in the majority of the studies through the theory of social exchange, according to which the residents carry out an evaluation of the benefits and costs associated with the holding of the event with the aim of considering it as either positive or negative for the society (Gursoy *et al.*, 2017; Prayag *et al.*, 2013; Waitt, 2003). As indicated by Chien *et al.* (2012), this evaluation lays out a social dilemma as the residents must consider if the event can be positive or negative for the community where they reside in terms of personal or collective interests.

Some studies have demonstrated the direct or mediating relationship of specific variables on support for the holding of sporting events. For example, variables such as the participation of the community (Pappas, 2014), attitudes towards the event (Prayag *et al.*, 2013) or the positive or negative emotions (Ouyang *et al.*, 2017).

In terms of the future intentions, there exist some studies within the social impact of sporting events which have shown the positive relationship between the positive impacts and the intentions of local visitors about the sporting event (Parra *et al.*, 2016). The study of Inoue and Havard (2014) also showed the relationship between the perception of the social impacts and the future intentions of the attendees at a charity event. Other more recent studies, such as the previously mentioned study of Oshimi and Harada (2018), have demonstrated the influence of other variables such as perceived image on the intentions of the residents.

The theory of social exchange argues that if the residents consider that the benefits outweigh the costs then the probabilities of increasing the support for holding the event will go up and, therefore the probabilities of showing positive intentions towards the event will go up too. Thus, the following hypothesis is suggested:

- H1. The support for holding an event positively influences the future intentions of the residents in relation to the holding of the CAF in Chile.

## 2.2 Quality of information

A key factor to consider in the individual support of a resident for the collective interests of a group, and from this point on, in the development of an event in the community, is the communication related to the event to which the person is exposed (Chien *et al.*, 2012). Some authors, like Preuss and Solberg (2006), have highlighted that residents form their opinions in relation to an event from the information coming from diverse groups such as the media, the authorities and the groups or collectives opposed to the holding of the event. Along the same lines, other researchers looking at the social impact of sporting events or of tourism have highlighted the fact that residents have a prior representation of the events which is formed from the media, social interactions and direct experiences (Fredline, 2005).

In spite of the role of the media in the elaboration of public interpretations of topics related to the events, there have been few theoretical attempts to understand the impact of the media in the responses of the residents (Ritchie *et al.*, 2010). One of the few studies that have researched the effect of the media on sporting events was done by Falkheimer (2007) in relation to the pre-regattas of the America's Cup in 2005. This study showed that the role of the media in the management of sporting events could depend on the context of the place. The interest and media coverage of this sporting event varied throughout the country. The coverage of the national media was quite neutral, but with scarce positive effects in terms of image, while the coverage from local and regional media tended to be negative and was centred in topics related to social well-being and the controversy to public money spent on the projects (Ritchie *et al.*, 2010).

Robertson and Rogers (2009) examined the coverage of festivals in the media and the perceptions of the public of the effect of the festivals in the UK. These authors argued that the people surveyed in all types of events qualified the local media as extremely important, which indicates that the attitude of the residents towards a specific festival and their attendance at it would probably be affected by the local media (Ritchie *et al.*, 2010).

For this reason, Robertson and Rogers (2009) indicated that the information in the media can be seen as an important agent that offers information to the public and models the attitude and behaviour of the residents. From there, it could have an influence on the enthusiasm generated amongst the local population for the holding of the event. In the same way, we consider that the perception of impartiality of information can favour a less biased interpretation of support and a more real valuing of the event. Along these lines, Ritchie *et al.* (2010) showed that when the residents considered the news of the event offered by the local media to be fair, the intention of supporting the development of the events increased significantly.

Finally, Chien *et al.* (2012) analysed the impact of the Olympic and Para-Olympic sailing events of 2012 on the residents of Weymouth and Portland (UK). In this work, they found that the advertising of the events was indirectly related to the support of the residents through commitment. They observed that the perceived fairness of event portrayal was identified as a moderator of the publicity effect of the event. Specifically, when the media reports about the event are considered to be biased or unfair, the advertising effects of the event, both positive and negative waned.

From these arguments, the following hypotheses are suggested:

- H2a.* The quality of the information received through the media positively influences the enthusiasm of the residents for holding the CAF.
- H2b.* The quality of the information received through the media positively influences the perception of the residents of a fair social distribution of the costs and benefits associated with holding CAF.
- H2c.* The quality of the information received through the media positively influences the support for holding the CAF.

