# MEASURING URBAN'S PERCEPTION ABOUT INDIA HOSTING CRICKET WORLD CUP 2023

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**Abstract:** Cricket is an obsession in India as Indians are passionate for it. Next Cricket World Cup 2023 is going to be held in India and will be purely hosted by the country. Cricket fans in the country must be excited for the event. Such a big event bears some benefits and costs for the host country; and provides a big push for its tourism industry. Literature has depicted that residents' involvement in the event is important that makes it essential to understand their perception first. Hence, this research study meant to track the perception of urban Indians from the city of Delhi towards positive and negative impacts of the event. Influence of positive and negative impacts on people's support for the event has been tested through multiple linear regression analysis. Based on the study findings practical implications have been discussed.

*Keywords: Cricket, Sports, Event, Tourism, India*

## INTRODUCTION

Sport events industry is growing rapidly worldwide, where billions of dollars are spent for mega events, while small scale events also require local support (Giampiccoli et al. 2015; Sofia & Chris, 2015; Kim et al. 2018; Richelieu, 2018). Prime reason for the growth of event tourism sector is development of experience, experience economies and experience societies (Cudny, 2016). Events attract the focus of destination marketer because of number of visitors and their spending (Brida et al. 2013; Higgins-Desbiolles, 2018). Sport events receive abundant media attention based on which event stakeholders hope for destination promotion through event and influx of inbound tourists after event is over (Ulvnes & Solberg, 2016). Sport events complements tourism and enhance place recognition & image and increases tourism (Jiménez-Naranjo et al. 2016). Hosting mega sports event like Olympics leads to economic rejuvenation and promotion of sports related industries (Ahn, 2017). Events are the key attraction of the tourism destination (Bustard et al. 2018), which brings economic, social and environmental benefit (Buultjens & Cairncross, 2015). Progressively; sports, recreation and festival events are used by communities and governments to drive economic growth in their regional areas where these events can be aligned with tourism activities (Rolfe, 2019).

Literature highlighted that residents are important stakeholder for event organization. Their involvement in event management is important as every stakeholder has to work with locals and interact with them directly because they have less chance to meet other stakeholders organizing the same event (Adongo & Kim, 2018). Therefore, event organizers of mega events must develop a crystal clear communication strategy before the event starts; to inform the residents about economic, social and environmental benefits (Guizzardi et al. 2017). Residents of the place should not feel ignored by event organizers. Hence, prior to the event it is important for the organizers to know the perception of residents.

Most of the studies measured residents' perception after the event. It is important to know what residents think before the event, so that strategies could be made for their involvement in the event and they can get benefits from the event. Therefore, this research aims to capture residents' opinion about the benefits and costs associated with the hosting of Cricket World Cup 2023, by India. Secondly, the research aims to check the influence of positive and negative impacts of events on the people support for the event. The segment of urban residents was not explored much in the literature, as the previous studies measured the perception of the residents who were directly involved in the event. Urbans from the city are busy in their daily lives, having less time to get involved in the event and think about the event.

Urbans also constitutes the segment of city population, whose opinion has not been explored in relation to sports event and their impacts on host destination. Therefore, this study is capturing the perception of urbanites from the city of Delhi about Cricket World Cup, 2023.

# LITERATURE REVIEW

## SPORTS EVENTS & RESIDENTS

Abdullah et al. (2016) measured residents' attitude and involvement towards the mega sports event namely 'Monsoon Cup' in Malaysia, which is an international sailing event. They found that residents were excited for the event in initial years; however, they did not find any economic benefit as organizers have not included them in event planning and promotion process, resulting in their low level of engagement in the event. Authors suggested that organizers must timely inform the residents about the event by timely distribution of event brochures and engaging them in event management process. Residents' level of involvement to the event was based only on economic benefit, which can be due to lack of awareness about other benefits like socio-cultural and environmental benefits. These benefits could have been studied by the researchers and how these benefits influence residents' involvement to the event. Paying attention to other perceived positive impact of events, Yao and Schwarz (2018) explored the perceived impacts of "World Golf Championship HSBC Champions Tournament" held in Shanghai from the residents' perspective. Perceived impact identified are personal benefits, social benefits, political benefits, environmental costs, economic benefits and social costs. The event was held in the city for the last 10 years; still it was not found to be influencing the lives of residents due to its low awareness. However, residents held positive perception about the event and they supported hosting of the event in future. Authors concluded by calling for an integration of visitors and residents' need in order to be a successful international tourism destination. This implies that organizers must take care of residents' need along with tourists' need; this seems to be the same concern of residents' inclusion in event planning & promotion process, raised by Abdullah et al. (2016).

