IMPACT OF EVENT QUALITY ON THE QUALITY OF LIFE OF RESIDENTS AND THE MEDIATING ROLE OF EVENT EXPERIENCE

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By

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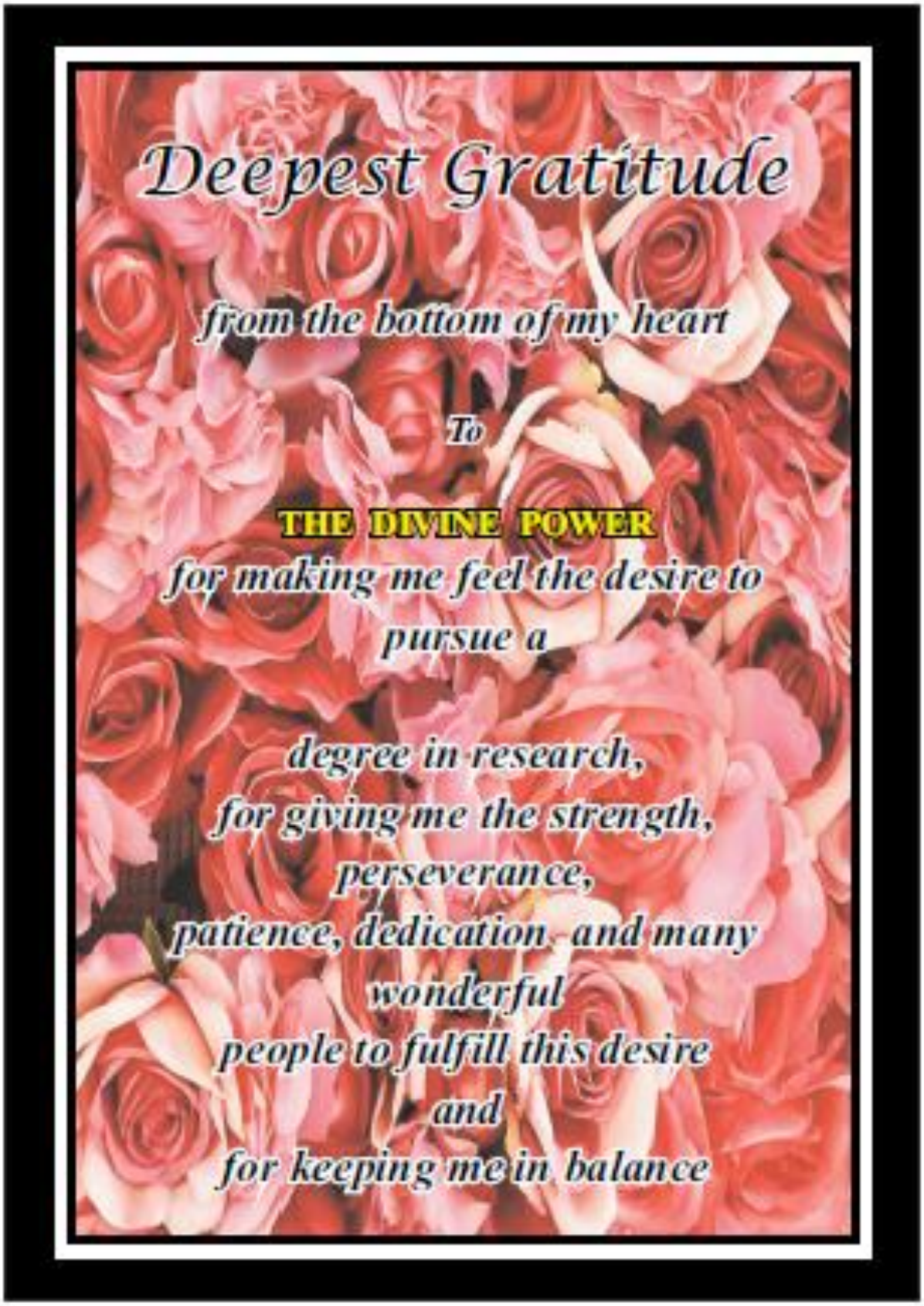
Deepest Gratitude
from the bottom of my heart
To
THE DIVINE POWER
for making me feel the desire to
pursue a
degree in research,
for giving me the strength,
perseverance,
patience, dedication and many
wonderful
people to fulfill this desire
and
for keeping me in balance

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*To **my parents**,*

***Late Mrs. Sybil** (my first teacher) and **Mr. Ferdinand Gracias** who instilled in me the values of integrity and always taught me that there is no substitute for education and hard work.*

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*To **my son**,*

Ribhav
for teaching me how to be passionate in following one's dream.

This work is a sign of my love and gratitude to you all

DECLARATION

I, Semele Jatin Sardesai, do hereby declare that this thesis titled '**Impact of Event Quality on the Quality of Life (QOL) of Residents and the Mediating Role of Event Experience'** is a record of original research work done by me under the supervision of Prof. Purva G. Hegde Desai, Professor, Goa Business School, Goa University, Taleigao, Goa.

I also declare that this dissertation or any part thereof has not been submitted by me for the award of any Degree, Diploma, Title or Recognition before.

Ms. Semele Jatin Sardesai

Date:

Place: Goa Business School

Goa University

Goa, India

CERTIFICATE

This is to certify that the Ph. D. thesis titled '**Impact of Event Quality on the Quality of Life (QOL) of Residents and the Mediating Role of Event Experience'** is an original work carried out by Ms. Semele Jatin Sardesai under my guidance, at the Goa Business School, Goa University.

This dissertation or any part thereof has not formed the basis for the award of any Degree, Diploma, Title or Recognition before.

Prof. Purva G. Hegde Desai
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Semele Jatin Sardesai

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LIST OFABBREVIATIONS

AGFI	Adjusted Goodness of Fit Index
AIFF	All India Football Federation
AMB	Ambience
AMOS	Analysis of Moment Structures
AVE	Average Variance Extracted
CAGR	Compound Annual Growth Rate
C.R.	Critical Ratio
CELE	Celebration
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
CMIN/DF	Chi-Square/Degree of Freedom
COORD	Coordination
CR	Composite Reliability
EE	Event Experience
EFA	Exploratory Factor Analysis
EMO	Emotional
EQ	Event Quality
FIFA	Federation Internationale de Football Association
GBF	Goa Bird Festival
GFI	Goodness of Fit Index
GRM	Goa River Marathon
GTDC	Goa Tourism and Development Corporation
GVBCF	Goa Vintage Bike and Car Festival
IFFI	International Film Festival
INTER	Interaction
ISL	Indian Super League
KMO	Kaiser-Meyer-Olkin
LEARN	Learning

MAT	Material
p	Probability
PHY	Physical
PRE	Preliminaries
QOL	Quality of Life
RMR	Root Mean Square Residual
RMSEA	Root Mean Square Error of Approximation
S.E.	Standard Error
SAF	Serendipity Arts Festival
SEM	Structural Equation Modeling
SPSS	Statistical Package For Social Sciences
TLI	Tucker Lewis Index
VIF	Variance Inflation Index

ABSTRACT

BACKGROUND

Events have been organised since time immemorial. Events bring people together. There are many reasons why people attend events. Spending by visitors and participants causes a rippling effect on the economy of the local community and the country at large. The local community gets an opportunity to explain or showcase their culture to the visitors and observe the culture of the visitors. These interactions enrich their experiences and add to their quality of life (QOL). The support of the local community, is very essential for sustainability of events. Governments of developing countries focus on improving the quality of life (QOL) of their citizens.

OBJECTIVES

Objective 1: To study the impact of Event Quality (EQ) on QOL of residents

a) To study the impact of dimensions of Event Quality (EQ) on QOL of residents
b) To study the impact of dimensions of Event Quality (EQ) on dimensions of QOL of residents.

Objective 2: To study the influence of Event Quality on Event Experience of residents.

a) To study the influence of Dimensions of Event Quality (EQ) on Event Experience of residents.
b) To study the influence of Dimensions of Event Quality (EQ) on dimensions of Event Experience of residents.

Objective 3: To study the influence of Event Experience on QOL of residents.

a) To study the influence of Dimensions of Event Experience on QOL of residents.
c) To study the influence of Dimensions of Event Experience on dimensions of QOL of residents.

Objective 4: To study if Event Experience explains the relation between Event Quality and QOL of residents.

Objective 5: To study if the influence of Event Experience on the relation between Event Quality and QOL of residents is different for different groups (participant, non-participant, the host city, non- host city) of residents.

RESEARCH METHODOLOGY

First an exploratory study was carried out which involved seven events of different types. The purpose of this was i) to confirm the findings from literature that Event Quality impacts the Event Experiences and QOL of the residents, and ii) to select an event for further quantitative analysis. Exploratory interviews were conducted with resident event attendees. Minimum 30 respondents were interviewed for each event. The researcher explicitly asked the residents to explain why they attended the event and to state their diverse experiences. The sports events seemed to have more impact on many dimensions of QOL, hence one international mega-sports event and one mega-national level sports event were selected for the quantitative study.

After this the quantitative study was carried out which included scale development, Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM). Different samples were taken for EFA (sample size = 247) and CFA (sample size = 256) as suggested by Hair et al. (2014) and the total sample of 503 was used for SEM.

The unit of analysis for both the studies was the resident of Goa.

Three Scales to measure Event Quality, Event Experience and QOL were developed. These three scales were validated and tested. The scales were found to be internally consistent and reliable. The convergent and discriminant validity indicated acceptable levels of the construct validity of the respective scale.

FINDINGS AND THEORETICAL CONTRIBUTION

After testing, the model affirmed the relationship between the Event Quality and QOL of residents mediated by Event Experience. Further, the revised model confirmed that participant resident/ non-participant resident moderated the mediating effect of Event Experience on the relationship between the Event Quality and Quality of Life of the resident.

The current study advocated a comprehensive model incorporating the impact of Event Quality represented by various dimensions, on QOL of residents and then narrowing it down to its dimensions. In this study, the ***Ambience*** *and* ***Preliminaries dimension*** *of EQ have a positive and significant influence on the* ***QOL*** *of residents.* ***Preliminaries*** *dimension of EQ has a positive and significant influence on the* ***Physical*** *wellbeing dimension of QOL. The Ambience* ***dimension*** *of EQ has a positive*

and significant influence on the Emotional and Material Wellbeing dimensions of QOL.

Our results support the findings of earlier researchers like Ko et al. (2011), Biscaia et al. (2013) and Tanford & Jung (2017), who found that festival attributes influence satisfaction, *as Ambience has been found to have a relationship with Event Experience as well as Quality of Life of residents.*

The current study found that all the three dimensions of Event Quality have a positive and significant influence on Event Experience at 10% significance level. This study found that **Ambience and Preliminaries dimensions** of EQ have a positive and significant influence on **Celebration** dimension of Event Experience. **The Coordination** dimension of EQ has a positive and significant influence on the **Learning** and **Interaction** dimension of Event Experience.

With respect to dimensions of Event Experience, it was found that t**he Interaction** dimension of Event Experience has a positive and significant influence on **Emotional** Wellbeing and **Material** Wellbeing dimensions of QOL. The **Celebration** dimension of Event Experience has a positive and significant influence on the **Emotional** Wellbeing dimension of QOL. MacIntosh & Parent (2017) found that interaction experience is important for an athlete's satisfaction. *We have found similar findings for residents.*

This study examined the mediating effect of Event Experience on the relationship between Event Quality and QOL of residents and found that Event Experience explains the relationship to some extent. Chou et al. (2018) found festivalscapes influences local residents' subjective well being through attendee-to-attendee social interaction. *This research is an extension of this finding of Chou et al. (2018) as it includes performance of dimensions of event beyond festivalscape and we have tested all the experience including interaction as well.*

This study used the Bottom-up Spillover Theory in the context of explaining the impact of events on the QOL of residents. The theory says that even small experiences add to individual life domains which together influence overall QOL (life satisfaction). *The model, when tested empirically, throws light on the dimensions of events that impact the specific domains of QOL and the overall QOL by demonstrating which dimensions of EQ enhance different experiences and which experiences lead to enhancing QOL.*

The results of this study reveal that being a participant or non- participant resident moderates the mediating effect of Event Experience on the relation between EQ and QOL of residents. Results show that Event Experience explains (mediates) the relationship between EQ and QOL for participant residents and does not explain (no mediation) the relationship between EQ and QOL for non-participant residents.

The results of this study reveal that being a host city or non-host city resident does not moderate the mediating effect of Event Experience on the relation between EQ and QOL of residents. According to Ritchie et al. (2009) and Karadakis & Kaplanidou (2012) the spill-over effects of mega-events can benefit peripheral communities. *This could be because Goa is a small state, area-wise, and the distance between the host city and non-host cities of Goa is not large. Hence the impact of an event can be felt equally in most cities. Slabbert & Thomas (2011) found that the spill-over effects of mega-events can benefit peripheral communities and it seems that even though non-host communities are not directly part of the event, they are also positive towards hosting of mega-events.*

MANAGERIAL IMPLICATIONS

*The findings of this study, will help event managers to understand which dimensions of events are more important as compared to the other dimensions so that they can pay attention to these dimensions while planning the event. From the findings of this study, event organisers can focus on those experiences impacting QOL of residents to a greater extent, thus creating better experiences for the residents.*The findings of this study show that attending events (participant resident) can improve the QOL of residents. *This finding could also be presented so as to improve the attendance at events.* This study finds that there is no difference in the impact of Event Quality on QOL between the host city and non-host city residents. *Hence, it conveys to the government as well as private organisers of events that Event Quality impacts the QOL of not only the host city residents but also that of residents of peripheral areas implying that the impact is on a larger territory and not only on the city where the event is being held.*

LIMITATIONS:

As only sports events were studied, caution is required before generalising the results across other types of events. e.g. in this study, Learning experience has been found to have no impact on the QOL of resident but in other types of events. Learning experience could impact the QOL of the resident.

DIRECTION FOR FURTHER RESEARCH

.Our model has residents as a focal group of research. However, the model could be extrapolated to the other stakeholders too, for identification of their particular interests. Commonalities and differences between groups could also be investigated. This could further enhance the utility of the proposed model and serve to propose a broader research agenda. This research focused on participant/non-participant and host city/ non-host city residents. *This model could be further tested for combinations like participant host city/ non-participant host city and participant non-host city/ non-participant non-host city residents.*

Key words : Event Quality; QOL, Event Experience, participant/non-participant resident; host city/ non- host city resident

CHAPTER 1
INTRODUCTION

Events have been organised since time immemorial. They have been an essential part of society for thousands of years, from political assemblies to sports competitions, music festivals, feasts, and religious celebrations. The ancient Olympic Games, which were held in Olympia, Greece, from the 8th century BC to the 4th century AD, Hajj- the Islamic pilgrimage to Mecca, Saudi Arabia, the holiest city for Muslims, the Sterling Renaissance Festival, usually celebrated in the first weekend of July at Warwick in Orange County, dating back to 1585 are proof that events are not recent in society.

1.1 BACKGROUND :

According to Roy & Deshmukh (2019), the global events industry size was valued at $1,100 billion in 2018 and is expected to grow at a Compound Annual Growth Rate (CAGR) of 10.3% to reach $2,330 billion by 2026. According to them, events refer to the public gathering at a determined time and place, and the most popular events include conference & exhibition, corporate events & seminars, promotion & fundraising, music & art performance, sports, festival, trade shows, and product launch.

India hosted the Asian Games in 1982 and the Commonwealth Heads of Government Meeting (CHOGM) (biennial summit meeting of the defacto leaders from all Commonwealth nations) in 1983. The boom of the event management industry in India began in the 1990s with the opening up of the economy and took off around the beginning of 2002; since then, it has been growing at a rate of 16% Compound Annual Growth Rate (CAGR) and is poised to grow at 20% during the coming years (Shah, 2008). According to Laghate (2017), the events industry in India will cross 10,000 crore mark by 2020-21; and the event industry, which was at Rs 5,631 crore in 2016-17 overall, has been growing at a 16% CAGR. He further opined that the vital growth drivers of event management in India are digital activation, sports leagues, rural expansion, and increased government marketing initiatives.

Events bring people together. Some of the reasons why people attend events are to participate in the competition, to learn something new, to meet other people having

similar interests, to watch the competitions, to be with friends and family, to travel to the event, to be a part of history, to escape from the daily routine, and so on. Events promote the destination to the visitors and through them to the world at large. Spending by visitors and participants causes a rippling effect on the economy of the local community and the country at large. When an event is organised, the youth from the local community get an opportunity to be volunteers, and the people get an opportunity to interact with the visitors, participants, and other attendees. The local community gets an opportunity to explain or showcase their culture to the visitors and observe the culture of the visitors. These interactions enrich their experiences and add to their quality of life (QOL). Governments of developing countries focus on improving the quality of life (QOL) of their citizens.

1.1.1 Events

Getz (1997) defined events as 'temporary occurrences, either planned or unplanned'. He further referred to a special event as: 'one-time or infrequently occurring event outside a normal program".

Events have dual impacts, i.e. both positive impacts (infrastructure development, exchange of cultures, business opportunities for the local community, etc.) and negative impacts (crowding, garbage generation, inconvenience to locals during the event, etc.), which influence various domains of life of the residents. Small et al. (2005) says that because of the dual nature of the impact and popularity of festivals and special events, many researchers have added to the body of knowledge of 'the impacts of festivals and events on the host community'.

1.1.1.1 Typology

According to Getz (2008) events can be classified according to i) Their purpose ii) functionality and iii) place of attachment

Their purpose such as i) Cultural celebrations (festivals, carnivals, commemoration, and religious events) ii) Political and State (summits, royal occasion, political events, VIP visits) iii) Arts and Entertainment (concerts, and award ceremonies) iv) Business and Trade (meetings, conventions, consumer and trade shows, fairs and markets) v) Educational and Scientific (conferences, seminars, clinics) vi) Sports Competition

(amateur/professional, spectator/participant, recreational) vii) Private events (weddings, parties, socials).

Functionality such as i) Local event (periodic and tourist demand is low) ii) Regional event (periodic and tourist demand is medium) iii) Hallmark event (periodic and tourist demand is high) iv) Mega event (Occasional and tourist demand is high)

Place of attachment such as i) Mega (typically global in their orientation and require a competitive bid to 'win' them as a one-time event for a particular place) ii) Hallmark (cannot exist independently of their host community) iii) Local or Regional event (are by definition rooted in one place and appeal mostly to residents).

1.1.2 Quality of Life

Forward (2003) put forth that QOL is a construct with many dimensions reflecting individual values, thus showing how well personal needs are satisfied in various life domains. He posits that there are three dimensions of QOL – physical, psychical, and social. He quoted Aristotle (384-322 BC) who wrote about 'the good life' and 'living well' and how it can be nurtured by public policy. William Ogburn (1933) is credited with the linking of social indicators and QOL as in Forward (2003). Snoek (2000) states that the books '*The Affluent Society'(1958) and 'The Industrial State'*(1967) *written by* John Galbraith were major milestones as he criticized the economic ideology of industrial expansion, stating "What counts is not the quantity of our goods but the quality of life". Thus, QOL began to be discussed with a wide range of parameters with emphasis on the perceptions of individuals.

Diener et al. (1999) say that QOL research has two perspectives: objective and subjective. The objective perspective focuses on external conditions that contribute to QOL, such as income levels, housing quality, friendship networks, and access to health services. The subjective QOL refers to individuals' internal judgments of the quality of their overall lives and/or specific life domains (e.g. satisfaction with friends, family, school experiences) (Diener et al., 1999). World Health Organization (1997) defines QOL as "individuals' perception of their position in life in the context of culture and value systems in which they live and in relation to their goals, expectations, standards, and concerns. Andereck & Nyaupane (2011) say that it is difficult to define QOL since it is an experience that is subjective and depends on the perceptions of individuals. Carneiro & Eusebio (2011) concisely summarises QOL as

"the satisfaction perceived by individuals with several domains of their life, considering their needs and expectations".

1.1.3 Mediating Role of Experiences

Getz (2010) believes that event experience and the meanings assigned to it is the central aspect of event studies. Manthiou et al. (2014) opine that experience is the main benefit or value that event attendees can get from events. Pine II & Gilmore (2014) say that "Experiences are memorable and that no two people can have the same experience". According to Liburd & Derkzen (2009), new compelling life experiences can change QOL as a level of life satisfaction leading to an intensified feeling of satisfaction or positive energy. Thus every experience may add to some domain of life satisfaction and collectively influences the QOL of residents. The Bottom-up Spillover Theory can explain this.

1.1.3.1 Types of Experiences

Packer & Bellantyne (2011) have identified and explained four experiences, experienced by event attendees, namely, core content experience, festival experience, social experience, and separation experience. Pine & Gilmore(1999) have explained four realms of experience as Entertainment, Education, Escape and Estheticism

Hence, this study posits that the role of experiences could be paramount in the subjective assessments of events. This research seeks to highlight the mediating role of experiences in the overall impact on QOL, using Spillover theory.

1.1.4 Background Theory - Bottom-up Spillover Theory

According to Sirgy et al. (2010), Bottom-up Spillover Theory states that life satisfaction is functionally related to satisfaction with all of life's domains and subdomains (e.g. satisfaction with community, health, etc.). Life satisfaction is on top of an attitude (or satisfaction) hierarchy, as impacted by satisfaction with a particular life domain (e.g. social life), which in turn is influenced by lower levels of life concerns within that domain (e.g. satisfaction with social events). The Bottom-up Spillover Theory thus explains the significance of experiences and their built-up impact on life domains which affects the overall life satisfaction and QOL.

1.1.5 Stakeholders

Freeman(1984) defined a Stakeholder as "any group or individual who can affect or is affected by the achievement of the organisation's objectives and by this has either the power to affect the firm's performance and/or has a stake in the firm's performance". Reid and Arcodia (2002) explored the roles of stakeholders in event management by developing the Event Stakeholder Model and categorising the stakeholders as those that were either primary or secondary. Accordingly, the employees, volunteers, sponsors, and participants are primary stakeholders, and governments, host communities, emergency services, industry, the media, and tourism organizations are secondary stakeholders of events.

1.1.6 Role of Residents/Local Community

Fredline and Faulkner (1998) examined the perceptions of local residents of the Gold Coast Indy event. They found that, although there is overwhelming support for the event among the resident population irrespective of their exposure to its impacts, negative impacts are nevertheless recognised. The support of residents is essential as they can be critical stakeholders in mega sports event planning (Sautter & Leisen 1999). Zyl and Botha (2004) acknowledged the importance of local residents in the host community and the contribution they make to the sustainability of a festival in the future. Reid (2008) says that events have a range of consequences for residents (host community), and there is a need to identify these consequences. Residents provide volunteer services, create the local event atmosphere, and interact directly with consumers of such events, namely spectators, athletes, and other event stakeholders (Jones 2001). Such interaction can directly or indirectly affect their quality of life (QOL) (Kaplanidou et al., 2013). Small et al. (2005) says that "host community dissatisfaction threatens the event's long-term success even if the event is economically viable. *This research selected 'residents' as the unit of analyses as they were long term stakeholders of the events, and their support is essential for the success of the event.* Gursoy et al. (2015) investigated the relationships between residents' attachment and their emotions, both 'positive and negative', towards the World Cup and their support for the event and found that there was a direct relationship. Thus it can be seen that the study on residents or local community is of utmost importance.

1.2 OPERATIONAL DEFINITIONS:

1. **EVENT** is defined as a unique one-time or infrequent, temporary occurrences at a specific place during a particular interval of time which attracts tourists and residents Getz (1997).
2. **EVENT QUALITY** is an assessment of how well the performance of dimensions of event, is rated by the residents.
3. **QOL** is defined as the satisfaction perceived by individuals with several domains of their life, considering their needs and expectations Carneiro & Eusebio (2011).
4. **EVENT EXPERIENCE** is the process of getting new knowledge or a new skill or enhanced self-confidence and self-image from doing, seeing, or feeling things. For an experience to be truly effective, it should offer the prospect of transformation.
5. **PARTICIPANT RESIDENTS**: Residents who attend the event live and residents who are service providers for the event (volunteers, local sponsors, stalls, decoration, Sound system, food, entertainment, conveyance, provide stay to visitors) are participant residents.
6. **NON- PARTICIPANT RESIDENTS**: Residents who do not visit the venue, residents who are not directly involved with the event, and residents who are not attendees are non-participant residents.
7. **HOST CITY RESIDENT-** Residents living in the city where the event is being held are called host city residents.
8. **NON-HOST CITY RESIDENTS -** Residents who reside in cities other than where the event is being held are called non-host city residents.

1.3 SIGNIFICANCE OF THE STUDY

According to Lade and Jackson (2004), the three key contributing factors for a successful event considered by researchers are (i) community involvement and support, (ii) management and planning functions, and (iii) marketing strategies. Reid (2008) asserts that events have contributed to a sense of community, community pride, and spirit within-host destinations, thus improving the QOL of residents. Events affect both the tourists and the local community in various domains of their life (Kim et al., 2010; Uysal et al., 2016). Ouyang, Gursoy, and Chen (2019) say that when the

local community, interacts with other stakeholders during the event, it affects their lives and thus, changes the way they evaluate their QOL.

The spending on events by Government and event management companies is on the rise (Yeoman, 2013). Goa in India is a tourism-oriented state. Tourism is a major industry in Goa, and many events are organised to attract tourists, eg. The Grape Escapade (Wine Festival), the Goa Food and Cultural Festival, the GITM (Goa International Travel Mart), Sunburn (music festival), the IFFI (International Film Festival of India). This study is relevant to the state of Goa as it can help in the organisation of events for the promotion of tourism in Goa.

Sautter and Leisen(1999) say that the support of residents is vital as they can be critical stakeholders in event planning. Zyl and Botha (2004) acknowledged the importance of local residents in the host community and the contribution they make to the sustainability of a festival in the future. Events give different experiences to the residents, which affect their QOL. This study is essential to the organisers of events as events help to create memorable experiences for the residents and win their support.

Organisation and Management of the entire event are significant from the Cost-benefit point of view for using scarce resources to obtain maximum benefit. This research studies 'Event Quality' by splitting it into its dimensions: Ambience, Preliminaries, and Coordination. These dimensions consist of variables. Ambience dimension consists of i) Crowd management at the event site ii) Beautification and decor of the place iii) Cultural programs for the spectators during two games iv) Quality of food at the event. Preliminaries dimension consists of i) meetings between organisers and volunteers for the event, ii) up-gradation of football stadiums, iii) the registration process of the event and iv) information about the event in newspapers. Coordination dimension consists of i) ability to provide part-time jobs. ii) Information about players of the participating teams iii) Entertainment programs for the spectators during the interval of the game iv) The layout of the event site. This study helps to know which aspect of Event Quality must be focussed on so that events can be organised in a better way considering all aspects to give better experience.

Events have been studied more for their economic impacts. This study focuses on QOL, which goes beyond the economic aspect. Hence, this study contributes towards which aspects of Event, impacts which aspects of QOL.

This research further studied residents by making categories. Findings were that participant residents were more benefitted from these events. Thus, this study can encourage more participation of residents in events.

1.4: RESEARCH GAP:

Deery & Jago (2010) opine that researchers in the past have identified and described the specific impacts of events but have not gone to the next stage of examining the consequences of these impacts and whether there are correlations between the specific impacts. Thus, an examination of the consequences and the relationships between these impacts need to be studied. Cole & Chancellor (2009) say that unique experiences are generated by special events, and research efforts have been focused on offering attendees satisfactory experiences. Very little research is done on Event Experience (Morgan M., 2007) hence more needs to be done in this area. Liburd and Derkzen (2009) say that new experiences might lead to an intensified feeling of satisfaction in life. This means that the experience which events generate can affect the QOL of residents. A study needs to be done on this aspect. Voon et al. (2014) suggest that Emotional Experience mediates the relationship between Sports Service Quality and User Satisfaction. It can be seen that only Emotional Experience has been studied as a mediator; however, this study looks at experience more holistically considering various types of experience. Chen (2011) says that when a resident takes part in an event and experiences, what tourists experience, he/she becomes an ‘event attendee’ and these events are seen differently by such residents as compared to the events where the resident is not involved directly. We need to study different types of residents like participant resident/ non-participant resident, host city resident/non-host city resident.

1.5: OBJECTIVES OF THE STUDY:

Objective 1: To study the impact of Event Quality (EQ) on QOL of residents.

a) To study the impact of dimensions of Event Quality (EQ) on QOL of residents.

b) To study the impact of dimensions of Event Quality (EQ) on dimensions of QOL of residents.

Objective 2: To study the influence of Event Quality (EQ) on Event Experience of residents.

a) To study the influence of dimensions of Event Quality (EQ) on Event Experience of residents.

b) To study the influence of dimensions of Event Quality (EQ) on dimensions of Event Experience of residents.

Objective 3: To study the influence of Event Experience on QOL of residents.

a) To study the influence of dimensions of Event Experience on QOL of residents.

b) To study the influence of dimensions of Event Experience on dimensions of QOL of residents.

Objective 4: To study if Event Experience explains the relation between Event Quality and QOL of residents.

Objective 5: To study if the influence of Event Experience on the relation between Event Quality and QOL of residents is different for different groups (participant, non-participant, the host city, non- host city) of residents.

RESEARCH QUESTIONS:

1. Does Event Quality impact the QOL of residents?
2. Do dimensions of Event Quality vary in their impact on QOL of residents?
3. Do dimensions of Event Quality vary in their impact on dimensions of QOL of residents?
4. Does Event Quality influence the Experience of residents?

5. Do dimensions of Event Quality influence the Experience of residents?
6. Do dimensions of Event Quality influence the dimensions of the experience of residents?
7. Does Event Experience impact QOL of residents?
8. Do Dimensions of Event Experience vary in their impact on QOL of residents?
9. Do Dimensions of Event Experience vary in their impact on dimensions of QOL of residents?
10. Does Event Experience MEDIATE the relationship between Event Quality and QOL of residents?
11. Does 'Type of resident', influence the mediating role of experience on the relationship between Event Quality and QOL of residents?
12. Does being a participant/ non-participant resident, moderate the mediating role of Event Experiences on the relationship between Event Quality and QOL of residents.
13. Does being host city/ non-host city resident, moderate the mediating role of Event Experiences on the relationship between Event Quality and QOL of residents

1.6: RESEARCH METHODOLOGY:

The design of this research is in two stages to achieve the objectives of the research. Section 1 presents case studies. Section 2 describes the quantitative methodology used for devising the instrument and testing of hypothesis based on the proposed conceptual model.

Section 1: Case studies were done on seven different events in Goa, which included two sports events, a bird festival, a food and wine festival, a motor festival, a music festival and an art and cultural festival. The sports event seemed to have more impact on many dimensions of QOL. Since a Mega sports event, U-17 MEN'S FIFA WORLD CUP 2017 was happening in Goa, and football being the popular sport of Goa, this event and THE INDIAN SUPER LEAGUE 2017-18 were selected for this study.

Section 2: The data for the quantitative study were collected through questionnaires. The form was administered at the venue during the interval where the event was being

held and the main cities of Goa, ie. Margao, Vasco, Panjim, Mapusa, and Ponda. Convenience sampling was used. The form was administered to whoever was a resident of Goa and was willing to fill the form. Data was collected in two stages i) one set for the Exploratory Factor Analysis (EFA) and ii) the second set for the Confirmatory Factor Analysis (CFA) (Hair et al., 2014)

Sample 1 (Event- U17 MEN's FIFA WORLD CUP 2017) - A total of 341 questionnaires were collected. The survey period was from the 7th of October to the 7th of November 2017. After data cleaning and removing unengaged respondents, only 247 were found useable. These were used for Exploratory Factor Analysis

Sample 2 (Event- INDIAN SUPER LEAGUE 2017-18) – A total of 290 questionnaires were collected from October 2017 to April 2018. After data cleaning, only 256 were found useable. These were used for Confirmatory Factor Analysis.

The total sample of 503 was used for data analysis using Structural Equation Modeling (SEM). The questionnaires were administered personally to the respondents, at the venue, in colleges, at their workplaces, and their homes.

The EFA was done using IBM SPSS Statistics Version 22 software, and the CFA and SEM were implemented using IBM SPSS AMOS Version 22.

1.7 SCOPE OF THE STUDY

This study was carried out in the state of Goa, India. Goa is a host to many types of events. At the exploratory stage, case studies were done on the following events in Goa,

1. The Goa River Marathon 2015 (Sports event)
2. Sunburn 2015 (Music festival)
3. The Grape Escapade 2016 (Wine and food festival)
4. The Goa Vintage Bike and Car festival 2016 (Motor festival)
5. The Indian Super League 2016 (Sports festival)
6. The Goa Bird festival 2016 (Bird festival)
7. The Serendipity Arts Festival 2016 (Arts festival)

The sports event seemed to have more impact on many dimensions of QOL. The sports events thus showed an enormous potential to impact the QOL of residents. In the state of Goa in India, which is a tourism dominated state, sports events are attracting tourists and are popular among both the stakeholders viz. tourists and residents. Hence, this research preferred two sports events viz. the U-17 FIFA Men's

World Cup 2017 and The Indian Super League 2017-18 to examine the relationship between events and QOL of residents. Because of the Portuguese influence (Goa was a Portuguese colony for 400 years), people of Goa are known for their passion for football, and they understand the game very well. This background facilitated the researcher to conduct this research in Goa. Quantitative studies were done with these two selected events.

For an event to be successful, the support of the local community, i.e. residents is very important, hence this study was conducted on the residents of Goa. Both events were held at Jawaharlal Nehru Stadium, Fatorda, Margao. Hence Margao was considered as the host-city, and places other than Margao were considered as the non-host city. Residents who watched the games live at the Jawaharlal Nehru Stadium were considered as participants, and those who did not watch the games live at the stadium were considered non-participant residents.

Selection of sample size:

The population of Goa is about 15 lacs. The sample size was 503 residents of Goa where football is the official State game and is very popular and hence very important to residents. Of the total sample size, 331were participant residents, and 172 were non-participant residents; 205 were host city residents, and 298 were non-host city residents.

1.8 LIMITATIONS: Since this research has taken only sports events for study purpose, caution is needed while generalising the results to all events.

1.9 MANAGERIAL IMPLICATION

The study will have managerial implications for both the government and private organisers of events. The resources can be channelized as per the QOL preferences of residents according to the benefits received by them. Government policies can be made to support events that are desirable or modify the celebrations to maximize benefits. The organizers can concentrate on the creation of life-impacting experiences to residents through the organisation of events, which could have a deeper impact on their QOL. The dimensions or activities could be planned based on the findings of empirical studies based on our model. This could win much needed local support for

the continued event organization. It would also elevate residents' QOL, leading to a win-win situation for organizers and residents.

1.10: ORGANIZATION OF THESIS:

Chapter 1: Introduction – this includes the background of the research, the significance of the research, the research gap, the scope of the research, the objectives of the study, the research questions, overview of the methodology, theoretical contribution, and organisation of the thesis.

Chapter 2: Review of Literature - presents an overview of the relevant literature in the area of Event Quality, Quality of Life, and Event Experience. It also indicates the research gap identified through the review.

Chapter 3: Research Methodology - provides the details of the research methodology followed in the study. It is explained for Qualitative study and Quantitative separately in two sections. The Quantitative Section explains the unit of analysis and sampling, scale development, validation of measurement models, testing for common method bias, SEM, data collection procedure, data collection tools and data analysis procedure.

Chapter 4: Analysis of Data and Results – presents the results of the quantitative study based on statistical tests, followed by an interpretation of results.

Chapter 5: Findings, Contribution, Managerial Implications, and Further Research Areas- this shows the theoretical contribution made by this study to the body of knowledge in the area of Event Quality, Quality of Life, and Event Experience. This chapter also enlists the managerial implications, the limitations of the study, and the scope for further research.

CHAPTER 2

LITERATURE REVIEW, RESEARCH QUESTIONS AND HYPOTHESES

The flow of this chapter has been presented as follows:

2.1 EVENT QUALITY

2.1.1 Event

Early research on events began by assessing the economic impact of events and thereafter progressed to explore social, cultural, and environmental/natural impacts (Chen, 2011). Getz (2008) says that the most noticeable research theme to emerge is how residents perceive the impact of events on the community itself. Moscardo (2007) says that academic literature in tourism, has been ruled by four main topics viz. i) measuring the economic impacts of festivals and events, ii) analysis of attendee or audience profiles and characteristics, iii) scrutiny of the management of actual events and iv) describing the array of both positive and negative impacts of festivals and events as perceived by residents.

Reid (2008) asserts that events have contributed to a sense of community, community pride, and spirit within-host destinations, thus improving the QOL of residents. Events affect both the tourists and the local community in various domains of their life (Kim et al., 2010; Uysal et al., 2016). Ouyang, Gursoy, and Chen (2019) say that when the local community, interacts with other stakeholders during the event, it affects their lives and thus, changes the way they evaluate their QOL. Hence, the spending on events by Government and event management companies is on the rise (Yeoman, 2013). However, Andereck and Nyaupane (2011) have stated that few studies have directly investigated residents' perceptions of the impact that tourism has on their quality of life (QOL). According to Lade and Jackson (2004), the three key contributing factors for a successful event considered by researchers are (i) community involvement and support, (ii) management and planning functions, and (iii) marketing strategies. Thus, while hosting events, organisers should account for the benefit of the residents, as improving the QOL of the residents is the ultimate goal of tourism development policies. This study attempts to investigate the impact of

events including their dimensions on the quality of life of residents, and proposes a comprehensive model for further research.

2.1.1.1 History of research in events :

2.1.1.1.1 Evolution of research studies in Events

As can be seen from Table 2.1, the research on events started with assessing only the economic impact on events and thereafter progressed to study why people attend events and assessing other impacts like social, cultural, and environmental/natural impacts of tourism events. It further progressed to study residents' perceptions of the impacts on events. The evolution of research studies in events is shown in the table below:

Table 2.1: Evolution of research studies in Events

YEAR	RESEARCH STUDIES ON EVENTS
The 1970s and 1980s	Assessing the economic impact of events (Chen, 2011)
The 1990s	understanding why people attend and travel to festivals and events (Chen, 2011)
The 2000s	-More balance in event impact research as studies included assessing the environmental, economic, social/cultural impacts of tourism events (Chen, 2011). -The most noticeable research theme to emerge is how residents perceive the impact of these events on the community itself (Getz, 2008).

Source: Compiled by the researcher

Researchers in the past, such as Fredline et al. (2003), Gursoy et al. (2004), Fredline et al. (2005), Wood (2005), Small et al. (2005), Jackson (2008), Deery & Jago (2010), Mair & Whitford (2013) and Winkle & Woosnam (2014)have done the following studies which can be classified as **research on impacts of festivals/special events** as shown in Table 2.2

Similarly researchers such as Gursoy & Kendall (2006), Ritchie et al. (2009), Zhou & Ap (2009), Karadakis & Kaplanidou (2012), Pranic´et al. (2012), Kaplanidou et al. (2013), Gursoy et al. (2015) have done the following studies which can be classified as **research on mega-events** as shown in Table 2.3.

Researchers such as Alves et al. (2010), Hallmann et al. (2010), Kruger et al. (2013), Okech (2011), Chen (2011), Yolal et al. (2012) and Kim et al. (2010) have done the following studies which can be classified as **research on other events** as shown in Table 2.4.

2.1.1.1.2 Previous research on the impact of festivals/special events

Definition: festivals/special events are defined as "themed public occasions designed to occur for a limited duration that celebrates valued aspects of a community's way of life" Douglas et al. (2001) as in Small et al. (2005).

Table 2.2: Previous research on impacts of festivals/special events

Sr. No.	Researcher	Objectives	Findings
i.	Fredline et al. (2003)	This paper aimed to test and validate an instrument that can be used to compare the social impacts of a variety of events.	The Development of a Generic Scale to Measure the Social Impacts of Events
ii.	Gursoy et al. (2004)	The objective of this paper was to develop an instrument to measure the festival and special event organizer's perceptions of the **impacts of festivals** and special events on local communities.	The results indicated that the organizers' perceptions of the **socio-economic impacts** of festivals and special events have four dimensions: community cohesiveness; economic benefits; social incentives, and social costs. Results suggested that the proposed instrument had acceptable validity and reliability scores
iii.	Fredline et al. (2005)	The objectives of this paper are: 1. To develop and refine the methods for evaluating the various types of event impact 2. To investigate suitable techniques for synthesising these assessments into an overall evaluation of the value of an event	This paper outlined a proposed method for evaluating key performance indicators of events in the economic, environmental, and social domains. It suggested a technique for examining these domains holistically by utilising a framework that allowed consideration of the inevitable tradeoffs between positive and negative impacts within and between the different domains.
iv.	Wood (2005)	This article described the importance of measuring the impacts of local events held by local authorities.	An evaluation of the methods, after conducting the case study, indicated that the techniques used produced robust data that was valuable in planning future events and in securing funding.
v.	Small et al. (2005)	The objective of this paper was to bring out the	The research paper piloted a tool, the Social Impact

		importance of understanding community perceptions of **socio-cultural impacts** that may arise from the staging of festivals and events and developing a Social Impact Evaluation (SIE) framework suitable for the holistic evaluation of socio-cultural impacts of festivals and events.	Perception (SIP) scale that was created to measure community perceptions of socio-cultural impacts that may arise from the staging of a small community festival.
vi.	Jackson (2008)	The objective of this research was to explore the resident's perceptions of special event tourism at a destination. The study also examined dimensions of community life that were impacted or curtailed as a result of event tourism	Residents are generally in favour of events that contribute socially and economically to the destination. They are, however, not ambivalent to some of the negative impacts, but are ready to cope with the negative impacts as long as the perceived benefits exceed the negative impacts.
vii.	Deery & Jago (2010)	The research focusing on the **social impacts of events** on communities reached a level of critical mass, and this paper aimed to synthesize the literature, including the research methods used and analytical techniques that have been employed to provide a platform for future research in this important area.	After reviewing the social impact literature, the paper inferred that one **negative social impact**, in particular, has the potential to undermine the key positive impacts that events can deliver for a host community. This impact, which is collectively known as anti-social behaviour (ASB) incorporates behaviour such as drunken, rowdy and potentially life and property threatening behaviour
viii.	Mair & Whitford (2013)	The purpose of this paper is to identify and **examine emerging trends in event** and festival research and also in the themes and topics being studied in this area	The results of this research revealed that events experts feel that several areas have been comprehensively researched and thus, further research is unlikely to provide any new information. These include definitions and types of events, and events logistics and staging. Directions for future events and festivals research include the **need for studies on the socio-cultural and environmental impacts of events** along with a better understanding of the relationship between events and public policy agendas. This research has also highlighted a lack of research in the area of Indigenous events.

ix.	Winkle & Woosnam (2014)	The purpose of this paper was to examine the relationship between psychological sense of community (SoC) and perceived **social impacts** of festival events	Results revealed a relation between two dimensions of the Brief Sense of Community Scale (BSCS), needs fulfilment and influence, and how impacts are perceived. Specifically, **needs fulfilment was positively related to social benefits and individual benefits. Needs fulfilment was negatively related to social costs.** Influence related to impacts in the same manner.

Source: Compiled by the researcher

Table 2.2 shows the **previous research on the impacts of festivals/special events.** Fredline et al. (2003) developed a generic scale to measure the social impacts of events, Gursoy et al. (2004) studied the organiser's perception of the impact of festival's and special event's on local communities and found that their perception had four dimensions: community cohesiveness, economic benefits, social incentives, and social costs. Fredline et al. (2005) proposed a method for evaluating key performance indicators of events in economic, social, and environmental domains. Wood (2005) described the importance of measuring the impacts of local events held by local authorities. Small et al. (2005) proposed a tool to measure the socio-cultural impacts of a small community festival. Jackson (2008) explored the resident's perception of special event tourism at a destination and examined the dimensions of community life that were impacted by event tourism. Deery and Jago (2010) summarised the literature, research methods used and analytical techniques on the social impacts of events on communities studied by researchers in the past and inferred that one negative social impact in particular which is collectively known as anti-social behaviour (drunken, rowdy and, life and property threatening behaviour) has the potential to undermine the key positive impacts that events can deliver for a host community. Mair and Whitford (2013) identified and examined emerging trends in event and festival research and also on the themes and topics being studied in this area and highlighted a lack of research in the area of indigenous events. Winkle and Woosnam (2014) examined the relationship between the psychological sense of community and the perceived social impacts of festival events. *Table 2.2 shows that studies have been done mainly on socio-cultural impacts and socio-economic events;*

very few studies have been done on environmental and other impacts. Hence, a study is required on all types of impacts.

2.1.1.1.3 Previous research on mega-events

Definitions:

1. Horne & Manzenreiter (2006) say that mega-events have two main features: i) they are supposed to have important consequences for the host city, region, or nation in which they occur, and ii) they attract considerable media coverage.
2. According to Getz (2008), mega-events are **"**typically global in their orientation and require a competitive bid to 'win' them as a one-time event for a particular place".

TABLE 2.3: Previous research on mega-events

Sr. No.	Researcher	Objectives	Findings
i.	Gursoy & Kendall (2006)	The purpose of this paper was to develop and test a structural model to assess key factors on **residents' perceptions** of the impacts of the 2002 Winter Olympics as a mega tourism event and how these perceptions affect their support	The findings were as follows: Community backing for mega-events is affected directly and/or indirectly by five determinants of support- the level of community concern, ecocentric values, community attachment, perceived benefits, and perceived costs. There are interactions between cost and benefit factors, and **support relies heavily on perceived benefits rather than costs**.
ii.	Ritchie et al. (2009)	The purpose of this paper was to develop a deeper understanding of the social dimension of Olympic tourism development, by exploring **resident perceptions** of the London 2012 Olympic and Paralympic Games within the two respective communities of Weymouth and Portland in England	The findings were that, generally, residents were supportive of hosting the event in the local area but were concerned over **perceived traffic congestions, parking issues and a potential increase in the cost of living**
iii.	Zhou & Ap (2009)	The purpose of this paper was to identify and examine the **host residents' perceptions** towards a mega event, the	It was found that the majority of respondents perceived the impacts of the 2008 games very positively, particularly for those related to the social-

		Beijing 2008 Olympic Games, and its impacts.	psychological, urban development, and economic development factors. Residents' perceptions towards some social life impacts (e.g. overcrowding, higher prices) were mixed.
iv.	Karadakis & Kaplanidou (2012)	The purpose of this paper was to examine **host and non-host residents' legacy perceptions** of the Olympic Games utilizing Social Exchange Theory. The importance and legacy outcome evaluation relative to residents' QoL six month prior, during and six months after the 2010 Vancouver Olympic Games were evaluated	Results revealed environmental legacies as the most important across cities and overtime, followed by economic and socio-cultural legacies. During the event and six months after the event, residents in both cities and over time evaluated tourism, socio-cultural, and psychological legacies as satisfactory, while expected economic legacies were not satisfactory.
v.	Pranic´et al. (2012)	The purpose of this paper was to empirically investigate **residents' perceptions** of social impacts from co-hosting the 2009 World Men's Handball Championship (WMHC09) in a small Croatian city – Split – in response to the need for social impacts research at a variety of sport tourism events and locations. Additional analysis was performed on several **socio-demographic factors** that may affect the magnitude of residents' perceptions.	Overall, respondents perceived the social impacts of co-hosting WMHC09 as mostly positive. However, the majority of respondents believed that the public monies spent on a new arena construction should have been allocated to construct facilities for which there is a greater public need (healthcare centres, schools, etc.). Variations in respondents' perceptions generally could not be explained by their socio-demographic characteristics.
vi.	Kaplanidou et al. (2013)	The purpose of this paper was to explore the role of mega-event impacts on **perceived satisfaction with QoL** and support among South African residents before and after the 2010 FIFA World Cup	Results indicated significant differences in perceived impacts before and after the event. Before the event, the influence of political impacts, psychological impacts, and social benefits on perceived QoL was significant, while QoL mediated the relationships between political, psychological, and social benefit impacts and resident support. After the event, economic impacts emerged as a significant predictor of QOL in contrast to the pre-event sample
vii.	Gursoy et al. (2015)	This study investigates the relationships between local	The results suggest that there is a direct relationship between

		residents' attachment and their emotions 'positive and negative' towards the World Cup, residents' emotions and their perceptions of impact from the FIFA 2014 World Cup Games, and residents' perceptions of impact and their support for the event.	residents' attachment and both positive and negative emotions towards the event; between positive emotions and both the perceptions of positive impacts and the perceptions of negative impacts and so forth. The study also identified a significant direct impact between positive impact perceptions and support for mega-event and between positive-negative perceptions and support for mega-event.

Source: Compiled by the researcher

Gursoy and Kendall (2006) developed and tested a structural model to assess key factors on residents' perceptions of the impacts of the 2002 Winter Olympics as a mega tourism event and how these perceptions affect their support and found that support relies heavily on perceived benefits rather than costs. Ritchie et al. (2009) studied the social dimension of Olympic tourism development, by exploring resident perceptions of the London 2012 Olympic and Paralympic Games and found that generally, residents were supportive of hosting the event in the local area but were concerned over perceived traffic congestions, parking issues and a potential increase in the cost of living. Zhou & Ap (2009) examined the host residents' perceptions towards a mega event, the Beijing 2008 Olympic Games, and its impacts and found that the majority of the respondents perceived the impacts of the 2008 games very positively. Karadakis and Kaplanidou (2012) examine the **host and non-host residents' legacy perceptions** of the 2010 Vancouver Olympic Games relative to residents quality of life six months prior, during and six months after the Games and found that environment legacies were the most important across cities and across time followed by economic and socio-cultural legacies. Pranic´et al. (2012) studied the **residents' perceptions** of social impacts from co-hosting the 2009 World Men's Handball Championship (WMHC09) in a small Croatian city and found that Overall, respondents perceived the social impacts of co-hosting WMHC09 as mostly positive but the majority of respondents believed that the public monies spent on a new arena construction should have been allocated to construct facilities for which there is a greater public need (healthcare centres, schools, etc.). Kaplanidou et al. (2013) explored the role of mega-event impacts on **perceived satisfaction with the quality**

of life and support among South African residents before and after the 2010 FIFA World Cup and found significant differences in perceived impacts before and after the event. Gursoy et al. (2015) studied three aspects: i) the relationships between local residents' attachment to the event and their emotions (positive and negative); ii) emotions and their perceptions of impact from the FIFA 2014 World Cup Games; and iii) residents' perceptions of impact and their support for the event and found that there is a direct relationship between attachment and both positive and negative emotions towards the event, between emotions and impacts of mega-event and between impact between positive impact perceptions and support for the mega-event.

Thus it can be seen from Table 2.3 that research on mega-events is centred around residents' perception of the impacts of the event and their support towards the event. This shows that resident support is very important for the success of a mega event.

2.1.1.1.4 Previous research **on small events**

Small events, include Cherry Festival, Marathon race. The wine festival, Lamu old town festival

TABLE 2.4: Previous research on small events

Sr. No.	Researcher	Objectives	Findings
i.	Alves et al. (2010)	The purpose of this paper was to explore the impact that an event such as the **Cherry Festival**, organized by the municipality of Funda˜o (Portugal), can have in a rural area	The results suggest that for these kinds of small events, there are economic and social impacts, but the social impacts extend beyond the economic benefits.
ii.	Hallmann et al. (2010)	The purpose of this paper was to compare the sports event images held by active and passive sports tourists at **four marathon races in Germany**.	Some differences in the perception of event images were found for active and passive sports tourists as well as for different types of destinations.
Iii	Kruger et al., 2013)	The purpose of this article is to examine the influence of the **wine festival** experience on the QoL of attending tourists	The study confirmed that the wine festival experience had a direct influence on life domains spilling over to the overall QOL
iv.	Okech (2011)	The purpose of this paper was to highlight the importance of hosting sustainable events in Kenya**. One such festival is held annually in Lamu Old Town**, a world heritage site in Kenya	Results suggest that although festivals may have the potential to provide opportunities for sustainable local economic development, however, such opportunities frequently remain unexploited. For these

			reasons, festivals' engagement with tourism forces in Lamu, need to be carefully managed, both in the interests of sustaining festivals and of promoting sustainable approaches to tourism development.
v.	Chen (2011)	The researcher studied a set of **8 major events** in Macao, China and examined how local residents perceive major tourism events and their impacts on a community	A cluster analysis revealed three clusters of residents with distinct views toward these events. Although the similarities of the major findings to those in previous studies are apparent, this study extends the others by identifying a new factor regarding the impact of events on a community. Also, unlike other studies that have focused on a single event, this study looked at a set of major events, thereby providing decision-makers with a complete view of event tourism in a community.
vi.	Yolal et al. (2012)	The study had three objectives. The first objective of this paper was to investigate the underlying dimensions of motivation for attending an international festival in Turkey and whether motivation will vary across **six different festival** products (**symphony, rock, world music, dance, ballet, and theatre**). The second purpose was to understand how festival attendees perceive the socio-economic impacts of the festival and how these perceived impacts vary across different festival attendee groups. Finally, the study examines the overall satisfaction of festival attendees concerning different festival products	The results showed that there were significant differences in motivation among attendees from six different festival products. Duncan's multiple range tests were performed to further examine differences in motivation among these attendees. The mean scores of different groups indicated that "rock event" attendees tended to have lower motivation scores than other groups and have the lowest ratings on the factor of "family togetherness". However, attendees did not differ on the perceived importance of socio-economic impacts and satisfaction with the festival, irrespective of the festival product attended.
vii.	Kim et al. (2010)	The purpose of this paper was to examine and clarify the relationships between perceived value, satisfaction, and behavioural intention in a	Based on the sample of 424 participants, SEM confirms that all three hypotheses have a statistically significant relationship.

		small festival setting and applying a structural equation model (SEM)	H1. Attendees' satisfaction can be predicted by the perceived value. H2. Attendees' intention to revisit can be predicted by the perceived value. H3. Attendees' intentions to revisit the festival can be predicted by satisfaction.

