

ASSESSING THE IMPORTANCE AND VALUE OF EVENTS FOR
INDIANAPOLIS USING WILLINGNESS TO PAY

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Having the support of the local community is vital to having events go well. This study is needed to better understand the value of the current events and event types to be able to bring better events to Indy. This study used the contingent valuation to measure the willingness to pay for a variety of events held in Indianapolis and then assessed the difference between them while including identity and quality of life factors as additional variables. An online questionnaire was used to gather responses for all the variables. Event type and sports identity were significant variables impacting the willingness to pay to attend.

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LIST OF ABBREVIATIONS

WTP- willingness to pay
CVM- contingent valuation method
QOL- quality of life

Chapter One

Introduction

It is difficult to find the true value of events for a major metropolitan area from just one economic impact survey (Thompson, 1998). Some organizations try to show value with an economic impact survey and highlight the dollar amount that event or team brings to the area (Crompton, 1995). Others try to show the civic pride of an event for the community and how it impacts the residents (Groothuis & Rotthoff, 2016). Indianapolis is a hub for a variety of events from Gen Con to hosting the Super Bowl and everything in between. With a tradition of hosting sporting events and even executing the first and only city exclusive March Madness tournament in March 2021, Indianapolis is especially set up to host various events and conventions than host a variety of interests (Visit Indy, 2023). Understanding the value from residents of Indy can help improve their standard of living and bring events that both tourists and locals want to attend. For Indianapolis to continue to be a hub for hosting large and small events that are enjoyed by both locals and tourists, the city needs to focus on what events those two groups want to be hosted in Indy. If only tourists are pleased with the future events being held here, then it could lead to frustration among locals who are not seeing the benefits of hosting events in their city since they have no input on what their communities are wanting for future events. Making sure both residents and tourists want to go to the events in Indianapolis can increase the city's branding as a hub for events and can lead to both happier locals and happy tourists (Richards, 2017).

Having the support of the local community is vital to having events go well and ensure that the event is memorable and impactful for both the local community and the

tourists that visited (Sharma et al., 2008; Ouyang et al., 2017). This study is needed to better understand the value of the current events and event types to be able to bring better events to Indy which would improve resident standard of living. This study used the contingent valuation method (CVM) to assess the true value by asking the residents their willingness to pay (WTP) to attend an event. This measure for WTP gives the researchers a dollar amount that can be compared to other participants' dollar amount. Asking participants about other variables helped figure out other factors that may have led to these differences such as identity, quality of life, and demographics. This gives city event planners a better understanding of the true value of these events instead of relying on a strict dollar amount from an economic impact survey where the numbers used for the multiplier and other factors can be skewed or inflated (Hodur & Leistriz, 2007). Understanding the true value of events for the community of Indianapolis can lead to a better understanding of the resident population and what events they go to and want to be hosted here.

Chapter Two

Literature Review

Events are very important for cities, both from an economic standpoint and a community basis. Residents are more willing to support tourism development if they are satisfied with the events being hosted in their communities (Pham et al., 2019). Studies have looked at tourism services and their satisfaction of those services as a variable to the overall quality of life (QOL) for an individual (Neal et al., 2007). Neal's study discussed how the various travel experiences affect the overall quality of life for their sample. While many people travel for events held in Indy there are no studies that use QOL as a variable that effects the willingness to pay for that event. There are many studies addressing the satisfaction of an event and how that impacts the likelihood to return (Shonk & Chelladurai, 2008; Arnett & Laverie, 2000), but never using QOL factors to help measure their willingness to pay in the context of contingent valuation method (CVM). This led to more research into attending events and the impact it has on the individual's QOL. Multiple studies have highlighted the improvement to QOL by attending memorable event experiences or festivals as a family (Jepson et al., 2019; Jepson & Stadler, 2017). These two studies showed that attending these events helps improve the QOL for all family members. Understanding how they used QOL influenced our understanding of how QOL would be used in this study as a measurement alone that also influences the measurement of willingness to pay. The Uysal and Sirgy (2019) study detailed QOL factors or indicators that measure each life domain of QOL. These life domains were broken up into five different factors; economic, consumer, social, health, and environmental. Each of these factors were highlighted as aspects that go into the

measurement of QOL. In their study they outlined multiple questions that would measure each factor, but for this study only one question was used to measure each factor. Having a question for each of these life domains as well as a general question would help detail the measurement of QOL and how it affects the willingness to pay (WTP). There are many terms used in the various literature that the researchers had to understand how it was used in the past, defined, and how they would be used in this study.