Addressing social benefits, Scholtz (2019) measured community perception about the social impact of the sport event-"the Faure Smith 200 International Endurance Ride". The factors were identified twice, as the author measured the perception first during the event and second after the event. Social impact factors tracked during the event are tourism growth, event atmosphere, negative impacts and economic impact. The social impact factors identified after the event include tourism growth, economic growth, and town image and residents attitude. It can be observed that there is a difference in residents' perception about social impact of the event, during the event and after the event. This difference needs further exploration by the researchers. In another study, Liu(2016)identified social impact factors of the mega sports events, which are place image and status, international exchange and cooperation, inconvenience of life, environment pollution and security concern, economic and tourism development and upgradation of public infrastructure based on residents' perception. Gender was found to be influencing the two factors-"image and status" and "international exchange and cooperation". Females were found to perceive more impact on both the factors. Excluding "economic and tourism development" and "inconvenience of life" all the four factors were influencing the residents' attitude to bid and organize for the sports events. Presenting the case study of Birds Ville Race Events (Australia), Buultjens & Cairncross (2015) found that the races significantly contributed to the place economy and provided social benefits by reprising the place's history, generating the sense of togetherness and engagement among the residents. They also discovered that the races provide good media exposure to the destination, which increases tourist's intention to visit the Birds Ville. No negative effects of the races on the destination were found in the case.

As environmental benefits of events are concerned, Guizzardi et al. (2017) measured the residents' perception towards environmental effects of the mega event-"Milan World Expo 2015" and their attitude

towards the event. The study found that resident were not aware about the "Certification for Event Sustainability" and they perceived event in a neutral form in terms of environmental benefits and were more concerned about economic and social benefits.

Further, Chen et al. (2018) explored longitudinal perception (negative or positive) of the residents towards one day event of "Standard Charter Hong Kong Marathon" with various level of involvement. Through exploratory factor analysis, they explored five factors which are economic benefit and recognition, cultural development, cultural diversity, social problems and traffic congestion and pollution. Their findings suggested that the residents who are more involved in event, perceive more positive impact in comparison to those who had less involvement. Negative impact perception was also found to be higher during the event, in contrast to before or after the event. Considering negative effects of the sports event, Kenyon & Bodet (2018) took the case of London Olympics 2012. They identified that perceived negative effects of the event like traffic congestion occurred at certain level during the event. However, locals perceived the event as a successful one. The research studies (Chen et al. 2018; Kenyon & Bodet, 2018) are representing that events do have negative perception among the residents. Jones & Navaro (2018) studied the positive and negative aspects of RMSER Event-"The Rolex Middle Sea Yacht Race" for Maltese economy. They found that the race led to the development of a better destination brand image, revives maritime heritage, brings new demand during offseason, brings credibility to the tourism brand, taps new international markets, spin off blue economy business and generate enquiries for MICE tourism. Infrastructural development, sports development, youth and community development were other benefits from the race event. However gentrification, infrastructural & hospitality services inadequacies, loss of waterfront characteristic, depletion of maritime culture and stakeholder malaise were some negatives of the event. It is visible from the discussion till now that residents are left out by the organizers as well as they have lack of awareness about different impact of events. Residents' perception of positive and negative impacts of sports event determines their support for an event, as it is discussed in the next section.

## RESIDENTS' SUPPORT FOR SPORTS EVENT
Looking at recent pieces of research to gain insight about the residents' support for a sports event, it is visible that trust is an important variable determining residents' support for an event. For instance, Gursoy et al. (2016) measured the impact of trust on residents' perception and their support for the sports event by taking the case of "FIFA World Cup, 2014", hosted by Brazil. It was found that a significant relationship exist between event impacts perception and residents' support for the event. Further, Gursoy and other researchers ascertained that residents' trust in government significantly influences their support, which is mediated by impact perception. People trust in organizing committee of the event was found to be linked with positive impact perception that influences residents' support for the event. No significant relationship between trust in organizers and perceived negative impact was reported. Another study by Gursoy et al. (2017) measured residents' support towards mega sports event (FIFA World Cup, 2014) in Brazilian context. The measures employed to track residents' support are community attachment, community concerns, ecocentric attitudes and trust in organizing institutions. The effect of four factors was measured on the positive and negative impacts perceived by the residents, which leads to their decision to support the mega event. Trust was found to be significantly influencing the positive and negative perception of residents; community attachment was found to significantly impacting perceived cost; while, community concern was significantly influencing perceived benefit. In a different country setting, Thailand; Boonsiritomachai & Phonthanukitithaworn (2019) carried out a similar study by tracking the residents' support for sports event tourism development in beach city of Bangsaen, Thailand. They established the links between local community event participation and their perception of socio-cultural, economic and environmental impact. Perceived benefits were found to be significantly influencing residents' support for sport events tourism development. However, no direct link was established between participation and support, but it was mediated through perceived benefits. The discussion indicates that positive event perception about the benefits for host community decides the residents' support for a sports event. Oshimi & Harada (2018) carried out a research study measuring