Source: Compiled by the researcher

Studies have been done on different kinds of small events as follows: Alves et al. (2010) explored the impact that the **Cherry Festival**, can have in a rural area and found that for these kinds of small events, there are economic and social impacts, but the social impacts extend beyond the economic benefits. Hallman et al. (2010) compared the sports event images held by active and passive sports tourists at **four marathon races in Germany** and found that some differences in the perception of event images existed for active and passive sports tourists as well as for different types of destinations. Kruger et al. (2013) examined the influence of the **wine festival** experience on the QOL of attending tourists and found that the wine festival experience had a direct influence on life domains spilling over to the overall QOL. Okech (2011) studied the importance of hosting sustainable events such as the one held in Lamu Old Town, a World Heritage site in Kenya, Africa, and found that although festivals may have the potential to provide opportunities for sustainable local economic development, however, such opportunities frequently remain unexploited. Chen (2011) studied a set of **8 major events** in Macao, China, and examined how local residents perceive major tourism events and their impacts on a community and gave decision-makers a complete view of event tourism in a community. Yolal et al. (2012) studied **six different festival** products (**symphony, rock, world music, dance, ballet, and theatre**) and found that there were significant differences in motivation among attendees from six different festival products. Kim et al. (2010) examine the relationships between perceived value, satisfaction, and behavioural intention in a **small festival** setting and statistically showed that attendees' satisfaction could be predicted by the perceived value; attendees' intention to revisit can be predicted by the perceived value and attendees' intentions to revisit the festival can be predicted by satisfaction. Thus from Table 2.4, it can be observed that various types of studies have

been done on different kinds of small events (sports, wine, art, music, dance, theatre, etc.).

2.1.1.2 Definition of Events: Getz (1997) defined events as "temporary occurrences, either planned or unplanned". He further defined special events as: "one-time or infrequently occurring event outside a normal program".

Douglas et al. (2001) as in Small et al. (2005) defines festivals/special events as "themed public occasions designed to occur for a limited duration that celebrates valued aspects of a community's way of life".

2.1.1.3 Dimensions of Events

In the past researchers such as Hallman et al. (2010), Wan & Chan (2013), Kitterlin&Yoo (2014), Bruwer& Kelley (2015), Patil & Dayanand (2016) have identified the following dimensions of events: Theme of event, organisation, communication/ information, affordability, business opportunities for locals, location and accessibility, entertainment and recreation, food and staffing.

TABLE 2.5: Summary of dimensions of events

Sr. No.	Dimensions of Events	Indicators
i.	Program Content(Getz, 1997) The core content of Event (Patil & Dayanand, 2016) Purpose of event/theme (Bruwer & Kelley, 2015)	Competition Leisure Festival types (sports,cultural)
ii.	Organisation(Kitterlin & Yoo, 2014)(Hallmann et al., 2010)	i) Registration (Patil & Dayanand, 2016) ii) Ticketing arrangements (Bruwer & Kelley, 2015)(Patil & Dayanand, 2016) iii) parking/traffic control (Kitterlin & Yoo, 2014)(Bruwer & Kelley, 2015) iv) Restroom (Kitterlin & Yoo, 2014)(Bruwer & Kelley, 2015) (Patil & Dayanand, 2016) vi) distribution of bib and kit (Hallmann et al., 2010) vii) Safety and security (Patil & Dayanand, 2016)(Wan & Chan , 2013) viii) Sufficient rubbish bins (Wan & Chan , 2013) ix) Cleanliness (Kitterlin & Yoo, 2014)(Patil & Dayanand, 2016) x) Waiting arrangement (Patil & Dayanand, 2016)

		xi) crowd management (Wan & Chan , 2013)(Patil & Dayanand, 2016) xii) Layout (Kitterlin & Yoo, 2014) xiii) Ease of moving around (Bruwer & Kelley, 2015) xiv) Seating arrangement (Bruwer & Kelley, 2015)(Patil & Dayanand, 2016)(Wan & Chan , 2013) xv) Reimbursement of service failure (Wan & Chan , 2013) xvi) Clear rules for using food coupons (Wan & Chan , 2013)
iii.	Communication/ Information availability (Kitterlin & Yoo, 2014)	i) Pre information service (Kitterlin & Yoo, 2014) ii) News letter (Kitterlin & Yoo, 2014) iii) Brochures (Kitterlin & Yoo, 2014)(Bruwer & Kelley, 2015) iv) General advertisement (Kitterlin & Yoo, 2014) v) Festival's brochure and poster (Bruwer & Kelley, 2015) vi) Event program book (Bruwer & Kelley, 2015) vii) Posters (Bruwer & Kelley, 2015)
iv.	Ambience (Wan & Chan, 2013)(Hallmann et al., 2010)	i) Not crowded (Wan & Chan, 2013) ii) Low noise level (Wan & Chan, 2013) iii) Non-smoky environment (Wan & Chan, 2013) iv) Use of environment-friendly material(Wan & Chan, 2013) v) Space and size of the festival site (Kitterlin & Yoo, 2014)(Wan & Chan, 2013) vi) The atmosphere of the festival site (Kitterlin & Yoo, 2014) vii) Cleanliness of festival (Kitterlin & Yoo, 2014) viii)The layout of the festival site (Kitterlin & Yoo, 2014)
v.	Knowledge creation (Patil & Dayanand, 2016)	i) Discussions and debates (Patil & Dayanand, 2016) ii) Interviews (Patil & Dayanand, 2016) iii) Seminars (Bruwer & Kelley, 2015) iv) Live demonstrations (Bruwer & Kelley, 2015) v) Exposure to local art and culture and other programs (Patil & Dayanand, 2016) vi) Live demonstrations (Bruwer & Kelley, 2015)
vi.	Socialising Opportunities (Patil & Dayanand, 2016)(Hallmann et al., 2010)	i) Spending time with friends (Patil & Dayanand, 2016) (Hallmann et al., 2010) ii) Meeting new people and making friends iii) Spending time with family and relatives (Hallmann et al., 2010)
vii.	Affordability (Patil & Dayanand, 2016)	i) Delegate Registration Fees (Patil & Dayanand, 2016) ii) Prices of food (Wan & Chan, 2013) iii) Pricing of transport (Patil & Dayanand, 2016)
viii.	Business opportunity for locals	i) Variety of choice in partnering business (Kitterlin & Yoo, 2014)

ix.	Location and accessibility (Wan & Chan, 2013)(Bruwer & Kelley, 2015)	i) Easily accessible through various modes of transport (Wan & Chan, 2013) ii) Near local tourist attractions (Wan & Chan, 2013) iii) Venue location (Bruwer & Kelley, 2015)(Patil & Dayanand, 2016) iv) Access (Bruwer & Kelley, 2015) v) Bus service (Bruwer & Kelley, 2015)
x.	Entertainment & Recreation (Patil & Dayanand, 2016)	i) Cultural programmes, Entertainment activities (Patil & Dayanand, 2016) ii) Music (band) (Bruwer & Kelley, 2015) iii) Interesting shows and entertainment (Wan & Chan, 2013) iv) A variety of entertainment catering for different age groups (Wan & Chan, 2013) v) Cultural entertainment such as cultural folk dances (Wan & Chan, 2013)
xi.	Food (Kitterlin & Yoo, 2014)	i) Availability (Kitterlin & Yoo, 2014) ii) Quality (Kitterlin & Yoo, 2014)(Bruwer & Kelley, 2015) iii) Variety (Kitterlin & Yoo, 2014)(Bruwer & Kelley, 2015)(Wan & Chan, 2013) iv) Delicious food (Wan & Chan, 2013) v) Reasonably priced food that is value for money (Wan & Chan, 2013)
xii.	Staffing (Kitterlin & Yoo, 2014)	i) Enthusiastic and friendly food servers/sellers (Wan & Chan, 2013) ii) Food servers/sellers actively selling the food (Wan & Chan, 2013) iii) Helpfulness of staff (Bruwer & Kelley, 2015) iv) Courteous, knowledgeable, quick service, sufficient staffing levels (Kitterlin & Yoo, 2014)

Source: Compiled by the researcher

Ozdemir & Culha (2009) identified the attributes of event performance, such as the programs of a festival and indoor/outdoor facilities that influence the satisfaction and loyalty of festival visitors during the International Camel Wrestling Festival in Ephesus, Turkey and concluded that the festival area has a direct positive effect on visitor satisfaction and loyalty, whereas other independent variables such as souvenirs, food, convenience and staff attributes of festival performance have indirect positive effects. Hallmann, Kaplanidou, & Breuer (2010) examined sports event images held by active and passive sports tourists at four marathon races in Germany and identified seven themes and their meanings after a correspondence analysis of qualitative data collected: ORGANISATIONAL - logistics, security, huge event, big

marathon, bib, baggage pick up, marathon expo, timing, sponsoring;HISTORICAL/ POLITICAL - myths, traditional, classic race, clubs, associations, mayor, high performance centre, promoting youth sport; PHYSICAL - endurance, motivation, energy, athletes, competitor, fitness, discipline, pain, torment, performance; SOCIAL - friends, family, having a drink, international, too few spectators, not many people, friendly people, senior citizens; EMOTIONAL - passion, unique, atmosphere, emotion, cheerful, flair, awakening music, exciting, stimulating, inspiring; ENVIRONMENTAL 1(DESTINATION SIGHTS AND INFRASTRUCTURE) - accommodation, hotel, central station, airport, major city, river, venue, trade fair; ENVIRONMENTAL 2 (NATURE) - green, fresh air, trees, hilly countryside, forest, spring, sunny, wind, scenery. Wan & Chan (2013) studied the Macau Food Festival and identified eight factors that affect tourists' satisfaction towards food festivals as follows: location and accessibility, food, venue facility, environment/ambience, service, entertainment, timing, and festival size. Kiterlin & Yoo (2014) say that the following seven aspects make up the general festival atmosphere program content, staff demeanour, facility quality, food perception, souvenir availability and quality, convenience, and information availability.) Bruwer & Kelley (2015studied the annual Finger Lakes Wine Festival held at the Watkins Glen International, in Watkins Glen, New York and identified the following attributes of the festival: Festival's venue, Festival's theme, Festival brochure and poster, Access/parking arrangements, Ticketing arrangements, Event program book, Seating offered, Ease of moving around the venue, Bus service, Helpfulness of staff, Music (bands playing at festival), Wine seminars, Food court (quality and variety offered), Wine pick-up service, Live demonstrations, Restroom facilities. But the measures of service quality were not developed using formal procedures and hence were a limitation of their study. Patil & Dayanand (2016) have identified programs, pricing & safety, knowledge creation, recreation and entertainment, management aspects, infrastructure, tourism & socializing opportunity and event core content as the dimensions of an event.

Based on Ozdemir & Culha (2009), Kitterlin & Yoo (2014), Patil & Dayanand (2016), Bruwer & Kelley (2015), Wan & Chan (2013) and Hallman et al. (2010) twelve dimensions of Event Quality have been identified along with their indicators as follows: 1. **The core content of the event** – the purpose of the event, characteristics of event sports, arts, environment, wine, films, music, etc. **2**. **Organisation** - i) Registration ii) Ticketing arrangements iii) parking/traffic control iv) restroom vi)

distribution of bib and kit vii) Safety and security viii) Sufficient rubbish bins ix) cleanliness x) Waiting arrangement xi) crowd management xii) Layout xiii) Ease of moving around xiv) Seating arrangement xv) Reimbursement of service failure xvi) Clear rules for using food coupons **3. Communication -** i) Pre information service ii) Newsletter iii) Brochures iv)General advertisement v)Festival's brochure and poster vi)Event program book vii) Posters **4. Ambience -** i) Not crowded ii) Low noise level iii) Non-smoky environment iv)Use of environment-friendly material v) Space and size of the festival site vi) The atmosphere of the festival site vii) Cleanliness of festival viii) The layout of the festival site. **5. Knowledge Creation -** i) Discussions and debates ii) Interviews iii)Seminars iv) Live demonstrations v) Exposure to local art and culture and other programs vi) Live demonstrations **6. Socialising Opportunities -** i) Spending time with friends ii) Meeting new people and making friends iii) Spending time with family and relatives **7. Affordability** - i) Delegate Registration Fees ii) Prices of food iii) Pricing of transport **8. Business opportunity for locals** - i) Variety of choice in partnering business **9. Location and Accessibility i**) Easily accessible through various modes of transport ii)Near local tourist attractions iii)Venue location iv) Access v) Bus service **10. Entertainment and Recreation** i) Cultural programs, Entertainment activities ii) Music (band) iii) Interesting shows and entertainment v) A variety of entertainment catering for different age groups v) Cultural entertainment such as cultural folk dances. **11. Food -** i) Availability ii) Quality iii) Variety iv) Delicious food v) Reasonably priced food that is value for money **12. Staffing -** i) Enthusiastic and friendly food servers/sellers ii) Food servers/sellers actively selling the food iii) Helpfulness of staff iv) Courteous, knowledgeable, quick service, sufficient staffing levels. These twelve dimensions of event were grouped into three broad dimensions as follows: **Core Content, Infrastructure and Management** (Organisation, Communication, Location & Accessibility, Knowledge Creation, Socialising Opportunities, Staffing**,** Ambience, Entertainment & Recreation and Food) and **Financial Facility** (Affordability and Business opportunity for locals).

2.1.2 Event Quality

According to Ko et al. (2011) 'Event Quality' has been studied from the marketing perspective and operational perspective by researchers. They have used programs and

service quality of events to develop a model and measurement scale to measure the Event Quality in major spectator sports. Shonk & Chelladurai, (2008) posit that Event Sport Tourism Quality is indicated by four primary dimensions (i) access quality (composed of access to the destination, sports venue, hotel), (ii) accommodation quality (including the environment, interactions, and value), (iii) venue quality (comprised of environment, interactions, and value), and (iv) contest quality (indicated by process of the contest and the product of the contest. Jin et al. (2013) and Moon et al. (2013) have also utilized service quality to measure Event Quality. However **according to Yoshida (2016), the Service Quality approach limits the understanding of the holistic consumer experience that contains various interactions between consumers and organisers**. This study uses the quality of performance of the dimensions of events to develop a model and measurement scale to measure the Event Quality. According to the Business dictionary, Service Quality is defined as an assessment of how well a delivered service conforms to the client's expectations. EVENT QUALITY can be defined as an assessment of how well the performance of dimensions of event, is rated by the residents. Boo and Busser (2005) say that the most common way to evaluate festivals is an ex post facto evaluation. In the case of conducting an ex post facto evaluation of festival participants, the general satisfaction of tourists is measured by exploring participants' opinions of their festival experiences (McDonnell et al. 1999). McDonnell et al. (1999) suggested an event evaluation checklist composed of items that address participants' satisfaction. The study implied that festivals could be evaluated by measuring the degree of satisfaction as an indicator of the festival's quality.

2.2 QUALITY OF LIFE (QOL) Forward (2003) put forth that QOL is a construct with many dimensions reflecting individual values, thus showing how well personal needs are satisfied in various life domains. He posits that there are three dimensions of QOL – physical, psychical, and social.

Kaplanidou et al. (2013) state that because of the limited financial resources in developing countries, the understanding of event impacts' influence on QOL is mainly applicable as these countries target the improvement of the life of local people.

2.2.1 Definition QOL:

1. World Health Organization (1997) defines QOL as "individuals' perception of their position in life in the context of culture and value systems in which they live and

concerning their goals, expectations, standards, and concerns. It is a broad-ranging concept affected in a complex way by a person's physical health, psychological state, level of independence, social relationships, and their relationships of salient features of their environment" Kaplanidou et al. (2013).

2. Quality of life has also been defined "as the satisfaction of an individual's values, goals, and needs through the actualisation of their abilities or lifestyle" (Emerson, 1985, p. 282).

3.Carneiro & Eusebio (2011) define QOL as "the satisfaction perceived by individuals with several domains of their life, considering their needs and expectations".

2.2.2 Dimensions of QOL

2.2.2.1 Forward (2003) put forth that QOL is a construct with many dimensions reflecting individual values, thus showing how well personal needs are satisfied in various life domains. He posits that there are three dimensions of QOL – physical, psychical, and social.

2.2.2.2 Schalock et al. (2005) have identified the following dimensions of QOL: Emotional wellbeing, Interpersonal wellbeing, Material wellbeing, Personal wellbeing, Physical wellbeing, Self-determination, Social inclusion and Rights Rahman et al. (2005) has added another dimension: Quality of Environment, shown in Table 2.6.

TABLE 2.6: Dimensions of QOL and their common indicators

Sr. no.	Dimensions	Indicators, descriptors, and survey item
1.	Emotional Well-Being (Schalock et al., 2005)	1. Contentment (satisfaction, moods, enjoyment) 2. Self-concept (identity, self-worth, self-esteem) 3. Lack of stress (predictability and control)
2.	Interpersonal Relations (Schalock et al., 2005)	4. Interactions (social networks, social contacts) 5. Relationships (family, friends, peers) 6. Supports (emotional, physical, financial)
3.	Material Well-Being(Schalock et al., 2005)	7.Financial status (income, benefits) 8. Employment (work status, work environment) 9. Housing (the type of residence, ownership)

4.	Personal Development (Schalock et al., 2005)	10. Education (achievements, education status) 11. Personal competence (cognitive, social, practical) 12. Performance (success, achievement, productivity)
5.	Physical Well-Being (Schalock et al., 2005)	13. Health (functioning, symptoms, fitness, nutrition) 14. Activities of daily living (self-care, mobility) 15. Health care 16. Leisure (recreation, hobbies)
6.	Self-Determination (Schalock et al., 2005)	17. Autonomy/personal control (independence) 18. Goals and personal values (desires, expectations) 19. Choices (opportunities, options, preferences)
7.	Social Inclusion (Schalock et al., 2005)	20. Community integration and participation 21. Community roles (contributor, volunteer) 22. Social supports (support networks, services)
8.	Rights (Schalock et al., 2005)	23. Human (respect, dignity, equality) 24. Legal (citizenship, access, due process)
9.	Quality of Environment (Rahman et al., 2005)	25. Having access to clean air, water, and soil. 26. Having and maintaining a good environmental quality

Source: Compiled by the researcher

TABL2.7: Dimensions of QOL

Sr. No.	**Dimensions of QOL**	**Descriptors**	**Author**
1.	EMOTIONAL WELLBEING	Contentment, satisfaction	Felce & Perry(1991)**,** Forward (2003), Schalock et al. (2005)
2.	MATERIAL WELLBEING	Financial status	Felce & Perry(1991)**,**Schalock et al. (2005)
3.	PERSONAL WELLBEING	Personal Development, Self-determination	Felce & Perry(1991), Schalock et al. (2005)
4.	SOCIAL WELLBEING	Social Inclusion, Rights, Interpersonal Relations	Felce & Perry(1991)**,** Forward (2003), Schalock et al. (2005)
5.	PHYSICAL WELLBEING	Health and leisure	Felce & Perry(1991)**,** Forward (2003), Schalock et al. (2005)

Source: Compiled by the researcher

The dimensions of QOL from Table 2.6 were curtailed into five main dimensions of QOL as can be seen in Table 2.7 without losing the content. These were further grouped into **three main dimensions** as Mental wellbeing (Emotional, personal and social wellbeing), Material Wellbeing and Physical wellbeing. According to Corey Keyes an American Sociologist and psychologist, **mental well-being** has three components, namely **emotional well-being**, **psychological well-being**, and **social well-being** and Psychological well being includes **personal well being.**

2.3 Influence of Event on QOL: According to Karadakis & Kaplanidou (2012) and Kaplanidou et al. (2013) there are few studies done on the impact of events on QOL. Kim, Uysal, and Sirgy (2012a) say that "Residents' perceptions of tourism influence their sense of wellbeing in various life domains, which in turn affect their evaluation of overall life satisfaction". Ouyang, Gursoy, & Chen (2019)say that when the local community, interacts with other stakeholders during the event, it affects their lives, and this changes the way they evaluate their QOL. They further say that while hosting events, organisers should always mention that the event is being hosted for the benefit of the local residents as this is mentioned in the tourism development policies, and improving the QOL of the residents is the ultimate goal of the government. Pfitzner & Koenigstorfer (2016) says that researchers in the past who measured QOL objectively found no influence of Mega-events on QOL of residents. However, when measured subjectively, it was found that certain dimensions of QOL of residents were affected by the hosting of Mega events". Examples of objective indicators are age, income, and crime rate (Carneiro & Eusebio, 2011), educational assets, health and recreation facilities, economic and demographic indices, etc. (Sirgy et al., 2010). Examples of subjective indicators are i) satisfaction that the individuals perceive to have during their lives (Carneiro & Eusebio, 2011), ii) individuals' attitudes and feelings, levels of satisfaction, commitment, motivation, etc. concerning their commitment (Sirgy et al., 2010). This research has emphasized on subjective indicators.

2.4 Gap 1 and research questions: Event Quality and QOL

Deery and Jago (2010) stated that most of the social impact studies stop at the point of determining the residents' perceptions of events without necessarily examining the consequences of these impacts. In other words, they opine that the work has tended to

identify and describe the specific impacts but does not go to the next stage of examining the consequences of these impacts and whether there are correlations between the specific impacts. This is a gap in knowledge. This leads us to the following research questions :

2.4.1 Research questions:

Does Event Quality impact the QOL of residents?

Do dimensions of Event Quality vary in their impact on QOL of residents?

Do dimensions of Event Quality vary in their impact on dimensions of QOL of residents?

2.5 EVENT EXPERIENCE

Manthiou et al. (2014) opine that experience is the main benefit or value that event attendees can get from events. Pine II & Gilmore (2014) say that experiences are unforgettable and that no two individuals can have an identical experience. Ozdemir & Culha (2009) say that events present the destination with uniqueness. Pine and Gilmore (1999) have explained four realms of experience as Entertainment, Education, Escape, and Estheticism. Packer & Ballantyne (2011) have identified and explained four experiences, experienced by event attendees, namely, core content experience, festival experience, social experience, and separation experience. Pine and Gilmore (1999) say that experiences' are personal, and the significance of the experience remains in the memory of a person who was involved by the event. They further opine that making experiences is not about entertaining people, it is about engaging them.

Morgan (2007) says that understanding the intricacy of the visitor experience, **necessitates a model** that links on one side the external event management dimensions of the festival design and operation to the internal benefits and meanings the visitor derives from it. Thus a model is required to equate which dimensions of the event give what experience to the resident. The dimensions of Experience were grouped as **core content knowledge enrichment experience, festival experience** (festival experience, escapism and social experience) and **Economic experience**

2.6 THEORETICAL LENSE :

The basic premise of the Bottom-up Spillover Theory is that overall life satisfaction is functionally related to satisfaction with all of life's domains and subdomains (Lee et al. 2002). According to Sirgy et al. (2010), Bottom-up Spillover Theory states that life satisfaction is functionally related to satisfaction with all of life's domains and subdomains(e.g. satisfaction with community, health, etc.). Life satisfaction is thought to be on top of an attitude (or satisfaction) hierarchy, as impacted by satisfaction with a particular life domain (e.g. social life), which in turn is influenced by lower levels of life concerns within that domain(e.g. satisfaction with social events related to a tourist trip). The Bottom-up Spillover Theorythus explains the significance of experiences and their built-up impact on life domains which affects the overall life satisfaction and QOL.

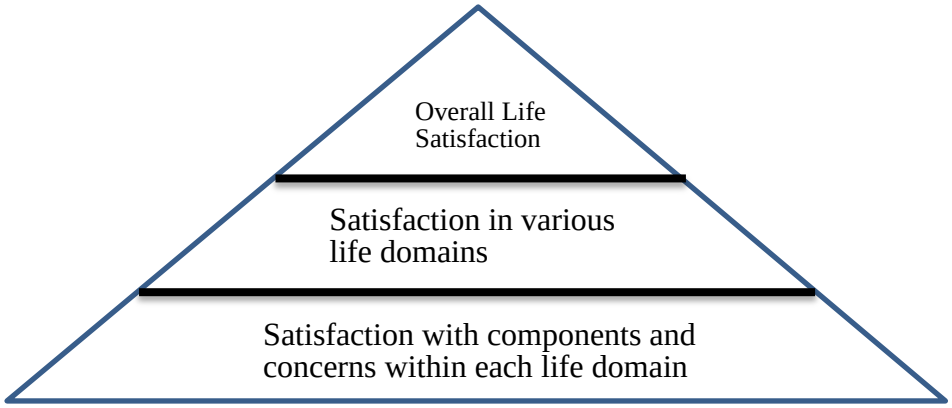


Figure 2.1 The Hierarchy model of life satisfaction
Source: Neal, Sirgy, & Uysal (1999)

"Life satisfaction is thought to be on top of an attitude (or satisfaction) hierarchy. Life satisfaction is influenced by satisfaction with life domains (e.g. satisfaction with community, family, work, social life, health, etc.). Satisfaction with a particular life domain (e.g. social life), in turn, is influenced by lower levels of life concerns within that domain (e.g. satisfaction with social events related to a tourist trip)". The resident gets experience from the event which, according to Bottoms-up Spillover Theory affects certain life domains which in turn influences overall life satisfaction. The labels ''life satisfaction'' or ''satisfaction with life'' are usually associated with a very broad conceptual level, involving summary judgments of one's life as a whole (Pavot & Diener, 1993). Alternately, satisfaction with particular aspects of one's life (e.g. satisfaction with one's material or social life) can also be assessed. This more specific approach is often identified as ''domain satisfaction'' (Sirgy et al., 2006). QOL is often equated with life satisfaction in psychology and psychiatry (Zullig et al., 2001).

Zullig et al. (2005) also state that QOL, a concept related to life satisfaction, is similarly regarded as a general and constant state of well- being. *Thus, the detailed research into dimensions of events and their impact on domains of QOL could facilitate better usage of resources, for the benefit of residents.*

As "QOL refers to one's satisfaction with life and feelings of contentment or fulfilment with one's experience in the world" Andereck & Nyaupane (2011), this theory helps to study the impact of Event Quality on QOL of residents. Lingjiyang et al. (1998) say that "many researchers use other approaches to emphasize the individual's subjective perception of life, such as ratings of happiness, well-being, or life satisfaction, which has been recognized as a key component of QOL in the last decade". Liburd & Derkzen (2009) say that "new powerful life experiences can change QOL as a level of life satisfaction leading to an intensified feeling of satisfaction or positive energy". Thus every experience may add to some domain of life satisfaction and collectively influences the QOL of residents. This can be explained by the Bottoms-up Spillover Theory. Thus Bottom-up Spillover Theory seems an apt background for researching a comprehensive construct like QOL. This study seeks to examine various domains like family life, leisure life, work-life, financial life, health life, love life, etc. of residents and their impact on the quality of life.

2.7 EXPERIENCE AND QOL

Satisfaction/dissatisfaction with individual domains of life leads to satisfaction or dissatisfaction with overall QOL. Liburd & Derkzen (2009) say that "QOL as a level of life satisfaction may vary over time and might change dramatically through new intense life experiences".

2.8 Gap 2 and research questions: Event Quality and Event Experiences

Very little research is done on Event Experience (Morgan M., 2007). *Thus the next research questions are put forth:*

2.8.1 Research questions:

Does Event Quality influence the Experience of residents?

Do dimensions of Event Quality influence the Experience of residents?

Do dimensions of Event Quality influence the dimensions of the experience of residents?

2.9 Gap 3 and research questions: Event Experiences and QOL

Constanza et al. (2007) say that the whole valuation of human experience has been expressed by the term quality of life (QOL) across numerous disciplines including sociology, psychology, economics, medicine, and environmental science. Cole & Chancellor (2009) say that unique experiences are generated by special events, and remarkable research efforts have been channelised to provide attendees with satisfactory experiences by improving the festival's service performance. Liburd & Derkzen (2009) say that an intensified feeling of satisfaction in life may be brought about by new experiences or a subjective feeling of newly received positive energy may be brought about by these new experiences. Thus the long term level of satisfaction may be changed by such positive energy generated during a particular encounter or moment in time. This means that the experience which events generate can affect the QOL of residents. *This leads to further research questions:*

2.9.1 Research Questions

Does Event Experience impact QOL of residents?

Do Dimensions of Event Experience vary in their impact on QOL of residents?

Do Dimensions of Event Experience vary in their impact on dimensions of QOL of residents?

2.10 Gap 4 and research questions: Event Quality and QOL with Event Experience as Mediator

The labels ''life satisfaction'' or ''satisfaction with life'' are usually associated with a very broad conceptual level, involving summary judgments of one's life as a whole (Pavot & Diener, 1993). Alternately, satisfaction with particular aspects of one's life (e.g. satisfaction with one's material or social life) can also be assessed. This more specific approach is often identified as ''domain satisfaction'' (Sirgy et al., 2006). QOL is often equated with life satisfaction in psychology and psychiatry (Zullig et al., 2001). Zullig et al. (2005) also state that QOL, a concept related to life satisfaction, is similarly regarded as a general and constant state of well- being. *Thus, there is a need for detailed research into dimensions of events and their impact on domains of QOL to facilitate better usage of resources, for the benefit of residents.*

Kim et al. (2002) found that there exists a perceptual gap between the event organizers and visitors regarding the importance rating of visitor motivations to

events and festivals. They explained that in program development, organizers might have overemphasized Social/Leisure dimensions, such as "being with people who enjoy the same thing I do", and "gathering the people". However, the attendees might just want to escape their mundane daily lives. They, therefore, advised that the event organizers should consider realigning their strategies in service delivery to attendees' motivations. Cole and Chancellor (2009) examined the impacts of a downtown festival's attributes on visitors' overall experience, their levels of satisfaction and intentions to return, and found that entertainment quality of the festival had the strongest impact on visitors' overall experience at the festival, their satisfaction and intentions to return. Voon et al. (2014) suggest that Emotional Experience mediates the relationship between Sports Service Quality and User Satisfaction. It can be seen that only Emotional Experience has been studied as a mediator. However, this study looks at experience more holistically considering various types of experience. *Hence the following research question:*

2.10.1 Research Question

Does Event Experience MEDIATE the relationship between Event Quality and QOL of residents?

2.11 Gap 5 and research questions: 'Types of resident' as moderating variable

Zhou & Ap (2009) studied host residents' perceptions of mega-events. Hallmann et al. (2010) studied the comparison of sports event images (4 marathons) held by active and passive sports tourists. Chen (2011) says that when a resident takes part in an event and experiences what tourists experience, he/she becomes an 'event attendee' and these events are seen differently by such residents as compared to the events where the resident is not involved directly. Gibson, Kaplanidou, & Jin (2012) based their study on the active or passive event sport tourists who took part in the events. Karadakis & Kaplanidou (2012) studied host and non-host city residents' legacy perceptions of mega-events. Yolal et al. (2012) studied socio-economic impacts and overall satisfaction of attendees. Hence studying the impact of the event experience for different types of residents (participant resident and non-participant resident, host city resident, and non- host city resident) could prove beneficial. When residents participate in events and experience what the visitors experience, they are likely to

feel different as compared to those who don't participate. There could also be a difference in the experiences of the residents of the city hosting the event compared to other cities. This research seeks to examine the moderating role of types of residents in the relationship between events, experiences, and quality of life.

Hence the following research questions are examined:

2.11.1 Research Question

Does 'Type of resident', influence the mediating role of experience on the relationship between Event Quality and QOL?

Does being a participant/ non-participant resident, moderate the mediating role of Event

Does being host city/ non-host city resident, moderate the mediating role of Event Experiences on the relationship between Event Quality and QOL

2.12 PROPOSED MODEL

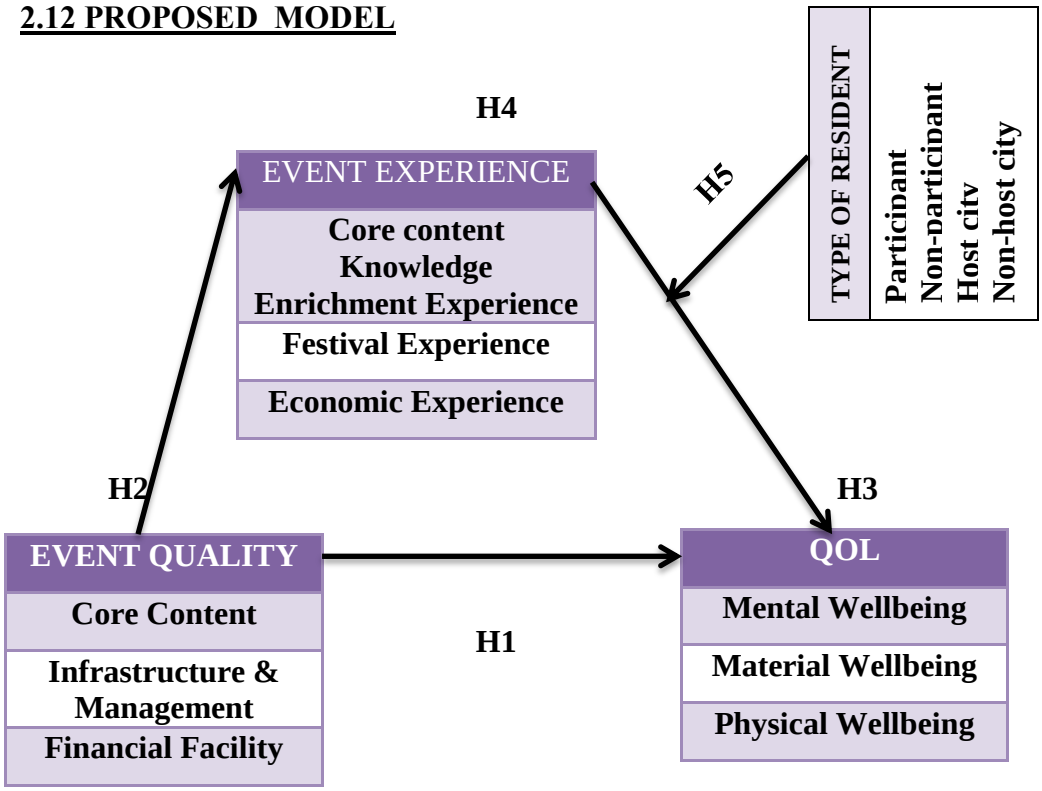


Figure 2.2 Proposed Model

2.13 OPERATIONAL DEFINITIONS:

1. **EVENT** is defined as a unique one-time or infrequent, temporary occurrences at a certain place during a particular interval of time which attracts tourists and residents Getz (1997).
2. **EVENT QUALITY** is an assessment of how the performance of dimensions of an event is rated by the residents.
3. **QOL** is defined as the satisfaction perceived by individuals with several domains of their life, considering their needs and expectations Carneiro & Eusebio (2011).
4. **EVENT EXPERIENCE** is the process of getting new knowledge or a new skill or enhanced self-confidence and self-image from doing, seeing, or feeling things. For an experience to be truly effective, it should offer the prospect of transformation.
5. **PARTICIPANT RESIDENTS**: Residents who attend the event live and residents who are service providers for the event (volunteers, local sponsors, stalls, decoration, Sound system, food, entertainment, conveyance, provide stay to visitors) are participant residents.
6. **NON- PARTICIPANT RESIDENTS**: Residents who do not visit the venue, residents who are not directly involved with the event, and residents who are not attendees are non-part14icipant residents.
7. **HOST CITY RESIDENT-** Residents living in the city where the event is being held are called host city residents.
8. **NON-HOST CITY RESIDENTS -** Residents who reside in cities other than where the event is being held are called non-host city residents.

2.14 **HYPOTHESES**:

1. Hypotheses researching the relationship between Event Quality and QOL of residents

H1: Event Quality impacts the QOL of residents

H1a: Dimensions of Event Quality vary in their impact on the QOL of residents

H1b: Dimensions of Event Quality vary in their impact on the dimensions of QOL of residents.

2. Hypotheses researching the relationship between Event Quality and Event Experience of residents

H2: Event Quality impacts the Event Experience of residents

H2a: Dimensions of Event Quality vary in their impact on Event Experience of Residents

H2b: Dimensions of Event Quality vary in their impact on the dimensions of Event Experience of residents

3. Hypotheses researching the relationship between Event Experience and QOL of residents

H3: Event Experience impact QOL of residents

H3a: Dimensions of Event Experience vary in their impact on QOL of residents

H3b: Dimensions of Event Experience vary in their impact on dimensions of QOL of residents

H4: EXPERIENCE MEDIATES the relationship between EQ and QOL of residents

H5: Type of resident, moderates the mediating role of experience on the relationship between EQ and QOL

H5a: Participant/ non-participant resident status of resident, moderate the mediating role of experience on the relationship between EQ and QOL

H5b: Host city/ non-host city resident, moderate the mediating role of experience on the relationship between EQ and QOL

CHAPTER 3

RESEARCH METHODOLOGY

The research methodology is a systematic approach to investigate a research problem by identifying the unit of analysis, collecting data, analysing the data, and arriving at certain conclusions. This chapter presents the details of the research methodology adopted for the study, including research design adopted, the unit of analysis, sampling technique, description of the tools, data collection procedure, and data analysis procedure. As scale development and Measurement Model are critical aspects of research methodology, they have been explained in this chapter in the quantitative methodology section.

3.1 RESEARCH DESIGN AND APPROACH

Research Design which establishes the plan for the collection, measurement and analysis of data is aimed at fulfilling the objectives and answering research questions (Cooper, Schindler, & Sharma, 2013). The design of this research is in two stages to achieve the objectives of the research.

Section 1 presents case studies and describes the qualitative methodology where the objective is i) To assess which events impact the Experiences and QOL of the residents and ii) To select an event for further quantitative analysis and

Section 2 describes the quantitative methodology used for devising the instrument and testing of hypothesis based on the proposed conceptual model.

3.2 SECTION 1

QUALITATIVE STUDY – CASE ANALYSIS

The overall aim of the study was to examine the impact Event Quality has on the QOL of residents and if the Event Experiences, obtained by the residents, explain the relationship between Event Quality and QOL of residents. This was initially gained through a systematic literature review which pointed to the possibility of relationships between the constructs under study, namely, Event Quality as represented by its dimensions, Event Experiences, and QOL. However, to capture the hypothesised relationship in fuller context, a qualitative study of resident participants was undertaken at the following events in Goa, India:

1. The Goa River Marathon 2015 (Sports event)
2. Sunburn 2015 (Music festival)
3. The Grape Escapade 2016 (Wine and food festival)
4. The Goa Vintage Bike and Car festival 2016 (Motor festival)
5. The Indian Super League 2016 (Sports festival)
6. The Goa Bird festival 2016 (Bird festival)
7. The Serendipity Arts Festival 2016 (Arts festival)

After the case studies, two cross-case analyses were done to compare how many of the Event Experiences (culled out from literature) the attendees of these events could illustrate and how many dimensions of QOL they impacted.

3.2.1. PROTOCOL FOR THE CASE STUDIES:

A protocol was first designed and followed in carrying out the Case Study of the above-mentioned events for analysis as follows:

3.2.1.1 Objective :

1. To assess whether the event impacts the Experiences and QOL of the residents.
2. To select an event for further quantitative analysis

3.2.1.2 Methodology:

Holloway (2008) advocates the use of simple semi-structured interviews as they can be employed to ascertain the thoughts, feelings, and perceptions of participants, which was found to be relevant in this research. Exploratory interviews were conducted with resident event attendees. The residents were encouraged to be descriptive in their responses. The semi-structured interviews included questions about the place of residence, age, gender, occupation, the reason for attending the event, and their experiences at the event. The researcher explicitly asked the residents to explain why they attended the event and to state their diverse experiences.

3.2.1.3 Unit of analysis: resident of Goa, India, who has attended the event.

3.2.1.4 Sample frame: The sampling frame of this study consists of a set of a minimum of 30 semi-structured interviews of residents of Goa, conducted from 13th

December 2015 to 31st January 2017. Polit and Beck (2003) say that the main purpose of the qualitative study is to have a holistic view of the subject under study and to have a small sample and extract the maximum information from it, hence the correct choice of sampling may not be convenience sample. The respondents were purposively selected from among the attendees of the events.

3.2.1.5 Questions Asked:

1) Where do you live?
2) Please state your age
3) Please state your occupation
4) Please state your gender
5) Did you attend the Event name?
6) In what capacity? Spectator/ participant/volunteer/organizer
7) Why did you attend this event or what of this event attracts you or what benefits do you get?
8) How was your experience? Can you give some examples

3.2.1.6 Case Analysis Procedure:

The resident participants reinforced the role of different dimensions of events on QOL, with their comments, when asked reason for attending the event. The researcher grouped these comments as first-order codes that reinforced the variables identified through the literature review. These variables were labelled as second-order themes. In the first step of the coding process, the researcher extracted statements from the sets of interviews and entered into an EXCEL sheet. In the second step, the researcher performed a thematic content analysis by linking the interview statements (first-order codes) to the Event Experience (second-order themes) culled out from literature. The second-order themes were further linked to the dimensions of QOL.

3.2.2 CASE ANALYSIS

3.2.2.1 THE GOA RIVER MARATHON 2015

Introduction: Goa River Marathon (GRM) is an event, organised by a local Sports Club, held near Vasco da Gama, the port city in the state of Goa in India. It was

started in 2010, with the intention of i) promoting running in Goa, ii) having a world-class marathon organised in Goa, and iii) doing social work. The event included 42 km full marathon, 21 km half marathon, 10 km competitive run, and 5 km Charity fun walk/run (the proceeds from the 5 km fun walk/run was given as charity to a school for differently-abled children). The National Geographic (September 2012) declared 'The Goa River Marathon' as one of the "10 Great Marathons in the world", and it appears in the Condé Nast Traveller's list of Beautiful Marathons to run. This is the only event in India which gives equal prize money for men and women, in all the three categories viz. Open (International), Indian and Goan. In the GRM 2015, held on 13th December 2015, there were participants from 22 countries in the main event with 18 Ethiopians and Kenyans and 12 top-class runners from Ladakh (India).

Table 3.1: **Linkage of First Order Codes - Second-Order Themes - Dimensions Of QOL GRM 2015**

First-Order Codes Illustrative confirmation of Event Experience	**Second-Order Theme** EVENT EXPERIENCES	**DIMENSIONS OF QOL** (likely to be impacted)
"Running improves my fitness levels"; "I trained with the organisers and managed to run 21 km."" I gave up smoking cigarettes after I started running"	**CORE CONTENT EXPERIENCE**	**PHYSICAL WELLBEING**
"We are old now cannot run or walk long distances, but as it was in our port town, we went to see what is happening."	**FESTIVAL EXPERIENCE**	**MENTAL WELLBEING**
"I felt safe with the police, ambulance, and doctors around.""I was happy that the proceeds are going for charity." "I felt joyous."	**FESTIVAL EXPERIENCE**	**MENTAL WELLBEING**
"It was fun meeting friends and relatives."	**FESTIVAL EXPERIENCE**	**MENTAL WELLBEING**
"We supplied some eatables to the stalls and earned some money." "We were paid a stipend for volunteering." "I performed along with my band and was paid for that." "Rooms were booked in our hotel for two days for the marathon runners by the organisers."	**ECONOMIC EXPERIENCE**	**MATERIAL WELLBEING**
"I felt I was in a different country, far away from everyday life."	**FESTIVAL**	**MENTAL WELLBEING**

Source: Primary data

The event was very popular among the residents as it involved the local community. It included workshops and seminars to train the residents and impart knowledge. It offered something for everyone. It was being organised for the sixth consecutive year and is growing in size and popularity.

It can be observed from Table 3.1 that the comments given by the respondents could be classified into different experience groups. "Running improves my fitness levels", "I trained with the organisers and managed to run 21 km" and" I gave up smoking cigarettes after I started running" belongs to the **Core content experience**. "We are old now cannot run or walk long distances but as it was in our port town we went to see what is happening", **"**I felt safe with the police, ambulance, doctors around", "I was happy that the proceeds are going for charity", "I felt joyous","It was fun meeting friends and relatives" and "I felt I was in a different country, far away from everyday life" belong to the **Festival experience**. "We supplied some eatables to the stalls and earned some money", "We were paid a stipend for volunteering", "I performed along with my band and was paid for that", "Rooms were booked in our hotel for two days for the marathon runners by the organisers" belongs to the **Economic experience.** Thus GRM 2015 has the ability to impact all the three experiences as identified by literature.

From Table 3.1, it can be inferred that The Goa River Marathon 2015 has the capacity of impacting different experiences of the residents and impacting all the three dimensions of QOL viz. **Mental, Physical, and Material Wellbeing**.

3.2.2.2 SUNBURN 2015

Sunburn Asia's largest music festival, is an EDM (electronic dance music) Festival held in the state of Goa, India. It was started in 2007 by Percept company owned by Shailendra Singh (famous singer). Viagogo was the international official international ticketing partners, Skyscanners was the official Travel partners. In 2015, Goa Tourism Development Corporation (GTDC) partnered with Sunburn Goa as a tourism partner. The festival is a combination of Music, Entertainment, Food, and Shopping, and it also gives the attendees other experiences through the painting areas, astrology stall, tarot card reading stall, sports facilities (basketball, table

tennis, volleyball, a rock-climbing wall), educational and artistic installations, an art gallery, a massage centre, a flea market and so on. It was ranked as one of the Top 10 Festivals in the world by Cable News Network (CNN) in 2009. In 2015, Sunburn was held in Goa from 27th December 2015 to 30th December 2015. The festival is very popular in 50 countries around the world and has put Goa on the world tourism map with over 3,00,000 attendees for Sunburn 2015. In Sunburn 2015, more than 100 artists performed on multiple stages with artists playing simultaneously. Sunburn featured 40 different experience zones this year which included the Fan Village, Bungee Jumping, Volleyball, Hot Air Balloon rides, and Zorbing. Sunburn has also attracted controversy over issues related to licensing, civic chaos, and drug abuse at the venue.

Table 3.2: Linkage of First Order Codes - Second-Order Themes - Dimensions Of QOL SUNBURN 2016

First-Order Codes Illustrative confirmation of Event Experience	**Second-Order Theme EXPERIENCES**	**DIMENSIONS OF QOL (likely to be impacted)**
"Many world-famous DJs International Music" "I could explore different kinds of music as there are many stages playing a different genre of music." "It is beautiful to watch the DJ control such a large crowd almost a lakh of people"	**CORE CONTENT EXPERIENCE**	**MENTAL WELLBEING**
" It is an electrifying atmosphere." "Happening place." "Variety of quality food." "Beautiful stage décor."" Fun Stalls" "Can dance to the music."" Variety of alcoholic drinks." "It is a wonderful experience to be in the crowd, dancing or just watching."	**FESTIVAL EXPERIENCE**	**MENTAL WELLBEING**
"Alchohol if freely available and some overdrink, get drunk and fall down." "Some overdo drugs and a few even die with an overdose."	**FESTIVAL EXPERIENCE**	**(*Physical Wellbeing) (Mental Wellbeing*)**
"I got to meet new people, especially girls." "I made a lot of new friends." "Get together of friends."	**FESTIVAL EXPERIENCE**	**MENTAL WELLBEING**
"Can forget who you are". "One among the crowd". "No one to judge you all are in the same boat". "Easy to get lost in the crowd	**FESTIVAL EXPERIENCE**	**MENTAL WELLBEING**

but can still enjoy the music."		
" The people who come from Bangalore, Pune, Mumbai and Delhi stay in hotels/ homestay owned by Goans." " Motorbikes/ Scooters are taken on hire by people coming from outside Goa during Sunburn." " I get a free entry pass from the village panchayat of Anjuna, as I am a local resident.	**ECONOMIC EXPERIENCE**	**MATERIAL WELLBEING**

Source: Primary data;
QOL dimensions in **brackets** and **Italics** are impacted **negatively**

The event was very popular among the youth community because world-famous DJs played international music, magnanimous stage décor, and music united the crowd. Some of the local residents were not in favour of the festival as it causes traffic jams, noise pollution, and drug menace. The festival was not looked upon as one which showcases the culture of Goa or instils values in the attendees. It was looked upon more like a party kind of a festival by many residents who did not attend the festival.

It can be observed from Table 3.2 that the comments given by the respondents could be classified into different experience groups. "Many world-famous DJs International Music", "I could explore different kinds of music as there are many stages playing a different genre of music" and "It is beautiful to watch the DJ control such a large crowd almost a lakh of people" belong to **Core content experience**. " It is an electrifying atmosphere", "Happening place", "Variety of quality food", "Beautiful stage décor", "Fun Stalls", "Can dance to the music", "Variety of alcoholic drinks", "It is a wonderful experience to be in the crowd, dancing or just watching", "Alchohol if freely available and some overdrink, get drunk and fall down", "Some overdo drugs and a few even die with an overdose", "I got to meet new people, especially girls", "I made a lot of new friends" and "Get together of friends", "Can forget who you are", "One among the crowd", "No one to judge you-all are in the same boat" and "Easy to get lost in the crowd but can still enjoy the music" belong to the **Festival experience.** " The people who come from Bangalore, Pune, Mumbai, and Delhi stay in hotels/ homestay owned by Goans", "Motorbikes/ Scooters are taken on hire by people coming from outside Goa during Sunburn" and " I get a free entry pass from the village panchayat of Anjuna, as I am a local resident

belong to the **Economic experience.** Thus the Sunburn festival has the ability to impact all three experiences as identified by literature.

It was being organised for the ninth consecutive year and is growing in size and popularity. From Table 3.2, it can be inferred that Sunburn 2015 has the capacity of impacting different experiences of the residents and impacting all the three dimensions of QOL viz. **Mental, Physical, and Material Wellbeing**. But it can be seen that the Sunburn festival can also have a **negative impact** on the Physical wellbeing and Mental wellbeing dimensions of QOL. The 2016 edition of Sunburn was not held in Goa.

3.2.2.3 THE GRAPE ESCAPADE 2016

The Grape Escapade 2016, a Food and Lifestyle Festival was held at D. B. Bandodkar Ground, Campal, Panaji, Goa, India from 4th February to 7th February 2016. This wine and food festival was organised by Goa Tourism Development Corporation Ltd. in association with the Department of Tourism, Goa to promote Goa as a lifestyle destination since 2005. This festival serves as a good platform for international as well as the local winemakers to showcase their wines. Apart from wines, various restaurateurs and hoteliers get a chance to display a wide array of local and global cuisine. The festival was a unique cultural experience as it brought together hoteliers, restaurants, and professionals from the entertainment, food and beverage and lifestyle industry under one roof. The highlights of the festival were wine tasting sessions, grape stomping where guests get a chance to crush grapes with their bare feet in large tubs to live music., the fashion show, the selection of The Grape Escapade Queen 2016, fusion cuisine, exotic, desserts, live performances, a wide range of music, dance and act performances to enthral the audience and attracted people of all ages.

Table 3.3: Linkage of First Order Codes - Second-Order Themes - Dimensions Of QOL

THE GRAPE ESCAPADE 2016

First-Order Codes Illustrative confirmation of Event Experience	**Second-Order Theme** **EXPERIENCES**	**DIMENSIONS OF QOL (likely to be impacted)**
"Grape stomping was fun." "The wine tasting session was great.' "The recipes shown using wine were great."	**CORE CONTENT EXPERIENCE**	**MENTAL WELLBEING**

"I put up a stall showcasing local alcohol like Uraak, Feni".	**CORE CONTENT EXPERIENCE**	**MATERIAL WELLBEING**
"I learnt that wines are to be drunk with different types of food".	**CORE CONTENT EXPERIENCE**	**MENTAL WELLBEING**
"I enjoyed the food, the cultural program, music, the fashion show, and the Grape Escapade Queen contest."	**FESTIVAL EXPERIENCE**	**MENTAL WELLBEING**
"The decoration and ambience were awesome."	**FESTIVAL EXPERIENCE**	**MENTAL WELLBEING**
"Enjoyed with friends." "I had a good time with my family."	**FESTIVAL EXPERIENCE**	**MENTAL WELLBEING**
"I was given a contract to sing with my band to entertain the crowd". "We bought a stall to sell Goan food at the venue."	**ECONOMIC EXPERIENCE**	**MATERIAL WELLBEING**
"I went on all the days, as its only in the evenings and I can relax after work."	**FESTIVAL EXPERIENCE**	**MENTAL WELLBEING**

Source: Primary data

This festival is unique as it promotes Goa as a lifestyle destination. The event was very popular among the residents as it involved the local community. It included a demonstration of recipes using wine as an ingredient in cooking. It offered something for all age groups. It was being organised for the eleventh consecutive year. It can be observed from Table 3.3 that the comments given by the respondents could be classified into different experience groups. "Grape stomping was fun", "The wine tasting session was great', "The recipes shown using wine were great", "I put up a stall showcasing local alcohol like Uraak and Feni" and "I learnt that wines are to be drunk with different types of food" belong to **Core content experience**. "I enjoyed the food, the cultural program, music, the fashion show, and the Grape Escapade Queen contest" and "The decoration and ambience were awesome", "Enjoyed with friends", "I went on all the days, as its only in the evenings and I can relax after work" and "I had a good time with my family" belong to **Festival experience..** "I was given a contract to sing with my band to entertain the crowd" and "we bought a stall to sell Goan food at the venue" belong to **Economic experience.**

Thus Grape Escapade has the ability to impact all the three experiences as identified by literature. From Table 3.3, it can be inferred that The Grape Escapade 2016 has the capacity of impacting different experiences of the residents and impacting two of the three dimensions of QOL viz. **Mental and Material Wellbeing**.