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*H2d.* The quality of the information received through the media positively influences the future intentions in relation to holding the CAF.

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### *2.3 Enthusiasm*

The studies that have analysed the degree of enthusiasm of residents in hosting an event have centred on indicators related to the emotions derived from the event, the pride of belonging to the community or the reinforcement of the feeling of belonging to the community. For example, the work of Waitt (2003) measured enthusiasm through seven indicators, of which three psychological indicators: emotion, pride and reinforcement of the feeling of belonging to the community as a consequence of the holding of the Olympic Games in Sydney in 2000, are highlighted.

Crompton (2004) suggested that the sense of pride of local residents would increase as a result of being the hosts of an important even, as they tend to consider that the event could help to revive the community. Along these lines, the development of additional or parallel activities to the sporting event, like for example commercially sponsored events, can also be sources of emotion beyond the sporting event itself (Kim and Walker, 2012; Waitt, 2003). Thus, as Crompton (2004) and Chalip (2006) emphasised, a festive atmosphere is typical to the majority of host cities, as the event organisers and commercial sectors plan the activities and parallel events with the aim of improving this atmosphere in the community.

Some studies have demonstrated that the impacts at a psychological or psychosocial level tend to predict the predisposition to support the holding of sporting events in a positive way (Lee and Krohn, 2013; Müller, 2012). In addition, works such as that of Ouyang *et al.* (2017), have shown the direct relationship between emotions and the support of sporting events.

Having reviewed the literature, we consider that the levels of enthusiasm can be related to the predisposition of residents to support the holding of an event and with the future intentions in terms of the same event. Thus, this work aims to show if the levels of enthusiasm contribute to explaining the support and future intentions in relation to the CAF:

*H3a.* The enthusiasm of residents to host the CAF positively influences support for holding the event.

*H3b.* The enthusiasm of residents to host the CAF positively influences future intentions in relation to the holding of the event.

### *2.4 Social justice*

The major sporting events have repercussions in the life of residents. For this reason, it is necessary that the benefits and costs derived from holding them be distributed in an equitable way throughout the society. In accordance with the theory of social exchange, Waitt (2003) pointed out that when the residents perceive that the exchange of resources of an event is deficient an increase in local activism is likely, stimulated by the negative perceptions surrounding the event. This author argues that to be able to maintain positive future intentions or behaviours in relation to the holding of the event it is necessary to constantly reevaluate the perceived consequences of the aforementioned exchange.

Fredline (2000) highlighted the importance of the relationship between the perceptions of the impacts of the events and the perceptions of social justice in terms of the distribution of these impacts, with the necessary effort from the organisers, administration and agents to achieve an equitable distribution of the costs and benefits. Ideally, the holding of a sporting event should not result in a social imbalance that is detrimental to some groups and beneficial to others, and in those cases where it is, some types of compensation could be necessary for those who suffer the negative impacts without a compensation in the benefits.

From the area of tourism, some studies have analysed the importance of the variable of social justice in the process of the formation of perceptions or attitudes of the residents of tourist destinations (Fredline and Faulkner, 2002). For example, Fredline (2000) demonstrated that the residents who perceived a fair social distribution of the costs and benefits generated by sporting events were more likely to be members of the population groups with a more positive perception of the event analysed. However, the importance of this variable in explaining support and future intentions in relation to the holding of events has not been directly contrasted. Thus, the following hypotheses are suggested:

- H4a.* The perception of fair social distribution of the benefits and costs of the CAF positively influences the support for holding the event.
- H4b.* The perception of fair social distribution of the costs and benefits of the CAF positively influences the future intentions in relation to the holding of the event (Figure 1).