the residents' perspective about the event-"Tour de France" which was held in Japan from 2014-2016. It was identified that fit between sports event and city is an antecedent for the development of city image among the residents, which leads to development of place attachment among the residents. Fit and place attachment significantly influences behavioural intentions of residents, which is good for an event organizer. Enhancement of place attachment was regarded as social impact for the city. Hence, this study highlighted the role of event organizers to project a fit between event and city, which could develop place attachment among the residents.

## METHODOLOGY

Present research study aims to capture urbanites' perception towards hosting of Cricket World Cup, 2023 by India. Scale items extracted from the literature have been used to measure urbanites' perception for the event. Variables used in the study are economic benefit, social benefit, cultural benefit, and negative effect on environment, city disturbance and residents' support for the event. Influence of five independent variables has been checked on the residents' support for the event. Research objectives& hypothesis have been summarised as under:

1. To measure urban's perception about positive impacts of India hosting of Cricket World Cup 2023.
2. To measure urban's perception about negative impacts of India hosting of Cricket World Cup 2023.
3. To check the influence of positive impacts perception on event support.
4. To check the influence of negative impacts perception on event support.

Null hypotheses (with reference to objective 3 & objective 4) have been formulated as under:
H1: Perceived economic benefit doesn't significantly influence residents support for Cricket World Cup 2023.
H2: Perceived social benefit doesn't significantly influence residents support for Cricket World Cup 2023.
H3: Perceived cultural benefit doesn't significantly influences residents support for Cricket World Cup 2023
H4: Perceived negative effect on environment doesn't significantly influences residents support for Cricket World Cup 2023
H5: Perceived disturbance in city doesn't significantly influences residents support for Cricket World Cup 2023

## RESEARCH DESIGN

This study is particularly focusing to measure the perception of urbanites from the city of Delhi towards the country hosting Cricket World Cup, 2023. Their perception towards positive and negative impact of the event has been traced. The influence of these impacts (positive & negative) has been checked on urbanites support for the event. The research follows descriptive research design as it attempts to study the relationship between perception and support of the people for the event (Beri, 2008 p.63).

### INSTRUMENT DEVELOPMENT

Scale items defining six variables used in the present study have been extracted from the literature (Please refer Appendix 1). Language of item statements was modified to suit the present study requirement. Six variables utilized in the study are economic benefit, social benefit, cultural benefit, and negative effect on environment, city disturbance and residents' support for the event. With the help of scale items a structured questionnaire was prepared and utilized for this study. Five point Likert scale ranging from strongly disagree-1 to strongly agree-5 (Ahn, 2017; Gursoy et al. 2017; Yao & Schwarz, 2018; Scholtz, 2019) was adopted in the questionnaire. Last section of the questionnaire measures

demographic details of the respondents.

## SAMPLING PROCEDURE

The sample elements include urban people of Delhi. It was easy to collect the data from the respondents as Delhi is a metropolitan city and most of its parts are urban areas. Hence, through convenience sampling the data was collected from west Delhi's urban areas. As a rule of thumb per independent variable 10 to 20 observations are required to perform multiple regression analysis (Mc Donald, 2014). In the present study five independent variables are there, therefore 150 questionnaires were distributed to the respondents, satisfying the adequacy of sample size. 3 questionnaires were found not usable because of missing data and it was decided to carry out analysis with 147 responses.

## DATA ANALYSIS TECHNIQUES

To achieve objective 1& 2, mean value has been employed. While multiple linear regression analysis have been carried out to meet objective 3 & 4. Assumptions of regression analysis have also been addressed in the study. Cronbach's alpha value has been utilized to measure internal consistency of the questionnaire. SPSS software has been used for data analysis purposes.

# RESULTS

Note: Data provided (table 1-table 7) and all the figures have been adopted from SPSS output.