3.2.2.4 THE GOA VINTAGE BIKE AND CAR FESTIVAL 2016

The first Goa Vintage Bike and Car Festival (VBCF) was Organised by Goa Tourism and Goa Tourism Development Corporation on 1st October 2016 with the intention of putting Goa on the map for Motor Tourism. Goa was a Portuguese colony for 400 years, and it was common to see these cars on the roads of Goa till Goa got liberated from the Portuguese rule in 1961. Classic vehicles dating from 1921 to 1970 owned by vintage bike and car collectors and vintage bike and car users from Goa and across the State borders participated in the event. 83 vintage cars and 40 vintage bikes (Some of the cars and bikes in the rally were Citroen, Austin, Morris, Cadillac, Ford, Chevrolet, Mercedes, Volkswagen bikes like Norton, BSA, and BMW) were flagged off by the Tourism Minister Mr Dilip Parulekar at Paryatan Bhavan, Patto, Panjim, Goa, India. Residents and tourists stood at the sides of the roads and cheered as the rally passed by and took the route from Patto through the Panjim city via Miramar circle to Dona Paula (famous tourist spot in Goa) junction and ended at the INOX Courtyard, Panjim, where they were on exhibit from 12 noon to 6.00 pm. This was open for everyone, without any fees.

An award ceremony was held in the evening. A jazz music show and an entertainment program were organised to keep the crowd entertained. 1946 Ford Jeep, 1965 Mercedes Benz, 1965 VFJ Jonga and 1964 Standard Herald received awards for Long Distance Travelled in the vintage car category while a 1965 BMW RSO receive the award for the Long Distance Travelled vintage bike. Award for the best-restored vintage car was offered to a 1921 Citroen while the best-restored vintage bike was a 1942 Norton 16H. The best restored classic car was a 1961 Fiat 500D while the best restored classic bike was a 1965 Lambretta L1 150 series. In the heritage, categories were a 1964 Standard Herald and 1962 Jawa while the best cars on show were a 1968 VW 1600L and 1952 Lambretta.

Table 3.4: Linkage of First Order Codes - Second-Order Themes - Dimensions of QOL THE GOA VINTAGE BIKE AND CAR FESTIVAL 2016

First-Order Codes Illustrative confirmation of Event Experience	**Second-Order Theme EXPERIENCES**	**DIMENSIONS OF QOL (likely to be impacted)**
"It was gratifying working on my car for two months getting it ready for this festival. This gave me a sense of fulfilment."	**CORE CONTENT EXPERIENCE**	**MENTAL WELLBEING**
"I have a passion for vintage vehicles, and it was overwhelming to see so many of them on the road and at the exhibition today"." They all were beauties, each one more beautiful than the other.""It was a real treat to watch them."	**CORE CONTENT EXPERIENCE**	**MENTAL WELLBEING**
"It was fun standing along the road, cheering for all the vintage vehicles."	**FESTIVAL EXPERIENCE**	**MENTAL WELLBEING**
"Panjim city looked very festive. I felt a special joy in my heart".	**FESTIVAL EXPERIENCE**	**MENTAL WELLBEING**
" After work, I visited the exhibition with my friends, and we met other friends there."" I took my family so that they should not miss this unique experience."	**FESTIVAL EXPERIENCE**	**MENTAL WELLBEING**
"I felt I was in some place abroad."	**FESTIVAL EXPERIENCE**	**MENTAL WELLBEING**

Source: Primary data

The Goa Vintage Bike and Car Festival was organised for the first time in 2016. It caters to a certain section of people who have a passion for vintage motors. It being the first year, many residents were not aware of the festival; hence the attendance was not as expected. The event was a novel one. It can be observed from Table 3.4 that the comments given by the respondents could be classified into different experience groups. "It was gratifying working on my car for two months getting it ready for this festival. This gave me a sense of fulfilment", "I have a passion for vintage vehicles, and it was overwhelming to see so many of them on the road and at the exhibition, today", " They all were beauties, each one more beautiful than the other" and "It was a real treat to watch them" belong to **Core content experience**. "It was fun standing along the road, cheering for all the vintage vehicles" and **"**Panjim city looked very festive", I felt a special joy in my heart", " After work, I visited the exhibition with my friends, and we met other friends there", " I took my family", and "I felt I was in some place abroad" belong to **Festival experience**. Thus GVBCF has the ability to impact two of the three experiences as identified by literature.

From Table 3.4, it can be inferred that The Goa Vintage Bike and Car Festival 2016 has the capacity of impacting two experiences of the residents and impacting only one of the three dimensions of QOL viz. **Mental Wellbeing**.

3.2.2.5 INDIAN SUPER LEAGUE 2016 –SEASON 3

Introduction: The Indian Super League (ISL) is a men's professional football league in India. It was officially started on 21 October 2013 by AIFF(All India Football Federation), IMG–Reliance, and STAR Sports, with a mission to revolutionise football in India, and promote the game to an international level. The league serves as one of the highest tournaments in India, along with the I-League. The ISL 2016's season commenced on 1st October and ended on 18th December 2016 with the finals. The league in 2016 featured eight teams from around India, with four of the top five cities by population represented in the league. The teams playing in the ISL are Atlético de Kolkata, Chennaiyin, Delhi Dynamos, Goa, Kerala Blasters, Mumbai City, NorthEast United, and Pune City. Atlético de Kolkata emerged Champions. There were seven matches played at the Jawaharlal Nehru Stadium, Goa, India, where the sitting capacity is 19,000. This study considers only the matches of ISL played in Goa.

Table 3.5: Linkage of First Order Codes - Second-Order Themes - Dimensions of QOL

THE INDIAN SUPER LEAGUE 2015

First-Order Codes Illustrative confirmation of Event Experience	**Second-Order Theme EXPERIENCES**	**DIMENSIONS OF QOL (likely to be impacted)**
"We could see these types of leagues on TV like the English Premier League, happy that we have one right here in Goa". "I have a passion for football and love to watch my favourite team play" "I enjoy cheering live for my favourite team." "I like watching foreign players playing."	**CORE CONTENT EXPERIENCE**	**MENTAL WELLBEING**
"Seeing the level of stamina the players have, motivates me to keep fit."	**CORE CONTENT EXPERIENCE**	**PHYSICAL WELLBEING**
"I like to experience the adrenalin rush when my favourite team is playing".	**FESTIVAL EXPERIENCE**	**MENTAL WELLBEING**
"My friends and family sometimes see me on TV when the camera focuses on	**FESTIVAL EXPERIENCE**	**MENTAL WELLBEING**

the crowd.”“I love to celebrate when FC Goa wins.”“I enjoy making the wave with the crowd.”“I love the electrifying atmosphere in the stadium.”“I feel safe as there high security in the stadium.”		
“Sometimes the supporters of rival teams get into a fight and beat each other”	**FESTIVAL EXPERIENCE**	**MENTAL WELLBEING *(Physical Wellbeing)***
“I like taking my children and enjoy the game with them”. “I enjoy meeting other supporters of FC Goa and together cheering for FC Goa.”	**FESTIVAL EXPERIENCE**	**MENTAL WELLBEING**
“Supply food at the food court as it is part of my business”. “I learnt how to be courteous to the football fans and show them where to sit”. I get some pocket money and a dress for volunteering in the VVIP lounge.	**ECONOMIC EXPERIENCE**	**MATERIAL WELLBEING**
“When I’m in the stadium watching a game, I forget all my worries.”	**FESTIVAL EXPERIENCE**	**MENTAL WELLBEING**

Source: Primary data
QOL dimensions in **brackets** and **Italics** are impacted **negatively**

The event was very popular among the people of Goa as football is considered a religion. The passion for football is seen in all the attendees. It was being organised for the third consecutive year and is growing in size and popularity.

It can be observed from Table 3.5 that the comments given by the respondents could be classified into different experience groups. “We could see these types of leagues on TV like the English Premier League, happy that we have one right here in Goa”, “I have a passion for football and love to watch my favourite team play”, “I enjoy cheering live for my favourite team”, “I like watching foreign players playing” and“Seeing the level of stamina the players have, motivates me to keep fit” belong to **Core content experience**. “I like to experience the adrenalin rush when my favourite team is playing”, “My friends and family sometimes see me on TV when the camera focuses on the crowd”, “I love to celebrate when FC oa wins”, “I enjoy making the wave with the crowd”. “I love the electrifying atmosphere in the stadium” “Sometimes the supporters of rival teams get into a fight and beat each other” and “I feel safe as there is high security in the stadium”, “I like taking my children and enjoy the game with them”, and “I enjoy meeting other supporters of FC Goa and

together cheering for FC Goa" and "When I'm in the stadium watching a game, I forget all my worries" belong to the **Festival experience.** "Supply food at the food court as it is part of my business", "I learnt how to be courteous to the football fans and show them where to sit" and "I get some pocket money and a dress for volunteering in the VVIP lounge belong to the **Economic experience.** Thus ISL 2016 has the ability to impact all three experiences as identified by literature.

From Table 3.5, it can be inferred that The Indian Super League 2016 has the capacity of impacting different experiences of the residents and impacting all the three dimensions of QOL viz. **Physical, Mental and Material Wellbeing** to a great extent. Sometimes there are fights among the supporters of rival teams, and supporters get physically injured, but it is considered a pride to fight for the team one supports. So though it affects Physical wellbeing negatively, it affects Mental wellbeing positively.

3.2.2.6 THE GOA BIRD FESTIVAL (GBF) 2016

The first Goa Bird Festival in Goa, India was organised by Goa Tourism Department and Goa Forest Department from 11th of November to 15th of November 2016 to showcase Goa's Avifaunal biodiversity. The small state of Goa, in India, with an area of 3700 sq. Km has a lot of bird diversity with 432 species of birds (sea birds, shorebirds, river birds and forest birds). This is because Goa has a mix of habitats viz. forest, wetlands, and coastal habitats. Some of the few birds found location wise in Goa are: Hornbills, Crested serpent eagles, and Brahminy kites are found in the forests of Bondla; Kingfishers, Emerald doves, and Grey jungle fowls are found in Mollem; Herons, Painted Storks, and Ospreys are found in the coastal area of the Salim Ali Bird Sanctuary. The freshwater Carambolimlake houses Snipers and Cormorants. The ruby-throated yellow bulbul, Goa's State bird, can be spotted in all the four places mentioned above. There were around 200 participants which included tourists (national and international), locals, amateur birdwatchers, bird photographers, naturalists, bird lovers, and renowned ornithologists besides the forest officers. The main venue of the bird festival was Bondla, and the participants were taken on nature/bird watching trails in Bondla and Bhagwan Mahaveer Wildlife Sanctuaries & National Park on the first two days. On the third day a visit to birding

sites at Carambolim (migratory birds) and Salim Ali Bird Sanctuary, Chorao was arranged. Some locals were trained to be guides so that they could get some financial assistance and at the same time were motivated to conserve their locality. A week before the festival the Goa Forest Department in association with Goa Bird Conservation Network (GBCN) conducted outreach programs on birds of Goa and related aspects. They also organised a bird photo competition and exhibition of these photographs for the participants at the venue. Knowledge sessions were also held by experts for the participants. Many NGOs like Bombay Natural History Society, Nature Conservation Foundation, World Wide Fund for Nature (WWF), and Goa Bird Conservation Network (GBCN) participated in the event.

Table 3.6: Linkage of First Order Codes - Second-Order Themes - Dimensions 0f QOL THE GOA BIRD FESTIVAL 2016

First-Order Codes Illustrative confirmation of Event Experience	**Second-Order Theme EXPERIENCES**	**DIMENSIONS OF QOL (likely to be impacted)**
"The trekking in the jungle was really good."	**CORE CONTENT EXPERIENCE**	**PHYSICAL WELLBEING**
"I felt worthy as I had to show the visitors where birds could be spotted in my village." " The organisers trained us, and I feel that it is my responsibility to protect the birds in my locality so that our future generations can see them too." "Interaction with ornithologists thought me a lot about birds." "I got to interact with lots of bird experts, bird enthusiasts, forest officials, and people working in the field of ornithology".	**CORE CONTENT EXPERIENCE**	**MENTAL WELLBEING**
"Got to see many rare birds." "Spending time silently with nature was healing."	**FESTIVAL EXPERIENCE**	**MENTAL WELLBEING**
"Besides birds, we spotted butterflies too and felt very happy." "It was a wonderful experience."	**FESTIVAL EXPERIENCE**	**MENTAL WELLBEING**
"As a forest officer, I was happy to see that many people were interested in conserving nature."	**FESTIVAL EXPERIENCE**	**MENTAL WELLBEING**
"Met other bird lovers" "Made new friends for life"	**FESTIVAL EXPERIENCE**	**MENTAL WELLBEING**
"Met bird experts and learnt a lot from them."	**FESTIVAL EXPERIENCE**	**MENTAL WELLBEING**
"I was trained as a guide to show the visitors around the bird sites. I was paid for my services."	**ECONOMIC EXPERIENCE**	**MATERIAL WELLBEING**
"It was a good break from the monotonous routine life." "Forgot my routine life for three wonderful days."	**FESTIVAL EXPERIENCE**	**MENTAL WELLBEING**

Source: Primary data

The Goa Bird Festival was organised for the first time in 2016. It caters to a certain section of people who have a love for birds and nature. It being the first year, many residents were not aware of the festival. There were about 200 attendees, including people from outside Goa.

It can be observed from Table 3.7 that the comments given by the respondents could be classified into different experience groups. "The trekking in the jungle was really good", "I felt worthy as I had to show the visitors where birds could be spotted in my village", "The organisers trained us and I feel that it is my responsibility to protect the birds in my locality so that our future generations can see them too", "Interaction with ornithologists thought me a lot about birds" and "I got to interact with lots of bird experts, bird enthusiasts, forest officials and people working in the field of ornithology" belong to **the Core content experience**. "Got to see many rare birds", "Spending time silently with nature was healing", "Besides birds, we spotted butterflies too and felt very happy", "It was a wonderful experience", "As a forest officer, I was happy to see that many people were interested in conserving nature", "Met other bird lovers" "Made new friends for life", "Met bird experts and learnt a lot from them", "It was a good break from the monotonous routine life" and "Forgot my routine life for three wonderful days" belong to **the Festival experience**. "I was trained as a guide to show the visitors around the bird sites. I was paid for my services" belongs to **the Economic experience.** Thus Goa Bird Festival 2016 has the ability to impact all three experiences as identified by literature. From Table 3.7, it can be inferred that The Goa Bird Festival 2016 has the capacity of impacting different experiences of the residents and impacting all the three dimensions of QOL.

3.2.2.7 SERENDIPITY ARTS FESTIVAL (SAF) 2016

The Serendipity Arts Festival 2016 was organised by Serendipity Arts Trust, a Munjal Initiative for Creativity. The Serendipity Arts Festival (a South Asia art festival), on the banks of river Mandovi, Panjim, Goa, India, took place from 16th December to 23rd December 2016, across eight venues in Panjim viz. Adil Shah Palace, Jardim Garcia d'Orata (municipal garden), Old GMC compound, Kala Academy, D.B. Ground, Santa Monica Jetty, SAG Ground, and Mandovi Promenade. The festival brought together the performing, visual, and culinary arts. It

is India's first multi-disciplinary festival offering art, dance, photography, music, craft, food, theatre, and science. It was started to influence the way Indians interact with art on a daily basis by addressing issues such as arts education, interdisciplinary discourse, patronage culture, and accessibility of the arts. The programs included performances and exhibitions for educational and social engagement of dance, music, visual arts, theatre, and culinary arts. Practitioners and audiences were able to interact with the arts and with each other on many levels, in an immersive space that seeks to create discursive opportunities, promote the exchanging of ideas, and inspire the youth of India to access and engage with arts on a greater level.

Table 3.7 Linkage of First Order Codes - Second-Order Themes - Dimensions of QOL
THE SERENDIPITY ARTS FESTIVAL 2016

First-Order Codes Illustrative confirmation of Event Experience	**Second-Order Theme EXPERIENCES**	**DIMENSIONS OF QOL (likely to be impacted)**
"I was happy that famous artists were curators for various sections of the festival." "It covered a wide variety of topics such as dance, paintings, photography, science, theatre, food and I really enjoyed it." "The taratalum (dying art form) where they performed Shakespear's Tempest in Drama form was excellent and unforgettable." "I enjoyed all the programs."	**CORE CONTENT EXPERIENCE**	**MENTAL WELLBEING**
"It showed how art and science are not separate." "It was an art of a very high level." "The artwork stimulated all the senses." "I learnt a lot." "I found the Science Exhibition in Old GMC heritage building very good" "It changed my perception of science as being tough" I learnt that science is an art."	**CORE CONTENT EXPERIENCE**	**MENTAL WELLBEING**
"The venues were spread out, so we had to walk a lot."	**CORE CONTENT EXPERIENCE**	**PHYSICAL WELLBEING**
"It was something different, something novel."	**FESTIVAL EXPERIENCE**	**MENTAL WELLBEING**
"the stage settings were beautiful "Streets were beautifully decorated." "The costumes were a feast for the eyes."	**FESTIVAL EXPERIENCE**	**MENTAL WELLBEING**
"I went with friends and enjoyed every bit." "I took my family to see the creativity."	**FESTIVAL EXPERIENCE**	**MENTAL WELLBEING**
"I took my children, especially for the think tank. As a mother, it was my duty to expose my	**FESTIVAL EXPERIENCE**	**MENTAL WELLBEING**

children to this great scientific cum art project."		
I felt happy as I was in a different era and place (Adil Shah palace)	**FESTIVAL EXPERIENCE**	**MENTAL WELLBEING**

Source: Primary data

SAF 2016 was organised for the first time. It being the first year, many residents were not aware of the festival. It was unique and was appealing to the senses. It seemed to have gained popularity with the crowd. If it continues every year, it has promises of becoming a mega-event.

From Table 3.7, it can be seen that the comments given by the respondents could be classified into different experience groups. "I was happy that famous artists were curators for various sections of the festival", "It covered a wide variety of topics such as dance, paintings, photography, science, theatre, food and I really enjoyed", "The taratalum (dying art form) where they performed Shakespear's Tempest in Drama form was excellent and unforgettable", "I enjoyed all the programs", "It showed how art and science are not separate", "It was an art of a very high level", "The artwork stimulated all the senses", "I learnt a lot" and "I found the Science Exhibition in Old GMC heritage building very good, "It changed my perception of science as being tough", "The venues were spread out, so we had to walk a lot" and "I learnt that science is an art" belong to the **Core content experience.** "It was something different, something novel" and "the stage settings were beautiful", "Streets were beautifully decorated", "The costumes were a feast for the eyes","I went with friends and enjoyed every bit", "I took my family to see the creativity" and "I took my children, especially for the think tank. As a mother, it was my duty to expose my children to this great scientific cum art project", and "I felt happy as I was in a different era and place (Adil Shah palace) belong to the **Festival experience.** From Table 3.7, it can be seen that SAF 2016 has the ability to impact two of the three experiences that were identified by literature. It also has the capacity of impacting two of the three dimensions of QOL of the residents viz. Physical and Mental Wellbeing.

3.2.3 CROSS CASE ANALYSIS

3.2.3.1 Events and the Experiences they give to the residents

Table 3.8: Cross Case Analysis
Events and the Experiences they give to the residents

	Name of the Event	EXPERIENCES: Core Content	Festival	Economic Experience
1.	The Goa River Marathon 2015	√	√	√
2.	Sunburn 2015	√	√	√
3.	The Grape Escapade 2016	√	√	√
4.	The Goa Vintage Bike and Car festival 2016	√	√	×
5.	The Indian Super League 2016	√	√	√
6.	The Goa Bird festival 2016	√	√	√
7.	The Serendipity Arts Festival 2016	√	√	×

Source: Primary data

As observed from the cross-case analysis in table 3.8, except for the Goa Vintage Bike & Car festival 2016 and The Serendipity Arts Festival 2016 all the other events seemed to give the residents all the experiences culled out from literature review.

3.2.3.2 Event and the dimensions of QOL they impact of the residents of Goa

From the cross-case analysis in table 3.9, it can be observed that only the Goa River Marathon 2015, Sunburn 2015, the Indian Super League 2016, and the Goa Bird festival 2016 impacted all the dimensions of QOL of the residents. The ISL impacted the Emotional wellbeing and Physical wellbeing negatively to a small extent. Sunburn impacted Physical wellbeing negatively to a great extent.

Table 3.9 Cross Case Analysis
Event and the dimensions of QOL they impact of the residents of Goa

	NAME OF THE EVENT	DIMENSIONS OF QOL	Mental al Wellbeing	Material Wellbeing	Physical Wellbeing
1.	The Goa River Marathon 2015		√	√	√
2.	Sunburn 2015		√ (√)	√	(√)
3.	The Grape Escapade 2016		√	√	×
4.	The Goa Vintage Bike and Car festival 2016		√	×	×
5.	The Indian Super League 2016		√	√	√ (√)
6.	The Goa Bird festival 2016		√	√	√
7.	The Serendipity Arts Festival 2016		√	×	√

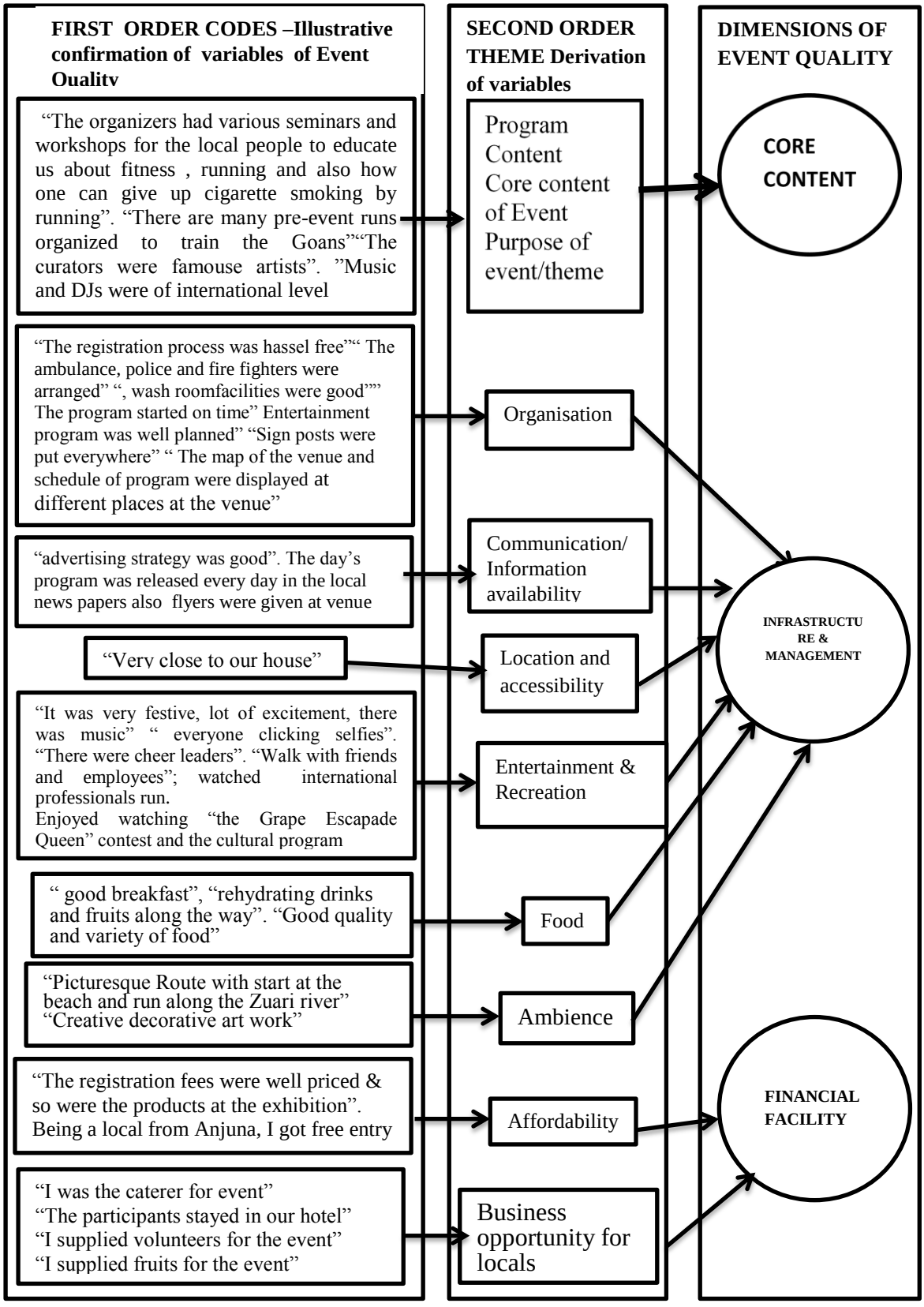
Source: Primary data
Negative impacts are marked as(√) tick mark in the bracket.

From the cross-case analysis in table 3.9, it can be observed that only the Goa River Marathon 2015, Sunburn 2015, the Indian Super League 2016, and the Goa Bird festival 2016 impacted all the dimensions of QOL of the residents. The ISL impacted the Physical wellbeing negatively to a small extent. Sunburn impacted Physical wellbeing and Mental Wellbeing to a great extent.

3.2.4 Data Analysis Process: First orde codes- second-order themes- Dimensions of events

Figure 3.1 shows the comments of respondents that were captured and recorded as first-order codes. These are Illustrative confirmation of the variables of Event Quality. These variables led to the derivation of second-order themes which finally culminated into dimensions of Event Quality. The first-order codes like "The organisers had various seminars and workshops for the local people to educate us about fitness, running and also how one can give up cigarette smoking by running", "There are many pre-event

Figure 3.1 **Data Analysis Process: First orde codes- second-order themes- Dimensions of Events**



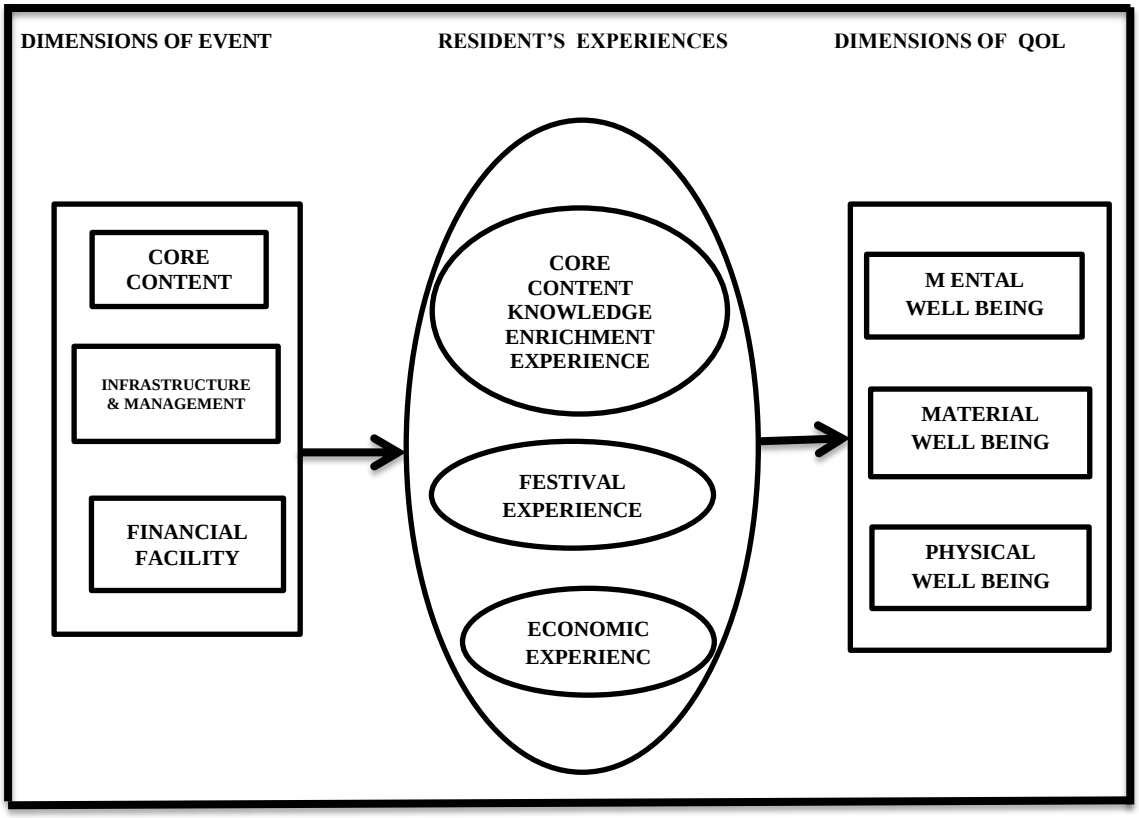
Source: Primary data

runs organised to train the Goans", "The curators were famous artists" and "Music and DJs were of international level lead to The second-order theme **Core Content or purpose of the event or the theme of the event** which in turn was identified as the **Core Content dimension** of Event Quality. The first-order codes "The registration process was hassle-free", "The ambulance, police, and firefighters were arranged", "washroom facilities were good", " The program started on time", "Entertainment program was well planned", "Signages were put everywhere" and " The map of the venue and schedule of the program were displayed at different places at the venue" led to the second-order theme **Organisation which** in turn was identified as the **Infrastructure and Management dimension** of Event Quality. The first-order codes like "the advertising strategy was good" and "The day's program was released every day in the local newspapers also flyers were given at venue" led to the second-order theme **Communication which** in turn was identified as the **Infrastructure and Management dimension** of Event Quality. The first-order code like "Very close to our house" led to the second-order theme **Location and Accessibility, which** in turn was identified as the **Infrastructure and Management dimension** of Event Quality. The first-order codes "It was very festive, a lot of excitement, there was music", " everyone clicking selfies", "There were cheerleaders", "Walk with friends and employees" "watched international professionals run", "Enjoyed watching 'the Grape Escapade Queen' contest and the cultural program led to the second-order theme **Entertainment & Recreation which** in turn was identified as the **Infrastructure and Management dimension** of Event Quality. The first-order codes" good breakfast", "rehydrating drinks and fruits along the way", "Good quality and variety of food" led to the second-order theme **Food which** in turn was identified as the **Infrastructure and Management dimension** of Event Quality. The first-order codes "Picturesque Route with a start at the beach and run along the Zuari river" and Creative decorative artwork led to the second-order theme **Ambience which** in turn was identified as the **Infrastructure and Management dimension** of Event Quality. Therefore the dimensions of Event Quality identified through literature were confirmed by the case studies. The first-order codes like "The registration fees were well priced and so were the products at the exhibition" and "Being a local from Anjuna, I got free entry" led to the second-order theme **Affordability which** in turn was identified as the **Financial Facility dimension** of Event Quality. The first-order codes "I was the caterer for the event", "The

participants stayed in our hotel", "I supplied volunteers for the event" and "I supplied fruits for the event" led to the second-order theme **Business opportunity for locals which** in turn was identified as the **Financial Facility dimension** of Event Quality.

3.2.5 PROPOSED MODEL

Fig 3.2: PROPOSED MODEL derived in conjunction with literature review and case Analysis



Source: primary

3.2.6 CONCLUSION :

1. As observed from the cross-case analysis in table 3.8, except for the Goa Vintage Bike & Car festival 2016 and The Serendipity Arts Festival 2016 all the other events seemed to give the residents all the experiences culled out through literature review. On the other hand, from the cross-case analysis in table 3.9, it can be observed that only the Goa River Marathon 2015, Sunburn 2015, the Indian Super League 2016, and the Goa Bird festival 2016 impacted all the dimensions of QOL of the residents.

The ISL impacted the Physical wellbeing negatively to a small extent. Sunburn impacted Physical wellbeing and Mental wellbeing negatively to a great extent.

2. Both the sports events, the Goa River Marathon 2015 and the Indian Super League 2016 were very popular, giving all the experiences and seemed to have more impact on many dimensions of QOL. The International Film Festival of India (IFFI) was already studied by researchers in Goa in different contexts. The venue of Sunburn 2017 was suddenly shifted to Pune, and it ceased to be held in Goa for study the following year. It was observed that as the Goa Vintage Bike & Car festival 2016, the Goa Bird Festival 2016, and the Serendipity Arts Festival 2016 were being held for the first time in Goa, they lacked popularity with the residents of Goa. Hence sports events were used for the quantitative study. Since a Mega sports event, U17 MEN'S FIFA WORLD CUP 2017 was happening in Goa, and football being the popular sport of Goa, this event and THE INDIAN SUPER LEAGUE 2017-18 (men's professional football league in India) were selected for this study.

As can be seen from Fig.3.1 and Fig 3.2, the Case studies contributed towards confirmation of the final model, which was derived from literature.

3.3 SECTION 2

QUANTITATIVE STUDY

3.3.1 UNIT OF ANALYSIS AND SAMPLING

The unit of analysis for this study is the resident in the state of Goa, India.

For the quantitative study convenience sampling technique was used to select respondents, based on their availability and willingness to be a part of this study. Care was taken to include sufficient representation from different groups of residents like host city residents, non-host city residents, participant residents, and non-participant residents with varying age groups, levels of educational qualifications, and income. The total sample size was 503.

3.3.1.1 Sample 1 (used for Exploratory Factor Analysis EFA):

Event - **U17 Men's FIFA World Cup 2017** - A total of 350 questionnaires were distributed out of which 341 questionnaires were collected. The survey period was from 7th October to 7th November 2017. After data cleaning and removing

unengaged respondents, only **247** were found useable. These were used for Exploratory Factor Analysis for item reduction and extraction of factors.

Demographic details of sample 1: From Table 3.2, it can be seen that the total number of respondents was 247 residents of Goa. 76.5% were males and 23.5% were females; 8.5% were volunteer, 0.8% were organisers, 0.8% were transport provider, 65.6% were spectator, .4% were sponsorer, .4% were food joint owner around Fatorda stadium and 23.5% were none of above;33.6% of the respondents were host city residents and 66.4% were non-host city residents. 78.5% were participants and 21.5% were non- participants. 30.76% of the respondents were in the age group of ≤ 20 years, 52.6% were in the age group of 21-30 years, 9.3% were in the age group of 31- 40 years, 5.7% were in the age group of 41 – 50 years and .8% of the respondents were in the age group of 51-60 years, .4% were in the age group of 61-70 years, and .4% of the respondents were ≥ 70 years of age.7.7% of the respondents completed school education, 19.0% completed higher secondary school education, 11.3% were Diploma holders, 24.7%wereUnder- Graduates, 23.1% of the respondents were Graduates and 14.2% were Postgraduates. 8.5%of the respondents had their own business, 9.3% were working in Pvt. Sector, 11.3% were in Government service,.8% were professionals, 8.9% were self-employed, .8% were elected Government officials, 57.9% were student, .8% were not working and 1.6% were doing something else. 18.2% of the respondents earned less than 1 lac per annum, 31.2% earned 1 - 3 lakhs per annum, 33.2 % earned 3 - 6 lakhs per annum, 10.9 % earned 6 - 10 lakhs per annum, 5.3 % earned 10 - 20 lakhs per annum and 1.2 % earned above 20 lakhs per annum.

Table 3.10: Demographic details of the respondents for EFA n=247

	frequency	percentage
TOTAL NUMBER OF RESPONDENTS	247	100%
Gender		
Male	189	76.5%
Female	58	23.5%
Educational Qualifications		
School	19	7.7%
Higher secondary school	47	19.0%
Diploma	28	11.3%
Under- Graduate	61	24.7%
Graduate	57	23.1%
Postgraduate	35	14.2%

Volunteer	21	8.5%
Organiser	2	.8%
Transport provider	2	.8%
Spectator	162	65.6%
Sponsorer	1	.4%
Food joint owner around Fatorda stadium	1	.4%
none of the above	58	23.5%
Age in years		
10 - 15 yrs	8	3.2%
16 - 20 yrs	68	27.5%
21 - 30 yrs	130	52.6%
31 - 40 yrs	23	9.3%
41 - 50 yrs	14	5.7%
51 - 60 yrs	2	.8 %
61- 70 yrs	1	.4 %
More than 70 yrs	1	.4 %
Participant residents	194	78.5 %
Non-participant residents	53	21.5 %
Host city residents	83	33.6 %
Non-host city residents	164	66.4 %
Occupation		
Business	21	8.5 %
Pvt. Sector	23	9.3 %
Govt. service	28	11.3 %
Professional	2	.8 %
Self-employe	22	8.9 %
Elected Govt. official	2	.8 %
Student	143	57.9 %
Not working	2	.8 %
Any other	4	1.6 %
Yearly Income		
Less than 1 lac	45	18.2 %
1 - 3 lacs	77	31.2 %
3 - 6 lacs	82	33.2 %
6 - 10 lacs	27	10.9 %
10 - 20 lacs	13	5.3 %
above 20 lacs	3	1.2 %

Source: Primary data

3.3.1.2 Sample 2 (used for Confirmatory Factor Analysis CFA):

Event- **Indian Super League2017-18** –A total of 300 questionnaires were distributed, out of which 290 questionnaires were collected from October 2017 to April 2018. After data cleaning, only **256** were found useable. These were used for Confirmatory Factor Analysis to test if the data fit the model well and if the model can be used for further analysis.

Demographic description of the sample

From Table 3.3, it can be seen that the total number of respondents was 256 residents of Goa. 61.3 % were males, and 38.7% were females; 2.3% were volunteer, .4% were

organisers, 50% were spectator, 1.2% were sponsorer, and 46.1% were none of above; 47.7 %of the respondents were host city residents and 52.3 % were non-host city residents. 53.5 % were participants and 46.5% were non- participants. 32.8% of the respondents were in the age group of ≤ 20 years, 32% were in the age group of 21-30 years, 12.1% were in the age group of 31- 40 years, 18.8% were in the age group of 41 – 50 years and 2.7% of the respondents were in the age group of 51-60 years,1.6% were in the age group of 61-70 years. 3.1% of the respondents completed school education, 21.5% completed higher secondary school education, 4.3% were Diploma holders, 18.8%wereUnder- Graduates, 23.4% of the respondents were Graduates, 26.6% were Postgraduates, and 2.3 % were PhD holders. 7.8 % of the respondents had their own business, 15.6 % were working in Pvt. Sector, 5.9 %were in Government service, 7.8% were professionals, 5.9% were self-employed, 48.4% were students, and 8.6% were doing something else. 31.6% of the respondents earned less than 1 lac per annum, 31.6% earned 1 - 3 lakhs per annum, 16.4% earned 3 - 6 lakhs per annum, 11.3 % earned 6 - 10 lakhs per annum, 6.3 % earned 10 - 20 lakhs per annum and 2.7 % earned above 20 lakhs per annum.

Table 3.11: Demographic details of the respondents for CFA n=256

	frequency	percentage
TOTAL NUMBER OF RESPONDENTS	256	100 %
Gender		
Male	157	61.3 %
Female	99	38.7 %
Educational Qualifications		
School	8	3.1%
Higher secondary school	55	21.5%
Diploma	11	4.3%
Under- Graduate	48	18.8%
Graduate	60	23.4%
Postgraduate	68	26.6 %
Ph. D.	6	2.3 %
Volunteer	6	2.3 %
Organiser	1	.4 %
Spectator	128	50.0 %
Sponsorer	3	1.2 %
none of the above	118	46.1 %
Age in years		
10 - 15 yrs	1	.4 %
16 - 20 yrs	83	32.4 %
21 - 30 yrs	82	32.0 %
31 - 40 yrs	31	12.1 %
41 - 50 yrs	48	18.8 %
51 - 60 yrs	7	2.7 %
61- 70 yrs	4	1.6 %

Participant residents	137	53.5 %
Non-participant residents	119	46.5 %
Host city residents	122	47.7 %
Non-host city residents	134	52.3 %
Occupation		
Business	20	7.8 %
Pvt. Sector	40	15.6 %
Govt. service	15	5.9 %
Professional	20	7.8 %
Self-employed	15	5.9 %
Student	124	48.4 %
Any other	22	8.6 %
Yearly Income		
Less than 1 lakh	81	31.6 %
1 - 3 lakhs	81	31.6 %
3 - 6 lakhs	42	16.4 %
6 - 10 lakhs	29	11.3 %
10 - 20 lakhs	16	6.3 %
above 20 lakhs	7	2.7 %

Source: Primary data

3.3.1.3 Total Sample (Sample 1 + Sample 2) used for data analysis (Structural Equation Modeling): The total sample consisted of **503** residents of Goa. Of the 503 respondents, 157 were female, and 346 were male. Respondents were assured of anonymity. Host city residents were 205 and non-host city residents 298; participant residents 331 non-participant residents 172.

Demographic details of total sample: From Table 3.4, it can be seen that the total number of respondents was 503 residents of Goa. 68.79% were males, and 31.21% were females; 5.37%were volunteer, 0.6% were organisers, 57.65% were spectator, .8% were sponsorer, .4% were transport providers, .2% were food-joint owner around Fatorda stadium, and 34.99% were none of above; 40.76% of the respondents were host city residents, and 59.24% were non-host city residents. 65.81% were participants, and 34.19% were non- participants. 31.81% of the respondents were in the age group of ≤ 20 years, 42.15% were in the age group of 21-30 years, 10.74% were in the age group of 31- 40 years, 12.33% were in the age group of 41 – 50 years and 1.79% of the respondents were in the age group of 51-60 years, .99% were in the age group of 61-70 years, and .2% of the respondents were ≥ 70 years of age. 5.37% of the respondents completed school education, 20.28% completed higher secondary school education, 7.75% were Diploma holders, 21.67% were Under- Graduates, 23.26% of the respondents were Graduates, 20.48% were

Post- Graduates and 1.19 were Ph. Ds. 8.15%of the respondents had their own business, 12.52% were working in Pvt. Sector, 8.55% were in Government service, 4.37% were professionals, 7.36% were self-employed, 53.08% were student, .4% were not working, and 5.17% were doing something else. 25.05% of the respondents earned less than 1 lakh per annum, 31.41% earned 1 - 3 lakhs per annum, 24.65% earned 3 - 6 lakhs per annum, 11.13% earned 6 - 10 lakhs per annum, 5.77% earned 10 - 20 lakhs per annum and 1.99% earned above 20 lakhs per annum.

Table 3.12: Demographic details of the respondents for SEM n=503

	frequency	percentage
TOTAL NUMBER OF RESPONDENTS	503	100 %
Gender		
Male	346	68.79%
Female	157	31.21%
Educational Qualifications		
School	27	5.37%
Higher secondary school	102	20.28%
Diploma	39	7.75%
Under- Graduate	109	21.67%
Graduate	117	23.26 %
Postgraduate	103	20.48 %
Ph. D.	6	1.19 %
Volunteer	27	5.37%
Organiser	3	0.6%
Spectator	290	57.65%
Sponsorer	4	0.80%
Transport provider	2	0.40%
Food joint owners, Fatorda	1	0.20%
none of the above	176	34.99%
Age in years		
10 - 15 yrs	9	1.79%
16 - 20 yrs	151	30.02%
21 - 30 yrs	212	42.15%
31 - 40 yrs	54	10.74%
41 - 50 yrs	62	12.33%
61 - 60 yrs	9	1.79%
61- 70 yrs	5	0.99%
> 70	1	0.20%
Participant residents	331	65.81%
Non-participant residents	172	34.19%
Host city residents	205	40.76%
Non-host city residents	298	59.24%
Occupation		
Business	41	8.15%
Pvt. Sector	63	12.52%
Govt. service	43	8.55%
Professional	22	4.37%
Self-employed	37	7.36%

Student	267	53.08%
Not working	2	0.40%
Any other	26	5.17%
Yearly Income		
Less than 1 lakh	126	25.05%
1 - 3 lakhs	158	31.41%
3 - 6 lakhs	124	24.65%
6 - 10 lakhs	56	11.13%
10 - 20 lakhs	29	5.77%
above 20 lakhs	10	1.99%

Source: Primary data

3.3.2 DATA COLLECTION TOOLS

A questionnaire with four sections was designed for the study (Scale development explained in detail in section 3.3.5 of this chapter).The first section collected demographic information. The second section measured the **Event Quality** on a five-point Semantic scale (1 - Very Bad to 5 - Very Good). The third section measured the **Event Experience** of the resident at the event. The fourth section measured the **QOL** of the residents. The third and fourth sections were measured on a five-point Likert scale (1–Strongly disagree to 5 – Strongly Agree). The questionnaire is shown in Appendix 1.

3.3.3 DATA COLLECTION PROCEDURE

The data for the quantitative study were collected through questionnaires. The questionnaires were administered personally to the respondents, in colleges, at their workplaces, and their homes. The structure of the questionnaire, it's objective, and the rating scheme was explained to the respondents; when handing over the questionnaire to them. The respondents belonged to a different gender, age groups, income groups, occupation, and educational background. For the Exploratory Factor Analysis (EFA), the U-17 MEN's FIFA WORLD CUP 2017 was the event that was studied. A total of 350 questionnaires were distributed, of which 341 questionnaires were collected. The survey period was from the 7th of October to the 7th of November 2017. After data cleaning and removing unengaged respondents, only 247 were found useable. These were used for Exploratory Factor Analysis

For Confirmatory Factor Analysis (CFA) total, the INDIAN SUPER LEAGUE 2017-18 was the event that was studied –A total of 300 questionnaires were distributed, of which 290 questionnaires were collected. The survey period was from

October 2017 to April 2018. After data cleaning, only 256 were found useable. These were used for Confirmatory Factor Analysis.

For Data Analysis using Structural Equation Modeling, all 503 responses (EFA and CFA) were used as a sample.

3.3.4 DATA ANALYSIS PROCEDURE

For the quantitative analysis, in measurement purification, the principal procedure used is Exploratory Factor Analysis(EFA). **The Exploratory Factor Analysis (EFA)** was performed to identify the dimensions of the constructs by using IBM SPSS Statistics Version 22 software.

The factor extraction method used is Principal Componenet Analysis. As rotation simplifies and clarifies the data structure (Hair et al. .2014), rotation method is used, and since the factors are correlated, oblique rotation- Promax has been used (Herrero & Torello, 2015).

The most direct method of validating the results of EFA is to move to a **Confirmatory Factor Analysis (CFA)** and assess the replicability of the results either with a split sample in the original data set or with a separate sample (Hair et al., 2014). To further confirm construct validity, CFA was performed with a separate sample. The uni-dimensional CFA of the constructs has been performed using IBM SPSS-AMOS version 22 software. The uni-dimensional CFA shows the standardised regression weights for each scale item.

The construct validity of the proposed measurement model was tested by performing CFA. Construct validity consists of convergent validity and discriminant validity. These validity tests were performed as suggested by Hair et al. (2014).

Validation of the Measurement Model - The measurement model is developed after the constructs are defined, and their indicator variables measured (Hair et al., 2014). After the CFA of every construct was performed, the measurement model was developed in the direction of the proposed model. At this stage, each latent construct to be included in the model is identified, and the measured indicator variables are assigned to the latent construct. The validity of the measurement is determined by the **construct validity and measurement model fit** (Hair et al., 2014). The Validation of the measurement model was done as specified by Hair et al. (2014). Details of assessing the validation of the measurement model are explained later in section 3.3.6 of this chapter.

Testing the data for Common Method Bias (CMB) - After the validation of the measurement model the data was tested for common method bias. Common method bias is the "variance that is attributable to the measurement method rather than to the constructs the measures represent" (Podsakoff et al., 2003, p.879). To test for common method bias, the researcher implemented the "unmeasured latent factor method" suggested by Podsakoff et al., (2003) and Sony (2014) to extract the common variance. Details of the common method bias test are explained later in this chapter in section 3.3.7. After the CMB test, the hypothesis can be tested using Structural Equation Modeling (SEM).

Structural Equation Modeling (SEM) was used to test the model. Path analysis was used to test the hypotheses on the relationships between the constructs in the model. The indirect effect between the dependent variable and the independent variable was tested for significance to assert the mediation effect. The Heterogeneity Test (Gaskin, 2011) was used to check for significance of the difference in indirect effects between groups to assert moderated mediation.

3.3.5 SCALE DEVELOPMENT

According to Morgado et al. (2018), measurement scales are useful tools to quantify phenomena that cannot be measured directly. Three Scales have been developed/adapted to measure the three constructs in this study, and the details are covered as shown below:

3.3.5.1 Scale Development for EVENT QUALITY
3.3.5.2 Scale Development for QOL
3.3.5.3 Scale Development for EVENT EXPERIENCE

The scale development of the above mentioned three constructs is explained in detail later in this chapter.

SCALE DEVELOPMENT PROCEDURE

The scale development procedure suggested by Pervan, Bove & Johnson (2009) is followed in this study as shown below:

1. Construct domain specification

2. Item pool development

2.1 Review of literature

2.2 Exploratory qualitative Study

3. Item pool reliability and validity

3.1 Inter-rater reliability test

3.2 Content Validity

4. Instrument for collection of data for Event Quality

5 Measurement Purification – Exploratory Factor Analysis (EFA)

5.1 Data Collection for EFA

5.2 Screening of Data

5.3 Sample Size

5.4 Testing Suitability of data for factor analysis

5.4.1 Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy

5.4.2 The Bartlett's Test of Sphericity

5.5 Extraction of factors & selection of rotation method

5.6 Scale Reliability

5.7 Average Variance Extracted

6. Validation of Factor Analysis (CFA)

6.1 Dimensionality

6.2 Reliability

6.2.1 Correlation analysis to check the relatedness of the items in the respective Construct

6.2.3 Reliability Coefficient

6.2.4 Reliability measures derived from CFA - CR and AVE

$$\textbf{AVE} = \frac{\text{Sum(square of loadings)}}{\text{number of statements}}$$

$$\textbf{CR} = \frac{\text{Square (sum of loadings)}}{\text{[Square (sum of loadings)+[sum(1-square of loadings)]}}$$

7. Model Fit

3.3.5.1 Scale development for EVENT QUALITY

3.3.5.1.1 Construct domain specification

Efforts were made to have a descriptive representation of each construct and develop an operational definition of the variables included in this study. A review of existing literature helped in concept clarification and the identification of items to be included in the scales. The operational definition arrived at for EQ is: Event Quality is an assessment of how the performance of dimensions of event, is rated by the residents.

3.3.5.1.2 Item pool development

Two methods were used to generate an initial pool of items: a review of the literature and exploratory qualitative study**.**

Review of literature: Existing literature on the topic was referred. This led to the generation of items relevant to the study. Based on Ozdemir & Culha (2009), Kitterlin & Yoo (2014), Patil & Dayanand (2016), Bruwer & Kelley (2015), Wan & Chan (2013) and Hallman et al. (2010), 63 statements were identified to measure the dimensions of Event Quality (Table 2.5). After scrutinising the relevant literature, an exploratory qualitative study was undertaken to confirm the items.

Exploratory Study: Polit and Beck (2003) say that qualitative research is required to get a holistic view of the topic under study. The qualitative study conducted with attendees of seven events in Goa, India as respondents, viz, The Goa River Marathon 2015 (Sports event); Sunburn 2015 (Music festival); The Grape Escapade 2016 (Wine and food festival); The Goa Vintage Bike and Car festival 2016 (Motor festival); The Indian Super League 2016 (Sports festival); The Goa Bird festival 2016 (Bird festival); The Serendipity Arts Festival 2016 (Arts festival), reinforced the understanding from the literature review.

Therefore literature review, together with findings of the qualitative study aided the formation of the measurement instrument. These 63 statements were then exposed to the Inter-rater reliability test for validity testing.

3.3.5.1.3 Item pool reliability and validity

RELIABILITY refers to the consistency of the measure across raters (Rubio et al., 2003). McHugh (2012) says that inter-rater reliability is the measurement of the extent to which data raters assign the same score to the same variable, it signifies the

degree to which the data collected in the study are correct representations of the variables measured.

Inter-Rater Reliability test was completed with the help of 7 experts to check for the agreement of statements to be included in the scale. The experts were from academic and practical arenas of tourism and sports management. The inter-rater reliability form given to the experts contained the operational definitions of each construct, the items, and instructions for the experts to fill the form. The experts were then asked to allocate the items to one of the dimensions of the construct or to "Not Applicable Category". The forms used for inter-rater reliability are attached in Appendix 2. To calculate the extent of agreement between the experts, Fleiss Kappa (Fleiss, 1971) for Inter-rater reliability for each scale was calculated because it takes into consideration the agreement by chance between the raters (Polit & Beck, 2006; Polit et al., 2007; Kottner et al., 2011; McHugh, 2012). Inter-rater reliability using multi-rater kappa statistic as an index of inter-rater agreement was used to calculate the reliability of the item pool.

Formula to calculate kappa:

$$\text{Kappa (K)} = \frac{\text{Proportion of actual observed agreement Pr(a) - chance agreement Pr(e)}}{\text{1 - chance agreement Pr(e)}}$$

VALIDITY measures the appropriateness of the item to measure a particular construct. According to Wynd et al., (2003) the most important step in the development of a new scale is Content Validity because it represents a beginning mechanism for relating abstract concepts with observable and measurable indicators.

Proportion agreement as an index of inter-rater agreement about content validity (Rossiter, 2002; Wynd, Schmidt & Schaefer, 2003). Polit & Beck (2006) had suggested the universal agreement method among experts.