2.1 Willingness to Pay

CVM commonly uses WTP to assess the dollar amount the respondent is willing to pay to either keep a product or good in the community or to bring it to the community (Halkos et al., 2020). Many past studies use willingness to pay in a narrow way to gain a measurable dollar amount that a person, in one case, is willing to keep a national park (Bateman & Langford, 1997). WTP is measured in dollar amounts so that it can be compared to other events. This dollar amount is set by the individual themselves based on their knowledge of events that fall into the category of the event type as well as their knowledge of how much the event cost in the past if they had attended. Sporting events commonly have an average ticket price while arts and culture events can range from free to expensive. Past methods of directly asking a respondent for their WTP can be cognitively challenging for some, especially if they are not familiar with the product (Brown et al., 1996), but setting a minimum or a maximum or telling the respondent the average cost to attend can lead to more bias and skewed results (Braidert et al., 2006). This study uses WTP as an open-ended question where the only restriction was that it had to be in number format. This allows each respondent to allow other variables such as

QOL factors and their own personal identities and values to influence the dollar amount they put while trying to limit other biases. Willingness to pay for this study is similar but using it in a different way. This study uses WTP to assess a dollar amount each respondent is willing to pay to attend a type of event. This was a measurable variable that the researchers could use to compare the event types and other variables.

2.2 Quality of Life

Quality of life has many definitions that vary based on the different theoretical and academic applications it is used in. There are many operational definitions between research papers even when discussing similar topics. QOL, for this study, is defined as “an overall general wellbeing that comprises objective descriptors and subjective evaluations of physical, material, social, and emotional wellbeing together with the extent of personal development and purposeful activity, all weighted by a personal set of values” (Felce & Perry, 1995, p. 60). The personal set of values is set by the individual and influences how the individual answers all questions regarding their self-assessment of their quality-of-life factors being asked in this study.

2.3 Identity

This study deals with identity as a construct to assess how the participant identifies themselves as an Indianapolis community member, an Indianapolis sports fan, and an Indianapolis arts and culture fan. Social identity is defined as a person’s sense of who they are based on their group membership(s) (Tajfel, 1978). A person identifies themselves as members of groups, whether that be a resident of a city, a sports team fan,

or even a person with a passion for fine oil paintings. Anyone can form a membership to something and begin to identify themselves as a part of that group. Identity can be a challenging variable to work with, especially when it is used as a factor influencing another measurable variable. This study focused on looking at the detailed work of the Dholakia et al., (2004) study where different aspects of the social identity theory were outlined in specific concepts. These concepts were broken down into cognitive, affective, and evaluative social identity constructs. These three constructs of identity were identified in their study as key concepts to get an accurate overall measurement of social identity. Measuring these constructs will allow our study to have an aggregated identity score or can be detailed out with each specific construct measurement that will be related to the measurement of the willingness to pay.

2.4 Perceived Value

This study considers the perceived value of events held in Indianapolis and how through that perceived difference in value, people are willing to pay different amounts to attend. Perceived value is defined as “a consumer’s overall assessment of the utility of a product (or service) based on perceptions of what was received” (Zeithaml, 1988). Each event is different from each other and Zeithamal highlights the various factors that lead a person to assess the perceived value of that event. Some of these factors include marketing or advertisement of the event (Chen & Lin, 2019), the branding of the organization putting on the event, the attributes of the event, the location or destination of the event (Moon et al., 2013), and the quality of the event. All of these factors, along with other abstract dimensions lead to the formation of the perceived value for that event. The

perceived value of an event is different from the psychic income an event gives to the individual.

2.5 Psychic Income

The term psychic income has been used in the past to describe the intrinsic job reward or emotional satisfaction someone would get from their work (Reif, 1975), but in the world of sporting events it has been used to define the sense of pride or feeling of importance a person receives by sporting events (Burgan & Mules, 1992; Oja et al., 2018). Psychic income is better defined as “the emotional and psychological benefit individuals perceive they receive, even though they do not physically attend sports events, and are not involved in organizing them” (Crompton, 2004, p. 49). This definition better encapsulates the broader benefits a person may get from either a sporting event or any event. Studies have used this definition and applied it to various collegiate sporting events (Chung et al., 2020; Weight et al., 2019), but not looking at the differences between a variety of events like this study.