## OBJECTIVE 1

Residents' (Urbanites) perception towards positive impacts of hosting Cricket World Cup 2023 has been measured through mean value. Mean value of all the item statements to the corresponding variables has been provided below. Statement has been numbered as S1, S2 and so on as per appendix 1.

| Economic Benefit | Mean value | Social Benefit | Mean value | Cultural Benefit | Mean value |
|---|---|---|---|---|---|
| S1 | 4.18 | S5 | 4.07 | S10 | 3.96 |
| S2 | 4.13 | S6 | 3.93 | S11 | 3.89 |
| S3 | 4.08 | S7 | 3.95 | S12 | 3.94 |
| S4 | 4.08 | S8 | 3.98 | S13 | 4.00 |
| | | S9 | 3.98 | | |

Table 1: Mean value of Perceived Benefits from the Event

Perceived economic benefit has four item statements (S1-S4). Mean value for all the statements is above 4, which represent agreement by the respondents on the measurement scale. Similarly, statement 5 under social benefit has mean value of 4.07 representing degree of agreement. Statement 6 to 9 has mean value of 3.9 which is very close to 4, represent respondents agreeing that event will bear social benefit for the host destination. Perceived cultural benefit has three statements with mean value of 3 representing neutral responses of the respondents; however decimal places value pushes the mean close to 4, which shows responses near to agreement to the perceived cultural benefits. The above table shows that benefits of hosting Cricket World Cup 2023 by India are perceived by its residents.

## OBJECTIVE 2

| Negative Effect on Environment | Mean Value | City Disturbance | Mean Value |
|---|---|---|---|
| S14 | 3.47 | S18 | 3.78 |
| S15 | 3.30 | S19 | 3.66 |
| S16 | 3.00 | S20 | 3.44 |
| S17 | 3.17 | S21 | 2.93 |
| | | S22 | 3.13 |

Table 2: Mean value of Perceived Costs from the Event

In this study two negative effects have been considered as costs of hosting mega sports event. First negative impact variable is negative effect on environment, explained by four item statements (S14-S17). All the statements under this variable have mean value of 3 representing neutral response of the respondents. Second negative impact variable-city disturbance also obtained neutral responses from the respondents on four statements (S18, S19, S20, S22) and disagreement on one statement (S21). It can be inferred that respondents do not perceive any negative effect from the event as their responses are neutral on the measurement scale.

## OBJECTIVE 3 & 4

### QUALIFYING REGRESSION ASSUMPTIONS

Third and fourth objective has been tested through multiple linear regression analysis using SPSS software. Six variables were computed by taking averages of item statements of a particular variable (please see appendix 1). Predictor variables used in the study are economic benefit, social benefit, cultural benefit, negative effect on environment and city disturbance. Residents' support for the event was taken as dependent variable. Independence of observation was also found as Durbin-Watson test statistics value obtained is 1.526 (table 3); qualifying the assumption of regression analysis. The value of the DW test should lie between 1.5-2.5 (Marshall & Boggis, 2016). Next assumption says that there must be a linear relationship between each independent variable and dependent variable. Visual inspections of scatter plots (fig. 1- fig. 5) clearly express linear relationship among every independent variable and dependent variable. In order to prove homoscedasticity, "data must looks like you shot it out of a shotgun—it does not have an obvious pattern, there are points equally distributed above and below zero on the X axis, and to the left and right of zero on the Y axis" (Statistics Solutions, n.d.). Figure 7 is appearing in the same pattern and proves the homoscedasticity of data. To satisfy the condition of no multicollinearity, the VIF's (Variance Inflation Factor) should be below 10 and ideally below 5. All the VIF value obtained in the study are ideal as they are less than 5, representing no multicollinearity of data. To remove outliers, Mahalanobis distance was calculated and the cases were selected, which were having Mahalanobis distance less than 11.07. The regression model has df 5& confidence level of 95%. Chi-square table value-11.07 was used with 5df and 5% significance level. P_P plot (Figure 6) shows normality of the data as there is no drastic deviation in the data as all the data points are around diagonal line and not very far away from the diagonal line.
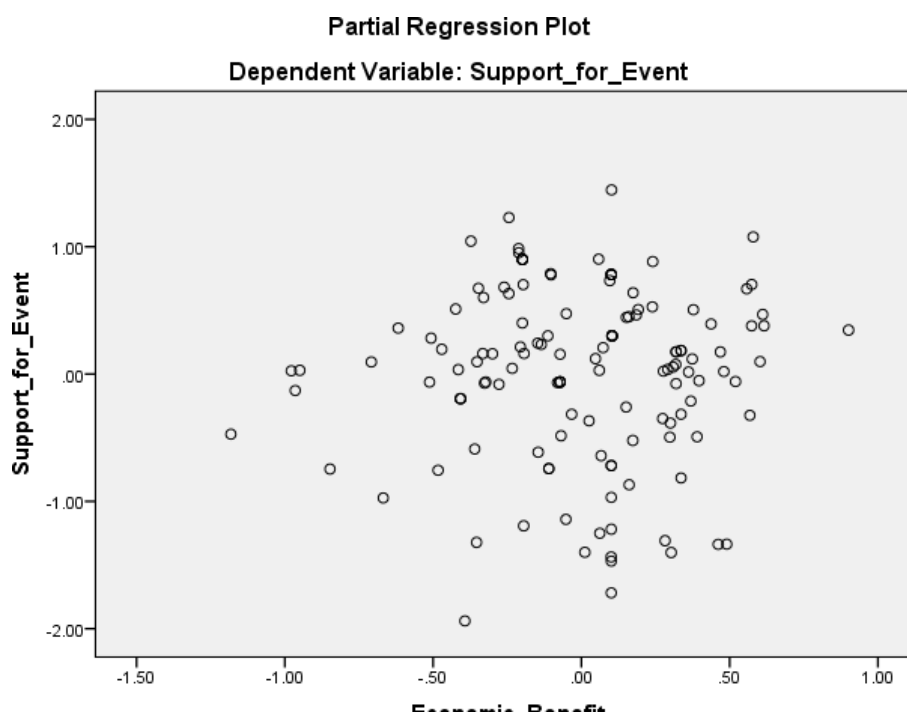