As the questionnaire requires to be understood clearly by the respondents, Content Validity was then carried out with six experts to check the relevance, simplicity, and clarity of the statements in each scale. Again a form was given to the experts this time with statements agreed upon in the Inter-Rater Reliability (IRR) test, and they had to rate the items for the constructs, with a score of 1 - 4 based on the following criteria for **RELEVANCE** on a scale of 1- 4 with 1 – not relevant 2 - item needs some revision 3 - relevant but need minor revision and 4 - relevant. Similarly, for

CLARITY of statement they had to rate from 1 – not clear 2 - item needs some revision 3 - clear but needs minor revision 4 - clear and for **SIMPLICITY** of statement they had to rate from 1 – not simple 2- item needs some revision 3- simple but need minor revision 4- simple

Inter-rater reliability test:

To get a good Fleiss Kappa coefficient, statements, where the proportion of agreement between the raters was below 40%, were removed (Bearden, Netemeyer, & Teel, 1989).

A **Fleiss Kappa coefficient of .70** was obtained (Table 3.13) which indicates substantial agreement according to Landis and Koch (1977). After the Inter-rater reliability test the initial pool of statements reduced from 63 to 36 statements for Event Quality.

TABLE 3.13: Fleiss Kappa Calculation for Event Quality

Sr. No	DIMENSIONS OF EVENT	1- Core Content	2- Infrastructure and management	3- Earning/Economic Opportunities	NA	Total no. of raters	Proportion of agreement on each item [(a2+b2+c2+d2)-n] / n(n-1)
		a	b	c	d	n	
1	Meetings related to the core content	5	2			7	0.52
2	Orientation programs related to the core content	5	2			7	0.52
3	Information about AIFF	5	2			7	0.52
4	Information about players	5	2			7	0.52
5	Up-gradation of football stadiums in Goa	5	2			7	0.52
6	Up-gradation of football grounds in Goa	5	2			7	0.52
7	Information about FIFA	4	3			7	0.43
8	The layout of the festival site		7			7	1.00
9	Registration process	1	6			7	0.71
10	Signboards/ Billboards information	1	6			7	0.71
11	Ease of moving around		7			7	1.00
12	Cultural programs (entertainment before or between matches)		7			7	1.00
13	Information in newspapers		7			7	1.00
14	Entertainment during interval		7			7	1.00
15	Pamphlets information	1	6			7	0.71
16	Time Management		7			7	1.00
17	Information on radio	1	6			7	0.71
18	Provision of garbage bins		7			7	1.00
19	Quality of food		7			7	1.00
20	Provision of Police services	1	6			7	0.71
21	Reasonable price of food		6	1		7	0.71
22	Crowd management	1	6			7	0.71
23	Provision of Bus service		7			7	1.00
24	Live music		7			7	1.00
25	Traffic control	1	6			7	0.71
26	Beautification and decor of the place		7			7	1.00

27	Cleanliness of the festival site		7			7	1.00
28	Pitch of music		7			7	1.00
29	Facilitation of ancillary business		3	4		7	0.43
30	Facilitation of growth of the existing business		1	5	1	7	0.48
31	Provision for part-time jobs		3	4		7	0.43
32	Provision for full-time jobs		1	5	1	7	0.48
33	A discount of the tickets bought in advance		4	3		7	0.43
34	Reasonable price of tickets		3	4		7	0.43
35	Reasonable price of souvenirs		2	5		7	0.52
36	Opportunity to form a business association		1	5	1	7	0.48
	SUM TOTAL	41	172	36	3		25.95
							0.72
	Proportion of agreement on each category	0.17	0.70	0.15	0.01		
	ACTUAL OBSERVED AGREEMENT = Sum of the proportion of agreement on each item/ Total number of items(statements)	p_bar	0.72				
	CHANCE AGREEMENT = Sum of the proportion of agreement on each category/ Total number of raters	p	0.078				
	Kappa = (actual observed agreement — chance agreement)/ (1 - chance agreement)		0.70				

Source: Primary Data

Content Validity:

The 36 statements obtained from Inter-Rater Reliability were checked for Content Validity, where they were tested for relevance, clarity, and simplicity by 6 experts. The universal agreement method among experts was used (Polit & Beck, 2006) where only the statements on which all the judges agreed 100% were retained. The statements further reduced to 31 after Content Validity. The final instrument (Annexure 1) contained 31 statements to measure Event Quality.

3.3.5.1.4 Instrument for collection of data for EVENT QUALITY

The final Event Quality measurement scale contained 31 statements which the respondents had to mark based on the **quality of performance** on a Semantic Differential Scale from Very Bad to Very Good. (**Annexure 1**)

3.3.5.1.5 Measurement purification – Exploratory Factor Analysis (EFA)

For measurement purification, the primary procedure used is **Exploratory Factor Analysis** (EFA). Its main aim is to identify the underlying structure among the variables (Hair et al., 2014). EFA is mainly used for data reduction. It is used to decide principal dimensions or factors that explain the correlation among variables for use in subsequent multivariate analysis. The EFA was performed using IBM SPSS Statistics Version 22 software. The procedure stated by Hair et al. (2014) was followed, as shown below:

i) Data Collection for EFA

ii) Screening of Data

iii) Sample Size

iv) Testing suitability of data for factor analysis

- Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy
- The Bartlett's Test of Sphericity

v) Extraction of factors & selection of rotation method

vi) Scale Reliability

Data Collection for EFA

The event selected for the EFA was a football event. The U-17 Men's FIFA WORLD CUP 2017). The unit of analysis was the resident of Goa. A total of 341 questionnaires were collected. The survey period was from the 7th of October to the 7th of November 2017. The respondents were personally administered the hard copy of the questionnaire or were given the link to the Google form whichever they found convenient to fill. The purpose of the survey was properly explained to them, an appeal was made to be genuine in their marking, and confidentiality was promised to them.

Screening of Data

After data cleaning for missing data, unengaged responses, and wrong entry, only 247 were found useable. These were then used for Exploratory Factor Analysis. The normality of data was checked by statistically checking for skewness and kurtosis values for all the items. It was found that the values obtained were within acceptable limits, ie. ±2 (0.01 significance level), thus indicating the normality of data (Hair et al., 2014).

Sample Size

The sample size of 247 was found to be appropriate according to the guidelines by Hair et al. (2014).

Testing suitability of data for factor analysis

To check the suitability of data for factor analysis, two tests were used:

i) The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and ii) The Bartlett's test of sphericity

The Kaiser-Meyer-Olkin (KMO) coefficient results show that the data is suitable for Factor Analysis if the value of the KMO coefficient obtained is greater than 0.5, according to Hair et al. (2014). The Kaiser-Meyer-Olkin(KMO) coefficient obtained was 0.884, which was found to be Meritorious, according to Beaver et al. (2013), demonstrating the appropriateness of data for factor analysis.

Bartlett's test of sphericity checks for correlation among variables and show that the data is suitable for Factor Analysis if p is less than 0.05 which indicates that sufficient correlations exist among the variables and confirms the appropriateness of factor analysis Hair et al. (2014). Bartlett's test of sphericity gave chi-square statistics of 2019.845 with a p-value of less than 0.05 indicating that sufficient correlations exist among the variables and confirms the appropriateness of factor analysis according to Hair et al. (2014).

Extraction of factors & selection of rotation method

The factor extraction method used is Principal Component Analysis and oblique rotation Promax has been used. As suggested by Chaohui et al. (2012), items with cross-loadings and loading of less than 0.5 were eliminated. The data was rotated till three factors were obtained with the proper number of items loaded on each factor. The pattern matrix obtained is shown in Table 3.14.

Table 3.14: Pattern matrix of factors and their loadings

	Factors		
	1	2	3
FACTOR 1: AMBIENCE			
Facilitates the growth of my existing business (EQA6)	.754		
Price of tickets (EQA5)	.717		
Beautification and decor of place(EQA1)	.700		
Quality of food at the event (EQA3)	.672		
Cultural (Entertainment program before/in between games) (EQA4)	.669		
Crowd management (EQA2)	.626		
Price of food at the event (EQA7)	.596		
Information of event on Sign/Billboards (EQA8)	.552		

FACTOR 2: COORDINATION		
Information about players(EQC1)	.838	
The layout of the festival site(EQC2)	.741	
Provision of Police services(EQC6)	.718	
Entertainment during the interval (EQC3)	.676	
Starting the event on time (EQC7)	.666	
Reasonable price of souvenirs(EQC4)	.653	
Provision for part-time jobs(EQC5)	.646	
FACTOR 3: PRELIMINARIES		
Meeting between organisers and volunteers (EQP1)		.909
Up-gradation of football stadiums in Goa (EQP2)		.834
Registration process(EQP3)		.810
Information in newspapers(EQP4)		.636

Extraction Method: Principal Component Analysis
Rotation Method: Promax with Kaiser Normalization
a. Rotation converged in 5 iterations.
b. Suppressed small coefficients below absolute value 0.5
Source: Primary Data

Correlations between the factors

As can be observed from Table 3.15 below, the correlations between the factors were moderate between 0.3 and 0.7, as suggested by Hair et al. (2014).

Table 3.15 Factor Correlation Matrix - EQ

Factor	1	2	3
1	1.000	.549	.459
2	.549	1.000	.454
3	.459	.454	1.000

Extraction Method: Principal Component Analysis.
Rotation Method: Promax with Kaiser Normalization.
Source: Primary Data

Scale Reliability

The Cronbach's alpha coefficient was calculated as a test for reliability of factors (Table 3.16), and it was greater than .7 for all factors, suggesting good reliability of the factors according to Hair et al. (2014) and (Kim et al., 2010).

TABLE 3.16: Reliability Test using Cronbach's coefficient alpha

LATENT VARIABLE	FACTORS	Cronbach's alpha coefficient	Threshold
EVENT QUALITY	Factor 1: **AMBIENCE** Factor 2: **COORDINATION** Factor 3: **PRELIMINARIES**	0.834 0.847 0.848	Greater than 0.7 Suggests good reliability of the data (Hair et al., 2014), (Kim et al., 2010)

Source: Primary Data

Average Variance Extracted

When three meaningful factors with all factor loadings greater than 0.5 were extracted using the Principal Component Axis method and Promax rotation, 54.424% of the variance was explained with Eigen values greater than 1. According to Hair et al. (2014) in social sciences, the variance extracted could be 60% or less.

3.3.5.1.6 Validation of Factor Analysis

Confirmatory Factor Analysis (CFA) was used to validate the results of EFA and judge the replicability of the results with a separate sample which is in accordance with Hair et al. (2014). IBM SPSS AMOS 22 was used to validate the results of the EFA of the second-order constructs. Hair, Black, Babin, Anderson, and Tatham (2006) suggest that a higher-order construct is to be assessed similarly as in the lower-order construct structure. The procedure suggested by Hair et al. (2014) was followed for CFA. For this, another sample as advised by Hair et al. (2014) was taken of residents of Goa from a different football event - THE INDIAN SUPER LEAGUE 2017-18.

First the individual CFA of dimensions of **Event Quality** ie. Coordination, Ambience, and Preliminaries were performed just like the first-order constructs. The

CFA of a construct is tested by testing the construct for i) Unidimensionality, ii) Reliability, iii) Convergent Validity, and iv) Model Fit.

Unidimensionality

Items should be unidimensional, which means that only one underlying construct can explain a set of measured variables (Hair et al., 2014). The uni-dimensionality of the constructs was determined by assessing the factor loadings of the individual items on its assigned factors. According to Hair et al. (2014), all standardised loadings should be 0.5 or higher and ideally higher than 0.7 and statistically significant and there should not be cross-loadings of the items of one construct on other constructs (Segars, 1997).

Reliability

Two criteria are used to calculate the **reliability** of the construct:

i) Correlation analysis to check the relatedness of the items in the respective construct. The correlation analysis between the items indicates the relatedness of the items in the respective construct. According to Hair et al. (2014), the correlations should be moderate between the items; they should be greater than 0.3 but less than 0.7.

ii) Reliability Coefficient- Cronbach's Alpha - According to Hair et al. (2014) the minimum acceptable value is 0.7

Convergent Validity

Convergent validity means how well the indicators or a set of measured items explain the latent variable. Composite reliability is a measure of the internal consistency of a scale. CR of 0.7 or higher suggests good reliability, according to Hair et al. (2014). AVE is the total of all squared standardised factor loadings divided by the number of items for each latent construct. According to Hair et al. (2014), AVE should be greater than 0.5 The formulae for the calculations are:

$$AVE = \frac{\text{sum(square of loadings)}}{\text{number of statements}}$$

$$CR = \frac{\text{Square (sum of loadings)}}{\text{[Square (sum of loadings)+[sum(1-square of loadings)]}}$$

Discriminant Validity

"Discriminant validity is the extent to which a construct is truly distinct from other constructs" (Hair et al., 2014, p. 619). Discriminant validity thus inspects the uniqueness of the construct. It means that the items measuring a construct should measure only that particular construct and should be different from items of another construct. Discriminant validity can be estimated in the following ways.

1. To compare the AVE values for any two constructs with the square of correlation estimates between these two constructs. The estimates of AVE should be greater than the squared correlation estimate (Hair et al., 2014). This also means, to compare the square root of AVE for each construct with correlations between constructs. The estimates of the square root of AVE should be greater than the correlation estimate (Fornell & Larcker, 1981).

2. To compare the fit of the two-construct model with the fit of the one-construct model (Hair et al., 2014) (If the model has three constructs then the fit of one construct model, two-construct model, and three-construct model need to be compared). Here first, the model fit is estimated by considering two constructs as separate and distinct. Then, the model fit is estimated by considering two constructs as one. If the fit of the two-construct (as obtained from theory) model is found to be significantly better than the fit of one construct model, then discriminant validity is supported.

Model Fit

According to Hair et al. (2014), model fit compares the estimated covariance matrix to the observed covariance matrix, thus comparing the theory to reality. The model is said to fit well if the values of these two matrices are close to each other (Hair et al., 2014). There are three model fit categories, namely Absolute Fit, Incremental Fit, and Parsimonious Fit. The use of at least one fitness index from each category of model fit is recommended by Hair et al. (2014). Using three to four indices provides adequate evidence of model fit (Hair et al., 2014). The fit indices used to evaluate the model fit in this study include; Chi-square/df (CMIN/DF), Goodness of Fit Index (GFI), Adjusted Goodness of Fit Index (AGFI), Root Mean Square Error of Approximation (RMSEA), Comparative Fit Index (CFI), Tucker Lewis Index (TLI)

and Root Mean Square Residual (RMR). The recommended fit index by Hair et al. (2014) is as follows:

1. CMIN/df < 3 is very good, and between 3 and 5 is acceptable
2. GFI > 0.9/ between 0-1 acceptable (higher values indicate better fit)
3. AGFI values are typically lower than GFI (between 0-1 acceptable)
4. RMSEA < 0.08
5. CFI > 0.9/ between 0-1 acceptable (higher values indicate better fit)
6. TLI > 0.9/ between 0-1 acceptable (higher values indicate better fit)
7. RMR < 0.08

The following section presents the results of the CFA, of the Event Quality construct. The **CFA of the second-order construct** is performed by initially doing the CFA of the first-order constructs of Event Quality viz. **Coordination**, **Ambience,** and **Preliminaries** individually. This was determined by verifying i) The Unidimensionality, ii) The Reliability, iii) Multicollinearity iv) The Construct Validity and v) The Model fit of the first-order constructs (dimensions) of Event Quality.

1. CFA OF COORDINATION

Unidimensionality, Reliability, Validity and Model Fit

Unidimensionality

It can be seen in Table 3.17 and Fig. 3.3 that all factor loadings are greater than 0.5 fulfilling the criteria as recommended by Hair et al. (2014). According to Segars (1997), the modification indices were checked, and those items having cross-loadings on other items were removed. Thus unidimensionality of the items to measure Coordination was achieved.

TABLE 3.17: The items of Coordination and the factor loadings

Item Code	Description	Factor Loading
EQC1	Information about players	.74 ***
EQC2	The Layout of the festival site	.72***
EQC3	Entertainment during interval	.77 ***
EQC5	Provision for part time jobs	.61 ***

*** p < 0.01; Source: Primary data

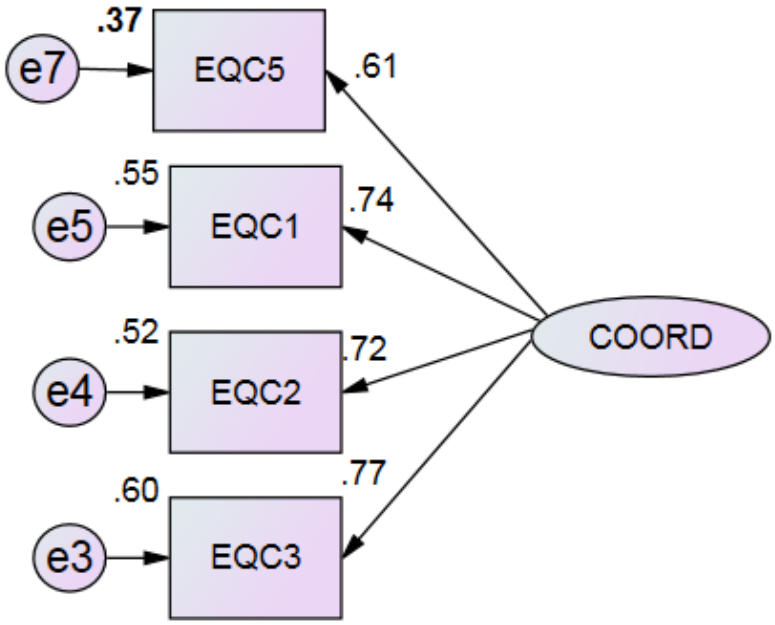


Figure 3.3 CFA of COORDINATION

Reliability

i) Correlation analysis to check the relatedness of the items in the respective construct

It can be interpreted from Table 3.18 that all pair-wise comparisons are significant, and correlation values range from 0.433 to 0.577. Inter-item correlations are moderate in magnitude, indicating the relatedness of the questions asked in the respective construct.

Table 3.18: Scale Item Correlations Results –COORDINATION

	EQC1	EQC2	EQC3	EQC5
EQC1	1			
EQC2	.543**	1		
EQC3	.577**	.546**	1	
EQC5	.433**	.441**	.480**	1

**Correlation is significant at the 0.01 level (2-Tailed)

ii) Reliability Coefficient – Cronbach's Alpha

A coefficient of 0.803 was obtained, which is greater than the minimum acceptable value of 0.7, according to Hair et al. (2014), thus assessing the reliability of the scale to measure Coordination.

Convergent Validity After calculation using the formulae mentioned above, the values for Composite Reliability CR = .8 and the Average Variance Extracted (AVE) = .51 were obtained which is acceptable according to Hair et al. (2014).

Discriminant Validity

It can be observed from Table 3.19 that the square root of the AVE for Coordination is less than its correlation with Ambience and Preliminaries. According to Fornell and Larcker (1981), for a construct to be unique, the square root of its AVE should be greater than its correlation with the other construct. Malhotra & Dash (2011) and Lam (2012), are of the opinion that AVE may be a more strict or conservative estimate of the validity of measurement model. Modification indices were checked for cross factor loadings, as suggested by Segars (1997). No cross factor loadings were found thus proving the construct id distinct.

Table 3.19 Construct validity

	CR	AVE	COORD	AMB	PRE
COORD	0.803	0.507	**0.712**		
AMB	0.786	0.479	0.923***	**0.692**	
PRE	0.798	0.498	0.735***	0.688***	**0.706**

† p < 0.100; * p < 0.050;** p < 0.010; *** p < 0.00

The diagonal values are the square root of AVE and the values below the diagonal are the correlations

Source: Primary Data

Model Fit

The model fit indices obtained are shown in Table 3.20. Thus it can be seen that the model fit is within acceptable limits.

Table 3.20: Model Fit indices of CFA of Coordination

Fit Index	CMIN/DF	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≤ 3.00	≥ .9	≥ .9	≤ .08	≥ .9	≥ .9	≤ 0.08
Model fit scores	.327	.999	.994	.007	1.00	1.00	0.00

Source: Primary data

2. CFA OF AMBIENCE

Unidimensionality, Reliability, Validity and Model Fit

Unidimensionality

It can be observed from Fig. 3.4 and Table 3.21 that all factor loadings are greater than 0.5, and those of two items are greater than 0.7. Modification indices were checked for cross factor loadings, as suggested by Segars (1997). Thus, proving that the items of the Ambience construct are unidimensional and fulfilling the criteria as recommended by Hair et al. (2014).

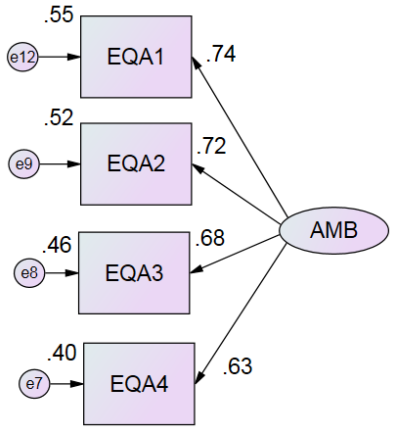


Figure 3.4 CFA of AMBIENCE

TABLE 3.21: Description of the factors of Ambience and their factor loadings

Item Code	Description	Factor Loading
EQA1	Beautification and decor of the place	.74 ***
EQA2	Crowd management	.72 ***
EQA3	Quality of food	.68 ***
EQA4	Cultural Program (Entertainment program in before/ between games)	.63 ***

*** $p < 0.01$

Source: Primary data

Reliability

i) Correlation analysis to check the relatedness of the items in the respective construct

It can be observed from Table 3.22 that all pair-wise comparisons are significant, and correlation values range from 0.443 to 0.587. Inter-item correlations are moderate in magnitude, indicating the relatedness of the items in the respective construct.

Table 3.22: Scale Item Correlations Results –AMBIENCE

	EQA1	EQA2	EQA3	EQA4
EQA1	1			
EQA2	.525**	1		
EQA3	.504**	.496**	1	
EQA4	.443**	.587**	.531**	1

**Correlation is significant at the 0.01 level (2-Tailed)
Source: Primary data

ii) Reliability Coefficient – Cronbach's Alpha

A coefficient of 0.785 was obtained, which is greater than the minimum acceptable value of 0.7, according to Hair et al. (2014), thus assessing the consistency of the entire scale.

Convergent Validity

After calculation, the values for Composite Reliability CR = 0.79 was obtained which is acceptable according to Hair et al. (2014), and the Average Variance Extracted (AVE) = .48 which is a little less than the cut-off value of 0.5 set by Hair et al. (2014) but according to Fornell & Larcker (1981), Malhotra & Dash (2011) and Lam (2012), AVE may be a more strict or conservative estimate of the validity of measurement model, and on the basis of Composite Reliability alone, it may be concluded that the convergent validity of the construct is adequate.

Discriminant Validity

It can be observed from Table 3.19 that the square root of the AVE for Ambience greater than its correlation with Preliminaries however it is less than its correlation with Coordination. According to Fornell and Larcker (1981), for a construct to be unique, the square root of its AVE should be greater than its correlation with the other constructs . Malhotra & Dash (2011) and Lam (2012), are of the opinion that

AVE may be a more strict or conservative estimate of the validity of measurement model. Modification indices were checked for cross factor loadings, as suggested by Segars (1997). No cross factor loadings were found thus proving that the construct is distinct.

Model Fit

The model fit indices obtained are shown in Table 3.23. Thus it can be seen that the model fit is within acceptable limits according to Hair et al. (2014).

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Table 3.23: Model Fit indices of CFA of Coordination

Fit Index	CMIN/DF	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≤ 3.00	≥ .9	≥ .9	≤ .08	≥ .9	≥ .9	≤ 0.08
Model fit scores	.226	.999	.996	.007	1	1	.000

Source: Primary data

3. CFA OF PRELIMINARIES
Unidimensionality, Reliability and Model Fit

Unidimensionality

It can be observed from Fig. 3.5 and Table 3.24 that all factor loadings are greater than 0.5. Modification indices were checked for cross factor loadings, as suggested by Segars (1997). Thus, proving that the items of the Preliminaries construct are unidimensional and fulfilling the criteria as recommended by Hair et al. (2014).

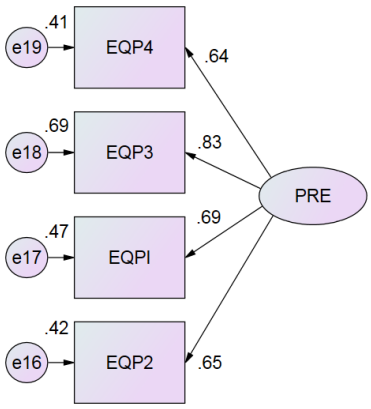

Figure 3.5 CFA of PRELIMINARIES

TABLE 3.24: Description of the factors of Preliminaries and their factor Loadings

Item Code	Description	Factor Loading
EQP1	Meetings between the organisers and volunteers	.69 ***
EQP2	Up-gradation of football stadiums in Goa	.65 ***
EQP3	Registration process	.83 ***
EQP4	Information in news papers	.64 ***

*** $p < 0.01$
Source: Primary data

Reliability

Table 3.25: Scale Item Correlations Results –PRELIMINARIES

	EQP1	EQP2	EQP3	EQP4
EQP1	1			
EQP2	.445**	1		
EQP3	.572**	.538**	1	
EQP4	.439**	.413**	.533**	1

**Correlation is significant at the 0.01 level (2-Tailed)
Source: Primary data

i) Correlation analysis to check the relatedness of the items in the respective construct

It can be observed from Table 3.25 that all pair-wise comparisons are significant, and correlation values range from 0.413 to 0.572. Inter-item correlations are moderate in magnitude, indicating the relatedness of the items in the respective construct.

ii) Reliability Coefficient – Cronbach's Alpha A coefficient of 0.792 was obtained, which is greater than the minimum acceptable value of 0.7, according to Hair et al. (2014), thus assessing the consistency of the entire scale.

Convergent Validity

After calculation, the values for Composite Reliability CR = 0.80 and the Average Variance Extracted (AVE) = 0.5 were obtained. According to Hair et al. (2014), CR should be greater than 0.7 and AVE should be greater than 0.5. However, According to Fornell and David (1981), Malhotra and Dash (2011), and Lam (2012), AVE is a strict and conservative measure for Convergent validity and a CR value of greater

than 0.7 is enough to assess Convergent validity. Hence, convergent validity is determined.

Discriminant Validity

It can be observed from Table 3.19 that the square root of the AVE for Preliminaries is greater than its correlation with ambience however it is less than its correlation with Coordination. According to Fornell and Larcker (1981), for a construct to be unique, the square root of its AVE should be greater than its correlation with the other constructs . Malhotra & Dash (2011) and Lam (2012), are of the opinion that AVE may be a more strict or conservative estimate of the validity of measurement model. Modification indices were checked for cross factor loadings, as suggested by Segars (1997). No cross factor loadings were found thus proving that the construct is distinct.

Model Fit

Table 3.26: Model Fit indices of CFA of PRELIMINARIES

Fit Index	CMIN/DF	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≤ 3.00	≥ .9	≥ .9	≤ .08	≥ .9	≥ .9	≤ 0.08
Model fit scores	.001	1.00	1.00	.00	1.00	1.00	.000

Source: Primary data

The model fit indices obtained are shown in Table 3.26. Thus it can be seen that the model fit is within acceptable limits.

4. CFA OF SECOND ORDER CONSTRUCT- EVENT QUALITY

The CFA of the second-order construct Event Quality was determined by verifying i) The Unidimensionality, ii) The Reliability, iii) Multicollinearity iv) The Construct Validity and v) The Model fit of the construct

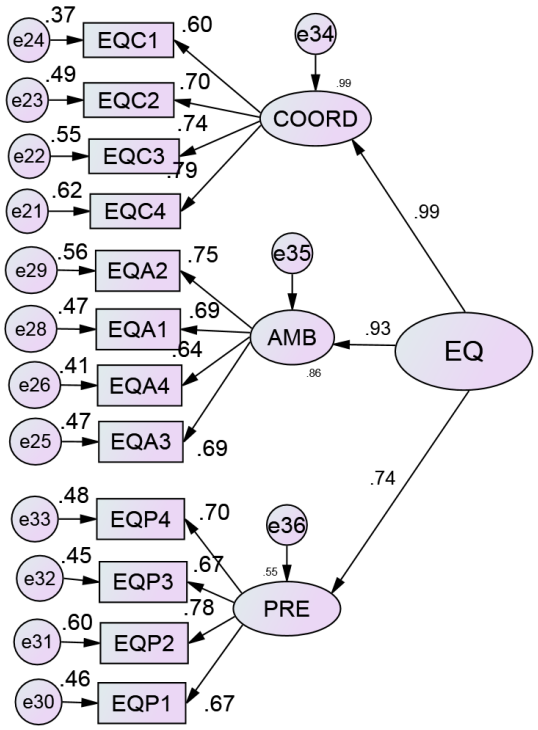

Figure 3.6 CFA OF SECOND ORDER CONSTRUCT EVENT QUALITY

Unidimensionality

It can be observed from Fig. 3.6 and Table 3.27 that all factor loadings are greater than 0.7 and are significant. Modification indices were checked as suggested by (Segars, 1997) to ensure that there were no cross-loadings between items. Thus, proving that the items of the second-order construct EVENT QUALITY are unidimensional, thus fulfilling the criteria as recommended by Hair et al. (2014).

TABLE 3.27: Factor Loadings of the dimensions of EQ

Item Code	Factor Loading
COORD	.99 ***
AMB	.93 ***
PRE	.74 ***

*** $p < 0.01$

Source: Primary data

Reliability

Reliability Coefficient – Cronbach's Alpha

A Cronbach's Alpha coefficient of 0.828 was obtained for the second-order construct Event Quality, which is greater than the minimum acceptable value of 0.7 according to Hair et al. (2014), thus assessing the consistency of the entire scale.

Correlation analysis

TABLE 3.28: Correlations between the indicators of second - order construct Event Quality

	COORD	AMB	PRE
COORD	**1**		
AMB	.92	**1**	.
PRE	.74	.69	**1**

Source: Primary data

The correlation analysis was done for the indicators of Event Quality viz. Coordination, Ambience, and Preliminaries results are shown in Table 3.28. When two of the variables of construct are highly correlated, it gives rise to multicollinearity which is not desirable. Since the correlation values between coordination and ambience was on the higher side, the constructs were checked for multicollinearity.

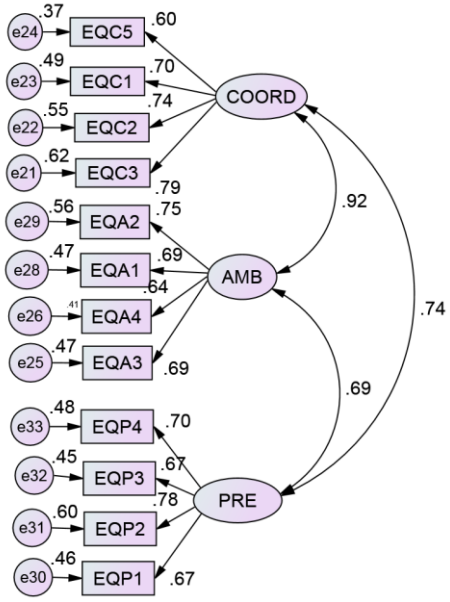

Figure 3.7 Correlations between the three dimensions of EQ

Multicollinearity

"Multicollinearity arises from the situation where two or more variables are so highly correlated that they both essentially represent the same underlying construct" (Byrne, 2010, p. 168). The correlations between the three dimensions of Event Quality was assessed after their individual CFA. Using an approach by Greene and D'Arcy (2010), variance inflation factor (VIF) was checked to see if Coordination, Ambience, and Preliminaries were distinct constructs. The constructs were checked for multicollinearity. After checking the Variance Inflation Factor (VIF) for all three constructs, VIF was found to be less than 3 and tolerance was >.1 as can be seen in Table 3.29, Table 3.30 and Table 3.31 indicating that there is no multicollinearity issue and the three constructs are distinct (Roni, Djajadikerta, & Ahmad, 2015).

Table 3.29 Collinearity Statistics for Coordination

Model	Collinearity Statistics	
	Tolerance	VIF
PRE	.688	1.454
AMB	.688	1.454

Source: Primary data

Table 3.30 Collinearity Statistics for Ambience

Model	Collinearity Statistics	
	Tolerance	VIF
COORD	.589	1.697
PRE	.589	1.697

Source: Primary data

Table 3.31 Collinearity Statistics for Preliminaries

Model	Collinearity Statistics	
	Tolerance	VIF
AMB	.384	2.606
COORD	.384	2.606

Source: Primary data

Construct Validity

"Construct Validity is the extent to which a set of measured items actually reflects the latent theoretical construct those items are designed to measure" (Hair et al., 2014; p 618). Construct validity shows the accuracy of the measurement instrument, i.e. how well a set of measured items can represent the concept of the Construct. Construct validity is determined by i) Convergent validity and ii) Discriminant validity. This is tested by using CFA.

i) Convergent Validity

Convergent validity confirms that the scale is correlated with other known measures of the concept; "The items that are indicators of a specific construct should converge or share a high proportion of variance in common, known as convergent validity" (Hair et al., 2014; p 618). Convergent validity means how well the indicators or a set of measured items explain the latent variable. Convergent validity was determined by testing the i) Factor loadings, ii) Composite Reliability (CR) and iii) Average Variance Extracted (AVE):

Factor loadings:

All standardised loadings should be ideally higher than 0.7 (0.5 or above is acceptable) and statistically significant (Hair et al., 2014). As indicated in Fig. 3.2 and Table 3.9 all the factor loadings for the second-order construct Event Quality are above 0.70 and are significant.

Composite reliability (CR):

For the second-order construct Event Quality, CR = .92

Average Variance Extracted (AVE):

According to Hait et al. (2014), AVE values should be 0.5 or higher. For the second- order construct Event Quality, AVE = .80

Therefore the Convergent validity of the second-order construct EVENT QUALITY is achieved according to Hair et al. (2014) (Factor loadings > .5; AVE > .50 and CR > 0.7).

ii) Discriminant Validity Discriminant validity ensures that the scale is sufficiently different from other similar concepts to be distinct. From Table 3.75 it can be observed that the square root of the AVE for Event Quality is greater than its

correlation with that of QOL and Event Experience. Thus, proving its discriminant validity in accordance with Fornell and Larcker (1981).

Since this is a second-order construct having three latent variables Coordination, Ambience, and Spadework as dimensions, the discriminant validity was checked as follows:

According to Hair et al. (2014), discriminant validity can also be checked by comparing the fit of the three-factor model with the fit of the two- factor model and the one-factor model. Here first, the model fit is estimated by considering three constructs as one. Next, the model fit is estimated by considering three constructs as two. Finally, the model fit is estimated by considering three constructs as separate and distinct. Discriminant validity is supported if the fit of the three construct model is significantly better than the fit of one and two construct model. Discriminant validity could be assessed for the one-factor model by loading all the items of the three factors on one factor (this means that all the measured items measure only one construct); for two factor model by loading all the items of two factors on one factor and keeping the loadings of the third factor as it is (this means that all the measured items measure two constructs) and then checking the model fit between the three models. The following model fit was achieved for the three models of the second-order construct Event Quality:

Table 3.32 Comparison of the model fit of one-factor, two-factor and three-factor models for EQ

Fit Index	CMIN/DF	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	**≤ 3.00**	**≥ .9**	**≥ .9**	**≤ .08**	**≥ .9**	**≥ .9**	**≤ 0.08**
Model 1 - fit scores One-factor model	3.721	.875	.819	.058	.881	.855	.103
Model 2 - fit scores Two-factor model	2.107	.935	.905	.042	.953	.941	.066
Model 3 - fit scores Three-factor model	2.013	.941	.910	.040	.958	.946	.063

Source: Primary data

From Table 3.32, it can be observed that the model fit indices of the three models were compared and it was observed that the three-factor model had the best-fit indices indicating that the twelve items represent three separate constructs viz Coordination, Ambience, and Preliminaries.

3.3.5.2 SCALE DEVELOPMENT for QUALITY OF LIFE

The same procedure was followed as was used to develop the second-order construct EVENT QUALITY.

3.3.5.2.1 Construct domain specification

Based on existing literature, definitions were arrived at. The operational definition of QOL arrived at through literature review was: **QOL** is defined as the satisfaction perceived by individuals with several domains of their life, considering their needs and expectations Carneiro & Eusebio (2011).

3.3.5.2.2 Item pool development

Review of literature: Existing literature on the topic was referred, and existing scales were studied. This led to the generation of items relevant to the study. Based on Schalock et al. (2005), Packer & Ballantyne (2011), Sirji et al. (2010), Kaplanidou, et al. (2013). 92 statements were identified to measure the different dimensions of QOL. After scrutinizing the relevant literature, an exploratory qualitative study was undertaken based on seven Case studies to confirm the items.

Exploratory Study: The qualitative study conducted with attendees of seven events in Goa, India, as respondents reinforced the understanding from the literature review. Therefore literature review, together with findings of the qualitative study aided the formation of the measurement instrument. These 92 statements were then exposed to the Inter-rater reliability test for validity testing.

3.3.5.2.3 ITEM POOL RELIABILITY AND VALIDITY - QOL

Inter-rater reliability test:

To calculate the extent of agreement of the experts, Fleiss Kappa (Fleiss, 1971) for Inter-rater reliability for each scale was calculated.

As can be seen from Table 3.33, a **Fleiss Kappa coefficient of 0.86** was obtained, which is considered excellent, according to Wongpakaran et al. (2013). After the Inter-rater reliability test, the initial pool of statements reduced from 92 to 63 statements for Quality of Life.

TABLE 3.33: Fleiss Kappa Calculation for Quality of Life (QOL)

	DOMAINS OF QUALITY OF LIFE	Mental wellbeing	Material wellbeing	Physical wellbeing	NA	Total no. of raters	Proportion of agreement on each item [(a2+b2+c2+d2)-n] / n(n-1)
		a	b	c	d	n	
1	I feel happy with myself as a person	7				7	1.00
2	I have my personal values and live according to them	7				7	1.00
3	Friends encourage me to achieve my goals	7				7	1.00
4	I regularly attend parties hosted by friends	7				7	1.00
5	I participate in community activities	7				7	1.00
6	I have measures to cope with stress	7				7	1.00
7	Family makes me feel special on my birthday	7				7	1.00
8	I feel a great sense of belonging within my community	7				7	1.00
9	I can express my feelings freely	7				7	1.00
10	I celebrate festivals with friends	7				7	1.00
11	I feel valued by those around me	7				7	1.00
12	I have a good relation with my neighbours	7				7	1.00
13	I have an understanding of who I am	7				7	1.00
14	I share my problems with my people at home	7				7	1.00
15	I am satisfied with my educational qualification	6	1			7	0.71
16	I have many friends	7				7	1.00
17	I celebrate festivals with family	7				7	1.00
18	I feel my relationships with others have grown /developed	7				7	1.00
19	I help in solving the garbage menace	5	1	1		7	0.48
20	I am the person I would like to be	6		1		7	0.71
21	I am able to cope with stress in my life	7				7	1.00
22	I am happy with my job	7				7	1.00
23	I am still pursuing my education	4	2		1	7	0.33
24	I feel close to my family members	7				7	1.00
25	Life would be difficult without family	6			1	7	0.71
26	I am able to make sense of what is happening in the world	6			1	7	0.71
27	I am treated with respect	6			1	7	0.71

28	I understand what is important to me	6		1		7	0.71
29	I am able to contribute to society with my skills and abilities.	7				7	1.00
30	I share my problems with friends	7				7	1.00
31	Life would be difficult without friends	6			1	7	0.71
32	I feel I have things in common with others	7				7	1.00
33	I feel I have accomplished something in life	6			1	7	0.71
34	I have a name in society	6	1			7	0.71
35	I get emotional support from my family	7				7	1.00
36	Friends understand me	7				7	1.00
37	I feel positive about other people	7				7	1.00
38	I have the strength to stand up for what I believe	7				7	1.00
39	People respect me	7				7	1.00
40	Family understands me	6			1	7	0.71
41	I want to contribute to the world	6			1	7	0.71
42	I enjoy all democratic rights as a citizen of India	5			2	7	0.52
43	I feel inspired to do something new or creative	7				7	1.00
44	I share my problems with family members	7				7	1.00
45	I can rely on my relatives for support	7				7	1.00
46	I feel hopeful about the way things are in the world	7				7	1.00
47	I feel confident / have a control over my life	7				7	1.00
48	I take my own decisions	7				7	1.00
49	I am happy with the house I own a house		7			7	1.00
50	I live in a comfortable house	1	6			7	0.71
51	I am able to save a part of my earnings	1	6			7	0.71
52	I earn enough to buy the things I need	1	6			7	0.71
53	I am satisfied with the investments I have made.		7			7	1.00
54	I am happy with the scooter/bike that I own	1	6			7	0.71
55	I have a profitable business	1	6			7	0.71
56	I am satisfied with the car I own		7			7	1.00
57	I am satisfied as a self-employed person	1	6			7	0.71
58	I am happy with my physical health (including eyesight, teeth etc.)			7		7	1.00
59	I do a full-body medical check-up every six months			7		7	1.00
60	I am able to get at least six to seven hours of good sleep at least four nights a week	2		5		7	0.52
61	I am happy with the physical exercise/yoga that I do	1		4	2	7	0.33
62	I eat at least one hot balanced meal a day			6	1	7	0.71

63	I feel secure with the medical insurance that I have		1	6		7	0.71
	SUM TOTAL	**327**	**63**	**38**	**13**		**54.76**
						pbar	0.87
	Proportion of agreement on each category	0.69	0.13	0.08	0.03		
	ACTUAL OBSERVED AGREEMENT = Sum of the proportion of agreement on each item/ Total number of items(statements)	p_bar	0.87				
	CHANCE AGREEMENT = Sum of the proportion of agreement on each category/ Total number of raters	p	0.07				
	Kappa = (actual observed agreement — chance agreement)/ (1 - chance agreement)	**Fleiss Kappa**	**0.86**				

Source: Primary Data

Content Validity:

The 63 statements obtained from Inter-Rater Reliability were checked for Content Validity, where they were tested for relevance, clarity, and simplicity by six experts. The universal agreement method among experts was used (Polit & Beck, 2006). The statements further reduced to 61 after Content Validity. The final instrument (Annexure 1) contained 61 statements to measure the Quality of Life (QOL).

3.3.5.2.4 Instrument for collection of data for QUALITY OF LIFE (QOL)

The final QOL measurement scale contained 61 statements which the respondents had to mark based on how they feel at large in the context of various life domains (life in general) on a 5 point Likert Scale from 1- Strongly disagree to 5 – Strongly Agree (**Annexure 1**)

3.3.5.2.5 Measurement Purification - QOL

For measurement purification, the primary procedure used is **Exploratory Factor Analysis** (EFA). The EFA was performed using IBM SPSS Version 22 software. The same procedure followed as in the case of Event Quality Scale development was followed for data collection for EFA, screening of data and sample size .

Testing suitability of data for factor analysis

To check the suitability of data for factor analysis, two tests were performed:

i) Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy: The KMO coefficient obtained was 0.923, which, according to Beaver et al. (2013) is **Meritorious** demonstrating the appropriateness of data for factor analysis.

ii) The Bartlett's Test of Sphericity: Bartlett's test of sphericity gave chi-square statistics of 4818.397 with a p-value of less than 0.05 indicating that sufficient correlations exist among the variables and confirms the appropriateness of factor analysis according to Hair et al. (2014).

Extraction of factors & selection of rotation method

The factor extraction method used is Principal Component Analysis and the rotation used is Promax. The pattern matrix obtained is shown in Table 3.34.

Table 3.34: Pattern matrix of factors and their loadings for QOL

	FACTOR 1	FACTOR 2	FACTOR 3
FACTOR 1 : EMOTIONAL WELLBEING			
I feel valued by those around me **QOLE7**	.831		
I have a good relation with my neighbours **QOLE8**	.802		
I feel a great sense of belonging within my community **QOLE10**	.785		
I have an understanding of who I am **QOLE9**	.762		
I celebrate festivals with friends **QOLE11**	.760		
I can express my feelings freely **QOLE1**	.747		
I have many friends **QOLE2**	.725		
Family makes me feel special on my birthday **QOLE12**	.709		
I celebrate festivals with family **QOLE3**	.686		
I feel close to my family members **QOLE13**	.679		
I am satisfied with my educational qualification **QOLE4**	.652		
I feel my relationships with others have grown /developed **QOLE14**	.628		

I have measures to cope with stress **QOLE15**	.625		
Friends encourage me to achieve my goals **QOLE5**	.607		
Life would be difficult without family **QOLE16**	.604		
I share my problems with family members **QOLE17**	.602		
I participate in community activities **QOLE18**	.593		
I am able to cope with stress in my life **QOLE6**	.556		
FACTOR 2 : MATERIAL WELLBEING			
I earn enough to buy the things I need **QOLM3**		.849	
I have a profitable business **QOLM5**		.838	
I am happy with the car that I own **QOLM6**		.786	
I am happy with the scooter/bike that I own **QOLM7**		.777	
I am satisfied with the investments that I have made **QOLM4**		.749	
I am able to save a part of my earnings **QOLM2**		.733	
I am satisfied as a self-employed **person QOLM9**		.636	
I live in a comfortable house **QOLM8**		.632	
I am happy with the house that I own **QOLM1**		.622	
FACTOR 3 : PHYSICAL WELLBEING			
I feel it is necessary to do a full-body medical checkup every six months **QOLP2**			.853
I am able to eat at least one hot balanced meal a day **QOLP3**			.844
I am happy with my physical health **QOLP1**			.753
I feel secure with the medical insurance that I have **QOLP4**			.744
I do a good physical exercise/yoga for at least 20 minutes twice or more in a week **QOLP5**			.678

Extraction Method: Principal Component Analysis
Rotation Method: Promax with Kaiser Normalization
a. Rotation converged in 5 iterations.
b. Suppressed small coefficients below absolute value 0.5

Correlations between the factors

As can be observed from table 3.35, the correlations between the factors were moderate between 0.3 and 0.7, as suggested by Hair et al. (2014).

Table 3.35 Factor Correlation Matrix

Factor	1	2	3
1	1.000	.508	.532
2	.508	1.000	.468
3	.532	.468	1.000

Extraction Method: Principal Component Analysis.
Rotation Method: Promax with Kaiser Normalization.
Source: Primary data

Scale Reliability

The reliability test was done, and the Cronbach's alpha coefficient (Table 3.36) for all the factors was greater than .7 suggesting good reliability of the factors (Hair et al., 2014), (Kim et al., 2010).

TABLE 3.36: RELIABILITY TEST using Cronbach's coefficient alpha

LATENT VARIABLE	FACTORS	Cronbach's alpha coefficient	Threshold
QUALITY OF LIFE	Factor 1: **EMOTIONAL** Factor 2: **MATERIAL** Factor 3: **PHYSICAL**	0.934 0.909 0.871	Greater than 0.7 Suggests good reliability of the data (Hair et al., 2014), (Kim et al., 2010)

Source: Primary data

Average Variance Extracted for QOL

When three factors were extracted using the Principal Component Analysis method and Promax rotation, 55.145% of the variance was explained with Eigen values > 1. According to Hair et al. (2014) in social sciences, the variance extracted could be 60% or less.

3.3.5.2.6 Validation of Factor Analysis – QUALITY OF LIFE

Confirmatory Factor Analysis (CFA) was used to validate the results of EFA and judge the replicability of the results with a separate sample (Hair et al., 2014).

The CFA of the second-order construct is performed by initially doing the CFA of the first-order constructs of Quality of Life (QOL) viz. **Emotional Wellbeing**, **Material Wellbeing** and **Physical Wellbeing** individually. This was determined by verifying i) The Unidimensionality, ii) The Reliability, iii) Multicollinearity iv) The Construct Validity and v) The Model fit of the first-order constructs (dimensions) of QOL.

1. CFA OF EMOTIONAL WELLBEING

Unidimensionality, Reliability, Validity and Model Fit

Unidimensionality

It can be observed from Fig. 3.8 and Table 3.37 that all factor loadings are greater than 0.5. Modification indices were checked for cross factor loadings, as suggested by Segars (1997). Thus, proving that the items of the Preliminaries construct is unidimensional and fulfilling the criteria as recommended by Hair et al. (2014).

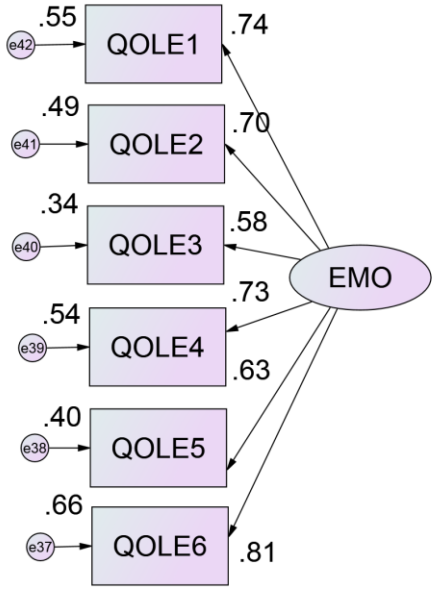

Figure 3.8 CFA of EMOTIONAL WELLBEING

TABLE 3.37: Description of the factors of Emotional Wellbeing and their loadings

Item Code	Description	Factor Loading
QOLE1	I can express my feelings freely	.74 ***
QOLE2	I have many friends	.70 ***
QOLE3	I celebrate festivals with family	.58 ***
QOLE4	I am satisfied with my educational qualifications	.73 ***
QOLE5	Friends encourage me to achieve my goals	.63 ***
QOLE6	I am able to cope with stress in my life	.81***

*** $p < 0.01$
Source: Primary data

Reliability

i) Correlation analysis to check the relatedness of the items in the respective construct

It can be observed from Table 3.38 that all pair-wise comparisons are significant, and correlation values range from 0.366 to 0.606. Inter-item correlations are moderate in magnitude indicating the relatedness of the questions asked in the respective construct

Table 3.38 : Scale Item Correlations Results –EMOTIONAL WELLBEING

	QOLE1	QOLE 2	QOLE 3	QOLE 4	QOLE 5	QOLE 6
QOLE1	1					
QOLE2	.565**	1				
QOLE3	.408**	.366**	1			
QOLE4	.492**	.548**	.469**	1		
QOLE5	.606**	.529**	.485**	.602**	1	
QOLE6	.486**	.421**	.349**	.441**	.529**	1

**Correlation is significant at the 0.01 level (2-Tailed)
Source: Primary data

ii) Reliability Coefficient – Cronbach's Alpha Emotional Wellbeing

A coefficient of 0.856 was obtained, which is greater than the minimum acceptable value of .7 according to Hair et al. (2014), thus assessing the consistency of the entire scale.

Convergent Validity

After calculation, the values for Composite Reliability CR = 0.85 and the Average Variance Extracted (AVE) = 0.49 were obtained. According to Hair et al. (2014), CR should be greater than 0.7 and AVE should be greater than 0.5. However, According to Fornell and David (1981), Malhotra and Dash (2011), and Lam (2012), AVE may be a strict and conservative estimate of the validity of the measurement model and a CR value of greater than 0.7 is enough to assess the adequateness of Convergent validity. As the composite reliability of the construct is well above the recommended level of 0.7, the internal reliability of the measurement items is acceptable. Hence, convergent validity is determined.

Discriminant Validity

It can be observed from Table 3.39 that the square root of the AVE for Emotional Wellbeing is less than its correlation with Material and Physical Wellbeing. According to Fornell and Larcker (1981), for a construct to be unique, the square root of its AVE should be greater than its correlation with the other constructs. Malhotra & Dash (2011) and Lam (2012), are of the opinion that AVE may be a more strict or conservative estimate of the validity of measurement model. Modification indices were checked for cross factor loadings, as suggested by Segars (1997). No cross factor loadings were found thus proving that the construct is distinct.

Table 3.39 Construct Validity

	CR	AVE	EMO	MAT	PHY
EMO	0.853	0.494	**0.703**		
MAT	0.874	0.635	0.736***	**0.797**	
PHY	0.776	0.464	0.807***	0.760***	**0.681**

† p < 0.100; * p < 0.050;** p < 0.010; *** p < 0.00

The diagonal values are the square root of AVE and the values below the diagonal are the correlations

Model Fit

Table 3.40 Model Fit indices of CFA of Emotional Wellbeing

Fit Index	CMIN/DF	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≤ 3.00	≥ .9	≥ .9	≤ .08	≥ .9	≥ .9	≤ 0.08
Model fit scores	1.637	.982	.957	.022	.990	.983	.05

Source: Primary data

The model fit obtained, is shown in Table 3.40, which are acceptable according to Hair et al. (2014).

2. CFA OF MATERIAL WELLBEING

Unidimensionality, Reliability and Model Fit

Unidimensionality

It can be observed from Fig. 3.9 and Table 3.41 that all factor loadings are greater than 0.7. Modification indices were checked for cross factor loadings as suggested by Segars (1997) and were found to be within limits. Thus, proving that the items of the Preliminaries construct are unidimensional and fulfilling the criteria as recommended by Hair et al. (2014).