These two terms are different but relate to one another. Perceived value is the value a person forms based off a variety of factors that all go into the individual’s calculation of that overall value for that product (in this case, an event). Psychic income is not related to the specific event or even if that person attends that event, but rather the benefits that individual receives by having that event happen. The individual may not be a sports fan but can still be prideful of the hometown team. Both things relate highly to how the individual values the event or the income they receive from the event happening,

but a variety of other factors like their personal identity and their QOL factors could lead them to have differences in their image of that event.

2.6 Contingent Valuation Method

This lit review led the researchers to investigate ways to measure the perceived value of different types of events and how to include other variables that would give a larger picture of the true value of these event types to the community. The contingent valuation method (CVM) was chosen as the best method for what this study wanted to research. CVM is a survey-based approach used to estimate the value of a non-market asset based on how a subject responds to a question about his/her willingness to pay or accept compensation to obtain or forego a change in the quantity or quality of the asset (Stewart & Kahn, 2006). CVM was first used heavily in 1943 as a public opinion tool to assess the true value of public lands in various environmental studies. These studies were used to gain the preferences of the public and how they viewed public land. Then on March 24, 1989, the Exxon Valdez Oil Spill happened which changed how CVM was used. After that event it was used to show that the oil spill was changing the perceived value of the land and providing a significant dollar amount to that change was vital for the state of Alaska to sue Exxon for damages. These studies were still heavily environmental studies that focused on land and national park usage to assess the value of them by the public. From 1992 onwards CVM has been used to measure non-monetary values such as civic pride, the legacy of a team or organization (Groothuis et al., 2004) and how other variables influence the willingness to pay (Hoyos & Mariel, 2010).

CVM allows researchers to assess the value of a public good, in this case the value of the events held in Indianapolis. While many of these events are paid sporting events, they still have a specific value to both those who go to them and to the residents of the city. Even the free events held in the city can be highly valued by residents.

It is difficult to measure the value of culture and many measurements only measure one aspect of cultural value. Measuring the value of cultural events such as festivals or art events is even more difficult since you can't gain the full value of that event just from the number of who attended (Snowball, 2007, 2020). This is why using a method different than even an economic impact study is vital to gather as much of the true value of the various events as we can. Using CVM offers a great tool to gather as much of the true value as we can as well as measuring other variables that influence their willingness to pay.

When reviewing past literature on CVM and its use, various studies used CVM to look at specific non-market or non-economic measurements. CVM has been used in the past to assess the willingness to pay of visitors at a national park (Bateman & Langford, 1997), the value of the London Olympic games (Walton et al., 2008), the value of cultural festivals on both locals and tourists (Herrero et al., 2012), and even how it can be a better tool to look at non-market value than economic impact studies (Walker & Mondello, 2007). There were a couple detailed studies that looked at CVM and areas where it excels when compared to traditional economic impact studies while also highlighting the shortcoming of the methodology (Carson, 2000; Carson et al., 2001).

Early studies used CVM in an environmental scenario where they would describe a land or detailed and experience that a person could have and then asked their

willingness to have or keep that land or experience (Noonan, 2003). Modern day use of CVM, and how this study uses it, focuses on it being a useful tool to measure non-market values or traditionally hard to measure items like pride (Groothuis et al., 2004; Seaman, 2006).

All of these terms and definitions helped the researchers to understand what previous studies did and how to adapt the use to best fit this study.

2.7 Research Questions

1. Does willingness to pay differ by event type?
2. Does willingness to pay differ by Zip code?
3. Does willingness to pay differ by identity?
4. Does willingness to pay differ by quality-of-life factors?

Chapter Three

Methodology

3.1 Research Design

This study used measurable variables of identity, quality of life factors, and demographics to help determine the relationship to the participants overall willingness to pay for these four types of events held in Indianapolis. By including these other variables, this study can better identify and understand why participants have these differences in their willingness to pay. This study can also help various city organizations, both public and private, to understand what the residents of Indianapolis and the surrounding communities value when it comes to having events in Indianapolis. Sporting organizations can identify where people are with a higher identity as a sports fan and can market to them more. A nonprofit organization can highlight residents showing the value of arts and culture events to better convey the importance of sponsoring these events in our communities. This study allows a look into what residents truly value in events held in Indianapolis and offers the opportunity to have data behind financial decisions that lead to more impact and development.