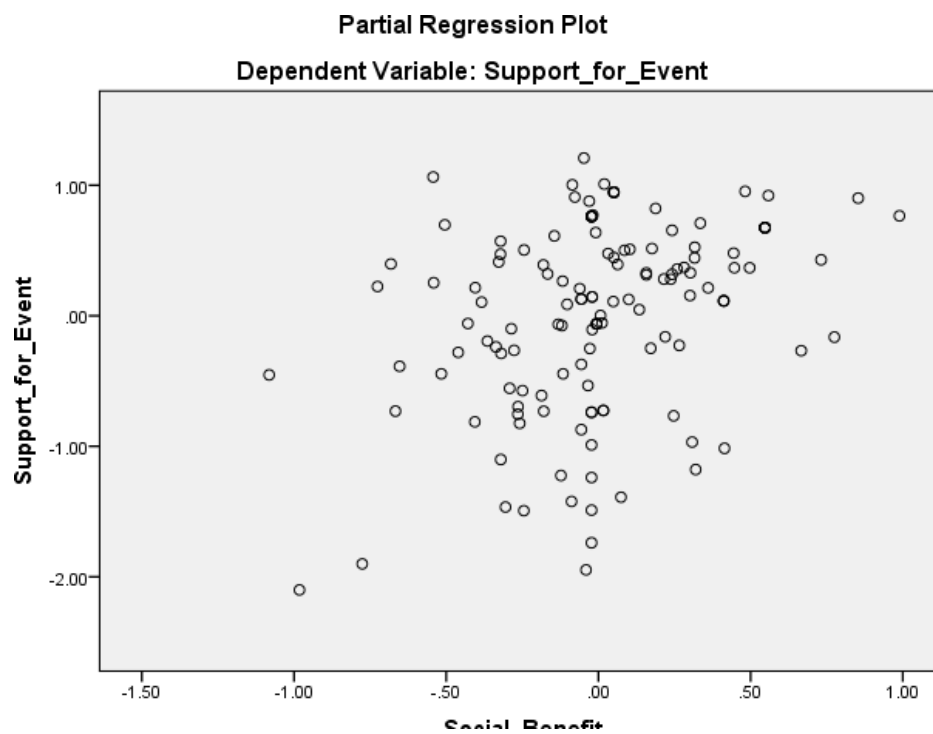Figure 1: Partial regression plot between economic benefit and residents' support for event