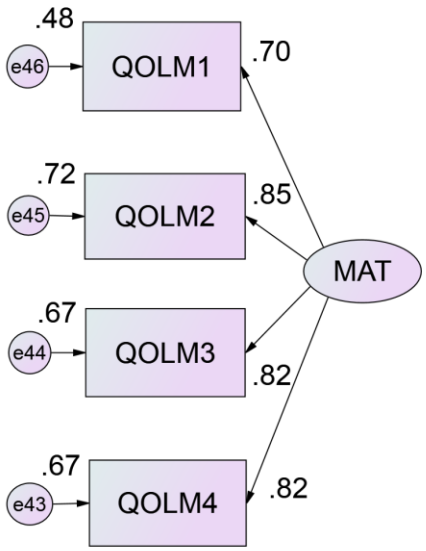

Figure 3.9 CFA of **MATERIAL WELLBEING**

TABLE 3.41: Description of the factors of Emotional Wellbeing and their loadings

Item Code	Description	Factor Loading
QOLM1	I am happy with the house I own	.70 ***
QOLM2	I am able to save a part of my earnings	.85 ***
QOLM 3	I earn enough to buy the things I need	..82 ***
QOLM 4	I am happy with the investments I have made	.82 ***

*** $p < 0.01$
Source: Primary data

Reliability

i) Correlation analysis to check the relatedness of the questions asked in the respective construct

It can be observed from Table 3.42 that all pair-wise comparison are significant, and correlation values range from 0.552 to 0.702. Inter-item correlations are moderate in magnitude, indicating the relatedness of the questions asked in the respective construct.

Table 3.42: Scale Item Correlations Results –Material Wellbeing

	QOLM1	QOLM2	QOLM3	QOLPM4
QOLM1	1			
QOLM2	.589**	1		
QOLM3	.552**	.702**	1	
QOLM4	.588**	.684**	.666**	1

**Correlation is significant at the 0.01 level (2-Tailed)
Source: Primary data

ii) Reliability Coefficient – Cronbach's Alpha Material Wellbeing

A coefficient of .872 was obtained, which is greater than the minimum acceptable value of 0.7, thus assessing the consistency of the entire scale.

Convergent Validity

After calculation, the values for Composite Reliability CR = 0.876 and the Average Variance Extracted (AVE) = .639 were obtained, which are acceptable according to Hair et al. (2014). Hence the Convergent validity is attained.

Discriminant Validity

It can be observed from Table 3.39 that the square root of the AVE for Material Wellbeing is greater than its correlation with Emotional and Physical Wellbeing. According to Fornell and Larcker (1981), for a construct to be unique, the square root of its AVE should be greater than its correlation with the other constructs. Thus proving that the discriminant validity of the construct.

Model Fit

Table 3.43 Model Fit indices of CFA of Material Wellbeing

Fit Index	CMIN/DF	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≤ 3.00	≥ .8	≥ .8	≤ .08	≥ .9	≥ .8	≤ 0.08
Model fit scores	.698	.997	.986	.008	1	1	.00

Source: Primary data

Thus it can be seen from Table 3.43 that the model fit is within acceptable limits according to Hair et al. (2014).

3. CFA OF PHYSICAL WELLBEING

Unidimensionality, Reliability and Model Fit

Unidimensionality

It can be observed from Fig. 3.10 and Table 3.44 that all factor loadings are greater than 0.5. Modification indices were checked for cross factor loadings as suggested by Segars (1997). Thus, proving that the items of the Physical wellbeing construct are unidimensional and fulfilling the criteria as recommended by Hair et al. (2014).

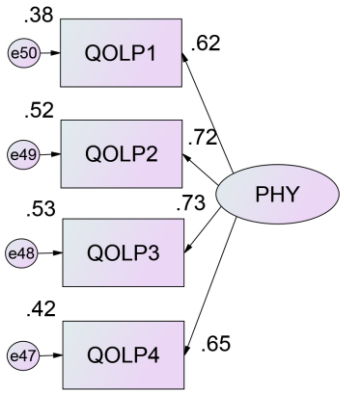

Figure 3.10 CFA of **PHYSICAL WELLBEING**

TABLE 3.44: Description of the factors of Physical Wellbeing and the factor loadings

Item Code	Description	Factor Loading
QOLP1	I am happy with my physical health	.62 ***
QOLP2	I feel it necessary to do a full-body medical checkup every six months	.72 ***
QOLP3	I am able to eat at least one hot balanced meal a day	.73 ***
QOLP4	I feel secure with the medical insurance that I have	.65 ***

*** $p < 0.01$
Source: Primary data

Reliability

i) Correlation analysis to check the relatedness of the items in the respective construct

It can be interpreted from Table 3.45 that all pair-wise comparisons are significant, and correlation values range from 0.363 to 0.516. Inter-item correlations are moderate in magnitude, indicating the relatedness of the items in the respective construct.

Table 3.45: Scale Item Correlations Results – Physical

	QOLP1	QOLP 2	QOLP 3	QOLP 4
QOLP1	1			
QOLP 2	.424**	1		
QOLP 3	.5**	.508**	1	
QOLP 4	.363**	.516**	.458**	1

**Correlation is significant at the 0.01 level (2-Tailed)
Source: Primary data

ii) Reliability Coefficient – Cronbach's Alpha Physical wellbeing

A coefficient of 0.765 was obtained, which is greater than the minimum acceptable value of 0.7, thus assessing the consistency of the entire scale.

Convergent Validity

After calculation, the Composite Reliability CR = 0.78 (should be > 0.7 according to Hair et al.(2014)) and the Average Variance Extracted (AVE) = .46 (should be > .5)

values were obtained. However according to Fornell & Larcker (1981), Malhotra & Dash (2011) and Lam (2012), AVE is a conservative or too strong a measure of validity, and according to them the value of AVE less than 0.5 is acceptable as the composite reliability of the construct is well above the recommended level of 0.7. Thus the Convergent validity of the Physical Wellbeing construct is achieved.

Discriminant Validity

It can be observed from Table 3.39 that the square root of the AVE for Physical Wellbeing is less than its correlation with Material and Emotional Wellbeing. According to Fornell and Larcker (1981), for a construct to be unique, the square root of its AVE should be greater than its correlation with the other constructs. Malhotra & Dash (2011) and Lam (2012), are of the opinion that AVE may be a more strict or conservative estimate of the validity of measurement model. Modification indices were checked for cross factor loadings, as suggested by Segars (1997). No cross factor loadings were found thus proving that the construct is distinct.

Model Fit

Table 3.46 Model Fit indices of CFA of Physical Wellbeing

Fit Index	CMIN/DF	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≤ 3.00	≥ .9	≥ .9	≤ .08	≥ .9	≥ .9	≤ 0.08
Model fit scores	2.986	.988	.939	.023	.985	.954	.088

Source: Primary data

Thus it can be seen from Table 3.46 that the model fit is within acceptable limits according to Hair et al. (2014).

CFA OF SECOND ORDER CONSTRUCT- QOL

The CFA of the second-order construct QOL was determined by verifying i) The Unidimensionality, ii) The Reliability, iii) Multicollinearity iv) The Construct Validity and v) The Model fit of the construct

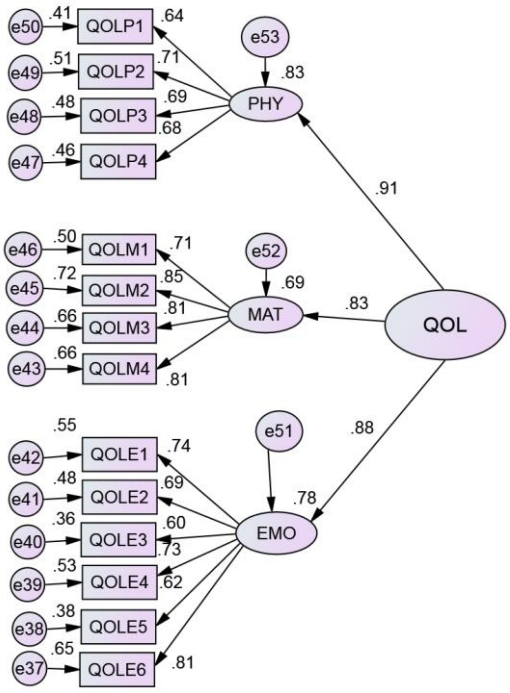

Figure 3.11 CFA OF SECOND ORDER CONSTRUCT QUALITY OF LIFE

Unidimensionality

It can be observed from Fig. 3.11 and Table 3.47 that all the three-factor loadings (of the three dimensions of QOL) are greater than 0.7 and are significant. Modification indices were checked as suggested by (Segars, 1997) to ensure that there were no cross-loadings. Thus, proving that the dimensions of the second-order construct QUALITY OF LIFE are unidimensional, thus fulfilling the criteria as recommended by Hair et al. (2014).

TABLE 3.47: Factor loadings of the dimensions of QOL

Item Code	Factor Loading
PHY	.91 ***
MAT	.83 ***
EMO	.88 ***

*** $p < 0.01$

Source: Primary data

Reliability

Reliability Coefficient – Cronbach's Alpha QOL

IBM SPSS ver 22 was used to calculate Cronbach's Alpha coefficient for QOL and a coefficient of .829 was obtained which is greater than the minimum acceptable value of .7 thus assessing the consistency of the entire scale.

Correlation analysis

The correlation analysis was done for the indicators of the second-order construct QOL viz. Physical, Material, and Emotional Wellbeing and the results are shown in Table 3.48. Since the values were on a higher side, the constructs were checked for multicollinearity

Table 3.48 Correlations between the indicators of second-order construct QOL

	EMO	MAT	PHY
EMO	1		
MAT	.74	1	
PHY	.81	.76	1

Source: Primary data

Multicollinearity

The correlations between the three dimensions of QOL were assessed after their individual CFA. As the correlations were on the higher side, the variables were checked for multicollinearity, using an approach by Greene and D'Arcy (2010), variance inflation factor (VIF) was checked to see if Physical, Material, and Emotional Wellbeing were distinct constructs. The constructs were checked for multicollinearity. After checking the Variance Inflation Factor (VIF) for all three constructs, VIF was found to be less than three and tolerance was >.1 as can be seen in Table 3.49, Table 3.50 and Table 3.51 indicating that there is no multicollinearity issue and the three constructs are distinct (Roni, Djajadikerta, & Ahmad, 2015).

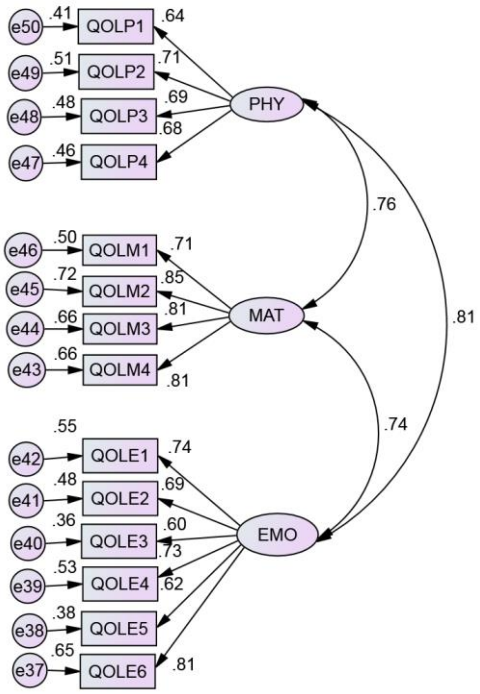

Figure 3.12 Correlations between the dimensions of QUALITY OF LIFE

Table 3.49 Collinearity Statistics for Physical Wellbeing

Model	Collinearity Statistics	
	Tolerance	VIF
EMO	.597	1.675
MAT	.597	1.675

Source: Primary data

Table 3.50 Collinearity Statistics for Material Wellbeing

Model	Collinearity Statistics	
	Tolerance	VIF
EMO	.553	1.807
PHY	.553	1.807

Source: Primary data

Table 3.51 Collinearity Statistics for Emotional Wellbeing

Model	Collinearity Statistics	
	Tolerance	VIF
PHY	.600	1.667
MAT	.600	1.667

Source: Primary data

Construct Validity

Construct validity is determined by i) convergent validity and ii) discriminant validity. This is tested by using CFA.

i) Convergent Validity

Convergent validity was determined by testing the following:

Factor loadings: As indicated in Fig. 3.11 and Table 3.45 all the factor loadings for the second-order construct QOL are above 0.70 and are significant.

Composite reliability (CR): Composite reliability is a measure of the internal consistency of a scale. CR of 0.91 was obtained (which is greater than .7 suggesting good reliability according to Hair et al. (2014)

Average Variance Extracted (AVE):

AVE value of .76 was obtained. According to Hair et al. (2014), AVE obtained should be greater than 0.5.

Since the factor loadings are greater than 0.5; AVE is greater than 0.5 and CR is greater than 0.7 the Convergent validity of the second-order construct QOL is achieved according to Hair et al. (2014).

ii) Discriminant Validity

According to Hair et al. (2014), discriminant validity can be checked by comparing the fit of the three construct model with the fit of two construct model and one construct model. The following model fit was achieved for the three models of the second-order construct QOL as shown in Table 3.52.

Table:3.52 Comparison of the model fit of one-factor, two-factor and three-factor models for QOL

Fit Index	CMIN/DF	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≤ 3.00	≥ .9	≥ .9	≤ .08	≥ .9	≥ .9	≤ 0.08
Model 1 - fit scores One-factor model	3.896	.825	.762	.055	.866	.842	.107
Model 2 - fit scores Two-factor model	2.571	.887	.844	.047	.928	.914	.078
Model 3 - fit scores Three-factor model	1.544	.939	.913	,033	.976	.97	.046

Source: Primary data

The model fit indices of the three models were compared, and it was observed that the three-factor model had the best-fit indices indicating that the fourteen items represent three separate constructs viz: Emotional Wellbeing, Material Wellbeing, and Physical Wellbeing. Also from Table 3.75 it can be observed that the square root of the AVE for QOL is greater than its correlation with that of Event Quality and Event Experience. Thus, proving its discriminant validity in accordance with Fornell and Larcker (1981).

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3.3.5.3. SCALE DEVELOPMENT FOR EVENT EXPERIENCE

The same procedure was followed as was used to develop the second-order construct EVENT QUALITY

3.3.5.3.1 Construct domain specification

Based on existing literature, the following operational definition was arrived at: EVENT EXPERIENCE is the process of getting new knowledge or a new skill or enhanced self-confidence and self-image from doing, seeing, or feeling things. For an experience to be truly effective, it should offer the prospect of transformation.

3.3.5.3.2 Item pool development

Review of literature: Existing literature on the topic was referred, and existing scales were studied. This led to the generation of items relevant to the study. Based on Packer & Ballantyne (2011), Pine and Gilmore (1999), Chen (2011), Oh et al. (2007), Kruger et al. (2013), Sirji et al. (2010), Andereck et al. (2007), Kaplanidou et al. (2013), Kim et al. (2012b), Andereck & Jurowski (2006) and Lee & Taylor (2005), 60 statements were identified to measure the different experiences of festivals/event.

Exploratory Study: The qualitative study conducted with attendees of seven events in Goa, India, as respondents reinforced the understanding from the literature review. Therefore literature review, together with findings of the qualitative study aided the formation of the measurement instrument. These 60 statements were then exposed to the Inter-rater reliability test for validity testing.

3.3.5.3.3 ITEM POOL RELIABILITY AND VALIDITY

Inter-rater reliability test:

As can be seen from Table 3.53, a **Fleiss Kappa coefficient of 0.861** was obtained, which is considered excellent, according to Wongpakaran et al. (2013). After this test, the statements reduced from 60 to 44 statements for Event Experience.

TABLE 3.53: Fleiss Kappa Calculation for Event Experience

	EXPERIENCES	Core Content KNOWLEDGE ENRICHMENT	Festival Experience	Economic Experience	NA	Total no. of raters	Proportion of agreement on each item [(a2+b2+c2+d2)-n] / n(n-1)
		a	b	c	d	n	
1	I felt a personal connection with the Players/ Referee/ linesman/other officials	5	2			7	0.52
2	I learnt more about football culture	7				7	1.00
3	Watched my favourite teams play	6	1			7	0.71
4	I felt confident about my knowledge of football	7				7	1.00
5	I learnt more about the history of football	7				7	1.00
6	I met experts in the field of football and learnt from them	7				7	1.00
7	I could compare the different styles of football played in different countries.	7				7	1.00
8	The event improved my knowledge in football	7				7	1.00
9	The event made me want to learn more about football	7				7	1.00
10	The experience enhanced my analyzing skills in football	7				7	1.00
11	The experience enhanced my commentating skills in football	7				7	1.00
12	The experience enhanced my playing skills in football	6			1	7	0.71
13	The experience enhanced my refereeing skills in football	6			1	7	0.71
14	I spent quality time with friends		7			7	1.00
15	I spent quality time with family		6		1	7	0.71

16	I had time to be with myself		7			7	1.00
17	I met people from different walks of life		7			7	1.00
18	I did things, I normally wouldn't do		6		1	7	0.71
19	I experienced things unknown to me		7			7	1.00
20	The event environment was exciting		7			7	1.00
21	The setting was very attractive		7			7	1.00
22	I made some new friends		7			7	1.00
23	The event changed my perception of people		7			7	1.00
24	I felt that I was in a different world		6		1	7	0.71
25	I was happy just being there		7			7	1.00
26	It felt proud when the Indian National anthem was played		7			7	1.00
27	There were people from all sections of society at the event		7			7	1.00
28	I felt I was far from the routine of everyday chores		6		1	7	0.71
29	The merchandise and souvenirs were good and interesting		6	1		7	0.71
30	I learnt about other cultures		7			7	1.00
31	The atmosphere was healing		6		1	7	0.71
32	I enjoyed myself		6		1	7	0.71
33	I learnt to tolerate and appreciate people from other cultures		7			7	1.00
34	I enjoyed the food		6	1		7	0.71
35	I met many new people and interacted with them		7			7	1.00
36	I learnt to appreciate my own culture		7			7	1.00
37	I enjoyed the entertainment program	1	6			7	0.71
38	I understood my friends at a deeper level		6		1	7	0.71
39	I Learnt to respect supporters of other teams	1	6			7	0.71
40	I felt that I was living in a different time or place	1	6			7	0.71
41	The event contributed to my business			7		7	1.00
42	The experience was worth the money		2	5		7	0.52
43	Prices of commodities increased during the event			6	1	7	0.71
44	The event contributed extra income for me	1		6		7	0.71
	SUM TOTAL	90	182	26	10		38.19
						p_bar	0.87
	Proportion of agreement on each category	0.25	0.51	0.07	0.03		

ACTUAL OBSERVED AGREEMENT = Sum of the proportion of agreement on each item/ Total number of items(statements)	p_bar	0.87
CHANCE AGREEMENT = Sum of the proportion of agreement on each category/ Total number of raters	p	0.047
Kappa = (actual observed agreement — chance agreement)/ (1 - chance agreement)		
Kappa = (actual observed agreement — chance agreement)/ (1 - chance agreement)	Fleiss Kappa	0.861

Content Validity:

The 44 statements obtained from Inter-Rater Reliability were checked for Content Validity, where they were tested for relevance, clarity, and simplicity by six experts. The universal agreement method among experts was used (Polit & Beck, 2006) where only the statements on which all the judges agreed 100% were retained. All 44 statements were retained after Content Validity. The final instrument (Annexure 1) contained 44 statements to measure the Event Experience construct.

3.3.5.3.4 Instrument for collection of data for EVENT EXPERIENCE (EE)

The final Event Experience measurement scale contained 44 statements which the respondents had to mark based on the event they attended on a 5 point Likert Scale from 1- Strongly disagree to 5 – Strongly Agree. (**Annexure 1**)

3.3.5.3.5 Measurement purification - EE

For measurement purification, the primary procedure used is **Exploratory Factor Analysis** (EFA). The EFA was performed using IBM SPSS Version 22 software. The same procedure as in the case of Event Quality Scale development was followed for data collection for EFA, Screening of Data, Sample Size

Testing suitability of data for factor analysis

To check the suitability of data for factor analysis, two tests were performed:

i) Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy: The KMO coefficient obtained was 0.944, which, according to Beaver et al. (2013) is **Meritorious** demonstrating the appropriateness of data for factor analysis.

ii) Bartlett's Test of Sphericity: Bartlett's test of sphericity gave chi-square statistics of 3943.381with a p-value of less than 0.05 indicating that sufficient correlations exist among the variables and confirms the appropriateness of factor analysis according to Hair et al. (2014).

Extraction of factors & selection of rotation method

The factor extraction method used is Principal Component Analysis and the rotation used is Promax. The pattern matrix obtained is shown in Table 3.54.

Table 3.54: Pattern matrix of factors and their loadings for EE

	Factor		
	1	2	3
FACTOR 1 : CELEBRATION			
I learnt to respect supporters of other teams **EEC8**	.804		
I felt I was far from the routine of everyday chores **EEC6**	.763		
I learnt more about football culture **EEC7**	.759		
I learnt to appreciate my own culture **EEC9**	.722		
I learnt to tolerate and appreciate people from other cultures **EEC10**	.704		
The atmosphere was healing **EEC5**	.691		
I was happy just being there **EEC4**	.681		
The experience was worth the money **EEC2**	.659		
Once in a lifetime experience **EEC3**	.656		
I met people from different walks of life **EEC11**	.640		
I spent quality time with friends **EEC1**	.638		
The event environment was exciting **EEC12**	.561		
The experience enhanced my analyzing skills in football **EEC13**	.557		
I learnt more about the history of football **EEC14**	.553		
FACTOR 2 : INTERACTION			
The event contributed extra income for me **EEI4**		.857	
The event contributed to my business **EEI5**		.819	
I felt that I was living in a different time or place **EEI1**		.726	
I enjoyed the food **EEI6**		.725	
I met many new people and interacted with them **EEI3**		.698	

I enjoyed the entertainment program **EEI2**		.670	
The event changed my perception of people **EEI8**		.583	
I understood my friends at a deeper level **EEI7**		.582	
I felt that I was in a different world **EEI9**		.568	
FACTOR 3 : LEARNING			
I had time to be with myself **EEL1**			.778
I experienced things unknown to me **EEL3**			.725
The experience enhanced my playing skills in football **EEL 2**			.724
Watched my favourite teams play **EEL5**			.721
I made some new friends **EEL4**			.613

Extraction Method: Principal Component Analysis.
Rotation Method: Promax with Kaiser Normalization.
a. Rotation converged in 7 iterations.

Correlations between the factors

As can be observed from table 3.55, the correlations between the factors were moderate between 0.3 and 0.7, as suggested by Hair et al. (2014).

Table 3.55 Factor Correlation Matrix EE

Factor	1	2	3
1	1.00	.587	.577
2	.587	1.00	.553
3	.577	.553	1.00

Extraction Method: Principal Component Analysis.
Rotation Method: Promax with Kaiser Normalization.

Scale Reliability

The reliability test was done, and the Cronbach's alpha coefficient (Table 3.56) for all the factors was greater than .7 suggesting good reliability of the factors (Hair et al., 2014), (Kim et al., 2010).

TABLE 3.56: RELIABILITY TEST using Cronbach's coefficient alpha

LATENT VARIABLE	FACTORS	Cronbach's alpha coefficient	Threshold
EVENT EXPERIENCE	Factor 1: **CELEBRATION** Factor 2: **INTERACTION** Factor 3: **LEARNING**	0.926 0.904 0.847	Greater than 0.7 Suggests good reliability of the data (Hair et al., 2014), (Kim et al., 2010)

Source: Primary data

Average Variance Extracted

When 3 factors were extracted using the Principal Component Analysis method and Eigen values > 1, 56.249% of the variance was explained. According to Hair et al. (2014) in social sciences, the variance extracted could be 60% or less.

3.3.5.3.6 Validation of Factor Analysis - EVENT EXPERIENCE

Confirmatory Factor Analysis (CFA) was used to validate the results of EFA and judge the replicability of the results with a separate sample (Hair et al., 2014).

The CFA of the second-order construct is performed by initially doing the CFA of the first-order constructs of Event Experience viz. **Celebration, Interaction, and Learning** individually. This was determined by verifying i) The Unidimensionality, ii) The Reliability, iii) Multicollinearity iv) The Construct Validity and v) The Model fit of the first-order constructs (dimensions) of QOL.

1. CFA OF CELEBRATION

Unidimensionality, Reliability and Model Fit

Unidimensionality

It can be observed from Fig. 3.13 and Table 3.57 that all factor loadings are greater than 0.5. Modification indices were checked for cross factor loadings, as suggested by Segars (1997). Thus, proving that the items of the Celebration construct are unidimensional and fulfilling the criteria as recommended by Hair et al. (2014).

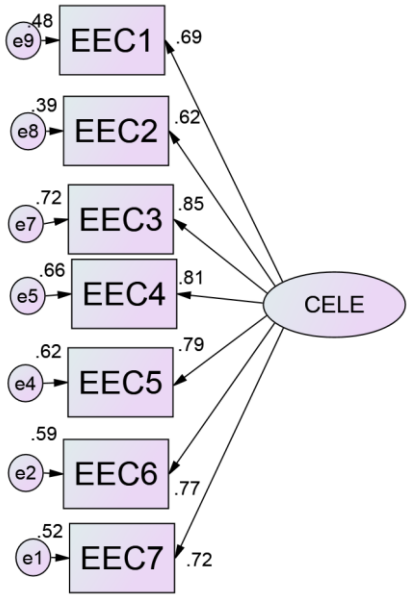


Figure 3.13 CFA of **CELEBRATION**

TABLE 3.57: Description of the factors of celebration and the factor loadings

Item Code	Description	Factor Loading
EEC1	I spent quality time with friends	.69 ***
EEC2	The experience was worth the money	.62 ***
EEC3	Once in a lifetime experience	.85 ***
EEC4	I was happy just being there	.81 ***
EEC5	The atmosphere was healing	.79 ***
EEC6	I felt I was far from the routine of everyday chores	.77 ***
EEC7	I learnt more about football culture	.72***

*** $p < 0.01$

Source: Primary Data

Reliability

i) Correlation analysis to check the relatedness of the items in the respective construct It can be interpreted from Table 3.58 that all pair-wise comparisons are significant, and correlation values range from 0.438 to 0.695. Inter-item correlations are moderate in magnitude, indicating the relatedness of the items in the respective construct.

Table 3.58: Scale Item Correlations Results –CELEBRATION

	EEC1	EEC 2	EEC 3	EEC 4	EEC 5	EEC 6	EEC7
EEC 1	1						
EEC 2	.438**	1					
EEC 3	.611**	.498**	1				
EEC 4	.596**	.482**	.695**	1			
EEC 5	.527**	.455**	.652**	.635**	1		
EEC 6	.498**	.515**	.666**	.614**	.639**	1	
EEC 7	.475**	.543**	.604**	.581**	.593**	.507**	1

**Correlation is significant at the 0.01 level (2-Tailed)

ii) Reliability Coefficient – Cronbach's Alpha CELEBRATION

A coefficient of 0.9 was obtained, which is greater than the minimum acceptable value of 0.7, thus assessing the consistency of the entire scale.

Convergent Validity

After calculation, the Composite Reliability CR = 0.78 (should be > 0.7 according to Hair et al.(2014)) and the Average Variance Extracted (AVE) = .57 (should be > .5) values were obtained. As these values were following the limits set by Hair et al. (2014), the Convergent validity of the Celebration construct is achieved.

Discriminant Validity

It can be observed from Table 3.59 that the square root of the AVE for Celebration is greater than its correlation with Interaction and Learning. According to Fornell and Larcker (1981), for a construct to be unique, the square root of its AVE should be greater than its correlation with the other constructs. Thus proving the discriminant validity of the construct.

Table 3.59 Construct Validity

	CR	AVE	CELE	INTER	LEARN
CELE	0.902	0.569	**0.754**		
INTER	0.785	0.552	0.673***	**0.743**	
LEARN	0.81	0.588	0.621***	0.909***	**0.767**

† p < 0.100; * p < 0.050;** p < 0.010; *** p < 0.00
The diagonal values are the square root of AVE and the values below the diagonal are the correlations

Model Fit

Table 3.60 Model Fit indices of CFA of Celebration

Fit Index	CMIN/DF	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≤ 3.00	≥ .9	≥ .9	≤ .08	≥ .9	≥ .9	≤ 0.08
Model fit scores	1.953	.973	.946	.024	.986	.979	.061

Source: Primary data

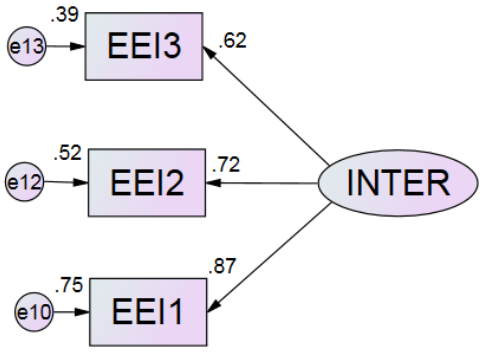
Thus it can be seen from Table 3.60 that the model fit is within acceptable limits according to Hair et al. (2014).

2. CFA OF INTERACTION

Unidimensionality, Reliability and Model Fit

Unidimensionality

It can be observed from Fig. 3.14 and Table 3.61 that all factor loadings are greater than 0.5. Modification indices were checked for cross factor loadings, as suggested by Segars (1997). Thus, proving that the items of the Physical wellbeing construct are unidimensional and fulfilling the criteria as recommended by Hair et al. (2014).



Figue. 3.14 CFA of **INTERACTION**

TABLE 3.61: Description of the factors of INTERACTION and their factor loadings

Item Code	Description	Factor Loading
EEI1	I felt that I was living in a different time or place	.87 ***
EEI2	I enjoyed the entertainment program	.72 ***
EEI3	I met many new people and interacted with them	.62 ***

*** $p < 0.01$; Source: Primary data

Reliability

i) Correlation analysis to check the relatedness of the items in the respective construct

It can be interpreted from Table 3.62 that all pair-wise comparisons are significant, and correlation values range from 0.449 to 0.624. Inter-item correlations are moderate in magnitude, indicating the relatedness of the items in the respective construct.

Table 3.62: Scale Item Correlations Results –INTERACTION

	EEI1	EEI2	EEI3
EEI 1	1		
EEI 2	.624**	1	
EEI 3	.540**	.449**	1

**Correlation is significant at the 0.01 level (2-Tailed)

ii) Reliability Coefficient – Cronbach's Alpha Interaction

A coefficient of 0.778 was obtained, which is greater than the minimum acceptable value of 0.7, thus assessing the consistency of the entire scale.

Convergent Validity

After calculation, the Composite Reliability CR = 0.785 (should be > 0.7 according to Hair et al.(2014)) and the Average Variance Extracted (AVE) = .55 (should be > .5) values were obtained. Thus the Convergent validity of the Interaction construct is achieved as per the acceptable values by Hair et al. (2014).

Discriminant Validity

It can be observed from Table 3.59 that the square root of the AVE for Interaction is greater than its correlation with Celebration but is less than its correlation with Learning.

According to Fornell and Larcker (1981), for a construct to be unique, the square root of its AVE should be greater than its correlation with the other constructs. Malhotra & Dash (2011) and Lam (2012), are of the opinion that AVE may be a more strict or conservative estimate of the validity of measurement model. Modification indices were checked for cross factor loadings, as suggested by Segars

(1997). No cross factor loadings were found thus proving that the construct is distinct.

Model Fit

Table 3.63 Model Fit indices of CFA of Interaction

it Index	CMIN/DF	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≤ 3.00	≥ .9	≥ .9	≤ .08	≥ .9	≥ .9	≤ 0.08
Model fit scores	.698	.997	.986	.008	1	1	.00

Source: Primary data

Thus, it can be observed from Table 3.63 that the model fit is within acceptable limits, as suggested by Hair et al. (2014).

3. CFA OF LEARNING

Unidimensionality, Reliability and Model Fit

Unidimensionality

It can be observed from Fig. 3.15 and Table 3.64 that all factor loadings are greater than 0.5. Modification indices were checked for cross factor loadings, as suggested by Segars (1997). Thus, proving that the items of the Learning construct are unidimensional and fulfilling the criteria as recommended by Hair et al. (2014).

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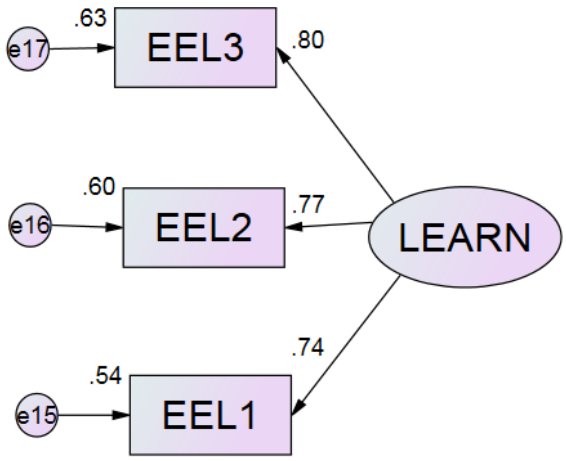

Figure 3.15 CFA of LEARNING

ΓABLE 3.64 Description of the factors of LEARNING and their factor loadings

Item Code	Description	Factor Loading
EEL1	I had time to be with myself	.74 ***
EEL2	The experience enhanced my playing skills in football	.77 ***
EEL3	I experienced things unknown to me	.80 ***

*** $p < 0.01$

Source: Primary data

Reliability

i) Correlation analysis to check the relatedness of the items in the respective construct

It can be interpreted from Table 3.65 that all pair-wise comparisons are significant, and correlation values range from 0.570 to 0.616. Inter-item correlations are moderate in magnitude, indicating the relatedness of the items in the respective construct.

Table 3.65: Scale Item Correlations Results –LEARNING

	EEL1	EEL2	EEL3
EEL1	1		
EEL 2	.570**	1	
EEL 3	.587**	.616**	1

**Correlation is significant at the 0.01 level (2-Tailed)

ii) Reliability Coefficient – Cronbach's Alpha LEARNING

A coefficient of 0.812 was obtained, which is higher than the minimum acceptable value of 0.7 thus assessing the consistency of the entire scale.

Convergent Validity

After calculation, the Composite Reliability CR = 0.81 (should be > 0.7 according to Hair et al.(2014)) and the Average Variance Extracted (AVE) = .59 (should be > .5) values were obtained. Thus the Convergent validity of the Learning construct is achieved.

Discriminant Validity

It can be observed from Table 3.59 that the square root of the AVE for Learning is greater than its correlation with Celebration but is less than its correlation with

Interaction. According to Fornell and Larcker (1981), for a construct to be unique, the square root of its AVE should be greater than its correlation with the other constructs. Malhotra & Dash (2011) and Lam (2012), are of the opinion that AVE may be a more strict or conservative estimate of the validity of measurement model. Modification indices were checked for cross factor loadings, as suggested by Segars (1997). No cross factor loadings were found thus proving that the construct is distinct.

Model Fit

Table 3.66 Model Fit indices of CFA of Learning

Fit Index	CMIN/DF	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≤ 3.00	≥ .9	≥ .9	≤ 0.08	≥ .9	≥ .9	≤ 0.08
Model fit scores	.698	.997	.986	.008	1	1	.00

Source: Primary data

It can be observed from Table 3.66 that all the model fit indices are acceptable, according to Hair et al. (2014).

4. CFA OF SECOND ORDER CONSTRUCT- EVENT EXPERIENCE

The CFA of the second-order construct EE was determined by verifying i) The Unidimensionality, ii) The Reliability, iii) Multicollinearity iv) The Construct Validity and v) The Model fit of the construct

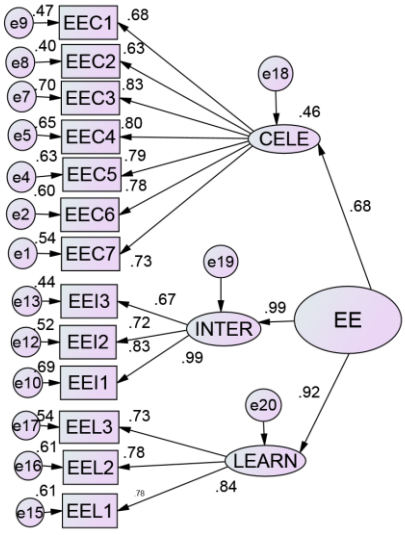

Figure 3.16 CFA OF SECOND ORDER CONSTRUCT EVENT EXPERIENCE

Unidimensionality

It can be observed from Fig. 3.16 and Table 3.67 that all the three, factor loadings (of the three dimensions of EE) are greater than 0.7 and are significant. Modification indices were checked as suggested by (Segars, 1997) to ensure that there were no cross-loadings. Thus, proving that the dimensions of the second-order construct EVENT EXPERIENCE are unidimensional, thus fulfilling the criteria as recommended by Hair et al. (2014).

TABLE 3.67: Factor loadings of dimensions of EVENT EXPERIENCE

Item Code	Factor Loading
CELE	.68 ***
INTER	.99 ***
LEARN	.92 ***

*** $p < 0.01$

Source: Primary Data

Reliability

i) Reliability Coefficient – Cronbach's Alpha EE

Cronbach's Alpha coefficient for EE was calculated, and a coefficient of 0.743 was obtained, which is greater than the minimum acceptable value of 0.7, thus assessing the consistency of the scale.

ii) Correlation analysis

The correlation analysis was performed for each of the indicators of Event Experience viz. Celebration, Interaction, and Learning separately and can be observed from Table 3.68, inter-dimension correlations were found to be moderate in magnitude, indicating the relatedness of the dimensions in the respective construct. Since the correlation between interaction and learning is on the higher side, the constructs were checked for

multicollinearity

Table 3.68: Correlations between the indicators of second-order construct EE

	CELE	INTER	LEARN
CELE	1		
INTER	.67	1	
LEARN	.62	.91	1

Source: Primary data

Multicollinearity

The correlations between the three dimensions of EE were assessed after their individual CFA. Using an approach by Greene and D'Arcy (2010), variance inflation factor (VIF) was checked to see if Celebration, Interaction, and Learning Experiences were distinct constructs. The constructs were checked for multicollinearity. After checking the Variance Inflation Factor (VIF) for all three constructs, VIF was found to be less than 3 and tolerance was >.1 as can be seen in Table 3.69, Table 3.70 and Table 3.71 indicating that there is no multicollinearity issue and the three constructs are distinct (Roni, Djajadikerta, & Ahmad, 2015).

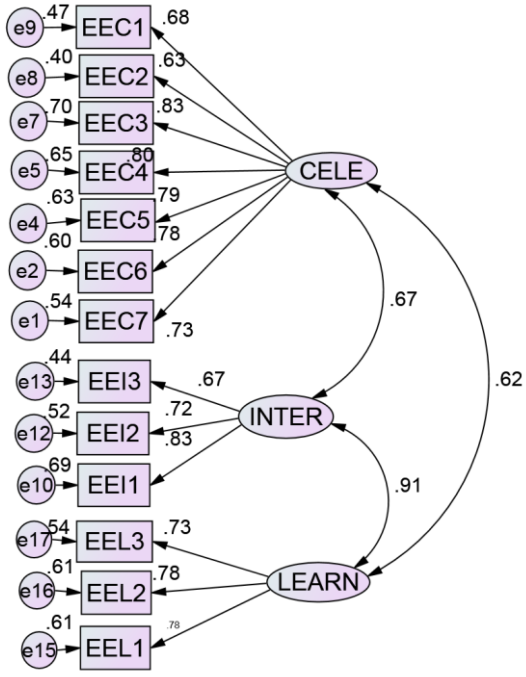

Figure 3.17 Correlations between the the dimensions of EVENT EXPERIENCE

Table 3.69 Collinearity statistics for LEARNING

Model	Collinearity Statistics	
	Tolerance	VIF
CELE	.659	1.518
INTER	.659	1.518

Source: Primary data

Table 3.70 Collinearity statistics for CELEBRATION

Model	Collinearity Statistics	
	Tolerance	VIF
INTER	.472	2.119
LEARN	.472	2.119

Source: Primary data

Table 3.71 Collinearity statistics for INTERACTION

Model	Collinearity Statistics	
	Tolerance	VIF
LEARN	.705	1.418
CELE	.705	1.418

Source: Primary data

Construct Validity

Construct validity is determined by i) convergent validity and ii) discriminant validity.

i) Convergent Validity

Convergent validity was determined by testing the following:

Factor loadings: As indicated in Fig. 3.16 and Table 3.62 all the factor loadings for the second-order construct QOL are above 0.70 and are significant.

Composite reliability (CR): Composite reliability is a measure of the internal consistency of a scale. CR of 0.904 was obtained (which is greater than .7 suggesting good reliability according to Hair et al. (2014)

Average Variance Extracted (AVE):

AVE value of .763 was obtained, which is greater than 0.5 or higher Hair et al. (2014). For the second-order construct EE,

Therefore the Convergent validity of the second-order construct, EE is achieved according to Hair et al. (2014) as Factor loadings are greater than 0.5; AVE is greater than .50 and CR is greater than 0.7.

ii) Discriminant Validity

According to Hair et al. (2014), discriminant validity can be checked by comparing the fit of the three construct model with the fit of two construct model and one construct model. The following model fit was achieved for the three models of the second-order construct EE, as shown in Table 3.72.

Table 3.72 Comparison of the model fit of one-factor, two-factor and three-factor models for EE

Fit Index	CMIN/DF	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≤ 3.00	≥ .9	≥ .9	≤ .08	≥ .9	≥ .9	≤ 0.08
Model 1 - fit scores One-factor model	6.612	.717	.603	.089	.796	.755	.148
Model 2 - fit scores Two-factor model	5.176	.799	.715	.087	.850	.817	.128
Model 3 - fit scores Three-factor model	2.318	.919	.880	.046	.954	.942	.072

Source: Primary data

The model fit indices of the three models were compared, and it was observed that the three-factor model had the best-fit indices indicating that the thirteen items represent three separate constructs viz: Celebration, Interaction, and Learning. Also from Table 3.75 it can be observed that the square root of the AVE for Event Experience is greater than its correlation with that of Event Quality and QOL. Thus, proving its discriminant validity in accordance with Fornell and Larcker (1981).

3.3.5.4 SUMMARY OF SCALE DEVELOPMENT

The summary of the scale development is shown in Table 3.73

TABLE 3.73: Summary of Scale development

	EVENT QUALITY	QUALITY OF LIFE	EVENT EXPERIENCE
ITEM POOL	63	92	60
AFTER INTER RATER RELIABILITY TEST	36	63	44
FLEISS KAPPA COEFF	.70	.86	.861
AFTER CONTENT VALIDITY	31	61	44
EXPLORATORY FACTOR ANALYSIS			
Sample Size	247	247	247
KMO coefficient	.884	.923	.944
Bartlett's Test **p-value**	2019.85 0.00	4818.397 0.00	3943.38 0.00
Extraction of factors	3	3	3
RELIABILITY TEST Cronbach's Alpha **Factor 1** **Factor 2** **Factor 3**	 .834 AMB .847 COORD .848 PRE	 .934 EMO .909 MAT .871 PHY	 .926 CELE .904 INTER .847 LEARN
AVE (Principal Component)	54.424%	55.145%	56.249%
CONFIRMATORY FACTOR ANALYSIS			
Sample Size	256	256	256
RELIABILITY TEST Cronbach's Alpha	COORD = .803 AMB = .785 PRE = .792 EQ = .828	Factor1(phy) .765 Factor2(mat) .872 Factor3(emo) .856 QOL = .829	Factor1(cele) .9 Factor2(inter) .778 Factor3(learn) .812 EE = .743
AVE	AMB =.48 COORD = .51 PRE = .5 EQ = .8	Factor1(phy) .46 Factor2(mat) .639 Factor3(emo) .49 QOL = .76	Factor1(cele) .57 Factor2(inter) .55 Factor3(learn) .59 EE = .761
COMPOSITE RELIABILITY	AMB = .79 COORD = .8 PRE = .8 EQ = .92	Factor1(phy) .78 Factor2(mat) .876 Factor3(emo) .85 QOL = .91	Factor1(cele) .78 Factor2(inter) .785 Factor3(learn) .814 EE = .903

Source: Primary data

3.3.6 FINAL MODEL & HYPOTHESES

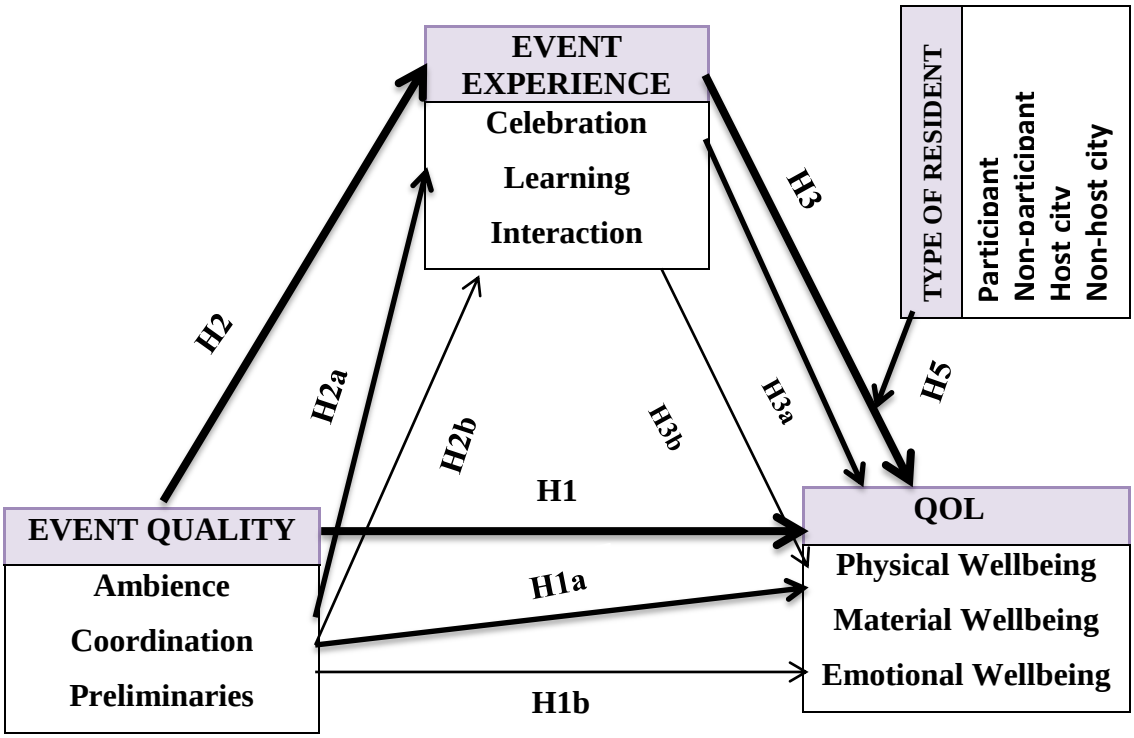

Figure 3.18 Final Model

Hypotheses after finalising the Model:

1. **Hypotheses researching the relationship between Event Quality and QOL of residents**

   H1: Event Quality impacts the QOL of residents

   H1a: Dimensions of Event Quality vary in their impact on the QOL of residents

   H1b: Dimensions of Event Quality vary in their impact on the dimensions of QOL of residents.

2. **Hypotheses researching the relationship between Event Quality and Event Experience of residents**

   H2: Event Quality impacts the Event Experience of residents

   H2a: Dimensions of Event Quality vary in their impact on Event Experience of Residents

   H2b: Dimensions of Event Quality vary in their impact on the dimensions of Event Experience of residents

3. Hypotheses researching the relationship between Event Experience and QOL of residents

H3: Event Experience impact QOL of residents

H3a: Dimensions of Event Experience vary in their impact on QOL of residents

H3b: Dimensions of Event Experience vary in their impact on dimensions of QOL of residents

4. Hypotheses researching the MEDIATING EFFECT of the relationship between Event Quality and QOL of residents

H4: EXPERIENCE MEDIATES the relationship between EQ and QOL of Residents

5. Hypotheses researching the MODERATING EFFECT of 'type of resident'on MEDIATING EFFECT of the relationship between Event Quality and QOL of residents

H5: Type of resident, moderates the mediating role of experience on the relationship between EQ and QOL

H5a: Participant/ non-participant resident status of resident, moderate the mediating role of experience on the relationship between EQ and QOL

H5b: Host city/ non-host city resident, moderate the mediating role of experience on the relationship between EQ and QOL

3.3.7 VALIDATION OF THE MEASUREMENT MODELS

The validity of the following measurement models was tested:

i) The measurement model of the second-order constructs in this study (for the main hypothesis)

ii) The measurement model of all the first-order constructs (dimensions of second-order constructs) in this study (for the sub hypotheses)

The following section presents the results of the CFA of the measurement models which were further considered for testing Structural Equation models.

3.3.7.1 Measurement model of the second-order constructs in this study

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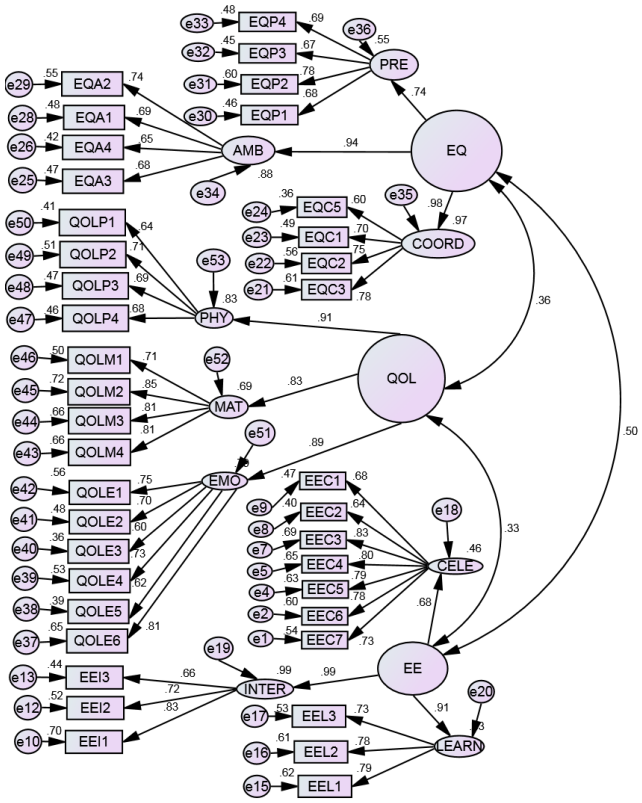

Figure 3.19 CFA of the Measurement Model of second-order constructs

Table 3.74: Factor loadings of the measurement model 2

Description	Factor Loading
QOL → PHY	.913 ***
QOL → MAT	.829 ***
QOL → EMO	.887 ***
EQ → COORD	.985 ***
EQ → AMB	.936 ***
EQ → PRE	.745 ***
EE → INTER	.993***
EE → LEARN	.913***
EE → CELE	.681 ***

*** $p < 0.01$

Construct Validity

TABLE 3.75: Validity of the Measurement Model 1

	CR	AVE	EE	EQ	QOL
EE	0.903	0.761	**0.872**		
EQ	0.922	0.8	0.499***	**0.895**	
QOL	0.909	0.77	0.328***	0.355***	**0.877**

Source: Primary Data Used
Values below the diagonal are correlations. The diagonal values in bold are the square root of AVE.

Convergent validity

It can be observed from table 3.75 that the CR values of all the constructs are greater than 0.7, and the AVE values are all greater than 0.5.

Discriminant Validity

i) From Table 3.75, it can be observed that the square root of AVE is greater than the correlations between the constructs which is as per the requirement of Fornell & Larcker (1981) to check for discriminant validity.

ii) According to Hair et al. (2014), discriminant validity can be checked by comparing the fit of the three-construct model with the fit of the two-construct model and one-construct model.

From Table 3.75, It can be observed that there are no validity issues. The Stats Tool Package designed by James Gaskin was used to get this table (Gaskin, 2012).

TABLE 3.76: Model fit of Measurement Model 1

Fit Index	CMIN/DF	GFI	AGFI	RMR	CFI	TLI	RMSEA
Model 1 - fit scores One-factor model	2.420	.744	.712	.106	.808	.794	.075
Model 2 - fit scores Two-factor model	2.172	.764	.734	.102	.84	.83	.068
Model 3 - fit scores Three-factor model	1.746	.804	.778	.054	.90	.892	.054

Source: Primary data

The model fit indices of the three models were compared, and from the Table 3.76, it can be seen that the model fit scores of the 3-factor model were within acceptable

limits and the best as compared to the other two models, indicating that the three constructs Event Quality, QOL and Event Experience were unique. Thus, confirming the discriminant validity.

Hence, it can be said that the measurement model of the second-order constructs is validated. The next step is to test for common method bias before going for SEM (Structural Equation Modeling).