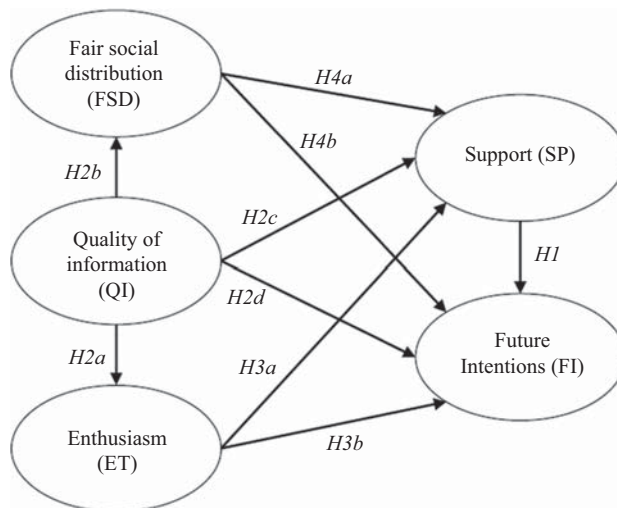
### 3. Method

#### 3.1 Procedure

A sampling procedure of a non-probabilistic convenience sampling procedure was utilised, due to the absence of a sampling frame, but consistent with other prior work in the area (e.g. Gursoy and Kendall, 2006; Oshimi and Harada, 2018; Prayag *et al.*, 2013). One of the main weakness associated with sampling of convenience, as indicated by Kim *et al.* (2006), is bias in the selection. In order to avoid this bias in the field work, interviewers were told to survey distinct groups of the population with the aim of interviewing proportional groups of residents according to age and sex.

#### 3.2 Participants

To carry out this study, the perceptions of the resident of two of the host cities of the CAF held in Chile in 2015 were consulted (Concepción and Viña del Mar). A total of 373 valid surveys were collected from residents of Concepción and 267 from Viña del Mar in the month prior to the holding of the event (May 2015). The mean age of the participants from Viña del Mar was 29.77 (SD = 11.00) with ages between 18 and 70 years old, while the mean age of the participants from Concepción was 32.35 (SD = 12.86) with ages between



**Figure 1.**  
Theoretical model

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18 and 74 years old. In terms of sex, of the residents surveyed in Viña del Mar 57.8 per cent were men and 42.2 per cent women, while in Concepción 54.2 per cent were men and 45.8 per cent women.

### 3.3 Instrument

Starting from previous studies in this area of research diverse scales were adapted (see Appendix): the measurement of the quality of information received from the media (four items) was adapted from Ritchie *et al.* (2010); the scale of enthusiasm (four items) was adapted from Waitt (2003); the perception of fair social distribution of benefits and costs (three items) was adapted from Fredline (2000); the support for holding sporting events (three items) was adapted from Prayag *et al.* (2013); and the measurement of future intentions (three indicators) was adapted from Zeithaml *et al.* (1996). All the indicators were evaluated in a Likert-type scale of five points (1 = totally disagree; 5 = totally agree).

### 3.4 Statistical analysis

Partial least squares structural equation modelling (PLS-SEM) is a multivariable analysis employed assiduously in the social sciences (Hair *et al.*, 2017; Henseler *et al.*, 2016; Ringle *et al.*, 2018) and widely discussed previously (Sarstedt *et al.*, 2011). This method allows for the evaluation of the method of measurement, analysing its reliability (Cronbach's  $\alpha > 0.8$ , rho\_A, composite reliability  $> 0.8$  and significant factorial loads) and scales convergent and discriminant validity (AVE  $> 0.5$ , HTMT  $< 0.9$  and Fornell–Larcker) (Henseler *et al.*, 2014).

On the other hand, the bootstrapping technique (5,000 permutations) (Hair *et al.*, 2014) allows for analysing the structural model and provides the significance coefficients. The resulting analysis will determine the size of the effect ( $f^2$ ), the amount of variance of the variable explained by the model (Falk and Miller, 1992) ( $R^2$ ), the Stone–Geisser coefficient of predictive capacity ( $Q^2$ ) (omission distance = 7) and the fit of the model through the standardized root mean square residual coefficient (SRMR).

The comparison between the samples in SmartPLS (Ringle *et al.*, 2015) was done through multigroup analysis (MGA) under a non-parametric approach in PLS (PLS-MGA) with an algorithm based on the Henseler method described by Sarstedt *et al.* (2011) and Hair *et al.* (2017). This method gives us the probability of the differences between the path coefficients of the two groups.

## 4. Results

### 4.1 Evaluation of the measurement model

Table I shows information about the indicators of reliability and validity, following the recommendations of Hair *et al.* (2017) the coefficients of both validity and reliability are above the established minimum indicators. The rho\_A specifically is above the limit of 0.5, the composite reliability is above 0.8, all the factorial loads are significant and Cronbach's  $\alpha$  is above 0.8 save in two exceptions. However, in the light of the rest of the reliability coefficients, all of the items were kept with the aim of not losing the variability in the construct.