3.2 Data Collection

The population for this study is all Indianapolis residents within 50 miles of the city center. For our sample this study used people above 18 years of age and residing within 50 miles of the city center as screening questions to make sure the sample was coming from the overall population. This was done to get responses from the suburbs of Indianapolis as well. This study uses a cross-sectional design where responses were

recorded for April in 2023. Participants were recruited with various emails from Downtown Indy Inc, a local organization in charge of promoting, managing, and highlighting downtown Indianapolis. Flyers were created and sent out as attachments to various emails to neighborhood associations and other local downtown organizations. This study used convenience sampling to gather responses.

3.3 Questionnaire

This study gathered responses using an online survey. Participants were asked questions about four categories of events. All events were broken down into local/regional sporting events, national sporting events, local/regional arts and culture events, national arts and culture events.

Table 1: Event Type List

Event Type	List of Events
Local/Regional Sporting Event	<ul style="list-style-type: none"> • Colts game • Pacers game • Indians game • Fever game • Circle City Classic game and parade • Indiana High School State Football Championship • Mini Marathon • Monumental Marathon
National Sporting Event	<ul style="list-style-type: none"> • College Football Playoff game and/or activities • Big Ten Football Championship game and/or activities • Indy 500 • NCAA Division I Men's Basketball First and Second Round • Big Ten Basketball Women's Championship • Big Ten Basketball Men's Championship • NFL Combine
Local/Regional Arts and Culture Event	<ul style="list-style-type: none"> • Circle Of Lights • Circle Spark Fest • Indianapolis Symphony Orchestra concert • Strawberry Fest • Oktoberfest on the circle • Blarney Bash • 500 Festival Parade • White River State Park Concert • Monster Jam at Lucas Oil • Indy Pride events • St. Patrick's Day Parade
National Arts and Culture Event	<ul style="list-style-type: none"> • Gen Con • Butter • Indiana Black Expo • Bands of America • Drum Corps International

Within each of these categories, participants were asked which events fit within that category they had attended in the past two years. This allowed us to collect data on what events they attended. They were also asked to rank the importance of each event to Indianapolis (1-5 Likert scale). Never heard of this event was added as an option so that participants could opt out of putting in an answer for an event that they had never heard of or attended. Each participant was then asked to enter a dollar amount to attend each type of event. This question was followed up by the question of why they entered this amount. This follow-up question was asked to gain more reasoning and understanding as to why they chose this specific amount. This structure was used for each of the four categories of events.

Then the participants answered three questions about their various identities. All the questions used a seven-point Likert scale from strongly disagree to strongly agree. The first identity question asked how they themselves identify with the city of Indianapolis. The second question asked them how they identify themselves with sports in Indianapolis. The third question asked them about how they identify themselves with arts and culture in Indianapolis. Each identity question had six questions within the matrix using two questions for each construct of social identity theory outlined in the Dholakia et al., (2004) study. Cognitive, affective, and evaluative social identity were the constructs tested to assess the overall identity of the participant for each three identities.

The quality-of-life section was comprised of six questions that asked them to answer on a 0-100 scale from extremely dissatisfied to extremely satisfied. These questions were based off the Uysal and Sirgy (2019) study where they identified 5

categories to measure overall quality of life. One question was chosen from each category to test for that quality-of-life category and one asked about overall quality of life.

3.4 Participants

Of the 144 respondents, 29.17% were between 25 and 34 years old. 20.4% were between 45 and 54 years old. 62.5% (N = 144) identified as female. 55.55% (N=144) had a bachelor's degree, and 31.25% had a masters or a professional degree. 87.5% (N=144) of them identified as white or Caucasian. 59.44% (N=144) were married with 21.68% never having been married. 79.86% (N=144) of respondents worked full-time. 32.87% (N=144) live with a partner and themselves while 23.1% are single. 81.12% (N=144) have lived in Indy for 9+ years.

