

Modeling Residents' Support for Mega Events: A Partial Least Square Path Model Based on Perceived Event Impacts and Quality of Life

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How to advocate residents' support for mega-events has become a topic of discussion given its complex nature. Conventionally, political and top-down approach has been used where public resources are devoted without much involvement of the public. Hence, bottom-up approaches for mega event management and advocating residents' support has become important both theoretically and empirically. Studies based on need driven approaches are becoming attractive drawing the attention of scientific studies. Maslow's hierarchy of needs has been a central focus in management, motivation and satisfaction studies though its application in residents' support for mega events is less. The central focus of this study is to model the antecedents of resident support for mega events through Maslow's theory of needs. The model proposed integrates residents' perceived event impacts and perceived quality of life in shaping their support for mega events. Olympic Park residential area in Beijing where 2008 summer Olympic Games took place was identified as a fertile ground to test the proposed model. Item generation was supported through analysis of literature where pre-tested scales are applied to capture the key concepts. A self-administered questionnaire was pilot tested and fielded from January to April 2017 and 737 responses were secured for final analysis. Partial Least Square Structural Equation Modeling was performed to test the proposed model and the findings endorsed a strong support for the proposed model. Out of 20 hypotheses originally proposed, 18 were statistically significant and were supported. Higher order needs of the hierarchy such as self-actualization needs show less significance in mega event impacts and residents support towards the same. Comprehensive debates on implications and recommendations were discussed based on the latent variables and individual item loadings which are theoretically and empirically significant in the field of mega event management.

Keywords: Beijing olympic park, Perceived event impacts, Maslow's theory of needs, Quality of life, Support for mega events