3.3.7.2 Measurement model for first-order construct (dimensions)

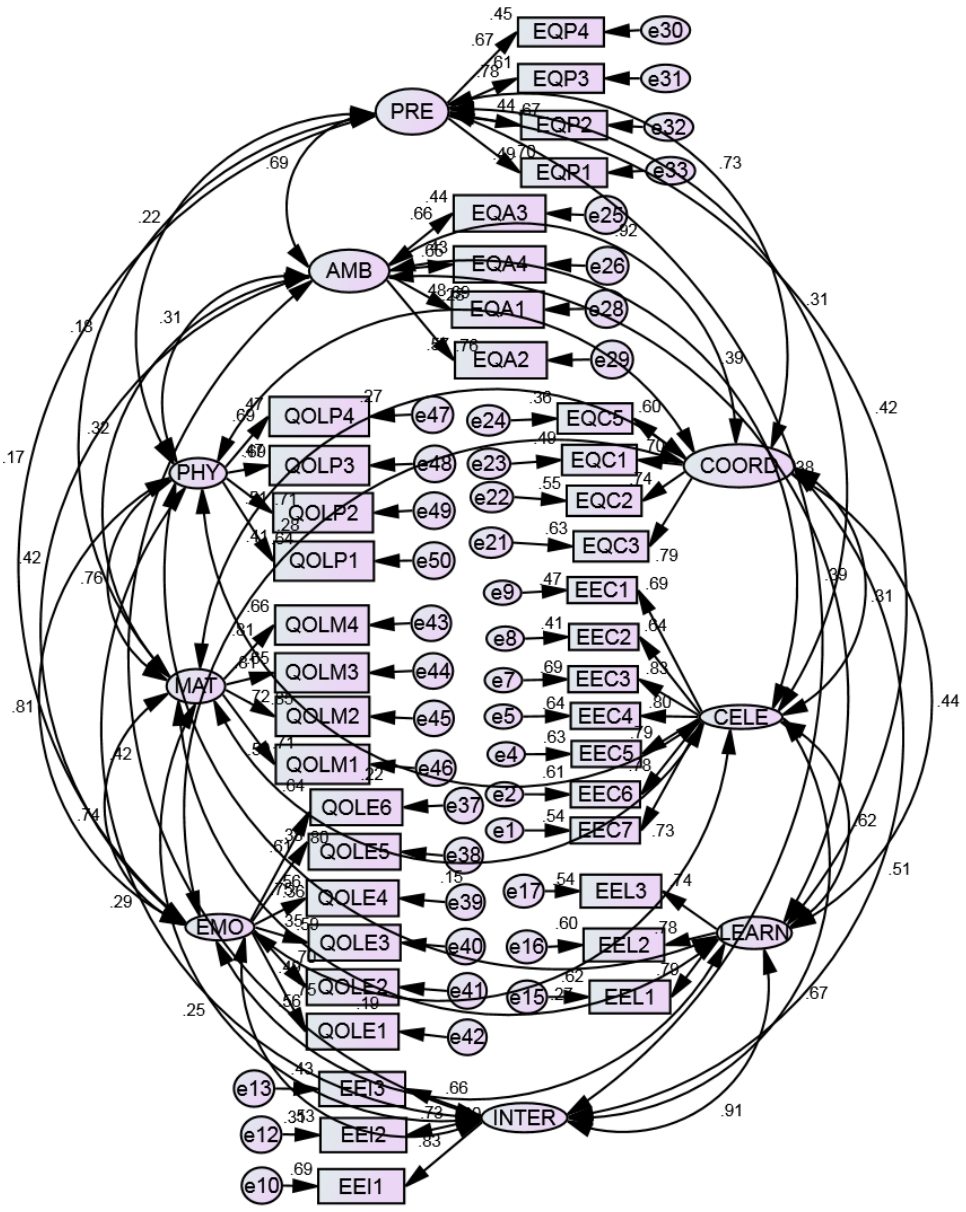

Fig 3.20 CFA of the Measurement Model of first-order constructs

Construct Validity

TABLE 3.77: Validity of the first-order construct Measurement Model 2

	CR	AVE	MAT	CELE	INTER	LEARN	COORD	AMB	PRE	EMO	PHY
MAT	0.874	0.635	**0.797**								
CELE	0.902	0.570	0.149	**0.755**							
INTER	0.785	0.552	0.249	0.672	**0.743**						
LEARN	0.810	0.588	0.195	0.622	0.907	**0.767**					
COORD	0.803	0.507	0.269	0.312	0.511	0.436	**0.712**				
AMB	0.786	0.479	0.324	0.390	0.417	0.377	0.922	**0.692**			
PRE	0.798	0.498	0.181	0.307	0.391	0.421	0.734	0.686	**0.706**		
EMO	0.853	0.494	0.737	0.275	0.312	0.197	0.280	0.423	0.174	**0.703**	
PHY	0.776	0.464	0.761	0.221	0.293	0.360	0.280	0.310	0.220	0.807	**0.681**

Source: Primary data

Values below the diagonal are correlations.
The diagonal values in bold are the square root of AVE.
The Stats Tool Package designed by James Gaskin was used to get this table (Gaskin, 2012)

Convergent validity

It can be observed from table 3.77 that the CR values of all the constructs are greater than 0.7, which fulfils the criteria set by Hait et al. (2014). The AVE of 5 constructs were greater than 0.5; thus, fulfil the criteria set by Hait et al. (2014). However the AVE values of four constructs viz. Ambience, Preliminaries, Emotional wellbeing and Physical wellbeing are below 0.5, whereas the criteria set by Hait et al. (2014) is that AVE should be greater than 0.5. According to Fornell & Larcker (1981), Malhotra & Dash (2011) and Lam (2012), AVE is a more strict or conservative estimate of the validity of measurement model, and on the basis of Composite Reliability alone, it may be concluded that the convergent validity of the construct is adequate. Hence, since the Composite Reliability of all the constructs is greater than 0.7, it can be concluded that this measurement model is validated.

Discriminant Validity

According to Fornell & Larcker (1981) for a construct to be distinct, the square root of AVE of the construct should be greater than all its correlations with other constructs in the model. From table 3.77, it can be observed that the square root of

AVE of the constructs in many cases are not greater than all their correlations with other constructs in the model. According to Fornell & Larcker (1981), Malhotra & Dash (2011) and Lam (2012), AVE is a more strict or conservative estimate of the validity of measurement model.

According to Hair et al. (2014), discriminant validity can also be checked by comparing the fit of nine, eight, seven, six, five, four, three, two and one-construct models. If the model fit of the predetermined number of construct-model is the best, then it proves that discriminant validity is achieved according to Hair et al. (2014).

TABLE 3.78: Model fit of Measurement Model 2

Fit Index	CMIN/DF	GFI	AGFI	RMR	CFI	TLI	RMSEA
Model 1 - fit scores One-factor model	5.194	.404	.337	.130	.424	.392	.128
Model 2 - fit scores Two-factor model	4.274	.458	.397	.118	.551	.526	.113
Model 3 - fit scores Three-factor model	2.550	.697	.662	.064	.788	.775	.078
Model 4 - fit scores Four-factor model	2.157	.755	.725	.058	.843	.832	.067
Model 5 - fit scores Five factor model	2.150	.756	.725	.058	.844	.833	.067
Model 6 - fit scores Six-factor model	1.997	.774	.744	.056	.866	.856	.063
Model 7 - fit scores Seven-factor model	1.875	.79	.759	.053	.884	.873	.059
Model 8 - fit scores Eight-factor model	1.860	.793	.760	.053	.887	.875	.058
Model 9 - fit scores Nine-factor model	1.726	.812	.779	.050	.906	.895	.053

Source: Primary data

It can be observed from Table 3.78, that the model fit of the nine-factor model is the best as compared to the other models. It is thus confirming discriminant validity. Hence the measurement model of the first-order constructs is validated.

3.3.8 TESTING THE MEASUREMENT MODEL FOR COMMON METHOD BIAS

To extract the common variance for the unmeasured latent factor method, during Confirmatory Factor Analysis, an unmeasured latent factor is added to the measurement model as shown in figure 3.21. The common latent factor is connected to all indicators from all other latent factors. This detects the variance common among all observed indicators. To ensure that the unstandardized loadings will be

equal, the loadings of the indicator on this common latent factor are constrained to be equal to each other. The per cent of common variance across all indicators in the model is obtained by squaring the unstandardized loadings. This value is the common method bias. If there is a common method issue, one can effectively control for the effect of common methods bias on the results by retaining this common latent factor in the consequent structural model. There is no common method issue if the value of the common variance is less than 15%. The factor loadings are also tested with and without common factor, and there is no common method bias if the difference between the two is less than 0.2 (Liang et al., 2007; Richardson et al., 2009; Chin et al., 2012). From figure 3.21, it can be observed that the standardized loading is 0.29, which means 8.4 %, which is very much less than 15% suggesting no common method bias. Table 3.79 shows the regression weight with and without the common latent variable. The maximum difference is 0.111, which is less than the cutoff 0.2. Hence it suggests that there is no common method bias.

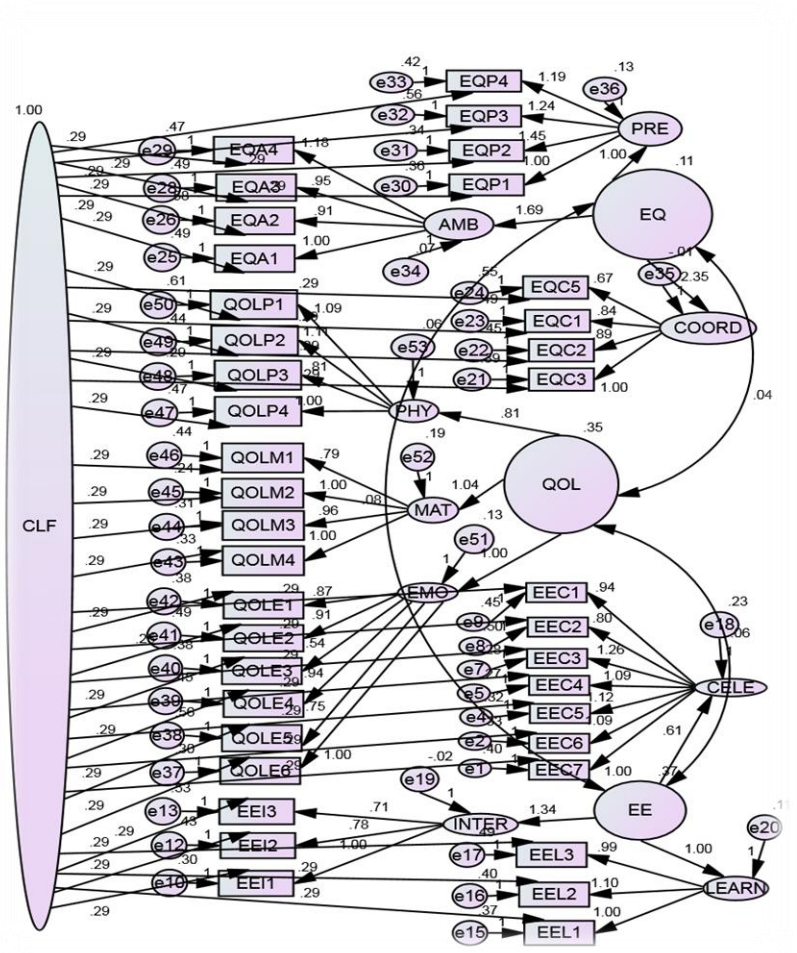

Figure 3.21 Common Latent Factor method to check for Common Method Bias
Source: Primary data and Gaskin (2014)

Table 3.79 Standardised Regression weights with and without Common Latent Factor

			with CLF	without CLF	Difference
PHY	←	QOL	0.885	0.913	**0.028**
MAT	←	QOL	0.814	0.829	**0.015**
COORD	←	EQ	1.009	0.985	**-0.024**
AMB	←	EQ	0.902	0.936	**0.034**
PRE	←	EQ	0.679	0.745	**0.066**
EMO	←	QOL	0.854	0.887	**0.033**
INTER	←	EE	1.015	0.993	**-0.022**
LEARN	←	EE	0.877	0.913	**0.036**
CELE	←	EE	0.607	0.681	**0.074**
EEC7	←	CELE	0.658	0.734	**0.076**
EEC6	←	CELE	0.716	0.778	**0.062**
EEC5	←	CELE	0.732	0.793	**0.061**
EEC4	←	CELE	0.742	0.804	**0.062**
EEC3	←	CELE	0.788	0.833	**0.045**
EEC2	←	CELE	0.537	0.636	**0.099**
EEC1	←	CELE	0.616	0.684	**0.068**
EEI1	←	INTER	0.793	0.834	**0.041**
EEI2	←	INTER	0.662	0.723	**0.061**
EEI3	←	INTER	0.592	0.662	**0.07**
EEL1	←	LEARN	0.717	0.79	**0.073**
EEL2	←	LEARN	0.74	0.778	**0.038**
EEL3	←	LEARN	0.67	0.728	**0.058**
EQC3	←	COORD	0.744	0.784	**0.04**
EQC2	←	COORD	0.681	0.749	**0.068**
EQC1	←	COORD	0.646	0.701	**0.055**
EQC5	←	COORD	0.539	0.6	**0.061**
EQA3	←	AMB	0.631	0.683	**0.052**
EQA4	←	AMB	0.567	0.649	**0.082**
EQA1	←	AMB	0.613	0.69	**0.077**
EQA2	←	AMB	0.699	0.745	**0.046**
EQP4	←	PRE	0.585	0.676	**0.091**
EQP3	←	PRE	0.732	0.775	**0.043**
EQP2	←	PRE	0.596	0.672	**0.076**
EQP1	←	PRE	0.631	0.694	**0.063**
QOLE1	←	EMO	0.667	0.746	**0.079**
QOLM4	←	MAT	0.763	0.814	**0.051**

QOLM3	←	MAT	0.759	0.809	**0.05**
QOLM2	←	MAT	0.8	0.851	**0.051**
QOLM1	←	MAT	0.637	0.706	**0.069**
QOLP4	←	PHY	0.587	0.68	**0.093**
QOLP3	←	PHY	0.585	0.687	**0.102**
QOLP2	←	PHY	0.638	0.713	**0.075**
QOLP1	←	PHY	0.577	0.643	**0.066**
QOLE2	←	EMO	0.647	0.695	**0.048**
QOLE6	←	EMO	0.747	0.807	**0.06**
QOLE4	←	EMO	0.669	0.731	**0.062**
QOLE3	←	EMO	0.485	0.596	**0.111**
QOLE5	←	EMO	0.548	0.621	**0.073**

After validating the measurement models and checking for common method bias, the models can now be used for data analysis using SEM.

CHAPTER 4

DATA ANALYSIS

Hypotheses Testing, Statistical Results, Interpretation, and Model fit

This chapter aims at analysing data using structural models. Since the validity of the measurement models was found acceptable, the structural models can now be used to test the hypotheses. While testing the measurement models, the relationship between latent constructs and the observed variables was the focus. In structural model testing, the relationship between constructs and their significance is checked. Here the entire data sample of 503 is used for testing the hypotheses. IBM SPSS AMOS 22 statistical package was used to test the hypothesis using the Structural Equation Modeling (SEM) method.

Operationalisation of the dimensions used for analysis

EVENT QUALITY is measured with three variables viz: ambience, coordination, and preliminaries.

AMBIENCE is measured with i) Beautification and decor of the place; ii) Crowd management; iii) Quality of food; iv) Entertainment Program between games.

COORDINATION is measured with i) Information about players; ii) The Layout of the festival site iii) Entertainment during interval iv) Provision for part-time jobs.

PRELIMINARIES is measured with i) Meetings between the organisers and volunteers; ii) Up-gradation of football stadiums in Goa iii) Registration process; iv) Information in newspapers.

QOL is measured with the three variables viz. emotional wellbeing, material wellbeing, and physical wellbeing

EMOTIONAL WELLBEING is measured with i) I can express my feelings freely; ii) I have many friends; iii) I celebrate festivals with family; iv) I am satisfied with my educational qualifications; v) Friends encourage me to achieve my goals; vi) I am able to cope with stress in my life.

MATERIAL WELLBEING is measured with i) I am happy with the house I own; ii) I am able to save a part of my earnings; iii) I earn enough to buy the things I need; iv) I am happy with the investments I have made

PHYSICAL WELLBEING is measured with i) I am happy with my physical health; ii) I feel it necessary to do a full-body medical checkup every six months; iii) I am able to eat at least one hot balanced meal a day; iv) I feel secure with the medical insurance that I have

EVENT EXPERIENCE is measured with celebration, interaction, and learning

CELEBRATION is measured with i) I spent quality time with friends; ii) The experience was worth the money; iii) Once in a lifetime experience; iv) I was happy just being there; v) The atmosphere was healing; vi) I felt I was far from the routine of everyday chores; vii) I learnt more about football culture

INTERACTION – i) I felt that I was living in a different time or place; ii) I enjoyed the entertainment program; iii) I met many new people and interacted with them;

LEARNING is measured with i) I had time to be with myself; ii) The experience enhanced my playing skills in football; iii) I experienced things unknown to me

4.1 Testing of Hypothesis H1, the statistical results, interpretation and model fit

4.1.1 Hypothesis

H1: Event Quality (EQ) impacts the Quality Of Life(QOL) of residents

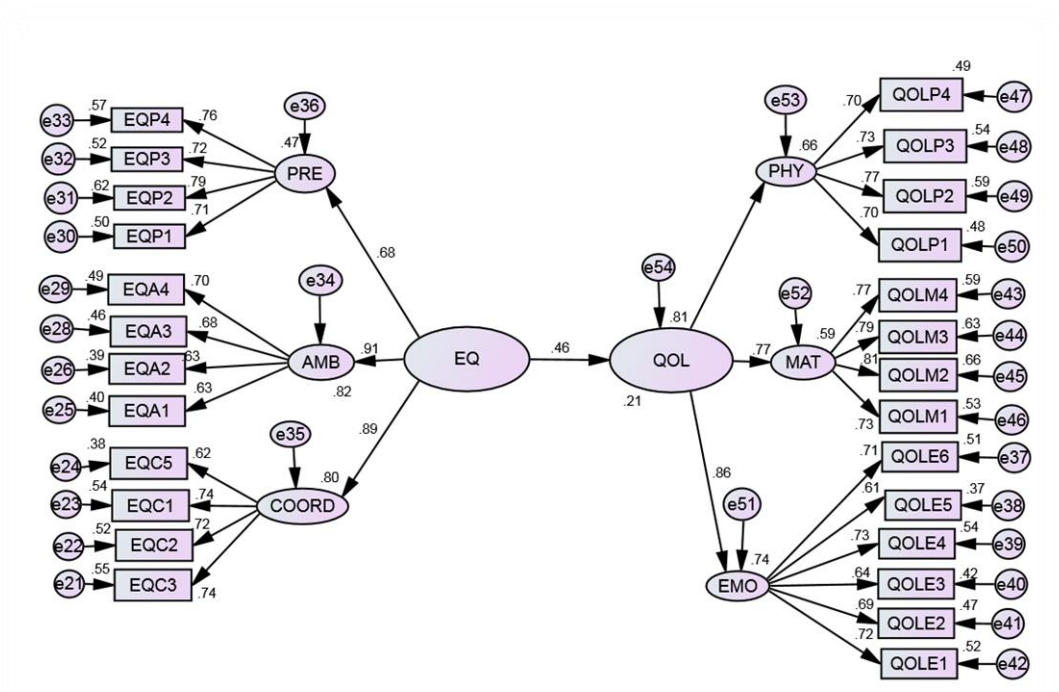

Figure 4.1 Structural Model for the impact of Event Quality on QOL of residents

4.1.2 Statistical results :

Table 4.1: Structural Model Path Coefficients and its Significance

Path	Stand. Estimate (β)	Esti mate	S.E.	C.R.	p	Significant/ Not Significant
EQ → QOL	.463	.621	.091	6.811	***	Significant & Positive

Notes: *** p-value < 0.01; ** p-value < 0.05; * p-value < 0.10
Source: Primary Data

4.1.3 Interpretation of results

The relationship between EQ and QOL is positive and significant at a 1% level of significance. The independent variable Event Quality (EQ) explains 21.5% of the variance in the dependent variable QOL. *Thus we can conclude that EQ impacts QOL of residents.* Hence H1 is SUPPORTED.

4.1.4 Fit Indices for the structural model

Table 4.2 Fit Indices for the structural model for the impact of EQ on QOL

Fit Index	CMIN/DF	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≤ 3.00	≥ .8	≥ .8	≤ .08	≥ .9	≥ .8	≤ 0.08
Model fit scores	1.893	.924	.908	.040	.952	.947	.042

Source: Primary Data

As can be observed from Table 4.2, the fit indices obtained were within the acceptable range. Thus, indicating that the model could be used to test the hypothesis.

4.2 Testing of Hypothesis H1a, the statistical results, interpretation and model fit

4.2.1 Hypothesis

H1a: Dimensions of Event Quality vary in their influence on QOL of residents

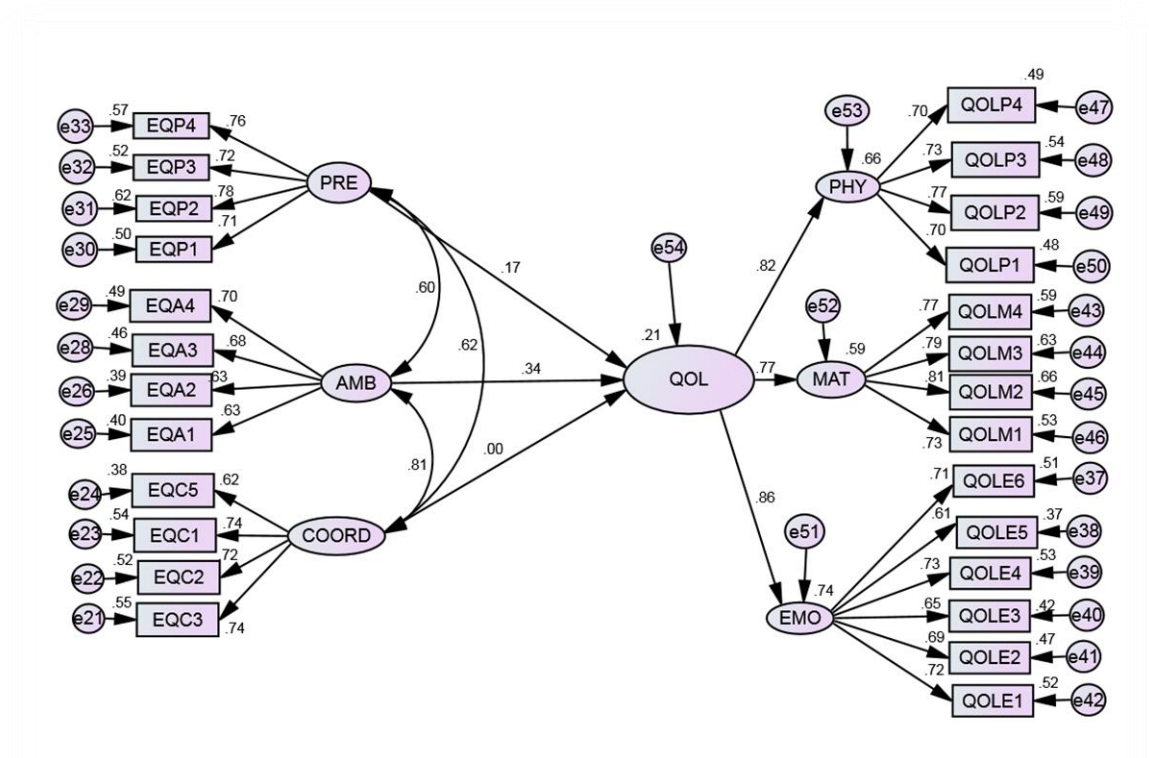

Figure 4.2 Structural Model for the impact of dimensions of Event Quality on QOL of residents

4.2.2 Statistical results

Table 4.3 Structural Model Regression Path Coefficients and its Significance for the impact of dimensions of Event Quality on QOL of residents

Path		Std. Est. (β)	Esti mate	S.E.	C.R.	p	Significance
AMB	→ QOL	.336	.322	.126	2.554	.011***	Positive & Significant
COORD	→ QOL	-.001	-.001	.101	-.007	.994	Not Significant
PRE	→ QOL	.168	.154	.068	2.274	.023**	Positive & Significant

Notes: *** p-value < 0.01; ** p-value < 0.05; * p-value < 0.10
Source: Primary data

4.2.3 Interpretation of results

As can be seen from Table 4.3, the Ambience dimension of EQ and the Preliminaries dimension of EQ have positive and significant influence (5% level of significance) on QOL of residents, but the influence of the Coordination dimension on QOL of residents is not significant. Secondly, it can be observed that even though the relationships between the Ambience dimension and the Preliminaries dimension of EQ and QOL are positive and significant, the strength of the relationship between the Ambience dimension of Event Quality and QOL of the resident is greater (double) as compared to the strength of the relationship between the Preliminaries dimension of Event Quality and QOL of resident and the Coordination dimension of EQ has no significant influence on QOL of residents. Hence it shows that although the three variables are dimensions of EQ, they vary in their impact on the QOL of residents. Thus, H1a is SUPPORTED.

4.2.4 Fit Indices for the structural model

Table 4.4 Fit Indices for the structural model for the impact of EQ on QOL

Fit Index	CMIN/DF	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≤ 3.00	≥ .8	≥ .8	≤ .08	≥ .9	≥ .8	≤ 0.08
Model fit scores	1.891	.924	.908	.038	.952	.947	.042

Source: Primary data

As can be observed from Table 4.4, the fit indices obtained were within the acceptable range. Thus, indicating that the model could be used to test the hypothesis.

4.3 Testing of Hypothesis H1b, the statistical results, interpretation and model fit

4.3.1 Hypothesis

H1b: Dimensions of Event Quality vary in their influence on Dimensions of QOL

i) Dimensions of EQ on the Physical Wellbeing dimension of QOL
ii) Dimensions of EQ on the Material Wellbeing dimension of QOL
iii) Dimensions of EQ on the Emotional Wellbeing dimension of QOL

i) Dimensions of EQ on the Physical Wellbeing dimension of QOL

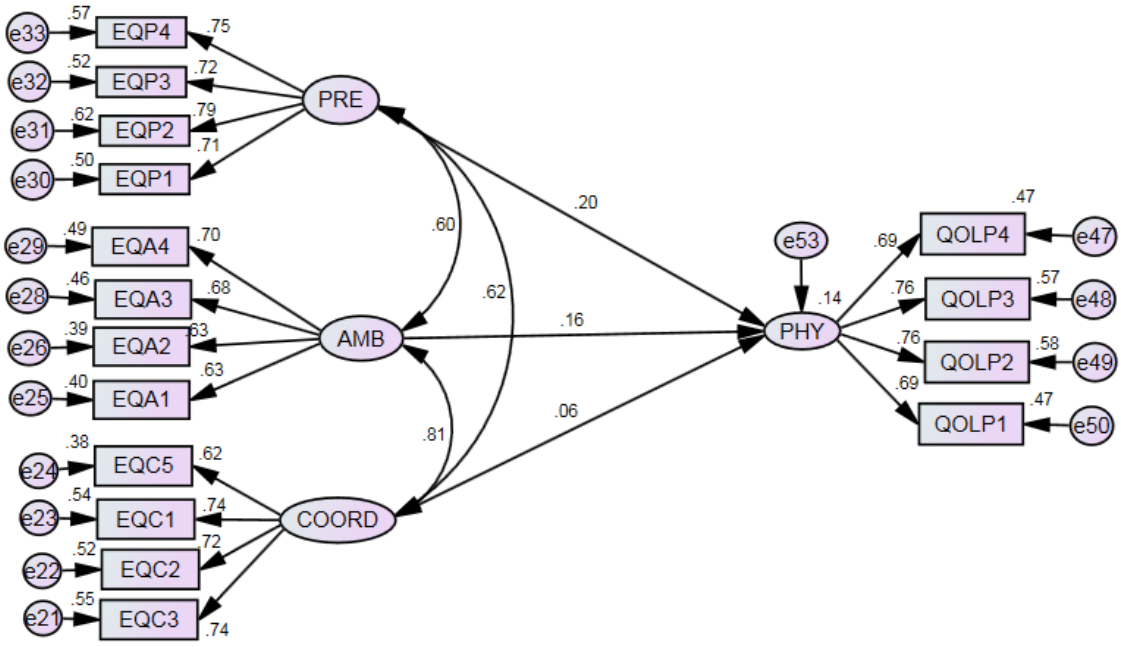

Figure 4.3 Structural Model for the impact of dimensions of Event Quality on Physical dimension of QOL of residents

Table 4.5 Structural Model Regression Path Coefficients and its Significance for the impact of dimensions of EQ on the Physical dimension of QOL of residents

Path	Std. Est. (β)	Esti mate	S.E.	C.R.	p	Significance
AMB → PHY	.156	.164	.136	1.207	.227	Not Significant
COORD →PHY	.062	.054	.111	.482	.630	Not Significant
PRE → PHY	.201	.203	.075	2.697	.007***	Positive & Significant

Notes: *** p-value < 0.01; ** p-value < 0.05; * p-value < 0.10
Source: Primary data

4.3.3 Interpretation of results

As can be observed from Table 4.5, the Preliminaries dimension of EQ has a positive and significant influence (at 1% level of significance) on the Physical Wellbeing dimension of QOL of residents. However, the Ambience and Coordination dimensions of EQ have no significant influence on the Physical Wellbeing dimension of QOL of residents.

4.3.4 Fit Indices for the structural model

Table 4.6 Fit Indices for the structural model for the impact of EQ on QOL of residents

Fit Index	CMIN/DF	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≤ 3.00	≥ .8	≥ .8	≤ .08	≥ .9	≥ .8	≤ 0.08
Model fit scores	2.162	.951	.932	.036	.962	.953	.048

Source: Primary Data

As can be observed from Table 4.6, the fit indices obtained were within the acceptable range. Thus, indicating that the model could be used to test the hypothesis.

ii) Dimensions of EQ on the Material Wellbeing dimension of QOL

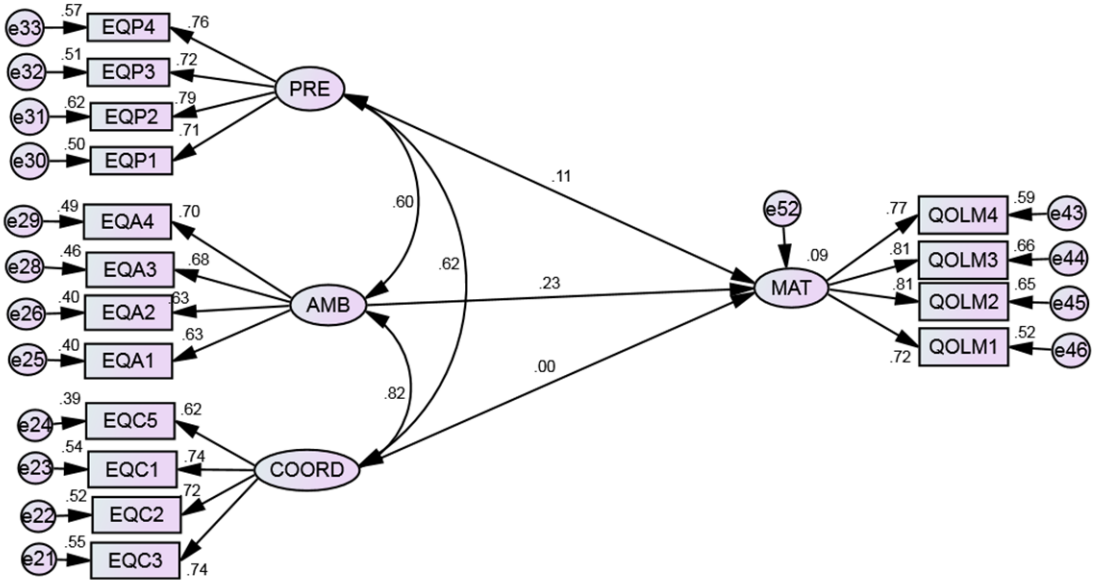

Figure 4.4 Structural Model for the impact of dimensions of Event Quality on Material dimension of QOL of residents

4.3.5 Statistical results:

Table 4.7: Structural Model Path Coefficients and its Significance for the impact of dimensions of EQ on the Material dimension of QOL of residents

Path	Std. Est. (β)	Esti mate	S.E.	C.R.	p	Significance
AMB →MAT	.225	.266	.1521	.744	.081*	Positive & Significant
COORD → MAT	-.003	-.003	.124	-.026	.980	Not Significant
PRE →MAT	.106	.120	.0821	.453	.146	Not Significant

Notes: *** p-value < 0.01; ** p-value < 0.05; * p-value < 0.10
Source: Primary data

4.3.6 Interpretation of results

From Table 4.7, it is seen that Ambience dimension of EQ has a positive and significant influence (at a 10% level of significance) on Material Wellbeing. However,

the Preliminaries and Coordination dimensions of EQ have no significant influence on the Material Wellbeing dimension of QOL of residents.

4.3.7 Fit Indices for the structural model

Table 4.8 Fit Indices for the structural model for the impact of dimensions of EQ on Material Wellbeing dimension of QOL of residents

Fit Index	CMIN/DF	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≤ 3.00	≥ .8	≥ .8	≤ .08	≥ .9	≥ .8	≤ 0.08
Model fit scores	2.203	.95	.931	.036	.963	.955	.049

Source: Primary Data

As can be observed from Table 4.8, the fit indices obtained were within the acceptable range. Thus, indicating that the model could be used to test the hypothesis.

iii) Dimensions of EQ on the Emotional Wellbeing dimension of QOL

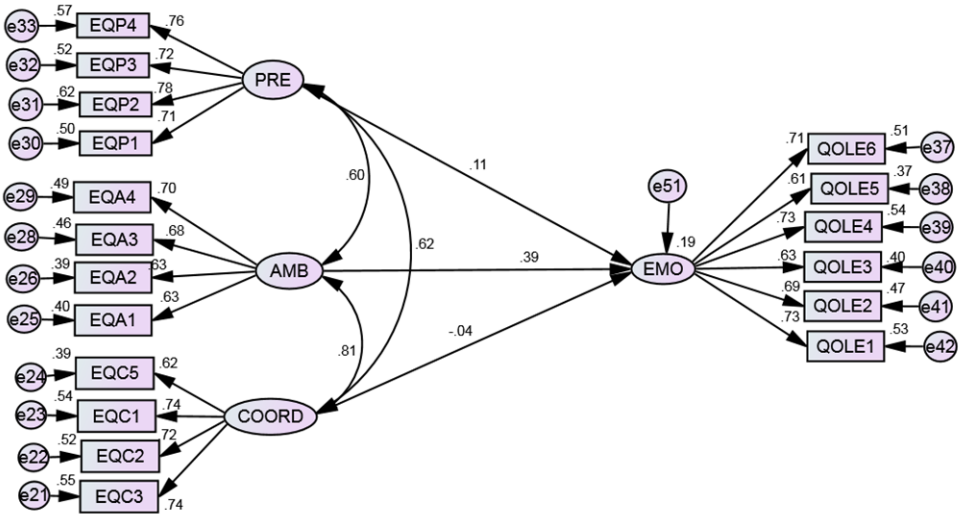

Figure 4.5 Structural Model for the impact of dimensions of Event Quality on Emotional dimension of QOL of residents

4.3.8 Statistical results:

Table 4.9 Structural Model Path Coefficients and its Significance for the impact of dimensions of EQ on Emotional dimension of QOL of residents

Path	Std. Est. (β)	Estimate	S.E.	C.R.	p	Significance
AMB → EMO	.393	.438	.145	3.028	.002***	Positive & Significant
COORD → EMO	-.040	-.037	.115	-.320	.749	Not Significant
PRE → EMO	.112	.119	.0761	.562	.118	Not Significant

Notes: *** p-value < 0.01; ** p-value < 0.05; * p-value < 0.10
Source: primary data

4.3.9 Interpretation of results

It can be seen from Table 4.9 that the Ambience dimension of EQ has a positive and significant influence (at 1% level of significance) on Emotional Wellbeing. However, the Preliminaries and Coordination dimensions of EQ have no significant influence on the Emotional Wellbeing dimension of QOL of residents.

4.3.10 Fit Indices for the structural model

Table 4.10 Fit Indices for the structural model for the impact of EQ on Emotional dimension of QOL of residents

Fit Index	CMIN/DF	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≤ 3.00	≥ .8	≥ .8	≤ .08	≥ .9	≥ .8	≤ 0.08
Model fit scores	2.33	.939	.919	.039	.949	.940	.051

Source: Primary Data

It can be observed from Table 4.10, that the fit indices obtained were within the acceptable range. Thus, indicating that the model could be used to test the hypothesis.

4.3.11 Overall Interpretation of results of the impact of dimensions of EQ on dimensions of QOL

Table 4.11 Standardised estimates (β) of the relationship between the variables EQ and QOL and their dimensions

	QOL	PHY	MAT	EMO
EQ	**0.463*** **			
PRE	**0.168** **	**0.201*** **	**0.106**	**0.112**
AMB	**0.336*** **	**0.156**	**0.225***	**0.393*** **
COORD	**-0.001**	**0.062**	**-0.003**	**-0.04**

Source: Primary Data
*** significant at 1% level of significance ;
** significant at 5% level of significance
* significant at 10% level of significance
Other values are not significant

Thus, the positive and significant influence of the Preliminaries dimension of EQ on the Physical Wellbeing dimension of QOL, and that of the Ambience dimension of EQ on the Emotional Wellbeing dimension of QOL of residents is at a 1% significance level whereas the positive and significant influence of the Ambience dimension of EQ on the Material Wellbeing dimension of QOL of residents is at a 10% level of significance. Also, it can be seen that the strength of the relationship between Ambience dimension of EQ on the Emotional Wellbeing dimension of QOL of residents is much more than the strength of the relationship between Preliminaries dimension of EQ on the Physical Wellbeing dimension of QOL of residents even though both are significant at 1% level of significance.

The Preliminaries dimension of EQ positively and significantly impacts the Physical Wellbeing dimension of QOL. The Ambience dimension of EQ significantly impacts the Emotional and Material Wellbeing dimensions of QOL of residents. The Coordination dimension of EQ significantly does not impact ant dimensions of QOL of residents. Hence the organisers can focus more on the Ambience dimension (*designing the décor and beautification of the event site, the quality of food, the entertainment program and the management of crowd)* and the Preliminaries dimension of EQ (*the meetings between organisers and volunteers, Up-gradation of*

infrastructure, registration process and information in newspapers) while planning an event as these dimensions impact dimensions of QOL of residents.

Thus it can be seen that dimensions of EQ vary in their strength as well as significance level in impacting dimensions of QOL of the residents. Hence, H1b is SUPPORTED

4.4 Testing of Hypothesis H2, the statistical results, interpretation and model fit

4.4.1 Hypothesis

H2: Event Quality causes Experience for residents

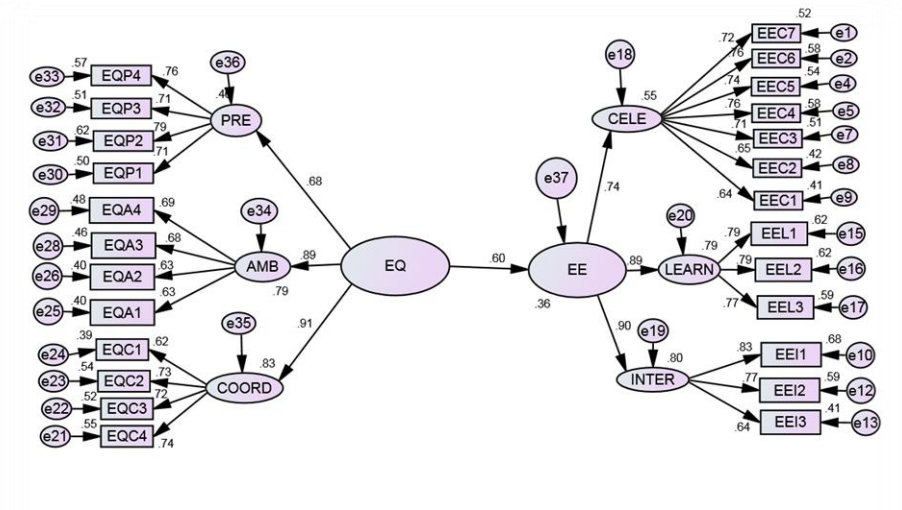

Figure 4.6 Structural Model for the impact of Event Quality on EE of residents

4.4.2 Statistical results

Table 4.12 Structural Model Path Coefficients and its Significance of EQ on EE of residents

Path	Stand. Estimate	Estimate	S.E.	C.R.	p	Significance
EQ →EE	.598	.944	.113	8.329	***	Significant & positive

Notes: *** p-value < 0.01; ** p-value < 0.05; * p-value < 0.10

4.4.3 Interpretation of results

The relationship between EQ and Event Experience is positive and significant at 1% level of significance. The independent variable Event Quality (EQ) explains 36% of

the variance in the dependent variable Experience. ***Thus we can conclude that EQ impacts Event Experience of residents.*** Hence H2 is SUPPORTED

4.4.4 Fit Indices for the structural model

Table 4.13 Fit Indices for the structural model for the impact of EQ on EE of residents

Fit Index	CMIN/DF	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≤ 3.00	≥ .8	≥ .8	≤ .08	≥ .9	≥ .8	≤ 0.08
Model fit scores	2.095	.918	.901	.046	.947	.941	.047

Source: Primary Data

As can be observed from Table 4.13, the fit indices obtained were within the acceptable range. Thus, indicating that the model could be used to test the hypothesis.

4.5 Testing of Hypothesis H2a, the statistical results, interpretation and model fit

4.5.1 Hypothesis:

H2a: Dimensions of Event Quality vary in their influence on Event Experience

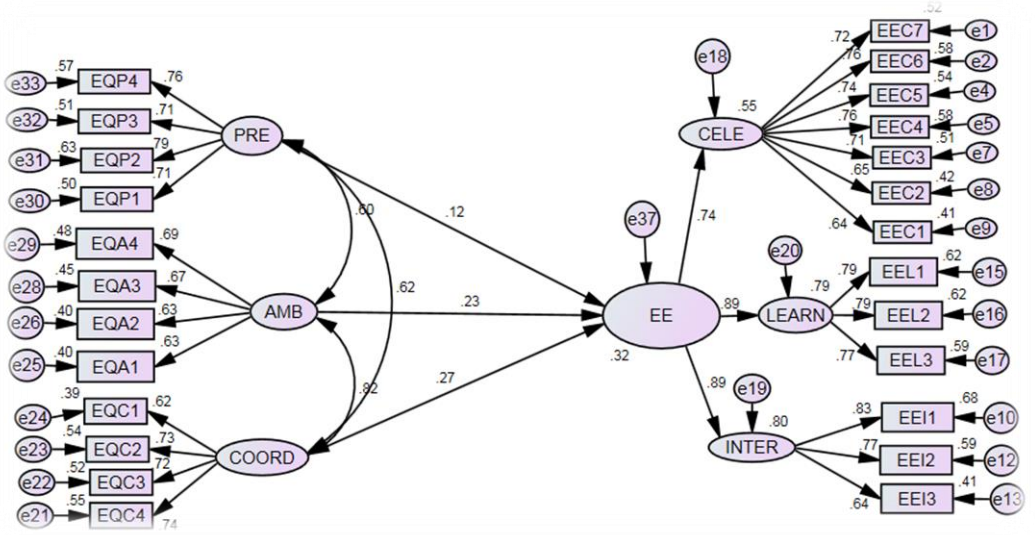

Figure 4.7 Structural Model for the impact of dimensions of Event Quality on Event Experience for the residents

4.5.2 Statistical results:

Table 4.14 Structural Model Path Coefficients and its Significance for the impact of dimensions of Event Quality on Event Experience for the residents

Path	Std. Estimate (β)	Esti mate	S.E.	C.R.	p	Significance
AMB →EE	.233	.259	.134	1.938	.053*	Positive & Significant
COORD →EE	.271	.250	.110	2.265	.024**	Positive & Significant
PRE → EE	.125	.134	.072	1.842	.066*	Positive & Significant

Notes: *** p-value < 0.01; ** p-value < 0.05; * p-value < 0.10
Source: Primary Data

4.5.3 Interpretation of results

From Table 4.14, the Coordination dimension of Event Quality has a positive and significant influence on Event Experience at a 5% significance level. The Ambience and Preliminaries dimensions of Event Quality have a positive and significant influence on Event Experience at a 10% significance level. It can be observed that the strength of the impact of the Coordination dimension of EQ on EE is the greatest and most significant of the three dimensions of EQ. The strength of the impact of Ambience dimension of EQ on EE is almost 86% more than the strength of the impact of Preliminaries dimension of EQ on Event Experience. Therefore, it can be seen that the dimensions of EQ vary in their impact on the Event Experience of the residents. Hence H2a is SUPPORTED

4.5.4 Fit Indices for the structural model

Table 4.15 Fit Indices for the structural model for the impact of dimensions of EQ on EE of residents

Fit Index	CMIN/DF	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≤ 3.00	≥ .8	≥ .8	≤ .08	≥ .9	≥ .8	≤ 0.08
Model fit scores	2.108	.98	.900	.045	.947	.94	.047

Source: Primary Data

As can be observed from Table 4.14, the fit indices obtained were within the acceptable range. Thus, indicating that the model could be used to test the hypothesis.

4.6 Testing of Hypothesis *H2b*, the statistical results, interpretation and model fit

4.6.1 Hypothesis

H2b: Dimensions of Event Quality vary in their influence on Dimensions of Event Experience

Dimensions of EQ on the Celebration dimension of Event Experience

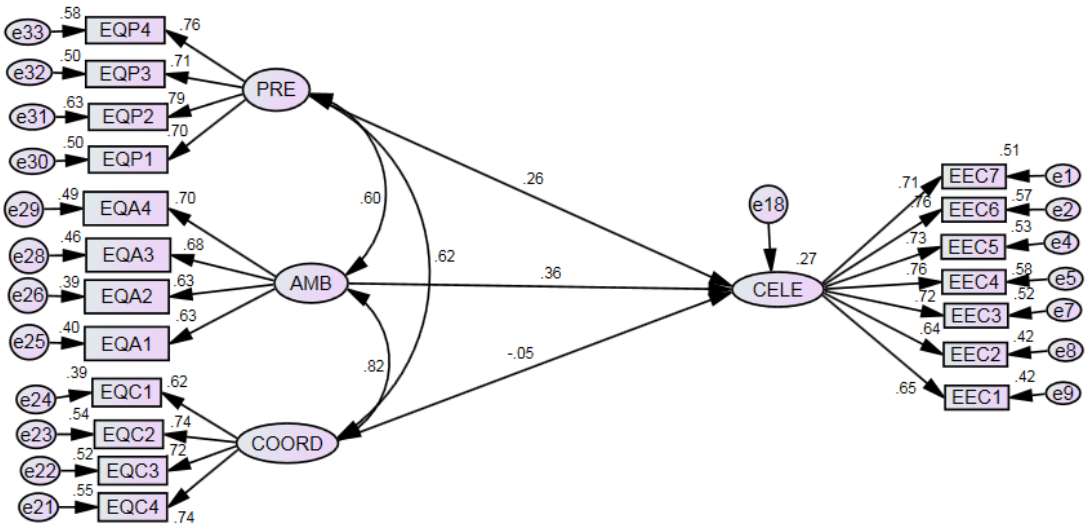

Figure 4.8 Structural Model for the impact of dimensions of Event Quality on Celebration dimension of EE of residents

4.6.2 Statistical results

Table 4.16 Structural Model Path Coefficients and its Significance for the impact of dimensions of EQ on Celebration dimension of EE of residents

Path		Std. Estimate (β)	Esti mate	S.E.	C.R.	p	Significance
AMB	→ CELE	.36	.401	.136	2.955	.003***	Positive & Significant
COORD	→ CELE	.047	-.043	.109	-.394	.694	Not Significant
PRE	→ CELE	.259	.277	.073	3.772	***	Positive & Significant

Notes: *** p-value < 0.01; ** p-value < 0.05; * p-value < 0.10
Source: Primary Data

4.6.3 Interpretation of results

From Table 4.16, it can be observed that the Ambience and the Preliminaries dimensions of EQ have a positive and significant influence (at 1% level of significance) on Celebration dimension of Experience. However, the Coordination dimension of EQ has no significant impact on the Celebration dimension of Event Experience of residents. It can also be seen that the Ambience dimension of EQ impacts the Celebration dimension of EE to a greater extent (39%) as compared to the Preliminaries dimension of EQ.

4.6.4 Fit Indices for the structural model

Table 4.17 Fit Indices for the structural model for the impact of dimensions of EQ on Celebration dimension of EE of residents

Fit Index	CMIN/DF	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≤ 3.00	≥ .8	≥ .8	≤ .08	≥ .9	≥ .8	≤ 0.08
Model fit scores	2.178	.939	.921	.039	.956	.948	.048

Source: Primary Data

As can be observed from Table 4.17, the fit indices obtained were within the acceptable range. Thus, indicating that the model could be used to test the hypothesis.

Dimensions of EQ on the Learning dimension of Event Experience

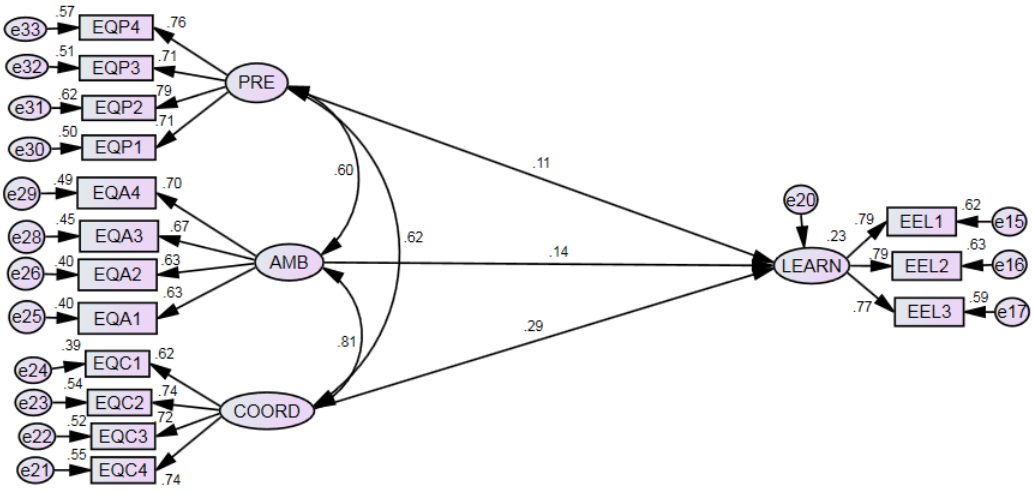

Figure 4.9 Structural Model for the impact of dimensions of Event Quality on Learning dimension of EE of residents

4.6.5 Statistical results

Table 4.18 Structural Model Path Coefficients and its Significance for the impact of dimensions of Event Quality on Learning dimension of EE of residents

Path		Std. Estimate (β)	Esti mate	S.E.	C.R.	p	Significance
AMB	→ LEARN	.136	.171	.155	1.103	.270	Not Significant
COORD	→ LEARN	.290	.300	.128	2.341	.019**	Positive & Sig
PRE	→ LEARN	.105	.126	.084	1.500	.134	Not Significant

Notes: *** p-value < 0.01; ** p-value < 0.05; * p-value < 0.10
Source: Primary Data

4.6.6 Interpretation of results

It can be observed from Table 4.18 that the **Coordination** dimension of EQ has positive and significant influence (at a 5% level of significance) on the **Learning** dimension of Experience. However, the Ambience and Preliminaries dimensions of EQ have no significant impact on the Learning dimension of EE.

4.6.7 Fit Indices for the structural model

Table 4.19 Fit Indices for the structural model for the impact of dimensions of EQ on Learning dimension of EE of residents

Fit Index	CMIN/DF	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≤ 3.00	≥ .8	≥ .8	≤ .08	≥ .9	≥ .8	≤ 0.08
Model fit scores	2.415	.949	.928	.035	.959	.949	.053

Source: Primary Data

As can be observed from Table 4.19, the fit indices obtained were within the acceptable range. Thus, indicating that the model could be used to test the hypothesis.

Dimensions of EQ on the Interaction dimension of Event Experience

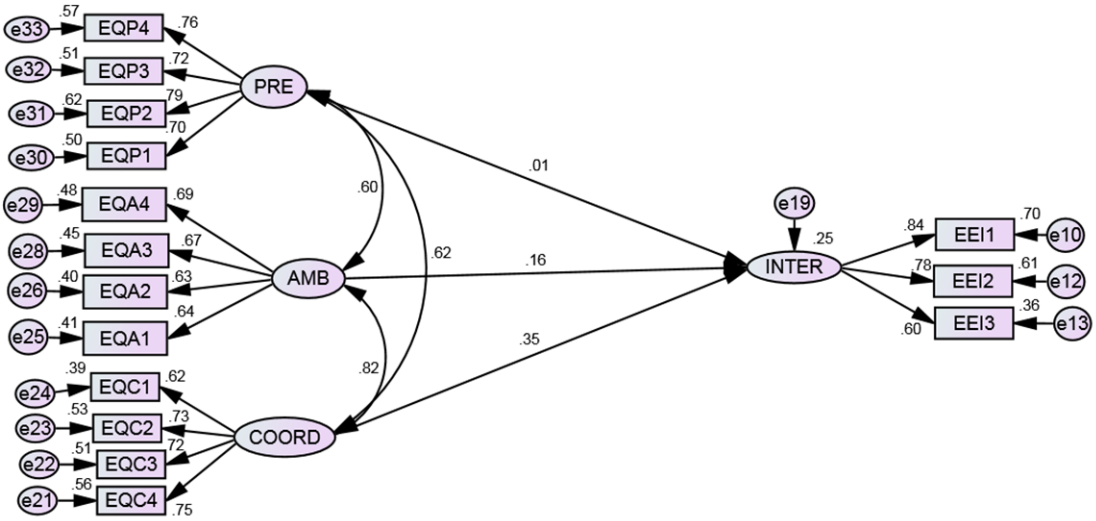

Figure 4.10 Structural Model for the impact of dimensions of Event Quality on Interaction dimension of EE of residents

4.6.8 Statistical results

Table 4.20 Structural Model Path Coefficients and its Significance for the mpact of dimensions of Event Quality on Interaction dimension of EE of residents

Path	Std. Estimate (β)	Esti mate	S.E.	C.R.	p	Significance
AMB → INTER	.158	.224	.177	1.262	.207	Not Significant
COORD → INTER	.350	.408	.147	2.776	.005***	Positive & Significant
PRE → INTER	.013	.018	.096	.186	.853	Not Significant

Source: Primary Data

4.6.9 Interpretation of results

It can be observed from Table 4.20 that the **Coordination** dimension of EQ has positive and significant influence (at 1% level of significance) on the I**nteraction** dimension of Experience. It was observed that the Ambience and Preliminaries dimensions of EQ have no significant impact on the Interaction dimension of EE.