3.5 Data Analysis

The data was exported from Qualtrics with 230 respondents. After looking at the overall completion 150 had completed all the questions. The data was then cleaned at univariant and multivariant level. Our study sample after cleaning consisted of 144 respondents. The MCAR test and mahalanobis test to rule out any outliers in the data. 6 specific responses (-123, -17, -108, -53, -72, -16) were removed from the original data set as they were outliers on mahalanobis or were deleted on a case-by-case basis due to missing data.

Interaction Effect

When running an ANOVA, the printout will show the significance of each variable as well as the interaction effect and if that is significant as well. This means that

if an interaction effect is significant then when you combine those two variables it leads to differences. In our study the sport identity and event type when combined was significant, but looking closer this was only because there was a difference in WTP between low and high sport identity while there was no difference in WTP in either of the arts and culture events. This caused the interaction effect to be significant, but it was only due to there being no difference between the two arts and culture events when testing for sport identity. Understanding the interaction effect and why it is significant sometimes allows you to look deeper into why it is significant.

RQ1 used a four-way ANOVA comparing the willingness to pay between each event type. RQ2 used a 4X2 two-way ANOVA with the willingness to pay being compared as well as the zip code of participants, who were categorized into Downtown residents and then outside. Downtown residents were categorized as being one of the four center zip codes: 46202,46203,46204,46225. RQ3 used a 4X2 two-way ANOVA with the addition of the identity factors which all the scores for each identity measure were aggregated and then found the mean of. From that mean, the average score was used to set the level for the categorization of either low or high for that identity measure. If a person's answers were above the aggregate mean score, then they would be categorized as high for that identity measure. The three measures were community identity, identity as a sport fan, and identity as a fan of arts and culture. RQ4 used a 4X2 two-way ANOVA with each QOL factor broken out and then aggregated to get a mean score which was then again used to set the cut off point for the categorization of low or high for that specific QOL factor.

Chapter Four

Results and Discussion

4.1 Results

To answer research question one, a four-way ANOVA was performed to analyze the effect of event type on WTP. Event type was broken into the four different categories while WTP was recorded as a dollar amount.

Table 2: Willingness to Pay Breakdown by Event Type

Descriptives - WTP

Event Type	N	Mean	SD	SE	Coefficient of variation
L/R Sport	144	63.917	50.493	4.208	0.790
Nat Sport	144	92.111	76.715	6.393	0.833
L/R AC	144	51.597	48.971	4.081	0.949
Nat AC	144	37.722	42.128	3.511	1.117

Table 3: Event Type Significance

ANOVA – Event Type

Cases	Sum of Squares	df	Mean Square	F	p
Event Type	231295.910	3	77098.637	24.461	< .001
Residuals	1.803×10 ⁶	572	3151.910		

Note. Type III Sum of Squares

Table 4: Comparisons by Event Type

Post Hoc Comparisons – Event Type

		Mean Difference	SE	t	p_{Tukey}
L/R Sport	Nat Sport	-28.194	6.616	-4.261	< .001
	L/R Arts	12.319	6.616	1.862	0.246
	Nat Arts	26.194	6.616	3.959	< .001
Nat Sport	L/R Arts	40.514	6.616	6.123	< .001
	Nat Arts	54.389	6.616	8.220	< .001
L/R Arts	Nat Arts	13.875	6.616	2.097	0.155

Note. P-value adjusted for comparing a family of 4

The difference in willingness to pay between events was significant at <.001 p-value.

There was a difference between willingness to pay between the local/regional sporting event and national sporting event by 28.19, meaning that they were on average willing to pay 28 dollars more for a national sporting event. The difference in means showed the difference in willingness to pay between sporting events and arts and culture events on both scales. The local/regional sporting event had a mean of 64 dollars with national sporting event having a mean of 93 dollars. That compared to the local/regional arts and culture event at a mean of 51 and national arts and culture event at 38. People were more willing to pay for local/regional arts and culture events over national scale ones but are willing to pay more for national sporting events over local/regional sporting events.

To answer research question two, a 4X2 two-way ANOVA was performed to analyze the effect of event type and zip code on WTP. Event type was still broken into

the four categories while the zip code variable was recorded as the actual zip code and then categorized as either within Downtown Indianapolis or outside.