In terms of the discriminant validity, the AVE is above 0.5 (Table I), the HTMT coefficient is below 0.9 (Table II above the diagonal) and correlations between the constructs (under the diagonal Table II) are lower than the square root of the AVE (italic in the Table II), fulfilling the criteria of Fornell–Larcker.

### 4.2 Evaluation of the structural model

The indicator  $f^2$  shows the size of the big effect for the relationships CI  $\rightarrow$  DS, CI  $\rightarrow$  ET and CI  $\rightarrow$  IF in Viña del Mar, a mean effect for the relationships CI  $\rightarrow$  DS, CI  $\rightarrow$  ET, ET  $\rightarrow$  IF and AP  $\rightarrow$  IF in Concepción and DS  $\rightarrow$  AP, AP  $\rightarrow$  IF in Viña del Mar (Chin, 1998).

Variable	$R^2$	$Q^2$	$\rho_A$	$\alpha$	CR	AVE	Factor loading
<i>Concepción</i>							
FSD	0.203	0.116	0.699	0.668	0.816	0.599	0.692–0.847*
QI			0.769	0.759	0.849	0.589	0.599–0.844*
ET	0.204	0.131	0.871	0.841	0.894	0.682	0.643–0.912*
SP	0.492	0.393	0.911	0.901	0.944	0.848	0.907–0.935*
FI	0.587	0.455	0.894	0.893	0.934	0.824	0.881–0.934*
<i>Viña del Mar</i>							
FSD	0.286	0.141	0.625	0.556	0.771	0.534	0.681–0.874*
QI			0.861	0.862	0.907	0.711	0.742–0.904*
ET	0.391	0.238	0.854	0.821	0.881	0.651	0.683–0.873*
SP	0.263	0.148	0.749	0.667	0.816	0.606	0.649–0.861*
FI	0.666	0.431	0.782	0.767	0.868	0.689	0.702–0.901*

**Table I.**  
Evaluation of the model

**Notes:** FSD, fair social distribution; QI, quality of the information; ET, enthusiasm; SP, support for the CAF and other events; FI, future intentions. \*Significant factor loadings

Dimension	SP	QI	FSD	ET	FI
SP	<i>0.856</i>	<i>0.356</i>	<i>0.664</i>	<i>0.546</i>	<i>0.673</i>
QI	<i>0.301</i>	<i>0.820</i>	<i>0.678</i>	<i>0.670</i>	<i>0.692</i>
FSD	<i>0.491</i>	<i>0.497</i>	<i>0.759</i>	<i>0.762</i>	<i>0.748</i>
ET	<i>0.453</i>	<i>0.555</i>	<i>0.553</i>	<i>0.806</i>	<i>0.776</i>
FI	<i>0.563</i>	<i>0.583</i>	<i>0.562</i>	<i>0.651</i>	<i>0.874</i>

**Table II.**  
Discriminant validity

**Notes:** Heterotrait–Monotrait ratio (HTMT) above the diagonal; square root of the AVE in the diagonal (italic); and correlations between the dimensions under the diagonal (Fornell–Larcker criterion)

The coefficient  $Q^2$  shows positive values in all the endogenous variables in both models, which determines that both have predictive relevance. The fit of the model is adequate as it shows a value for the SRMR coefficient of 0.066 for the model of Concepción and 0.079 for the model of Viña del Mar. Lastly, the  $R^2$  coefficients show that the models explain 59 and 67 per cent of the variance of the construct of future intentions for the cities of Concepción and Viña del Mar, respectively.

With respect to the hypotheses, Table III contains the indicators of significance of the path coefficients. All of the hypotheses are supported except for the  $H2d$  (CI → IF) hypothesis for the Concepción model and  $H2c$  (CI → AP) and  $H3b$  (ET → IF) for the Viña del Mar model, which were not supported.