4.6.10 Fit Indices for the structural model

Table 4.21 Fit Indices for the structural model for the impact of dimensions of EQ on Interaction dimension of EE of residents

Fit Index	CMIN/DF	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≤ 3.00	≥ .8	≥ .8	≤ .08	≥ .9	≥ .8	≤ 0.08
Model fit scores	2.228	.952	.931	.037	.963	.954	.049

Source: Primary Data

As can be observed from Table 4.21, the fit indices obtained were within the acceptable range. Thus, indicating that the model could be used to test the hypothesis.

4.6.11 Overall Interpretation of results of the impact of dimensions of EQ on dimensions of EE

Table 4.22 Summary of standardised estimates (β values) of the relationship between the variables EQ and EE and their dimensions

	EE	CELE	LEARN	INTER
EQ	**0.598*** **			
PRE	**0.125***	**0.259*** **	**0.105**	**0.013**
AMB	**0.233***	**0.36*** **	**0.136**	**0.158**
COORD	**0.271****	**0.047**	**0.29****	**0.35*** **

Source: Primary Data;
*** significant at 1% level of significance;
** significant at 5% level of significance;
* significant at 10% level of significance;
Other values are not significant

From Table 4.22, it can be observed that the Ambience and the Preliminaries dimensions of EQ have a positive influence on Celebration dimension of Experience at 1% level of significance. **The Coordination** dimension of EQ also has a positive influence on the I**nteraction** dimension of Experience at 1% level of significance. However, t**he Coordination** dimension of EQ has a positive influence on the **Learning** dimension of Experience at a 5% level of significance. Thus, we can see

that though these relationships are positive, they vary in their level of significance. It can also be seen that these relationships vary in their strength of impact. The strength of the impact of Ambience dimensions of EQ on the Celebration dimension of Experience is the largest. *This means that the organisers should take great care while designing the décor and beautification of the event site, the quality of food, the entertainment program, and the management of crowd as these are the aspects that impact the Celebration Experience of residents.* The second relation concerning the strength of impact is the Coordination dimension of EQ on the Interaction dimension of Experience. *Organisers have to take care while coordinating the information of players, the layout of the festival site, the entertainment program, and selection of volunteers as these aspects impact the Interaction Experience of residents.* Next in strength is the impact of Preliminaries dimensions of EQ on Celebration dimension of Event Experience. *Thus it shows that the meetings between organisers and volunteers, Up-gradation of infrastructure, registration process, and information in newspapers contribute towards the Celebration Experience* of the resident and hence organisers have to take utmost care about these aspects. The strength of the impact of the Coordination dimension of EQ on the Learning dimension of Event Experience is the least. However, the organisers have to focus on this aspect also.

Thus, we can see that though these relationships are positive, they vary in their level of significance. It can also be seen that these relationships vary in their strength of impact. Hence H2b is SUPPORTED.

4.7 Testing of Hypothesis H3, the statistical results, interpretation, and model fit

4.7.1 Hypothesis

H3: Event Experience impacts QOL of residents

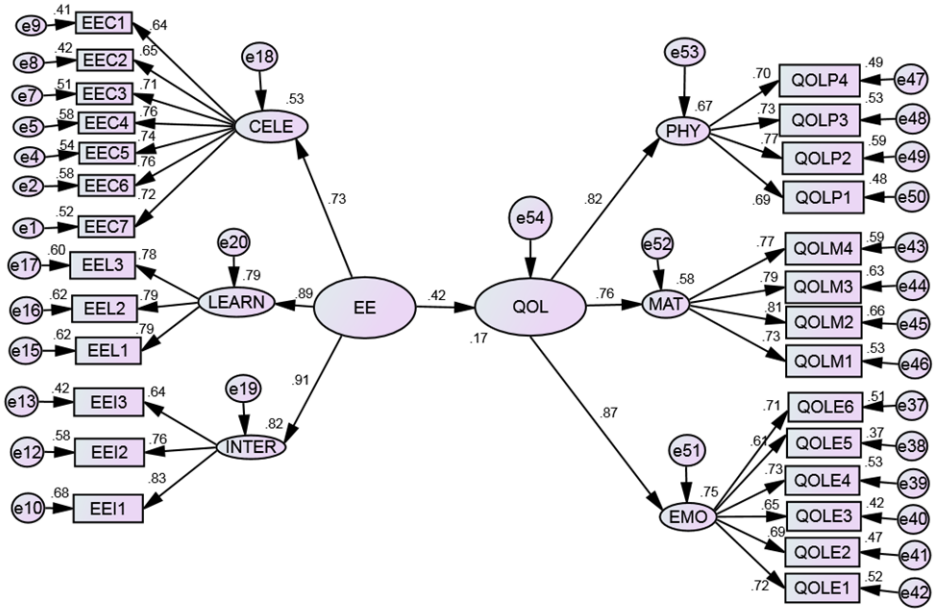

Figure 4.11 Structural Model for the impact of Event Experience on QOL of residents

4.7.2 Statistical results

Table 4.23 Structural Model Path Coefficients and its Significance for the impact of Event Experience on QOL of residents

Path	Stand. Estimate (β)	Esti mate	S.E.	C.R.	p	Significance
EE→QOL	.42	.359	.052	6.887	***	Significant & Positive

Notes: *** p-value < 0.01; ** p-value < 0.05; * p-value < 0.10
Source: Primary Data

4.7.3 Interpretation of results

It can be observed from Table 4.23 that the relationship between Event Experience and QOL of residents is positive and significant at 1% (p< 0.01) level of significance. The independent variable Event Experience explains 17.4% of the variance in the dependent variable QOL. ***Thus we can conclude that Experience impacts Event Experience of residents.*** Hence H3 is SUPPORTED

4.7.4 Fit Indices for the structural model

Table 4.24 Fit Indices for the structural model for the impact of EE on QOL

Fit Index	CMIN/DF	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≤ 3.00	≥ .8	≥ .8	≤ .08	≥ .9	≥ .8	≤ 0.08
Model fit scores	1.892	.921	.906	.044	.955	.95	.042

Source: Primary Data

As can be observed from Table 4.24, the fit indices obtained were within the acceptable range. Thus, indicating that the model could be used to test the hypothesis.

4.8 Testing of Hypothesis H3a, the statistical results, interpretation and model fit

4.8.1 Hypothesis

H3a: Dimensions of Event Experience vary in their influence on QOL

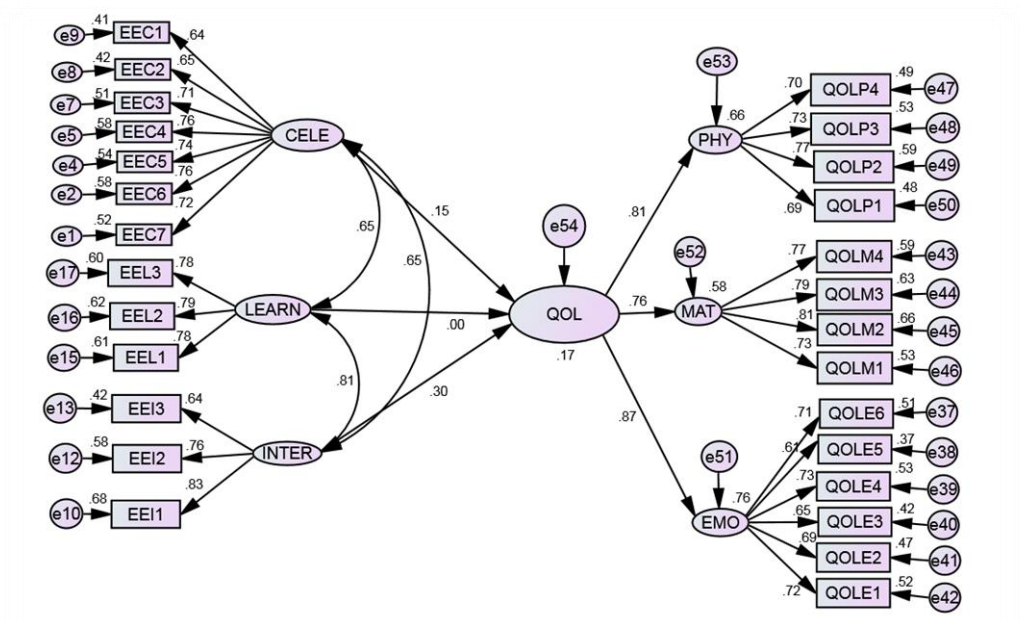

Figure 4.12 Structural Model for the impact of dimensions of Event Experience on QOL of residents

4.8.2 Statistical results

Table 4.25 Structural Model Regression Path Coefficients and its Significance for the impact of dimensions of EE on QOL of residents

Path	Std. Estimate (β)	Estimate	S.E.	C.R.	p	Significance
INTER →QOL	.302	.207	.084	2.469	.014**	Positive & Significant
LEARN→QOL	-.003	-.002	.092	-.023	.981	Not Significant
CELE →QOL	.145	.125	.065	1.921	.055*	Positive & Significant

Notes: *** p-value < 0.01; ** p-value < 0.05; * p-value < 0.10
Source: Primary Data

4.8.3 Interpretation of results

It can be seen from Table 4.25 that the Interaction and Celebration dimensions of EE have a positive and significant influence on QOL of residents. However, it is observed that the Interaction dimension of EE has a positive and significant influence on QOL of residents at a 5% level of significance while the Celebration dimension of EE has a positive and significant influence on QOL of residents at a 10% level of significance. Also, the strength of the impact of the Interaction dimension of EE on QOL of residents is stronger (double) than that of the Celebration dimension of EE. Thus it can be seen that the impact of Interaction and Celebration dimensions of EE on QOL of residents vary in their strength of impact as well as their level of significance while the Learning dimension of EE has no significant impact on the QOL of residents. Hence H3a is SUPPORTED

4.8.4 Fit Indices for the structural model

Table 4.26 Fit Indices for the structural model for the impact of dimensions of EE on QOL

Fit Index	CMIN/DF	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≤ 3.00	≥ .8	≥ .8	≤ .08	≥ .9	≥ .8	≤ 0.08
Model fit scores	1.895	.921	.906	.043	.955	.950	.042

Source: Primary Data

As can be observed from Table 4.26 that, the fit indices obtained were within the acceptable range. Thus, indicating that the model could be used to test the hypothesis.

4.9 Testing of Hypothesis H3b, the statistical results, interpretation, and model fit :

4.9.1 Hypothesis

H3b: Dimensions of Event Experience vary in their influence on dimensions of QOL

Dimensions of EE on the Emotional Wellbeing dimension of QOL

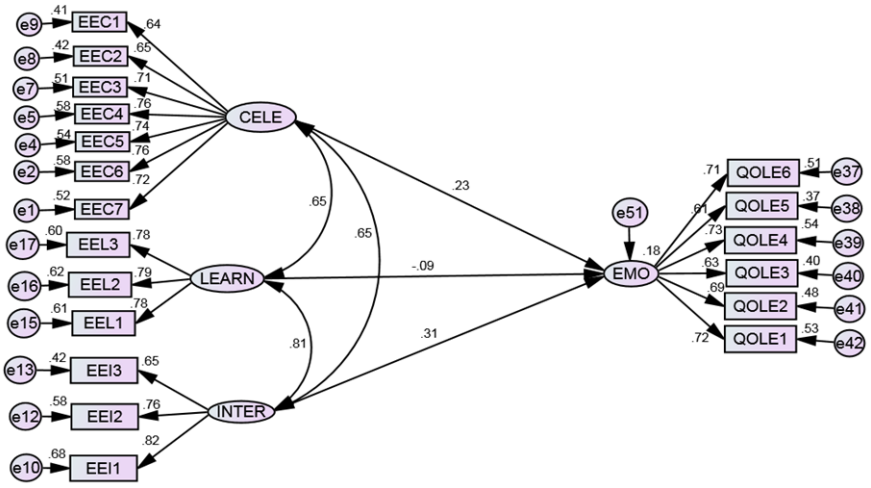

Figure 4.13 Structural Model for the impact of dimensions of Event Experience on Emotional dimension of QOL of residents

4.9.2 Statistical results

Table 4.27: Structural Model Path Coefficients and its Significance for the impact of dimensions of EE on Emotional dimension of QOL of residents

Path	Std. Estimate (β)	Estimate	S.E.	C.R.	p	Significance
INTER →EMO	.312	.246	.094	2.622	.009***	Positive & Significant
LEARN →EMO	-.092	-.082	.103	-.791	.429	Not Significant
CELE → EMO	.227	.224	.073	3.069	.002***	Positive & Significant

Notes: *** p-value < 0.01; ** p-value < 0.05; * p-value < 0.10 Source: Primary Data

4.9.3 Interpretation of results

From Table 4.27, it can be observed that the Interaction and Celebration dimensions of Event Experience have a positive and significant influence (at 1% level of significance) on the Emotional Wellbeing dimension of QOL. However, the Learning dimension of EE has no significant impact on the Emotional Wellbeing dimension of QOL. It can also be observed that the strength of the impact of the Interaction dimension of EE on the Emotional Wellbeing dimension of QOL is 37% greater than that of the Celebration dimension of Event Experience.

4.9.4 Fit Indices for the structural model

Table 4.28 Fit Indices for the structural model for the impact of dimensions of EE on the Emotional dimension of QOL of residents

Fit Index	CMIN/DF	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≤ 3.00	≥ .8	≥ .8	≤ .08	≥ .9	≥ .8	≤ 0.08
Model fit scores	1.929	.945	.928	.035	.967	.962	.043

Source**:** Primary Data

As can be observed from Table 4.28, the fit indices obtained were within the acceptable range. Thus, indicating that the model could be used to test the hypothesis.

Dimensions of EE on the Physical Wellbeing dimension of QOL

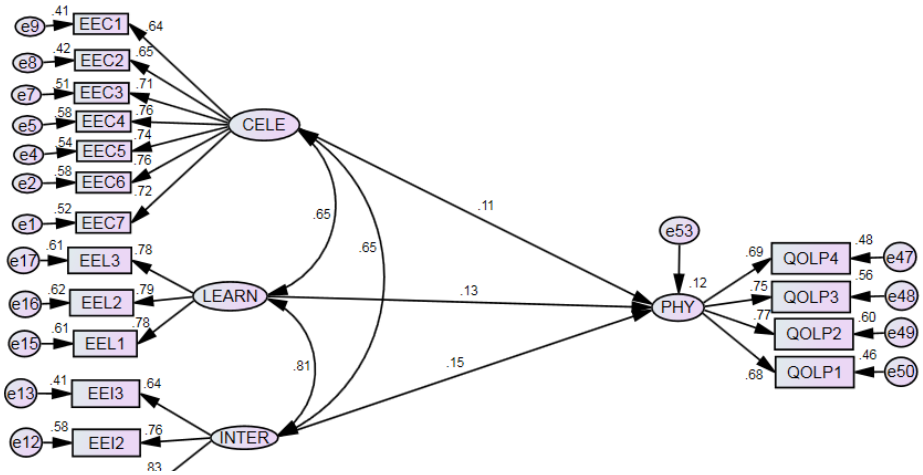

Figure 4.14 Structural Model for the impact of dimensions of Event Experience on Physical dimension of QOL of residents

4.9.5 Statistical results

Table 4.29: Structural Model Path Coefficients and its Significance for the impact of dimensions of EE on Physical dimension of QOL of residents

Path	Std. Estimate (β)	Esti mate	S.E.	C.R.	p	Significance
INTER → PHY	.145	.109	.090	1.213	.225	Not Significant
LEARN→PHY	.126	.107	.101	1.063	.288	Not Significant
CELE →PHY	.112	.106	.071	1.492	.136	Not Significant

Notes: *** p-value < 0.01; ** p-value < 0.05; * p-value < 0.10
Source: Primary Data

4.9.6 Interpretation of results

It can be observed from Table 4.29 that all three dimensions of EE have no significant impact on the Physical Wellbeing dimension of QOL.

4.9.7 Fit Indices for the structural model

Table 4.30 Fit Indices for the structural model for the impact of dimensions of EE on the physical dimension of QOL of residents

Fit Index	CMIN/DF	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≤ 3.00	≥ .8	≥ .8	≤ .08	≥ .9	≥ .8	≤ 0.08
Model fit scores	2.119	.947	.929	.037	.966	.96	.047

Source: Primary Data

As can be observed from Table 4.30, the fit indices obtained were within the acceptable range. Thus, indicating that the model could be used to test the hypothesis.

Dimensions of EE on the Material Wellbeing dimension of QOL

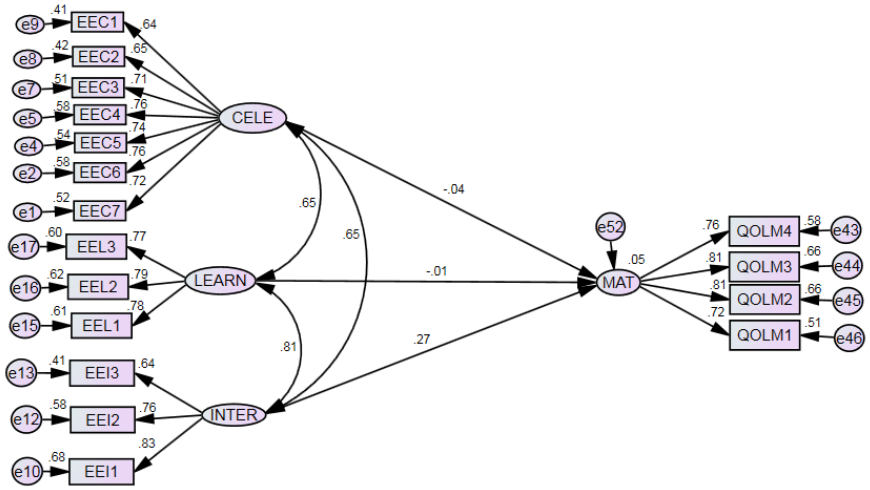

Figure 4.15 Structural Model for the impact of dimensions of Event Experience on Material dimension of QOL of residents

4.9.8 Statistical results

Table 4.31 Structural Model Path Coefficients and its Significance for the impact of dimensions of EE on the Material dimension of QOL of residents

Path	Std. Estimate (β)	Esti mate	S.E.	C.R.	p	Significance
INTER →MAT	.267	.222	.101	2.196	.028**	Positive & Significant
LEARN→MAT	-.009	-.009	.112	-.079	.937	Not Significant
CELE →MAT	-.044	-.046	.079	-.581	.561	Not Significant

Notes: *** p-value < 0.01; ** p-value < 0.05; * p-value < 0.10
Source: Primary Data

4.9.9 Interpretation of results

It can be observed from Table 4.31 that the Interaction dimension of Experience has a positive and significant influence (at a 5% level of significance) on the Material Wellbeing dimension of QOL. However, the Learning and Celebration dimensions of EE have no significant impact on the Material Wellbeing dimension of QOL.

4.9.10 Fit Indices for the structural model

Table 4.32 Fit Indices for the structural model for the impact of dimensions of EE on the Material dimension of QOL of residents

Fit Index	CMIN/DF	GFI	AGFI	RMR	CFI	TLI	RMSEA
Recommended value	≤ 3.00	≥ .8	≥ .8	≤ .08	≥ .9	≥ .8	≤ 0.08
Model fit scores	1.893	.952	.935	.035	.974	.969	.042

Source: Primary Data

As can be observed from Table 4.28, the fit indices obtained were within the acceptable range. Thus, indicating that the model could be used to test the hypothesis.

4.9.11 Overall Interpretation of results of the impact of dimensions of EE on dimensions of QOL

Table 4.33: Standardised estimates (β) of the relationship between the variables EE and QOL and their dimensions

	QOL	PHY	MAT	EMO
EE	0.42***			
CELE	0.145*	0.112	-0.044	0.227***
LEARN	-0.003	0.126	-0.009	-0.092
INTER	0.302**	0.145	0.267**	0.312***

Source: Primary Data
*** significant at 1% level of significance
** significant at 5% level of significance
* significant at 10% level of significance
Other values are not significant

It can be observed from Table 4.33 that the Interaction and Celebration dimensions of Event Experience impact the Emotional Wellbeing dimension of QOL at a 1% level of significance. However, the Interaction dimension of Event Experience impacts the Material Wellbeing dimension of QOL at a 5% level of significance. Also, it can be seen that the strength of the impact of the Interaction dimension of Event Experience on the Emotional Wellbeing dimension of QOL is the strongest as compared to that of

the Celebration dimension of Event Experience on the Emotional Wellbeing dimension of QOL and the Interaction dimension of Event Experience on the Material Wellbeing dimension of QOL of residents. *This means that the organisers have to pay attention to those dimensions of EQ which can give Celebration experience, Interaction experience, which in turn impacts the QOL of residents*. Therefore it can be seen that dimensions of EE vary in their significance of impact and strength of impact in the relationship with dimensions of QOL of residents. Hence H3b is SUPPORTED.

4.10 Testing of Hypothesis H4, the statistical results, interpretation & model fit

MEDIATION

According to Edward & Lambert (2007), "mediation indicates that the effect of an Independent Variable on a Dependent Variable is transmitted through a third variable called a mediator variable."

According to Baron & Kenny (1986), the causal steps for mediation to occur are :

i) X should relate to Y such that ' **c** ' is significant (direct effect)
ii) X should relate to M such that ' **a** ' is significant
iii) M should relate to Y such that ' **b** ' is significant
iv) The relationship '**c' '** between X and Y should be non-significant(full mediation) or significantly smaller than the relationship ' **c** ' (partial mediation)

Hayes (2018) says that for mediation to occur,

i) Initially, there has to be a significant relation between **X** and **Y (c)**
ii) The indirect relation '**ab**' has to be significant

4.10.1 Hypothesis

H4: Event Experience mediates the relationship between EQ and QOL of residents.

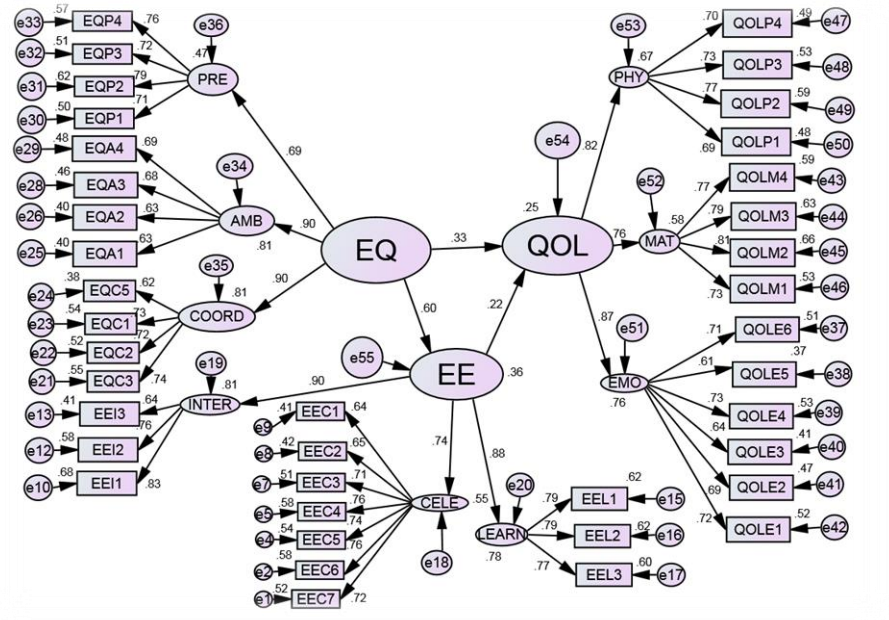

Figure 4.16 Structural Model for the mediation effect of EE on the relationship between EQ and QOL

4.10.2 Statistical results

Table 4.34 Structural Model Path Coefficients and its Significance for the mediation effect of EE on the relationship between EQ and QOL

Relations	Std. Estimate (β)	Unstand. Estimate	S.E.	C.R.	P	Significant/ Not Significant
EQ → QOL (w/o mediating variable direct effect)	.463	.621	.091	6.811	***	Significant & Positive
EQ → EE	.6	.933	.112	8.371	***	Significant & Positive
EQ → QOL (with mediating variable direct effect)	.332	.447	.103	4.336	***	Significant & Positive
EE→ QOL	.220	.191	.062	3.098	.002	Significant & Positive
EQ → QOL (indirect effect)	.132				.01**	Significant & Positive

Source: Primary Data; Compiled by the researcher

4.10.3 Interpretation of results

From table 4.34.1 it can be seen that the strength of the direct relation between EQ and QOL has reduced from .463 to .332 indicating that there are other variables besides Event Experience that explain the relationship between EQ and QOL. It can be observed that the indirect effect is .132 and is significant at a 5% level of

significance. Thus we can conclude that Event Experience partially mediates the relationship between EQ and QOL of residents. Hence H4 is SUPPORTED

4.11Testing of Hypothesis H5, the statistical results, and interpretation

MODERATION

According to Fairchild & MacKinnon (2009), the moderation model tests whether the relationship between the Independent variable and the Dependent variable differs across levels of a third variable (moderator variable). Moderator variables affect the strength and/or direction of the relation between an Independent variable and a dependent variable.

MODERATED MEDIATION

The moderated mediation model tests whether the mediated relationship between the Independent variable and the Dependent variable differs across levels of a moderator variable. To check for moderated mediation in AMOS, the data is split into groups of the moderator variable (participant/non-participant residents, host city/ non-host city residents) and mediation is tested across the two groups. If the mediation relationship changes across groups and if the change is significant **only then** the moderated mediation is said to have occurred. To check if the difference in effect size is actually statistically significant, the Heterogeneity Test, in the Excel StatTools sheet designed by James Gaskin, was used which is a Statistical test to check if the indirect effects are being moderated (Altman 2003; Gaskin, 2011; Afthanorhan, Ahmad, & Safee, 2014),

$$\mathbf{z = [ABS(ie1-ie2)]/SQRT((se1)^2+(se2)^2)}$$

ie- indirect effect
se standard error
If the z-score value is greater than 1.96 and p-value is significant, it means that the moderation effect is present (Afthanorhan, Ahmad, & Safee, 2014).

4.11.1 Hypothesis

H5: Type of residents, moderate the mediating role of experiences on the relationship between EQ and QOL OF residents.

H5a: Participant/ non-participant residents, moderate the mediating role of experiences on the relationship between EQ and QOL of residents.

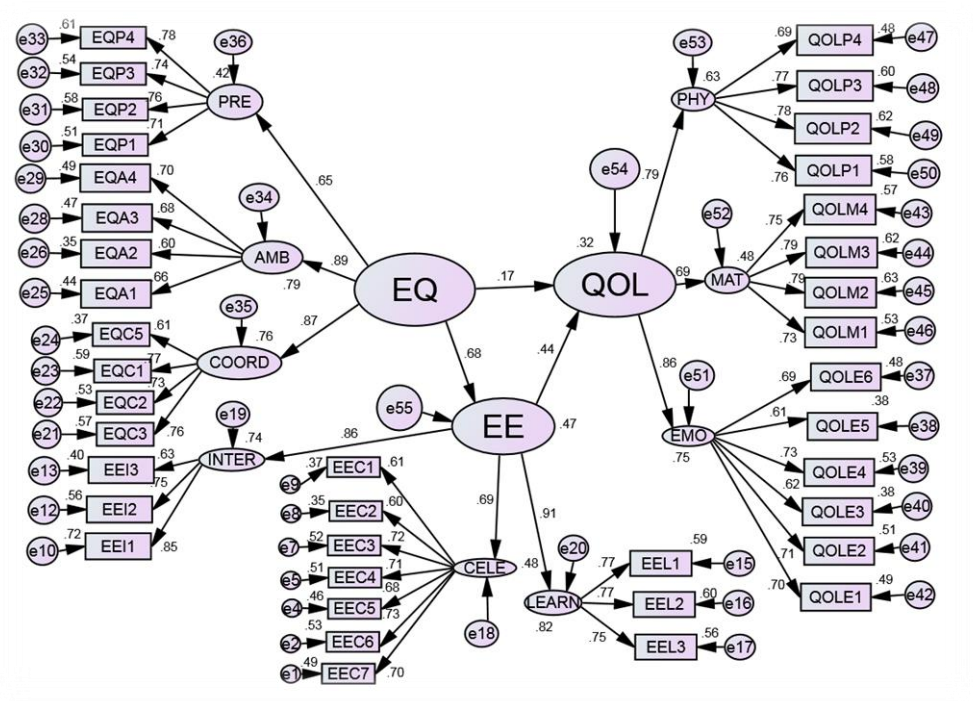

Figure 4.17 Structural Model for the influence of **participant** residents on the mediating effect of EE on the relationship between EQ and QOL

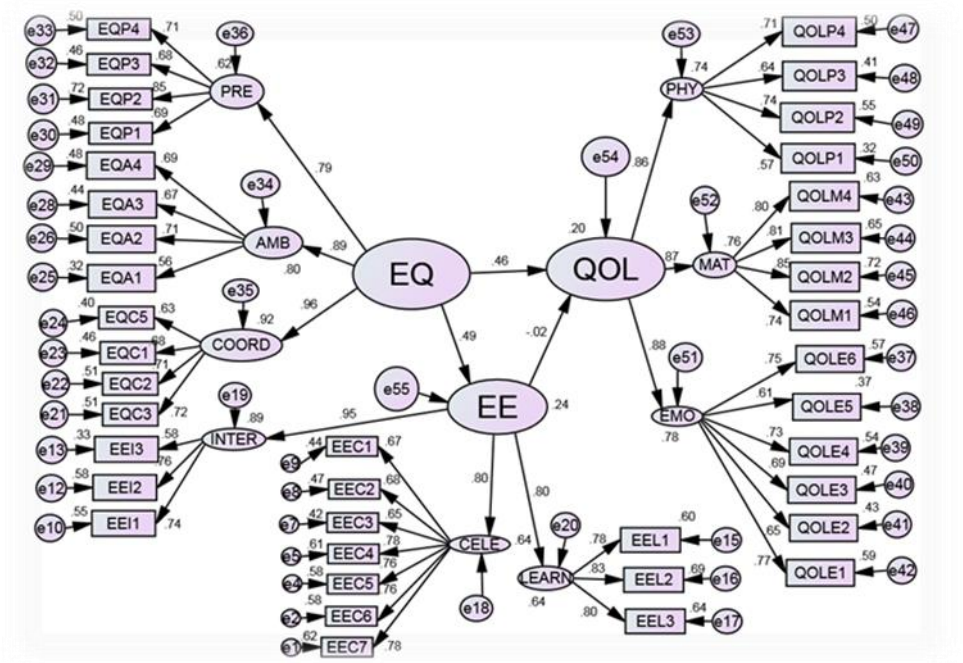

Figure 4.18 Structural Model for the influence of **non-participant** residents on the mediating effect of EE on the relationship between EQ and QOL

4.11.2 Statistical results

Table 4.35 Moderating effect of Participant/non-participant on EQ →QOL

	PARTICIPANT		NON-PARTICIPANT		Z- SCORE		
Relations	**Std. effect**	**p**	**Std. effect**	**p**		**p 2 tailed**	**P 1 tailed**
EQ→ QOL (w/o mediating variable direct effect)	.469	***	.446	***			
EQ → QOL (indirect effect)	.299	.003***	-.011	.801	2.314	0.021**	.01 **
EQ → QOL (with mediating variable direct effect)	.17	.095	.459	***			

Source: Primary Data

4.11.3 Interpretation of results

From Table 4.35, it can be seen that for participant residents, the direct effect between Event Quality and QOL becomes insignificant, after introducing Event Experience as the mediating variable. This indicates that the relationship between Event Quality and QOL is explained by Event Experience (full mediation). The indirect effect .299 is significant at 1% level of significance. Therefore it can be concluded that **Event Experience mediates the relationship between EQ and QOL for participant residents**.

For non-participant residents, it can be observed that the indirect effect between Event Quality and QOL is not significant. Therefore it can be concluded that **Event Experience does not mediate the relationship between EQ and QOL of non-participant residents**. To check if the difference in effect size is actually statistically significant, we use the Heterogeneity Test, which is a Statistical test to check if the indirect effects are being moderated (Gaskin, 2011). The z-score of 2.314 indicates that the difference between the indirect effect size of participant residents and non-participant residents is statistically significant at a 5% level of significance. *This shows that being a participant/ non-participant resident moderates the mediating effect of Event Experience on the relationship between Event Quality and QOL of residents. Hence* ***H5a is SUPPORTED***

4.11.4 Hypothesis

H5b: Host city/ non-host city residents, moderate the mediating role of experiences on the relationship between EQ and QOL of residents.

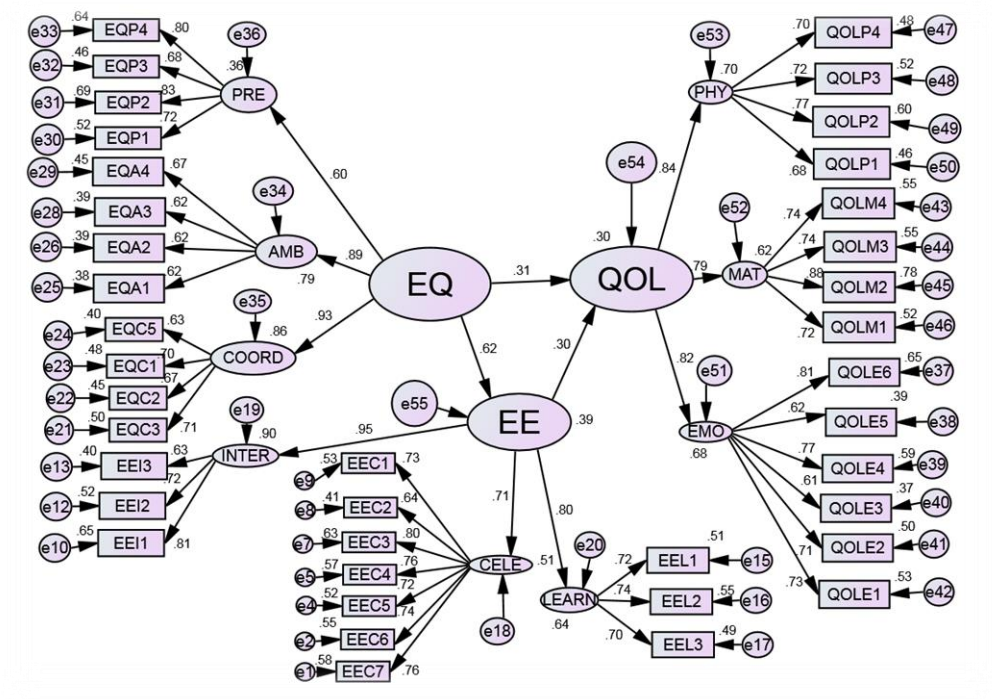

Figure 4.19 Structural Model for the influence of **host city** residents on the mediating effect of EE on the relationship between EQ and QOL

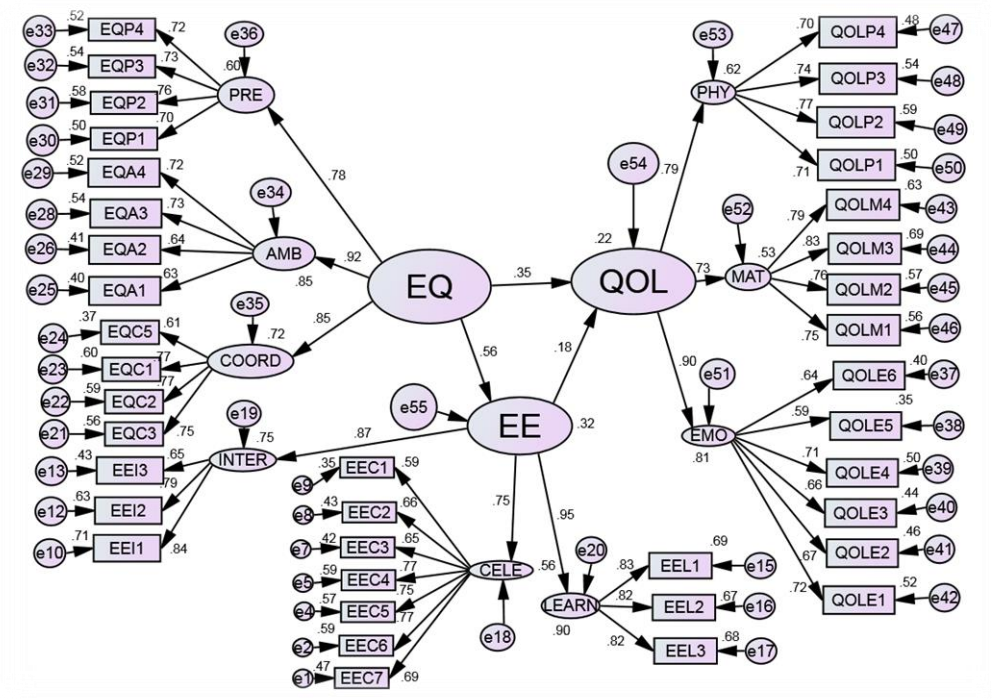

Figure 4.20 Structural Model for the influence of **non-host city** residents on the mediating effect of EE on the relationship between EQ and QOL

4.11.5 Statistical results

Table 4.36 Moderating effect of host city/ non-host city resident on EQ →QOL

	HOST CITY		NON- HOST CITY		Z- SCORE		
Relations	**Std. effect**	**P**	**Std. effect**	**P**		**p 2 tailed**	**p 1 tailed**
EQ→ QOL (w/o mediating variable direct effect)	**.465**	***	.451	***			
EQ→ QOL (indirect effect)	.187	.035**	.1	.065	1.016	0.310	0.155
EQ→ QOL (with mediating variable direct effect)	.311	.011**	.348	***			

Source: Primary Data

4.11.6 Interpretation of results

Host city residents

From Table 8.5.2, it can be seen that for host city residents, the direct effect between Event Quality and QOL drops from .465 to .311, after introducing Event Experience as the mediating variable and is significant. This indicates that the relationship between Event Quality and QOL is explained to some extent by Event Experience (partial mediation). The indirect effect .187 is significant at 5% level of significance. Therefore it can be concluded that **Event Experience partially mediates the relationship between EQ and QOL of host city residents at a 5% level of significance**.

Non-host city residents

From Table 8.5.2, it can be seen that for non-host city residents, the direct effect between Event Quality and QOL drops from .451 to .348, after introducing Event Experience as the mediating variable. But the indirect effect is not significant at 5% level of significance. This indicates that the relationship between Event Quality and QOL is not explained by Event Experience (no partial mediation). Therefore it can be concluded that Event Experience does not mediate the relationship between EQ and QOL for non-host city residents at a 5% level of significance. To check if the difference in effect size is actually statistically significant, we use the Heterogeneity Test, which is a Statistical test to check if the indirect effects are being moderated

(Gaskin, 2011). The z-score of 1.016 (z value should be >1.96) indicates that the difference between the indirect effect size of participant residents and non-participant residents is statistically not significant. *This shows that being a host city/ non-host city resident* ***does not moderate the mediating effect*** *of Event Experience on the relationship between Event Quality and QOL of residents. Hence* ***H5b is NOT SUPPORTED.***

4.12 SUMMARY OF ANALYSIS

It can be observed from Table 4.37 that the impact of EQ on EE is the strongest, followed by the impact of EQ on QOL and that of EE on QOL. The Ambience dimension of EQ impacts QOL the most, which is followed by its impact on EE. ***Thus, it can be inferred that Ambience dimension is very important, and organisers should keep this in mind while planning an event.*** The Preliminaries dimension of EQ impacts the QOL dimension to a greater extent as compared to its impact on EE. ***Hence, the Preliminaries dimension also impacts both QOL and EE but to a lesser extent as compared to the Ambience dimension of EQ. So Preliminaries dimension of EQ is also of importance to the organisers while planning an event.*** The Coordination dimension of EQ impacts Event Experience of the resident and the Interaction and Celebration dimensions of EE impact the QOL of the residents. ***The Coordination dimension of EQ, the Interaction and Celebration dimensions of EE are also of importance to event organisers.*** However, the Learning dimension of EE has no significant impact on QOL. This could be attributed to the fact that both events taken for this study were football events. Goans are familiar with football, and they are exposed to the game since childhood; hence, it is not a learning experience for them.

TABLE 4.37: Analysis across EQ, QOL, EE and dimensions of EQ and EE

	QOL	EE
EQ	0.463***	0.598***
EE	0.42***	
PRE	0.168**	0.125*
AMB	0.336***	0.233*
COORD	NS	0.271**
CELE	0.145*	
LEARN	NS	
INTER	0.302**	

*** significant at 1% level of significance
** significant at 5% level of significance
* significant at 10% level of significance
NS- Not Significant

TABLE4.38: Analysis across all the dimensions of EQ, QOL and EE

	DIMENSIONS OF QOL			DIMENSIONS OF EE		
	PHY	**MAT**	**EMO**	**CELE**	**LEARN**	**INTER**
PRE	.201***	NS	NS	.259***	NS	NS
AMB	NS	.225***	.393***	.36***	NS	NS
COORD	NS	NS	NS	NS	.019**	.35***
CELE	NS	NS	.227***			
LEARN	NS	NS	NS			
INTER	NS	0.267	.312***			

*** significant at 1% level of significance
** significant at 5% level of significance
* significant at 10% level of significance
NS- Not Significant

It can be observed from Table 4.38 that the Ambience dimension of EQ impacts the Material and Emotional dimensions of QOL and the Celebration dimension of EE at

1% level of significance. The Preliminaries dimension of EQ impacts the Physical Wellbeing dimension of QOL and the Celebration dimension of EE at 1% level of significance. The Coordination dimension of EQ impacts the Interaction dimension of EE at 1% level of significance and Learning dimension of EE at 5% level of significance. The Interaction and Celebration dimensions of EE impact the Emotional dimension of QOL at 1% level of significance. However, the Learning dimension of EE has no significant impact on any of the dimensions of QOL. ***This could be attributed to the fact that both events taken for this study were football events. Goans are familiar with the game of football, and they are exposed to the game since childhood; hence, it is not a learning experience for them. Hence, event organisers should keep in mind which dimensions have more impact while allocating funds during the planning of events in Goa so that the benefit can be optimised.***

4.13 SUMMARY OF RESULTS

TABLE 4.39 Summary of Results

	HYPOTHESES	STATUS
H1	EVENT QUALITY impacts the QOL of residents	SUPPORTED
H1a	DIMENSIONS OF EVENT QUALITY(EQ) vary in their impacts on the QOL of residents	SUPPORTED
H1b	DIMENSIONS OF EVENT QUALITY(EQ) vary in their impacts on dimensions of QOL of residents.	SUPPORTED
H2	EVENT QUALITY causes EXPERIENCE for residents	SUPPORTED
H2a	Different dimensions of Event Quality vary in the impact on Event Experience of residents	SUPPORTED
H2b	DIMENSIONS OF EVENT QUALITY(EQ) vary in their impacts on dimensions of EXPERIENCE of residents	SUPPORTED
H3	EXPERIENCE impacts QOL of residents	SUPPORTED
H3a	Different dimensions of Event Experience vary in The impact on QOL of residents	SUPPORTED
H3b	DIMENSIONS OF EVENT EXPERIENCE vary in their impacts on dimensions of QOL of residents	SUPPORTED
H4	EXPERIENCE **MEDIATES** the relationship between EQ and QOL of residents	SUPPORTED

H5	'TYPE OF RESIDENT' moderates the mediating effect of experiences on the relationship between EQ and QOL	
H5a	**Participant/ Non Participant resident** moderates the mediating effect of experiences on the relationship between EQ and QOL	SUPPORTED
H5b	**Host city/ Non-Host city** resident moderates the mediating effect of experiences on the relationship between EQ and QOL	NOT SUPPORTED

4.14 REVISED FINAL MODEL

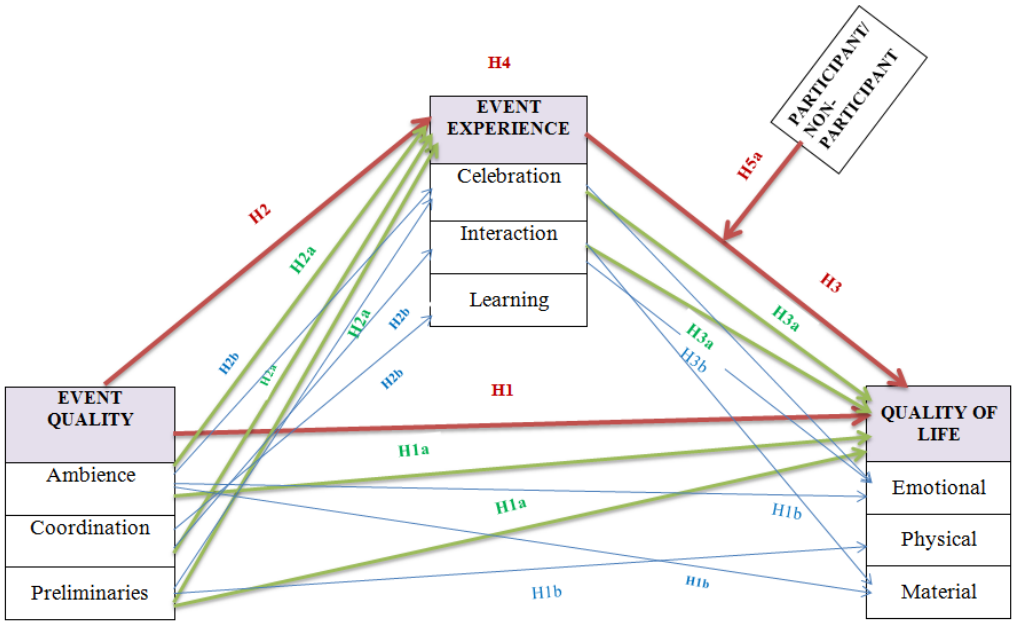

Figure 4.21 Revised Final Model

The thick black lines indicate the relationships between secon-order constructs (H1, H2, H3, H4& H5a
The thick grey lines indicate the impact of dimensions on second- order constructs (H1a, H2a & H3a)
The thin grey lines indicate the relationshps between the dimensions of second-order constructs (H1a, H2a & H3a)

CHAPTER 5

FINDINGS, CONTRIBUTION, MANAGERIAL IMPLICATIONS, AND FURTHER RESEARCH AREAS

5.1 FINDINGS AND THEORETICAL CONTRIBUTIONS

5.1.1 Results of testing the conceptual model

This research has developed a conceptual model to test the impact of Event Quality on the QOL of residents and to test if Event Experience mediates the relationship between Event Quality and QOL of residents. The model encourages assessments of the various dimensions of events and the various Event Experiences at both the broad life satisfaction level (QOL) and the domain satisfaction level, thereby enriching knowledge in the area of Event Quality, Event Experiences, and QOL of residents. After testing, the revised model affirmed the relationship between the Event Quality and QOL of residents mediated by Event Experience. Further, the revised model confirmed that participant resident/ non-participant resident moderated the mediating effect of Event Experience on the relationship between the Event Quality and Quality of life of the resident.

5.1.2 Case Studies

The qualitative cross-case analysis on seven events held in Goa confirmed that Event Quality contributes to different experiences of the residents, and these, in turn, impact various dimensions of their QOL. The Case studies contributed towards confirmation of the final model and development of three scales for the three constructs in this study. The first contribution of the Case Studies is the detailing of the different experiences derived by residents from different dimensions of event organisation, and also their impacts on different domains of QOL. Thus, it would provide the organisers with the insights into true motivations of residents in attending events, and enable them to focus on these aspects to enhance the experiences of residents. The second contribution is the proposed mediation by different experiences which can further elaborate on the relationship of different dimensions of events and their impact on various facets of the quality of life of residents.

5.1.3 Scales to measure the constructs

Scales to measure the three second-order constructs: Event Quality, Event Experience, and QOL were developed. These scales were validated and tested. The scales were found to be internally consistent and reliable. The convergent and discriminant validity indicated acceptable levels of the construct validity of the respective scale.

5.1.3.1 **Scale to measure Event Quality (EQ)**

The scales that were available to measure the Event Quality used service quality and festivalscape. According to Yoshida (2016), the Service Quality approach limits the understanding of the holistic consumer experience that contains various interactions between consumers and organisers. *This research has first identified the dimensions of events that could influence certain experiences for the residents and impact their QOL. Hence a Scale has been developed to measure EQ through the quality of performance of these dimensions to help in assessing the impact on the QOL of the residents and also assessing the types of experience the event gives the residents. The three dimensions used to measure Event Quality are Coordination, Ambience, and Preliminaries. The indicators were measured using four items each. Hence the scale was made up of twelve items.*

5.1.3.2 **Scale to measure Event Experience (EE)**

Oh et al. (2007) used Pine and Gilmore's (1999) four realms of experience: Education, Entertainment, Escapism, and Esthetics and developed a measurement scale for Experience in the Bed- and- Breakfast industry. Oh et al.'s (2007) study was based on only one industry, ie. Bed and Breakfast in one state of the United States of America. The scales available were few and catered to a single festival having an impact on memory or loyalty of the consumers or the social wellbeing not on QOL as a whole. Oh et al. (2007) have suggested considering antecedents and outcomes of Experience while developing the measurement scale. ***This research has considered the antecedents (performance of dimensions of the event) as well as outcomes (impact on QOL).*** *A Scale has been developed to measure Event Experience through three dimensions Celebration experience, Learning experience, and Interaction experience, to help in assessing the impact on the QOL of the residents. The*

indicators were measured using seven, three, and three items each. Hence the scale was made up of thirteen items.

5.1.3.3 **Scale to measure Quality of Life (QOL)**

Sirgy et al. (2010) studied how positive and negative affect associated with specific experiences of a travel trip influence tourists' overall sense of wellbeing (life satisfaction). They found that travel trip experiences do contribute to thirteen life domains (social life, leisure life, family life, cultural life, health and safety, love life, work-life, and financial life) of life satisfaction but they do so variably. However, the QOL Scale developed by Schalock et al. (2005) which had lesser number of dimensions but included all the domains as specified by Sirgy et al. (2010) was used as the base for this study. The scale of Schalock (2005) included eight dimensions of QOL (Emotional Wellbeing, Interpersonal relations, Material Wellbeing. Personal development, Physical Wellbeing, Self- Determination, Social Inclusion and Rights). *On conducting the exploratory factor analysis, three dimensions of QOL were extracted as Emotional Wellbeing, Material Wellbeing and Physical Wellbeing. Hence, a Scale has been adapted to measure QOL through three dimensions Physical Wellbeing, Material Wellbeing, and Emotional wellbeing.*

5.1.4 **Event Quality and QOL**

Deery and Jago (2010) stated that most of the social impact studies stop at the point of determining the residents' perceptions of impact of events without examining the consequences of these impacts. Ouyang et al. (2019) stated that more specific investigations of different life domains should provide additional insights for academia, government bodies, and event planners. This is a gap in knowledge. *The current study addressed this gap and advocated a comprehensive model incorporating the impact of Event Quality represented by various dimensions, on QOL of residents and then narrowing it down to its dimensions. In this study, the* ***Ambience*** *and* ***Preliminaries dimension*** *of EQ have a positive and significant influence on the* ***QOL*** *of residents.* ***Preliminaries*** *dimension of EQ has a positive and significant influence on the* ***Physical*** *wellbeing dimension of QOL. The Ambience* ***dimension*** *of EQ has a positive and significant influence on the* ***Emotional*** *and* ***Material*** *Wellbeing dimensions of QOL.*

The findings of Ko et al. (2011) suggested that the entertainment quality of the festival had the strongest impact on visitor's overall satisfaction. Biscaia et al. (2013) found that the Aesthetic Quality of event (Facility design, Game atmosphere, and Crowd experience) influences spectator satisfaction. These results are consistent with the findings of Chou et al. (2018) that the physical and social design of festivalscapes influences local residents' subjective well being. Tanford & Jung (2017) evaluated the attributes of festivals that contribute to festival satisfaction. Attributes were classified into six categories: activities, authenticity/uniqueness, concessions, environment, escape, and socialisation. The analysis revealed that festival activities (program, entertainment, thematic activities) and environment (atmosphere, convenience, facilities) are the most important determinants of satisfaction. *Our results support the findings of earlier researchers as Ambience consisting of i) Beautification and decor of the place; ii) Crowd management; iii) Quality of food; iv) Entertainment Program between games has been found to have a relationship with Event Experience as well as Quality of Life of residents.*

5.1.5 Event Quality and Event Experience

Kim et al. (2002) found that there exists a perceptual gap between the event organisers and visitors regarding the importance rating of visitor motivations to events and festivals. This means that organisers do not know why visitors attend events and what organisers must emphasise on. Morgan (2007) says that "understanding the complexity of the visitor experience, requires a model that brings together on one side the external event management elements of the festival design and operation and on the other side the internal benefits and meanings the visitor derives from it". *The current study addressed this gap and advocated a comprehensive model incorporating the impact of Event Quality represented by various dimensions, on Event Experience of residents and then narrowing it down to its dimensions. All the three dimensions of Event Quality have a positive and significant influence on Event Experience at 10% level of significance. This study found that* ***Ambience and Preliminaries dimensions*** of EQ have a positive and significant influence on ***Celebration*** dimension of Event Experience. ***The Coordination*** dimension of EQ *has a positive and significant influence* on the ***Learning*** and ***Interaction*** dimension of Event Experience.