Table 5: Event Type with Zip Code Variable

ANOVA - WTP

Cases	Sum of Squares	df	Mean Square	F	p
Event Type	218268.874	3	72756.291	23.062	< .001
Zip	6417.057	1	6417.057	2.034	0.154
Event Type * Zip	4561.797	3	1520.599	0.482	0.695
Residuals	1.792×10 ⁺⁶	568	3154.778		

Note. Type III Sum of Squares

When including Zip code as a factor, it was not significant, meaning where the participants lived didn't significantly impact their WTP for events.

To answer research question three, a 4X2 two-way ANOVA was performed to analyze the effect of event type and identity on WTP.

Table 6: Community Identity ANOVA

ANOVA - WTP

Cases	Sum of Squares	df	Mean Square F		p
Event Type	237649.777	3	79216.592	25.253	< .001
Com LH	139.693	1	139.693	0.045	0.833
ET * Com LH	21015.444	3	7005.148	2.233	0.083
Residuals	1.782×10 ⁺⁶	568	3136.862		

Note. Type III Sum of Squares

Table 7: Sport Identity ANOVA

ANOVA - WTP

Cases	Sum of Squares	df	Mean Square	F	p
Event Type	210608.278	3	70202.759	23.425	< .001
Sport LH	51395.046	1	51395.046	17.149	< .001
ET * Sport LH	49234.112	3	16411.371	5.476	0.001
Residuals	1.702×10 ⁺⁶	568	2996.943		

Note. Type III Sum of Squares

Table 8: Sport Identity Breakdown by Event Type

Descriptives – Event Type * Sport LH

Event Type	Sport LH	N	Mean	SD	SE	Coefficient of variation
L/R Sport	H	79	77.405	52.170	5.870	0.674
	L	65	47.523	43.383	5.381	0.913
Nat Sport	H	79	111.899	73.608	8.282	0.658
	L	65	68.062	73.998	9.178	1.087
L/R Arts	H	79	51.392	45.021	5.065	0.876
	L	65	51.846	53.740	6.666	1.037
Nat Arts	H	79	38.924	46.628	5.246	1.198
	L	65	36.262	36.218	4.492	0.999

Table 9: Arts and Culture Identity Significance

ANOVA – Arts and Culture Identity

Cases	Sum of Squares	df	Mean Square	F	p
Event Type	238681.770	3	79560.590	26.277	< .001
AC LH	74417.580	1	74417.580	24.578	< .001
ET * AC LH	8696.027	3	2898.676	0.957	0.413
Residuals	1.720×10 ⁺⁶	568	3027.780		

Note. Type III Sum of Squares

Table 10: Arts and Culture Identity Breakdown by Event Type

Descriptives – Event Type * Arts and Culture Identity

ET	AC LH	N	Mean	SD	SE	Coefficient of variation
L/R Sport	H	81	74.654	56.494	6.277	0.757
	L	63	50.111	37.657	4.744	0.751
Nat Sport	H	81	96.407	81.943	9.105	0.850
	L	63	86.587	69.676	8.778	0.805
L/R Arts	H	81	63.395	52.177	5.797	0.823
	L	63	36.429	40.035	5.044	1.099
Nat Arts	H	81	50.988	48.897	5.433	0.959
	L	63	20.667	21.974	2.768	1.063

When including identity as a factor, the only one that was significant was sports identity but that was due to the interaction effect. This means that people are there wasn't any single identity that directly made a difference to WTP, but that there was a difference in WTP only when comparing sports identity to the different event types.

When comparing the sports identity and arts and culture identities, these results show that sport fans are willing to pay for sport events but also willing to pay for arts and culture events. By the arts and culture identity not being significant, it highlights how, regardless of if they have a high or low arts and culture identity, are willing to pay to attend these arts and culture events. This is an important finding from the data for event planners and for understanding the culture of events in Indianapolis going forward.

To answer research question four, a 4X2 two-way ANOVA was performed to analyze the effect of event type and QOL on WTP.

Table 11: Quality of Life Variable Significance

ANOVA - WTP					
Cases	Sum of Squares	df	Mean Square	F	p
Event Type	225733.342	3	75244.447	23.928	< .001
Global LH	9013.550	1	9013.550	2.866	0.091
ET * Global LH	7699.731	3	2566.577	0.816	0.485
Residuals	1.786×10 ⁺⁶	568	3144.682		

Note. Type III Sum of Squares

All of the QOL factors were not significant. This means that all QOL factors didn't make a significant difference in WTP between event and that no single QOL factor impacts WTP.