Relative segment size	Relationship	Concepción	Viña	$f^2$ (a)	$f^2$ (b)	$ \Delta _{12}$ path coef. (MGA test)
Path coefficients	$H1$ : SP → FI	0.365***	0.252***	0.164	0.139	0.114
	$H2a$ : QI → ET	0.451***	0.626***	0.256	0.643	0.174*
	$H2b$ : QI → FSD	0.451***	0.535***	0.255	0.401	0.084
	$H2c$ : QI → SP	0.171***	0.069	0.043	0.004	0.103
	$H2d$ : QI → FI	0.069	0.539***	0.008	0.477	0.471***
	$H3a$ : ET → SP	0.384***	0.163*	0.184	0.020	0.221**
	$H3b$ : ET → FI	0.397***	0.074	0.204	0.009	0.323***
	$H4a$ : FSD → SP	0.292***	0.361***	0.107	0.116	0.069
	$H4b$ : FSD → FI	0.062***	0.139***	0.005	0.034	0.077

**Table III.**  
PLS-MGA results for the two cities

**Notes:** a = Concepción; b = Viña del Mar. \* < 0.05; \*\* < 0.01; \*\*\* < 0.000



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The MGA analysis points out that there are significant differences between both models in the path coefficients of the relationships  $CI \rightarrow IF$ ,  $CI \rightarrow ET$ ,  $ET \rightarrow AP$  and  $ET \rightarrow IF$ . The difference between the path coefficients is negative when we carry out the contrast Concepción-Viña del Mar for the first relationships and positive for the two following ones. For the first of the cases with differences between the groups, the relationship for the Concepción model was not significant, nor was it for the last of the cases in the Viña del Mar model.

## 5. Discussion and conclusions

In this study, we identify diverse variables that can be antecedents or the result of support and future intentions of the residents of two host cities of a major sporting event, in this case the Copa América de Fútbol held in Chile. The results show that the enthusiasm, the quality of the information received through the media and the perception of the fair social distribution of the possible costs and benefits associated with holding the event can be variables that contribute to explaining the predisposition to supporting the holding of the event and the future intentions of the residents in terms of a sporting event. In addition, significant differences were observed in terms of the city of residence of the interviewees.

In accordance with the theory of social representations, the residents have a prior representation of sporting events determined by the influence of the information received through the media, social interactions and direct experiences (Fredline, 2005). This flow of information or antecedents can justify different reactions to sporting events according to the host city.

In this study, we confirm that the support of the residents interviewed for the holding of a sporting event positively influenced their future intentions in relation to the holding of the sporting event in the two host cities studied (*H1*). The analysis of the variable of support for the holding of events as a final consequence of the diverse direct antecedents or mediators (perception of the impacts, perception of the image of the city, general attitude, emotions, confidence or perception of the participation of the community) has been contrasted in different prior studies (e.g. Balduck *et al.*, 2011; Gursoy and Kendall, 2006; Gursoy *et al.*, 2017; Ouyang *et al.*, 2017; Pappas, 2014; Prayag *et al.*, 2013). However, the relationship between the support for holding a sporting event as an antecedent for future intentions or behaviour of the residents in terms of hosting it has not been contrasted.

In this work, we also confirm in the two samples of the cities consulted the positive influence of the quality of the information on the perceived enthusiasm surrounding the holding of the CAF (*H2a*) and on the perception surrounding the fair social distribution of the benefits and costs derived from holding the event (*H2b*). The positive influence of the quality of the information on support (*H2c*) was also confirmed, although only in the Concepción sample, while the positive influence of the quality of the information on future intentions (*H2d*) was confirmed only in the Viña del Mar sample. Furthermore, significant differences were detected between the two samples of the two cities for the relationship between the quality of the information and the enthusiasm and the future intentions. According to Chien *et al.* (2012), when residents consider that the publicity or information received from the event is fair and positive greater levels of commitment and greater support for the event are generated, while the opposite tendency is produced when the event publicity is negative. The same tendency was observed by Ritchie *et al.* (2010), while Falkheimer (2007) had already pointed out that the information offered by the media could vary depending on the host place. This aspect can suppose changes in residents' perception of the quality of this information, thus influencing the valuing of the costs and benefits associated with the event.

On the other hand, the positive influence of enthusiasm on support for sporting events was contrasted (*H3a*) in both cities and on future intentions (*H3b*) just in Concepción, observing significant differences between the two cities for these relationships. The levels of enthusiasm are aspects that are intangible or psychosocial and can be determined by the festive atmosphere created around the event. Different studies have classified the

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pride of residing in the city, the feeling of belonging to the community or emotions as impacts on a psychological or psychosocial level (Fredline, 2004; Kim and Walker, 2012; Preuss and Solberg, 2006) that can influence backing for holding the event (Lee and Krohn, 2013).