5.1.6 Event Experience and QOL Stokburger-Sauer et al. (2012) suggest that once consumers have a distinctive and memorable out of the ordinary consumption experience, such experience plays a defining role in their sense of self (personal wellbeing). Liburd and Derkzen (2009) say that QOL as a level of life satisfaction may vary over time and might change dramatically through new intense life experiences. Sirgy et al. (2010) found that travel trip experiences do contribute to 13 life domains (social life, leisure life, family life, cultural life, health and safety, love life, work-life, and financial life) of life satisfaction but they do so variably. Thus every experience may add to some domain of life satisfaction and collectively influences the QOL of residents. The Bottoms-up Spillover Theory thus explains the significance of experiences and their built-up impact on life domains which affects the overall life satisfaction and QOL. *The current study advocated a comprehensive model incorporating the impact of Event Experience represented by various dimensions, on QOL of residents and then narrowing it down to its dimensions. It was found that t**he Interaction** dimension of Event Experience has a positive and significant influence on QOL of residents. **The Interaction dimension** of Event Experience has a positive and significant influence on **Emotional** Wellbeing and **Material** Wellbeing dimensions of QOL. The **Celebration** dimension of Event Experience has a positive and significant influence on QOL of residents. The **Celebration** dimension of Event Experience has a positive and significant influence on the **Emotional** Wellbeing dimension of QOL.* These findings are consistent with the findings of MacIntosh & Parent (2017) that interaction experience is important for an athlete's satisfaction. Tung et al. (2011) found through their exploratory study that the interaction with others during the trip led to their social development; tourism experience leads to self-discovery; Also Biscaia et al. (2013) found that Game Atmosphere (Celebration experience) was the second strongest predictor of Satisfaction for the attendees at major spectator sports events. Oh et al. (2007) found that the esthetic dimension of the B&B experience (Celebration) accounted for most variance explaining the satisfaction of tourists. Jin et al. (2015) found Experience quality has a positive effect on customer satisfaction for water park customers.

5.1.7 MEDIATION

Ouyang et al. (2019) say that "findings of several studies provide empirical support for the argument that residents' assessment of possible impacts of hosting an event

may contribute to their overall QOL perceptions". Voon et al. (2014) suggest that Emotional Experience mediates the relationship between Sports Service Quality and User Satisfaction. *This study examined the mediating effect of Event Experience on the relationship between Event Quality and QOL of residents and found that Event Experience explains the relationship to some extent. As Event Experience partially mediates QOL of residents, it is one of the reasons why Event Quality impacts QOL.* These results are consistent with the findings of Chou et al. (2018) that the physical and social design of festivalscapes influences local residents' subjective well being through attendee-to-attendee social interaction.

The basic premise of the Bottom-up Spillover Theory is that overall life satisfaction is functionally related to satisfaction with all of life's domains and subdomains (Lee et al. 2002). *This has been used to explain various domains of life satisfaction or QOL by researchers.* The satisfaction by acquisition, possession, and consumption in the consumer goods category has been tested by Lee et al. (2002) using the Bottom-up Spillover Theory. Choi et al. (2007) used the Bottom-up Spillover Theory for explaining the contribution of Mobile Data Services to various life domains in two countries, namely, Japan and Korea, and outlined the differences across the contributions to life domains in these two countries, due to dissimilar cultural contexts. Ghyas and Kondo (2015), again tested the impact of Mobile Information Service (MIS) on QOL in Japan using the Bottom-up Spillover Theory and compared their finding with those of Choi et al. (2007). Their findings, about the life domains impacted by Mobile Information Service in Japan, differed from those of Choi et al. (2007). They attributed the differences to the varying composition of the sample. *This study used the Bottom-up Spillover Theory in the context of explaining the impact of events on the QOL of residents as the theory could propound the mediating role of experiences on domain satisfactions as well as the QOL. Our model, when tested empirically, throws light on the dimensions of events that impact the specific domains of QOL and the overall QOL, by enhancing different experiences.*

5.1.8 MODERATED MEDIATION

5.1.8.1 Participant /Non-Participant resident

Chen (2011) says that when a resident takes part in an event and experiences what tourists experience, he/she becomes an 'event attendee' and these events are seen differently by such residents as compared to the events where the resident is not

involved directly. *The results of this study reveal that being a participant or non-participant resident moderates the mediating effect of Event Experience on the relation between EQ and QOL of residents. Results show that Event Experience explains (mediates) the relationship between EQ and QOL for participant residents and does not explain (no mediation) the relationship between EQ and QOL for non-participant residents.*

5.1.8.2 Host City/ Non-host city

*The results of this study reveal that being a host city or non-host city resident does not moderates the mediating effect of Event Experience on the relation between EQ and QOL of residents.*There are two different lines of argument in literature regarding the moderating effect of host city and non-host city residents. One line of argument emphasises that the QOL of host city residents or those living closer to the event venue, is more impacted by the event (Hiller & Wanner, 2011; Weimar & Rocha, 2017). The second line of argument emphasises that the spill-over effects of mega-events can benefit peripheral communities (Ritchieet al., 2009; Karadakis & Kaplanidou, 2012). This research has found no significant difference between the host city and non-host city residents which is in line with Ritchie et al. (2009) and Karadakis & Kaplanidou (2012) who say that the spill-over effects of mega-events can benefit peripheral communities.

Results show that Event Experience mediates the relationship between EQ and QOL for host city residents and does not mediate the relationship between EQ and QOL for non-host city residents at a 5% level of significance. ***However, the difference between the strengths of indirect effects was not significant.*** *Hence there was NO MODERATION by host city and non-host city resident. This could be because Goa is a small state, area-wise, and the distance between the host city and non-host cities of Goa is not large. Hence the impact of an event can be felt equally in most cities. Slabbert & Thomas (2011) found that the spill-over effects of mega-events can benefit peripheral communities and it seems that even though non-host communities are not directly part of the event, they are also positive towards hosting of mega-events.*

5.2 IMPLICATIONS

The Ambience dimension of Event Quality, consisting of i) Beautification and decor of the place; ii) Crowd management; iii) Quality of food; iv) Entertainment Program

between games, impacts both Event Experiences as well as QOL of residents. Ambience impacts QOL and Event Experience of residents much more than the Preliminaries or Coordination dimensions of Event Quality. Ambience impacts the Material and Emotional Wellbeing dimensions of QOL to a much greater extent as compared to the Preliminaries dimension. *Thus it can be inferred that the Ambience dimension of Event Quality impacts the QOL of residents to a larger extent as compared to the Preliminaries and Coordination dimensions.* Ambience impacts the Celebration dimension of Event Experience to a greater extent as compared to the Preliminaries dimension. *Hence while planning an event, organisers could give more weightage in terms of importance as well as the allocation of resources to i) Beautification and decor of the place; ii) Crowd management; iii) Quality of food and iv) Entertainment Program between games.*

Preliminaries dimension of Event Quality consisting of i) Meetings between the organisers and volunteers; ii) Up-gradation of football stadiums in Goa iii) Registration process; iv) Information in newspapers impacts QOL and Event Experiences of the residents almost equally. It impacts the Celebration dimension of Event experience and Physical dimension of QOL significantly. *Hence event organisers can give second priority to Preliminaries dimension of Event Quality during the planning of events.*

Coordination dimension of Event Quality consisting of i) Information about players; ii) The Layout of the festival site iii) Entertainment during interval iv) Provision for part-time jobs is the only dimension of Event Quality that impacts Interaction and Learning dimensions of Event Experience. Although Coordination dimension of Event Quality impacts the Interaction experience more than the Learning experience, no other dimensions of Event Quality impact these two dimensions of Event Experience. Further Interaction dimension of Event Experience is the only dimension of Event Experience that impacts Material Wellbeing of the QOL of residents. *This finding propagates that the event organiser cannot ignore Coordination dimension of Event Quality*.

All these findings will help event managers to understand which dimensions of events are more important as compared to the other dimensions so that they can pay attention to these dimensions while planning the event.

The Celebration and Interaction dimensions of Event Experience significantly impact the QOL of the residents. However, the Interaction dimension of Event Experience, impacts the QOL of the residents to a greater extent as compared to the Celebration dimension. The Interaction dimension impacts the Emotional Wellbeing dimension of QOL more than the Material Wellbeing dimension. The Celebration dimension of Event Experience, significantly impacts the Emotional dimension of QOL. *Event organisers can focus on those experiences impacting QOL of residents to a greater extent, thus creating better experiences for the residents.*

The findings of this study show that attending events (participant resident) can improve the QOL of residents. *This finding could also be presented so as to improve the attendance at events. This finding can be utilised by the organisers so as to procure better sponsorship and get better funding for the event.*

This study finds that there is no difference in the impact of Event Quality on QOL between the host city and non-host city residents. *Hence, it conveys to the government as well as private organisers of events that Event Quality impacts the QOL of not only the host city residents but also that of residents of peripheral areas implying that the impact is on a larger territory and not only on the city where the event is being held.*

5.3 LIMITATIONS:

As only sports events were studied, caution is required before generalising the results across other types of events. E.g. in this study, Learning experience has been found to have no impact on the QOL of resident but in other types of events. Learning experience could impact the QOL of the resident.

5.4 DIRECTION FOR FURTHER RESEARCH

Reid and Arcodia (2002) explored the roles of stakeholders in event management by developing the Event Stakeholder Model and categorising the stakeholders as those that were either primary or secondary. According to them, the employees, volunteers, sponsors, and participants are primary stakeholders, and governments, host communities, emergency services, industry, the media, and tourism organisations are secondary stakeholders of events. Jepson and Stradler (2017) emphasised family QOL enhanced due to event attendance but also suggested that the perspective of other stakeholders, such as event organisers, local councils, sponsors, and other partners, or similar, should also be taken into account.

Our model has residents as a focal group of research. However, the model could be extrapolated to the other stakeholders too, for identification of their particular interests. Commonalities and differences between groups could also be investigated. This could further enhance the utility of the proposed model and serve to propose a broader research agenda.

The Importance-Performance analysis of dimensions of EQ, EE and QOL can be studied. This could further help the event organisers to understand the importance given to different experiences by different types of stakeholders. The analyses could be conducted for dimensions of Quality of Life also.

This research focused on participant/non-participant and host city/ non-host city residents. *This model could be further tested for combinations like participant host city/ non-participant host city and participant non-host city/ non-participant non-host city residents.*

This research found that the Learning experience had no significant impact on the QOL of the resident. *This needs to be tested for different types of events other than those related to sports. The relationships could differ across types of events, and comparison could be made of the differences in relationships across types of events.*

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SERENDIPITY ARTS FESTIVAL

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digitalgoa.com 26th December 2016 11.45 am

http://www.financialexpress.com/india-news/a-festival-is-born/485531/ 26th December 11.45 am

http://www.thehindu.com/entertainment/art/Goa%E2%80%99s-Serendipity-festival-to-celebrate-diversity-in-art/article16774239.ece 26th December 2016 11.50 am

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http://www.newkerala.com/news/2016/fullnews-103185.html

THE GRAPE ESCAPADE

www.expresstravelworld.com

www.thehindu.com/todays-paper/tp-national

www.oneindia.com

http://grapeescapefestival.blogspot.in/

http://www.goatourism.gov.in/events/details/100/318

http://goastreets.com/thegrapeescapade/

http://goa-tourism.com/GTDC-holidays/event-grape-escapade2016.htm

THE GOA BIRD FESTIVAL

http://www.thehindu.com/news/national/other-states/goa-bird-festival-begins-tomorrow/article9325132.ece browsed 15.11.16

https://goa-tourism.com/GTDC-holidays/event-bird-fest.htm browsed 15.11.16

http://timesofindia.indiatimes.com/city/goa/Goas-first-bird-festival-inaugurated/articleshow/55373415.cms 15.11.16

THE GOA RIVER MARATHON

www.goarivermarathon.com

ANNEXURE 1
QUESTIONNAIRE

Introduction: This questionnaire is designed as a part of academic research on events in Goa. The event being covered in this questionnaire is the **U-17 FIFA World Cup 2017** hosted in Goa from 7th to 21st of October 2017. Please fill the questionnaire to the best of your ability so that it will help the researcher to get genuine results.

SECTION I
Demographic details

I am living in Goa □ Yes □ No

□ for less than 6mths □ for 6mths - 1 year □ for 1yr to 5 yrs
□ for 5 to 10 yrs □ for 10 yrs to 15yrs □ for more than 15 yrs

I live in or close to

□ Margao Panjim □ Mapusa □ Vasco Ponda Bicholim
□ Other please specify _____

AGE (in yrs)

□ 10- 15 □ 16- 20 □ 21- 30 □ 31– 40 □ 41– 5
□ 51- 60 □ 61– 70 □ More than 70

GENDER □ Male □ Female

OCCUPATION

□ Business □ Private Service □ Government Service □ Professional
□ Self empbyed □ Elected Govt. Official □ Student
Any other , please specify_____

YEARLY INCOME of your household

□ Less than 1 lakh □ Between 1 lakh – 3 Lakhs □ 3 lakhs- 6 lakhs
□ 6lakhs – 10 lakhs □ 10- 20 lakhs □ above 20 lakhs

YOUR HIGHEST EDUCATIONAL QUALIFICATIONS

□ School □ Higher Secondary School □ Diploma □ Under Graduate
□ Graduate □ Post-Graduate □ Ph. D.

Which of the following best describes your household?

□ I live alone □ I live with family

Any other, please specify _____

Including yourself , how many people live in your house? _____

My relation to football

□ Working for Goa Football Association □ Working for Sports Authorities of Goa

□ Working for All India Football Federation □ Working for Sports Authorities of India

□ Working for Goa Football Development Council (GFDC)

□ A football coach □ A professional football player □ A football player for school/college □ U-20/U-18/U16/U-14/U-12 football player of GFA league

□ An official of a Football club if yes please specify _____

□ An official for football matches if yes please specify _____

□ I work in a sports-related area

□ None of these

□ Any other relation to football please specify _____

My knowledge about football

□ Expert □ Average □ Little knowledge □ No knowledge

Have you watched any **U-17 FIFA World Cup 2017** match **Live** at Fatorda Stadium in Goa?

□ Yes □ No

If **Yes**, which of the following matches did you watch **LIVE at Fatorda Stadium**?

7th October 2017	Germany v. Costa Rica □	Iran v. Guinea □
10th October 2017	Costa Rica v. Guinea □	Iran v. Germany □
13th October 2017	Costa Rica v. Iran □	Niger v, Brazil □
17th October 2017 **Round of 16**	Iran v. Mexico □	Mali v Iraq □
21st October 2017	**Quarter-Final**	USA v. England □

Did you watch any of the above matches on TV? □ Yes □ No

If YES, Which matches?_____

The tickets were purchased by me

□ Online □ Physically □ I got a complimentary ticket

□ I was invited for the match by the organisers

I was involved in the above event as a

□ Volunteer specify in which area _____

□ Organiser □ Transport provider □ Caterer (inside the stadium for the spectators) □ Caterer for the volunteers □ caterer for the officials and team members

□ Caterer for VIPs □ Decorator □ Spectator □ Sponsorer

□ Working in the Hotel hosting the participating teams

□ Food joint owner around the Fatorda Stadium □ None of the above

□ Other (please specify) _____

SECTION II

Rate the following event dimensions on the **quality of performance** on a scale of 1 to 5.

1	2	3	4	5
Very Bad	**Bad**	**Cannot say**	**Good**	**Very Good**

	Quality of performance	1	2	3	4	5
1	Meetings between organisers and volunteers for the event					
2	Up-gradation of football stadiums in Goa					
3	Registration process of the event					
4	Information about the event in news papers					
5	Information about the event, on radio					
6	Price of food at the event					
7	Traffic control for the event					
8	Ability of the event to helps ancillary business					
9	Discount on tickets bought in advance					
10	Orientation programs related to the event, for volunteers					
11	Up gradation of practice grounds in Goa, for participating teams					
12	Information about the event on Signboards/ Billboards					
13	Cultural program- Entertainment programs before/ in between 2 matches					
14	Provision of garbage bins at the event site					
15	Crowd management at the event site					
16	Beautification and decor of place					
17	Ability of the event to facilitate growth of my existing business					
18	Price of tickets					
19	Ease of moving around at the event site					
20	Quality of food at the event					
21	Provision of Bus service to enable people to watch the match					
22	Cleanliness of festival site					
23	Ability to give me a part time jobs					
24	Availability of souvenirs at the event					
25	Information about players of the participating teams					
26	Layout of event site					
27	Entertainment programs for the spectators during the interval of the game					
28	Starting the match on time					
29	Provision of Police services at the event					
30	Live music to entertain the crowd					
31	Opportunity for me to form business associations					

END OF SECTION II

SECTION III

EXPERIENCES

Please keep the ISL- 2017-18 in mind while filling this section and agree or disagree to the statements below). Rate based on how much you agree with the following statements on your experience on a scale of 1 to 5.

1	2	3	4	5
Strongly Disagree	**Disagree**	**Cannot say**	**Agree**	**Strongly Agree**

		1	2	3	4	5
1	I felt a personal connection with the Players/ Referee/ linesman/other officials					
2	I felt confident about my knowledge of football					
3	I could watch different styles of playing football by different teams					
4	The experience enhanced my analyzing skills in football					
5	I spent quality time with friends					
6	I met people from different walks of life					
7	The event environment was exciting					
8	I was happy just being there					
9	I felt I was far from the routine of everyday chores					
10	The atmosphere was healing					
11	I learnt to tolerate and appreciate people from other cultures					
12	I learnt to appreciate my own culture					
13	I Learnt to respect supporters of other teams					
14	The experience was worth the money					
15	I learnt more about football culture					
16	I learnt more about history of football					
17	The event improved my knowledge in football					
18	The experience enhanced my commentating skills in football					
19	The experience enhanced my refereeing skills in football					
20	I spent quality time with family					
21	I did things, I normally wouldn't do					
22	The setting was very attractive					
23	The event changed my perception of people					
24	The merchandise and souvenirs were good and interesting					
25	I enjoyed myself					
26	I enjoyed the food					
27	I enjoyed the entertainment program					
28	I felt that I was living in a different time or place					
29	Prices of commodities increased during the event					
30	I watched my favourite team play					
31	I met experts in the field of football and learnt from them					
32	The event made me want to learn more about football					

33	The experience enhanced my playing skills in football					
34	I had time to be with myself					
35	I experienced things unknown to me					
36	I made some new friends					
37	I felt that I was in a different world					
38	There were people from all sections of society at the event					
39	I learnt about other cultures					
40	I felt proud when the Indian National anthem was played					
41	I met many new people and interacted with them					
42	I understood my friends at a deeper level					
43	The event contributed to my business					
44	The event contributed extra income for me					

END OF SECTION III

SECTION IV

LIFE DOMAINS

Now let us focus on how you feel at large in the context of various life domains (this is with regards to your life in general) at present. Please rate your feelings on a scale of 1 to 5

1	2	3	4	5
Strongly Disgree	**Disagree**	**Cannot say**	**Agree**	**Strongly Agree**

		1	2	3	4	5
1	I feel happy with myself as a person					
2	I have my personal values and live according to them					
3	Friends encourage me to achieve my goals					
4	I regularly attend parties hosted by friends					
5	I participate in community activities					
6	I have measures to cope with stress					
7	Family makes me feel special on my birthday					
8	I feel a great sense of belonging within my community					
9	I can express my feelings freely					
10	I celebrate festivals with friends					
11	I feel valued by those around me					
12	I have a good relation with my neighbours					
13	I have an understanding of who I am					
14	I share my problems with my people at home					
15	I am satisfied with my educational qualification					
16	I have many friends					

17	I celebrate festivals with family					
18	I feel my relationships with others have grown /developed					
19	I help in solving the garbage menace in my locality					
20	I am the person I would like to be					
21	I am able to cope with stress in my life					
22	I am happy with my job					
23	I feel close to my family members					
24	Life would be difficult without family					
25	I am able to make sense of what is happening in the world					
26	I am treated with respect by people around me					
27	I understand what is important to me					
28	I am able to contribute to society with my skills and abilities.					
29	I share my problems with friends					
30	Life would be difficult without friends					
31	I feel , I have things in common with others					
32	I feel I have accomplished something in life					
33	I have a name in society					
34	I get emotional support from my family					
35	Friends understand me					
36	I feel positive about other people					
37	I have strength to stand up for what I believe					
38	Family understands me					
39	I want to contribute to the world					
40	I enjoy all democratic rights as a citizen of India					
41	I feel inspired to do something new or creative					
42	I share my problems with family members					
43	I can rely on my relatives for support					
44	I feel hopeful about the way things are in the world					
45	I feel confident / have a control over my life					
46	I take my own decisions					
47	I am happy with the house I own					
48	I live in a comfortable house					
49	I am able to save a part of my earnings					
50	I earn enough to buy the things I need					
51	I am satisfied with the investments I have made					
52	I am happy with the scooter/bike I own					
53	I have a profitable business					
54	I am satisfied with the car I own					
55	I am satisfied as a self employed person					
56	I am able to get at least six to seven hours of good sleep at least 4 nights a week					
57	I am happy with the physical exercise/yoga that I do					
58	I am happy with my physical health (including eyesight, teeth etc)					

59	Ifeel its necessary to do a full body medical check up every six months					
60	I eat at least one hot balanced meal a day					
61	I feel secure with the medical insurance I have					

THANK YOU FOR YOUR TIME AND VALUABLE INPUTS

ANNEXURE 2

INTER RATER FORM

Dear Sir/Madam

I am a research scholar from the Department of Management studies, Goa University, doing my Ph. D. research under the guidance of Professor Purva Hegde Desai. The topic of my research is "IMPACT OF EVENT QUALITY ON QUALITY OF LIFE OF RESIDENTS ". The event taken for this survey is THE U-17 FIFA WORLD CUP 2017 commencing on 8th October 2017.

Dimensions of events create different experiences for the residents (participating/ non-participating, host-city/non host-city). According to the Bottoms-up Spillover theory, these experiences influence various domains of life thus influencing the overall quality of life of a resident.

As a part of my research, I am developing a scale to measure i) influence of event dimensions in creating different type of experiences for the resident and ii) influence of these experiences on various domains of life. I need your judgment to improve my measurements. The inter rater form is attached herewith.

It consists of statements to measure the i) dimensions of event ii) Experiences and iii) Quality of life domains. Operational definitions are provided before each section.

Kindly tick mark against each statement the dimension which you feel it belongs to.

Thanking you in anticipation,

Yours faithfully,

Semele Sardesai

OPERATIONAL DEFINITIONS

1. DIMENSIONS OF EVENT

1.1 THEME OF EVENT : This refers to all the activities unique to the theme of the event.

1.2 INFRASTRUCTURE AND MANAGEMENT : includes all activities of the organisers for smooth functioning of the event. This includes - organization, communication to public, location accessibility ambiance, entertainment, recreation, food and staff at the event.

1.3 EARNING/ECONOMIC OPPORTUNITIES: Financial facility can be defined as the facilities provided by the event to residents for i) business to set up or grow ii) to make financial gains iii) to get value for money

ANNEXURE 2 **INTER RATER FORM**

	DIMENSIONS OF EVENT	**Theme of Event**	**Infrastructure and Management**	**Earning/Economic Opportunities**	Not applicable to any of the dimensions
1	Creating quality world class football infrastructure in the State which will be used long after the U-17 FIFA World Cup 2017				
2	Website information				
3	Visibility of my business to public				
4	Layout of festival site				
5	Use of recycled and environmental friendly material				
6	Seminar/ workshop related to core content				
7	Registration process				
8	Signboards/ Billboards information				
9	Facilitation of ancillary business				
10	Ease of moving around				
11	Cultural programs				
12	Training program related to core content				
13	Ticketing process				
14	Information in news papers				
15	Facilitation of growth of existing business				
16	Seating arrangement				
17	Entertainment				
18	Demonstration related to core content				
19	Punctuality				
20	Pamphlets information				
21	Provision for part time jobs				
22	Washrooms/restrooms facility				
23	Variety in food				
24	Meetings related to core content				
25	Time Management				
26	Information on radio				
27	Provision for full time jobs				
28	Provision of garbage bins				
29	Quality of food				
30	Orientation programs related to core content				
31	Provision of Police services				

	DIMENSIONS OF EVENT contd…	**Theme of Event**	**Infrastructure and Management**	**Earning/Economic Opportunities**	Not applicable to any of the dimensions
32	Information on television				
33	Discount on tickets purchased in advance				
34	Provision for waiting				
35	Helpful staff members				
36	Information about FIFA				
37	Provision of Ambulance services				
38	Venue accessibility (ability to reach the venue)				
39	Reasonable price of food				
40	Crowd management				
41	Knowledgeable staff members				
42	Information about AIFF				
43	Provision of Fire-fighting services				
44	Provision of Bus service				
45	Reasonable price of bus services				
46	Seating arrangement				
47	Helpful staff volunteers				
48	Information about players				
49	Distribution of kitbag				
50	Facility to put up stalls and sell merchandise				
51	Reasonable price of tickets				
52	Live music				
53	Knowledgeable staff volunteers				
54	Up gradation of football stadiums in the state				
55	Traffic control				
56	Opportunity to sponsor in order to advertise				
57	Reasonable price of souvenirs				
58	Beautification and decor of place				
59	Up gradation of football grounds in the state				
60	Information in advertisement				
61	Opportunity to form business association				
62	Cleanliness of festival site				
63	Pitch of music				

OPERATIONAL DEFINITIONS

2. EXPERIENCES

2.1 **CORE CONTENT KNOWLEDGE ENRICHMENT EXPERIENCE** : Core content knowledge enrichment experience refers to the feeling one gets at the event, after being exposed to the core subject (theory and practical) of the event in the form of watching the activity, seminars, workshops, observing the core activities. This requires engaging the spectators' mind actively for knowledge or body physically to learn the skills. This has been adapted from Oh et al. (2007).

2.2 **FESTIVAL EXPERIENCE**:

Festival experience include the experience one gets by just being present at the event while absorbing the atmosphere (produced by the décor, the entertainment, the food, the services, the people) adapted from Packer & Ballantyne (2011)

2.3 **ECONOMIC EXPERIENCE**:

Economic experience includes the experiences due to positive economic benefits of the event, in the form of increased employment, improved infrastructure, and profitable local businesses, as well as negative economic effects, including an increase in the cost of living. Adapted from Andereck & Jurowski (2006)

ANNEXURE 2 **INTER RATER FORM**

	EXPERIENCES	Core content knowledge enrichment	Festival Experience	Economic Experience	Not applicable to any experience
1	I felt a personal connection with the Players/ Referee/ linesman/ other officials				
2	I learnt more about football culture				
3	Watched my favourite teams play				
4	I spent quality time with friends				
5	I failed to communicate with visitors because of language				
6	The experience here let me imagine being someone else				
7	I felt confident about my knowledge of football				
8	I learnt more about the history of football				
9	Everyone was enjoying the match in true sportsmanship spirit				
10	I spent quality time with family				
11	I had time to be with myself				
12	I completely escaped from reality				
13	I met experts in the field of football and learnt from them				
14	I could compare the different styles of football played in different countries.				
15	The event was of international standard				
16	I met people from different walks of life				
17	I did things that I normally wouldn’t do				
18	I experienced things unknown to me				
19	The event improved my knowledge in football				

	EXPERIENCES	Core content knowledge enrichment	Festival Experience	Economic Experience	Not applicable to any experience
20	The event environment was exciting				
21	The setting was very attractive				
22	I made some new friends				
23	I dared to be adventurous				
24	I was able to reflect on the importance of my life				
25	The event made me want to learn more about football				
26	I felt relaxed (tension free)				
27	Once in a life time experience as FIFA event may never be held in Goa again				
28	The event changed my perception of people				
29	I felt that I was in a different world				
30	The event contributed to my business				
31	The experience enhanced my analyzing skills in football				
32	I was happy just being there				
33	It was joyful hearing the FIFA anthem in my homeland.				
34	There were people from all sections of society at the event				
35	I felt I was far from the routine of everyday chores				
36	The experience was worth the money				
37	The experience enhanced my commentating skills in football				
38	Tired from attending the festival				
39	The merchandise and souvenirs were good and interesting				
40	I learnt about other cultures				
41	The atmosphere was healing				
42	Prices of commodities increased during the event				

	EXPERIENCES	Core content knowledge enrichment	Festival Experience	Economic Experience	Not applicable to any experience
43	The experience enhanced my playing skills in football				
44	I enjoyed myself				
45	It felt proud when the Indian National anthem was played for a FIFA event				
46	I learnt to tolerate and appreciate people from other cultures				
47	I felt I reached a higher level of understanding life				
48	The event contributed extra income for me				
49	The experience enhanced my refereeing skills in football				
50	I enjoyed the food				
51	I met many new people and interacted with them				
52	I learnt to appreciate my own culture				
53	I felt that I played a different character here				
54	Improved infrastructure in the state				
55	The experience enhanced my officiating skills in football				
56	I enjoyed the entertainment program				
57	I understood my friends at a deeper level				
58	I Learnt to respect supporters of other teams				
59	I felt that I was living in a different time or place				
60	The value of land and housing went up				

. OPERATIONAL DEFINITIONS

3. LIFE DOMAINS

These domains of QOL are grouped into broader classification as follows:

The following Life domain definitions have been adopted from Schalock et al. (2005) :

3.1 **MENTAL WELLBEING** : (This dimension of QOL includes Emotional Wellbeing, Social Wellbeing and Personal wellbeing). This domain reflects, the contentment, self-concept and lack of stress in one's life, Personal Development and Self determination which means educational achievement, personal competence, performance, autonomy, personal goals and values, choices and preferences of an individual, Interpersonal Relations (Intimacy, affection, family interactions, friendships, supports), Social Inclusion (Acceptance, status, support, work environment, community activities, roles, volunteer activities, residential environment) and Rights (Privacy, voting, access, due process, ownership, civic responsibilities)

3.2 **MATERIAL WELLBEING**: This domain reflects financial status, employment and housing of an individual.

3.3 **PHYSICAL WELLBEING**: This domain includes health, activities of daily living, health care and leisure (Health, nutrition, recreation, mobility, health care, health insurance, leisure, activities of daily living)

ANNEXURE 2 **INTER RATER FORM**

	DOMAINS OF QUALITY OF LIFE	Mental Well Being	Material Well Being	Physical Well Being	Not applicable to any QoL Domains
1	I feel happy with myself as a person				
2	I am able to deal with the demands and responsibilities in my life				
3	I eat out at least once a month				
4	I own a house				
5	I have my personal values and live according to them				
6	Friends encourage me to achieve my goals				
7	I regularly attend parties hosted by friends				
8	I participate in community activities				
9	I do not smoke				
10	I have measures to cope with stress				
11	I give and receive affection regularly				
12	I watch a movie in a theatre at least once a month				
13	I live in a comfortable house				
14	I am satisfied with the choices I have made in life				
15	Family makes me feel special on my birthday				
16	I feel a great sense of belonging within my community				
17	I help keep my surroundings clean				
18	I have appropriate weight for my height and age				
19	I do something for fun at least once a week				
20	I have an understanding of my emotions				
21	I can express my feelings freely				
22	I go on a holiday at least once in two years				
23	I live in a good locality				
24	If I had to make choices in my life, all over again, I would choose the same options.				
25	I celebrate festivals with friends				
26	I feel valued by those around me				
27	I have a good relation with my neighbours				

ANNEXURE 2 **INTER RATER FORM**

	DOMAINS OF QUALITY OF LIFE	Emotional Well Being	Material Well Being	Physical Well Being	Not applicable to any QoL Domains
28	I have a lot of stress				
29	I have a hobby which I actively follow				
30	I have an understanding of who I am				
31	I share my problems with my people at home				
32	I have a good job				
33	I am satisfied with my educational qualification				
34	I have many friends				
35	I celebrate festivals with family				
36	I feel my relationships with others have grown /developed				
37	I help in solving the garbage menace				
38	I am able to get at least six to seven hours of good sleep at least 4 nights a week				
39	I am the person I would like to be				
40	I am able to cope with stress in my life				
41	I am happy with my job				
42	I am still pursuing my education				
43	I feel close to my family members				
44	Life would be difficult without family				
45	I am able to make sense of what is happening in the world				
46	I am treated with respect				
47	I am happy with the physical exercise/yoga that I do				
48	I understand what is important to me				
49	I am able to save a part of my earnings				
50	I feel secure in my job				
51	I am able to contribute to society with my skills and abilities.				
52	I share my problems with friends				
53	Life would be difficult without friends				
54	I feel, I have things in common with others				

	DOMAINS OF QUALITY OF LIFE	Emotional Well Being	Material Well Being	Physical Well Being	Not applicable to any QoL Domains
55	I cast my vote every time there are elections				
56	I take two or less alcoholic drinks a week				
57	I feel I have accomplished something in life				
58	I earn enough to buy the things I need				
59	I am jobless				
60	I have a name in society				
61	I get emotional support from my family				
62	Friends understand me				
63	I feel positive about other people				
64	I can participate and visit any place as a citizen of India				
65	I drink less than 4 cups of tea/coffee per day				
66	I have the strength to stand up for what I believe				
67	I am satisfied with the investments that I have made				
68	My job pays me what I deserve				
69	People respect me				
70	I help my friends when they need				
71	Family understands me				
72	I want to contribute to the world				
73	I enjoy all democratic rights as a citizen of India				
74	I meditate every day				
75	I feel inspired to do something new or creative				
76	I am happy with the scooter/bike I own				
77	I have a profitable business				
78	I am successful				
79	I share my problems with family members				
80	I can rely on my relatives for support				
81	I feel hopeful about the way things are in the world				
82	I am happy with my physical health (including eyesight, teeth etc.)				

	DOMAINS OF QUALITY OF LIFE	Emotional Well Being	Material Well Being	Physical Well Being	Not applicable to any QoL Domains
83	I feel it necessary to do a full-body medical check-up every six months				
84	I feel confident / have control over my life				
85	I am satisfied with the car I own				
86	I am satisfied as a self-employed person				
87	I take my own decisions				
88	Friends make me feel special on my birthday				
89	I regularly attend family get-togethers				
90	I feel proud of my community/country/state				
91	I eat at least one hot balanced meal a day				
92	I feel secure with the medical insurance I have				

APPENDIX 3

CONTENT VALIDITY FORM

Dear Sir/Madam

I am a research scholar from the Department of Management studies, Goa University, doing my Ph. D. research under the guidance of Associate Professor Dr. PurvaHegde Desai. The topic of my research is "IMPACT OF EVENT QUALITY ON QUALITY OF LIFE OF RESIDENTS". I am covering THE U-17 FIFA WORLD CUP 2017 commencing on 8th October 2017. My unit of analysis is the residents of Goa.

Dimensions of events create different experiences for the residents (participating/ non-participating, host-city/non host-city). According to the Bottoms-up Spillover theory, these experiences influence various domains of life, thus influencing the overall quality of life of a resident.

As a part of my research, I am developing a scale to measure i) influence of event dimensions in creating a different type of experiences for the resident and ii) influence of these experiences on various domains of life.
I need your judgment to improve my measurements. The content validity form is attached herewith.
It consists of statements to measure the i) dimensions of event ii) Experiences and iii) Quality of life domains. Operational definitions are provided. Kindly rate the statement for relevance, clarity and simplicity on a scale of 1-4 as specified in the form.

Thanking you in anticipation,
Yours faithfully,

Semele Sardesai

1. OBJECTIVES:

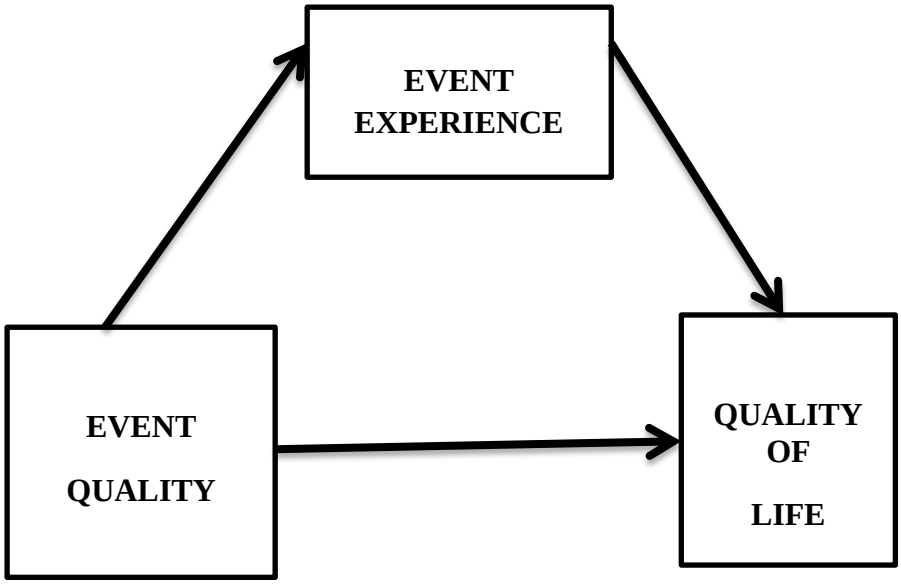
i. To study the perception of the impact of events on the QOL of residents of Goa.

ii. To study the mediating role of different experiences on the relationship between dimensions of events and dimensions of quality of life.

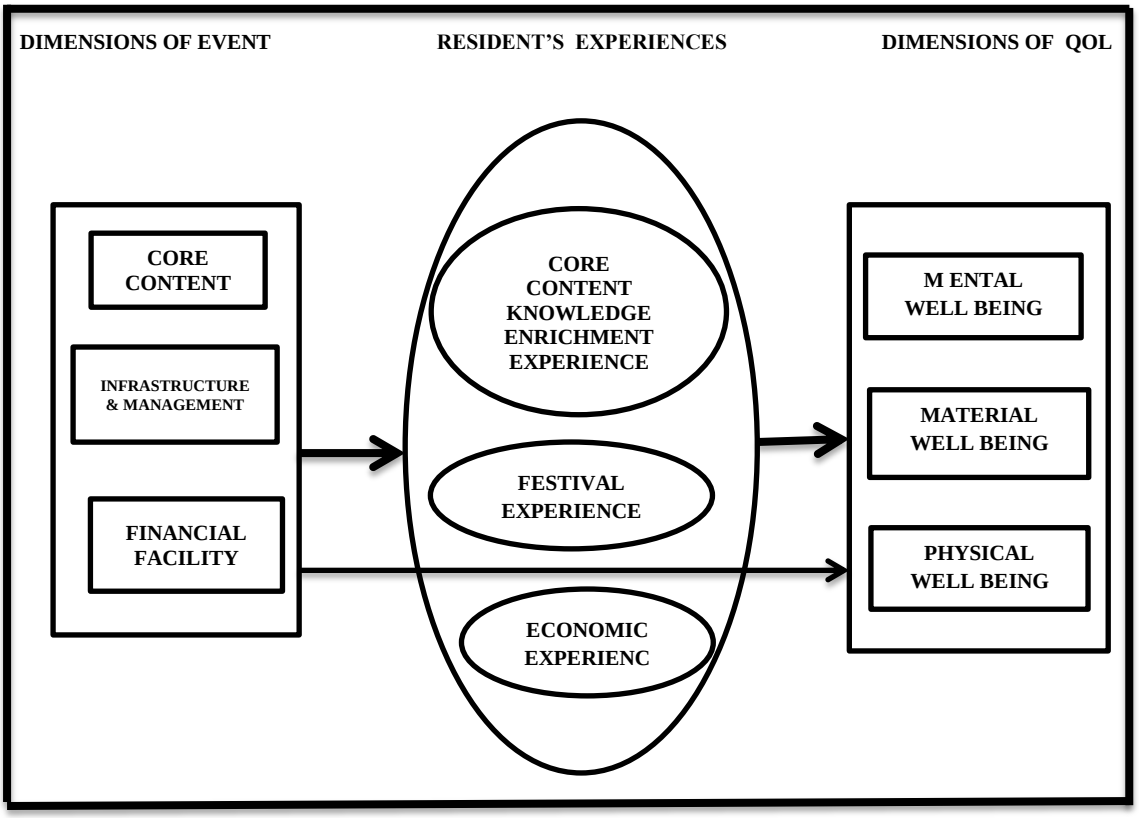
a) Between host city and non-host city residents

b) Between residents who are participants in the event and non-participants

3. PROPOSED MODEL



DETAILED MODEL



Source: primary

4. OPERATIONAL DEFINITIONS

1. DIMENSIONS OF EVENT

1.1 THEME OF EVENT: This refers to all the activities unique to the theme of the event.

1.2 INFRASTRUCTURE AND MANAGEMENT: includes all activities of the organisers for the smooth functioning of the event. This includes - organization, communication to the public, location accessibility ambience, entertainment, recreation, food and staff at the event.

1.3 EARNING/ECONOMIC OPPORTUNITIES: Financial facility can be defined as the facilities provided by the event to residents for i) business to set up or grow ii) to make financial gains iii) to get value for money

2. EXPERIENCES

2.1 **CORE CONTENT KNOWLEDGE ENRICHMENT EXPERIENCE** :
Core content knowledge enrichment experience refers to the feeling one gets at the event, after being exposed to the core subject (theory and practical) of the event in the form of watching the activity, seminars, workshops, observing the core activities. This requires engaging the spectators' mind actively for knowledge or body physically to learn the skills. This has been adapted from Oh et al. (2007).

2.2 **FESTIVAL EXPERIENCE**:
Festival experience include the experience one gets by just being present at the event while absorbing the atmosphere (produced by the décor, the entertainment, the food, the services, the people) adapted from Packer & Ballantyne (2011)

2.3 **ECONOMIC EXPERIENCE**:
Economic experience includes the experiences due to positive economic benefits of the event, in the form of increased employment, improved infrastructure, and

profitable local businesses, as well as negative economic effects, including an increase in the cost of living. Adapted from Andereck & Jurowski (2006)

3. LIFE DOMAINS

These domains of QOL are grouped into broader classification as follows:

The following Life domain definitions have been adopted from Schalock et al. (2005) :

3.1 **MENTAL WELLBEING** : (This dimension of QOL includes Emotional Wellbeing, Social Wellbeing and Personal wellbeing). This domain reflects, the contentment, self-concept and lack of stress in one's life, Personal Development and Self determination which means educational achievement, personal competence, performance, autonomy, personal goals and values, choices and preferences of an individual, Interpersonal Relations(Intimacy, affection, family interactions, friendships, supports), Social Inclusion(Acceptance, status, support, work environment, community activities, roles, volunteer activities, residential environment) and Rights(Privacy, voting, access, due process, ownership, civic responsibilities)

3.2 **MATERIAL WELLBEING**: This domain reflects financial status, employment and housing of an individual.

3.3 **PHYSICAL WELLBEING**: This domain includes health, activities of daily living, health care and leisure (Health, nutrition, recreation, mobility, health care, health insurance, leisure, activities of daily living)

DIMENSIONS OF EVENT

SCORE AND ITS DESCRIPTION	
For RELEVANCE	1 – not relevant 2 - item needs some revision 3 - relevant but need minor revision 4 - relevant
For CLARITY	1 – not clear 2 - item needs some revision 3 - clear but need minor revision 4 - clear
For SIMPLICITY	1 – not simple 2- item needs some revision 3- simple but need minor revision 4- simple

		Relevance (1 -4)	Clarity (1 -4)	Simplicity (1 -4)
	THEME OF EVENT			
1	Meetings related to theme of event			
2	Orientation programs related to theme of event			
3	Information about AIFF (All India Football Federation)			
4	Information about players			
5	Up gradation of football stadium in the state			
6	Up gradation of football grounds in the state			
7	Information about FIFA (Federation Internationale de Football Association)			
	INFRASTRUCTURE & MANAGEMENT			
1	Layout of festival site			
2	Registration process			
3	Signboards/ Billboards information			
4	Ease of moving around			
5	Cultural programs (entertainment before or between matches)			
6	Information in news papers			
7	Entertainment during interval			
8	Pamphlets information			
9	Time Management			
10	Information on radio			
11	Provision of garbage bins			
12	Quality of food			
13	Provision of Police services			
14	Crowd management			
15	Provision of Bus service			
16	Live music			

17	Traffic control			
18	Beautification and decor of place			
19	Cleanliness of festival site			
20	Pitch of music			
	EARNING/ECONOMIC OPPORTUNITIES			
1	Facilitation of ancillary business			
2	Facilitation of growth of existing business			
3	Provision for part time jobs			
4	Provision for full time jobs			
5	Discount on tickets bought on advance			
6	Reasonable price of tickets			
7	Reasonable price of souvenirs			
8	Opportunity to form business association			
9	Reasonable price of food			

EVENT EXPERIENCE

SCORE AND ITS DESCRIPTION	
For RELEVANCE	1 – not relevant 2 - item needs some revision 3 - relevant but need minor revision 4 - relevant
For CLARITY	1 – not clear 2 - item needs some revision 3 - clear but need minor revision 4 - clear
For SIMPLICITY	1 – not simple 2- item needs some revision 3- simple but need minor revision 4- simple

		Relevance (1 -4)	Clarity (1 -4)	Simplicity (1 -4)
	THEME KNOWLEDGE ENRICHMENT EXPERIENCE			
1	I felt a personal connection with the Players/ Referee/ linesman/other officials			
2	I learnt more about football culture			
3	Watched my favourite teams play			
4	I felt confident about my knowledge of football			
5	I learnt more about the history of football			
6	I met experts in the field of football and learnt from them			
7	I could compare the different styles of football played in different countries.			
8	The event improved my knowledge in football			
9	The event made me want to learn more about football			
10	The experience enhanced my analyzing skills in football			
11	The experience enhanced my commentating skills in football			
12	The experience enhanced my playing skills in football			
13	The experience enhanced my refereeing skills in football			
	FESTIVAL EXPERIENCE			
1	I spent quality time with friends			
2	I spent quality time with family			
3	I had time to be with myself			
4	I met people from different walks of life			
5	I did things that I normally wouldn't do			

6	I experienced things unknown to me			
7	The event environment was exciting			
8	The setting was very attractive			
9	I made some new friends			
10	The event changed my perception of people			
11	I felt that I was in a different world			
12	I was happy just being there			
13	There were people from all sections of society at the event			
14	I felt I was far from the routine of everyday chores			
15	The merchandise and souvenirs were good and interesting			
16	I learnt about other cultures			
17	The atmosphere was healing			
18	I enjoyed myself			
19	It felt proud when the Indian National anthem was played for a FIFA event			
20	I learnt to tolerate and appreciate people from other cultures			
21	I enjoyed the food			
22	I met many new people and interacted with them			
23	I learnt to appreciate my own culture			
24	I enjoyed the entertainment program			
25	I understood my friends at a deeper level			
26	I Learnt to respect supporters of other teams			
27	I felt that I was living in a different time or place			
	ECONOMIC EXPERIENCE			
1	The event contributed to my business			
2	The experience was worth the money			
3	Prices of commodities increased during the event			
4	The event contributed extra income for me			

DOMAINS OF LIFE

SCORE AND ITS DESCRIPTION		
For RELEVANCE	1 – not relevant 3 - relevant but need minor revision	2 - item needs some revision 4 - relevant
For CLARITY	1 – not clear 3 - clear but need minor revision	2 - item needs some revision 4 - clear
For SIMPLICITY	1 – not simple 3- simple but need minor revision	2- item needs some revision 4- simple

		Relevance (1 -4)	Clarity (1 -4)	Simplicity (1 -4)
	MENTAL WELLBEING			
1	I feel happy with myself as a person			
2	I have my personal values and live according to them			
3	Friends encourage me to achieve my goals			
4	I regularly attend parties hosted by friends			
5	I participate in community activities			
6	I have measures to cope with stress			
7	Family makes me feel special on my birthday			
8	I feel a great sense of belonging within my community			
9	I can express my feelings freely			
10	I celebrate festivals with friends			
11	I f4eel valued by those around me			
12	I have a good relation with my neighbours			
13	I have an understanding of who I am			
14	I share my problems with my people at home			
15	I am satisfied with my educational qualification			
16	I have many friends			
17	I celebrate festivals with family			
18	I feel my relationships with others have grown /developed			
19	I help in solving the garbage menace in my locality			
20	I am the person I would like to be			
21	I am able to cope with stress in my life			
22	I am happy with my job			
23	I am still pursuing my education			
24	I feel close to my family members			

25	Life would be difficult without family			
26	I am able to make sense of what is happening in the world			
27	I am treated with respect			
28	I understand what is important to me			
29	I am able to contribute to society with my skills and abilities.			
30	I share my problems with friends			
31	Life would be difficult without friends			
32	I feel I have things in common with others			
33	I feel I have accomplished something in life			
34	I have a name in society			
35	I get emotional support from my family			
36	Friends understand me			
37	I feel positive about other people			
38	I have the strength to stand up for what I believe			
39	People respect me			
40	Family understands me			
41	I want to contribute to the world			
42	I enjoy all democratic rights as a citizen of India			
43	I feel inspired to do something new or creative			
44	I share my problems with family members			
45	I can rely on my relatives for support			
46	I feel hopeful about the way things are in the world			
47	I feel confident / have control over my life			
48	I take my own decisions			
	MATERIAL WELLBEING			
1	I am happy with the house that I own			
2	I live in a comfortable house			
3	I am able to save a part of my earnings			
4	I earn enough to buy the things I need			
5	I am satisfied with the investments I have made			
6	I am happy with the scooter/ bike I own			
7	I have a profitable business			
8	I am satisfied with the car that I own			
9	I am satisfied as a self-employed person			

	PHYSICAL WELL BEING			
1	I am able to get at least six to seven hours of good sleep at least four nights a week			
2	I am happy with the physical exercise/yoga I do			
3	I am happy with my physical health (including eyesight, teeth etc.)			
4	I feel it is necessary to do a full-body medical check-up every six months			
5	I am able to eat at least one hot balanced meal a day			
6	I feel secure with the medical insurance I have			

ANNEXURE 4

RESEARCH PAPERS PUBLISHED

Sr. No.	Title of the Paper	Name of the Journal	ISSN/ISBN No.	Volume, Issue & Page No.	Year	Peer-Reviewed referred & UGC listed journal
1	"Impact Of Event Tourism On Quality Of Life Of Consumers (Residents) In Developing Countries: A Review Of Concepts, Methods, Issues, Evidence And Future Research Directions"	Ajanta	ISSN 2277-5730	Volume VIII, Issue-I January-March 2019 Part-I Pg. No. 159-170	2019	40776
2	'Event Tourism And Its Impact On The Quality Of Life (Qol) of Residents: Concepts, Methods, And Future Research Directions'	Ajanta	ISSN 2277-5730	Volume VIII, Issue-I January-March 2019 Pg. No. 78-85	2019	40776

ANNEXUIRE 5
PAPER PRESENTATION AT INTERNATIONAL / NATIONAL SEMINARS/CONFERENCES

1) "Assessing the Role of Government in the Tourism Sector and its Impact on Stakeholders" at two day National Seminar on "The Indian Economy:Emerging Trends, Issues and Challenges" organized by Government College of Commerce and Economics -Department of Economics, Borda, Margao, Goa on 22nd and 23rd March 2019.

2) "Event Tourism and its Impact on the Quality of Life (QoL) of Residents: Concepts, Methods and Future Research Directions" at the two day National Level Conference on "Enhancing Mental Health throughout the life span: Issues, Challenges and Interventions" organized b MES College of Arts & Commerce- Department of Psychology, Zuarinagar Goa on 1st and 2nd March 2019.

3) "Impact of Event Tourism on the Quality of Life of Consumers in Developing Countries: A Review of Concept, Methods, Issues, Evidence and Future Research Directions" at two day National Seminar on "Consumer Behavior: Marketing Resources" organized by Government College of Commerce and Economics -Department of Commerce, Borda, Margao, Goa on 22nd and 23rd February 2019.

4) "Impact of Events on the Quality of Life of Residents- a case study of 'The U-17 FIFA WORLD CUP 2017 held in Goa" at 21st International Conference on 'Advancements & Challenges In Social Sciences & Business Management-Interdisciplinary Research and Practice' organized by Research and Development Academy, Jaipur at The International Centre Goa on 11th and 12th November 2017.

5) " Sustainable Tourism- Impact of events on the quality of life on the Local Community" at International conference organised by Indian Institute of Travel and Tourism Management (IITTM) at International Center Goa on 3rd to 5th November 2017.

6) "The growth of event tourism and its influence on QoL of residents" at International Conference on Emergence of India as a Global Power: Challenges and Opportunities organized by S.S. Dempo College on 28th -29th March 2016.

7) "Impact of Food and Cultural events on QoL of Residents of Goa – a conceptual Paper" presented at International conference on 'The Culture of Food: Literature and Society' –on 25th – 27th Feb 2016 organised by MES College of Arts & Commerce, Zuarinagar, Goa

8) "Impact of Event Tourism on QoL of Residents" at 17th International Conference on 'Contemporary Issues & Innovations in Global Business,

Management, Economics, Tourism and Information & Communication Technology' organized by RDA and Research Development Research Foundation Jaipur Nov 26-27 2015.

9) "Role of Government as promoter in the Tourism Sector and Impact on Stakeholders" presented at "GLOBALISATION OF TOURISM: OPPORTUNITIES & CHALLENGES" TWO DAY International Seminar organized by Narayan Zantye College of Commerce, Bicholim on 2nd and 3rd May 2014.