4.2 Discussion

Other studies have used one of these variables or just chose a specific event to test using the contingent valuation method (Johnson et al., 2001), but this study provides a starting point for more research using CVM with multiple variables to test multiple events.

Results of this study show that location and QOL were not significant factors. That means that all people look at their WTP to attend events the same way regardless of their QOL or location. This study showed that there was a significant difference between event types. This means that people are willing to pay different amounts based on the type of event. The event type with the highest amount willing to pay being for national sporting events. This study also highlighted the willingness to pay for arts and culture events regardless of their identities. Arts and culture events are attended by all. People

with sports identities are willing to pay more for sporting events when compared to other events but arts and culture events are attended by all identities no matter what identities that person has or what level.

This study continues the academic literature by using CVM with a variety of other variables. It also expands on the work regarding why a variety of event types for metropolitan areas impact tourism development (Kolb, 2006). This study also continued the literature measuring non-monetary factors and the true value of events for a city based on event type (Groothuis et al., 2004). Other work like the Groothuis & Rotthoff (2016) can be done with this study's format of CVM, WTP, and other variables to pinpoint differences in preferences between residents and tourists for anything from specific events to their preference on expanding existing sports teams. This study differed from other CVM studies since it used WTP to attend event types, not specific events (or services) such as the Bateman & Langford study (1997). While the Hoyos & Mariel (2010) study examined how other variables influenced WTP, they didn't use multiple variables at the same time as this study did. There are many other things that can be expanded on from this study either with more academic research or application of things learned to the community of Indianapolis.

Practically, this means that city organizations that are hosting events in the city of Indianapolis should be marketing to all people, not segmenting their marketing to specific groups of people. Market to all people since they all look at events the same way. It also means that city planners should continue to host arts and culture events, with these events being free or sponsored to bring cost barriers to attend even lower.

City event planners should be aware of the types of events they are bringing to the city and how that brings different people willing to pay and spend different amounts in the city. They should also continue hosting large (often sporting) events that are marketed to all people. Marketing to specific groups with strong sports identities might not increase total sales but could lead to higher price packages for those sporting events. Continuing to provide many arts and culture events at a low to no cost can lead to higher exposure and growth, skipping the barrier of payment to attend as it is lower than other events. These arts and culture events are valued, but people are willing to pay to attend.

4.3 Limitations

Some limitations for this study were that the data was all self-reported. Other limitations include the use of convenient sampling which lead to limited number of respondents, it was all limited to the Indy area (50 Miles from city center) which did not compare any other cities, and that other statistical methods could be used such as regressions or specific correlations if more data was collected.

4.4 Future Research

Some future studies could include looking into the specific impacts of identity on willingness to pay as well as how city policy/infrastructure leads to a change in willingness to pay. More specific studies comparing certain events could also be helpful using a similar model of willingness to pay with other variables as influencers. Breaking down identity factors and having more data could lead to the use of regressions that could better predict individuals' willingness to pay. More use of the level of importance as a

predicting variable could also be interesting research. Using hedonic pricing to find the level of willingness to pay could also lead to more specific results if it was applied to sporting events where there is already an average price to attend. Future studies breaking down the types of events and asking their willingness to pay to keep or have an event might lead to interesting findings rather than willingness to pay to attend like this study did. Future studies can also look at the relationship of WTP for arts and culture events and where the threshold of not wanting to pay for these events would be. This future research would highlight the difference in identity in regard to WTP for these events but also have a dollar amount as to when that willingness to pay ends or becomes too much to attend.

Chapter Five

Conclusion

This study compared different events held in Indianapolis using willingness to pay and other variables. It found that there was a significant difference between event types but not any of the other variables. This means that Indianapolis event planners should market to all people, not specific groups of people. They should also continue to bring large sporting events to Indy with continued marketing efforts to everyone to increase the overall attendance of these events by a variety of people. This study provides new knowledge regarding the differences between event types as well as how identities impact or don't impact the WTP to attend events. The city of Indianapolis should continue hosting arts and culture events as they are shown to be valued and people are willing to pay to attend regardless of the level or what identities they hold.

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