Finally, the positive influence of the perception of the fair social distribution of the benefits and costs associated with the holding of the CAF on the support for the holding of events (*H4a*) and future intentions (*H4b*) was confirmed in the two cities consulted. If the residents perceive the event as partial or unfair, changes in the reactions and behaviours of the residents in terms of the event can be produced (Chien *et al.*, 2012) and, therefore, can influence future intentions or behaviours in terms of the event. In accordance with the theory of social exchange, the residents tend to support the holding of a sporting event if they consider that the benefits outweigh the costs (Fredline, 2005). Therefore, if there exists a positive perception of the balanced distribution of the benefits and costs in the host community, there can exist a greater degree of support for the holding of the event.

### *5.1 Theoretical and practical implications*

This work makes progress on considering diverse antecedents such as enthusiasm, social justice and the quality of information as variables that can contribute to explaining the backing for holding major sporting events or the future intentions of the residents. The residents play an essential role in the moment of managing to make an event a collective success for the host community, contributing to social cohesion. It is important to highlight the role of the quality of the information received as an important factor in the formation of the perceptions of the residents about the social justice surrounding the event and the degree of enthusiasm generated. Furthermore, the perception of social justice is a determinant variable in the support for holding the event. For this reason, the administrators and organisers of major sporting events must develop strategies that permit the costs and benefits derived from the events to be distributed in an equitable way. Along the same lines, as Ritchie *et al.* (2010) highlighted, the need for communication that clearly reflects both the costs and benefits of the organisation of events is suggested, as is sufficient and impartial information from the media. An adequate management of these factors can contribute to forming a social representation of the event and future events that determine the support or behaviour of the citizens in terms of hosting sporting events. It is important to be aware that the social representations of a specific phenomenon are difficult to change (Fredline, 2005), and thus can remain stable over a considerable time.

Thus, the organisers of the events must manage the media efficiently, mainly when crisis or problems arise, making it necessary to establish positive relationships with them, transmitting to them a message that is believable, coherent and consistent (Chien *et al.*, 2012). In the same way, it is necessary to promote parallel social events to encourage participation of locals and visitors with the aim of improving the festive atmosphere and the levels of emotion and enthusiasm for holding the event. It is necessary to encourage the attendance of the local public at the stadiums, facilitating arrival and access to the facilities through a discount in the prices of tickets for residents. Finally, it is necessary to inform adequately of the benefits and costs of the event, as well as highlighting the expenses destined to projects for the improvement of the quality of life of the residents (e.g. the construction of sporting facilities, improvement in transport services and communication, etc.).

### *5.2 Limitations and future lines of research*

One of the limitations of this work is related to the type of sampling used. Because it is convenience sampling, it is necessary to be cautious when generalising to the population as a whole. Future studies could employ longitudinal samples as the literature has confirmed

that perceptions change over time (Kim *et al.*, 2006). In addition, it would be possible to analyse the mediating role of the levels of enthusiasm, the quality of the information received through the media or the perception of the fair social distribution among the perceived impacts of the event on the support and future intentions of the residents.

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### Further reading

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### Appendix. Measurement indicators of the variables studied

- (1) Scale of enthusiasm:
  - I would like to collaborate as a volunteer in the CAF
  - In general, I am excited that the Copa América de Fútbol will be held in my city
  - I am proud that the CAF will be held in my city
  - The hosting of the CAF increases the sense of belonging to the community
- (2) Scale of perception of fair social distribution:
  - The costs and benefits of events like Copa América de Fútbol should be distributed equitably
  - The costs and benefits of the CAF will be distributed equitably in Concepción/Viña del Mar
  - In general, I believe that the investment in the CAF will be beneficial for the region
- (3) Scale of support for future events:
  - I support the hosting of the CAF in my city
  - In general I support the idea of organising more sporting events in my city
  - Concepción/Viña del Mar should present as a candidate to organise more sporting events
- (4) Scale of the quality of information:
  - I believe that the information offered by the media is sufficient
  - The information received through the media is impartial
  - I believe that the information received through the media is fair
  - The information received through the media is believable
- (5) Scale of future intentions:
  - I am willing to attend the Copa America de Fútbol in the future
  - I will recommend attendance at the CAF to my friends and family
  - I will speak well of the CAF to others if they ask me

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