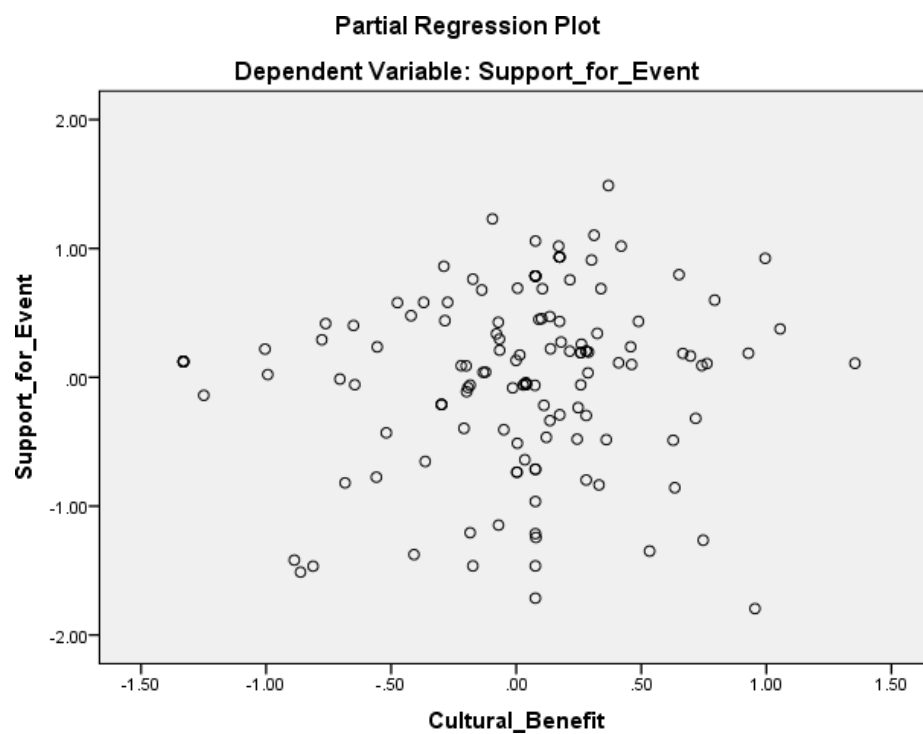Figure 2: Partial regression plot between social benefit and residents' support for event



Figure 3: Partial regression plot between cultural benefit and residents' support for event
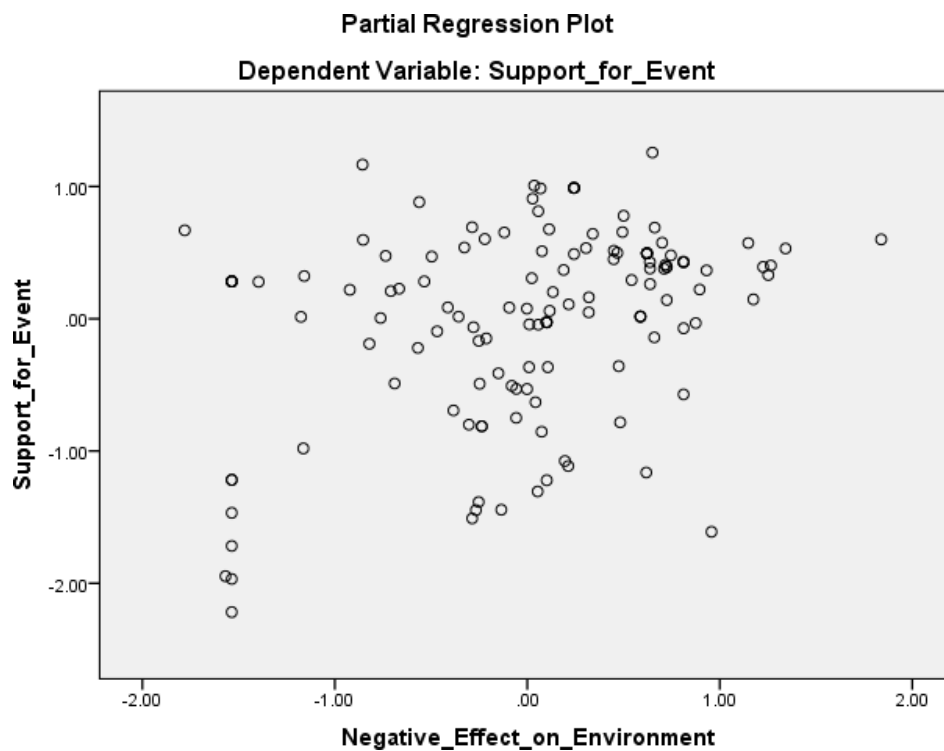
Figure 4: Partial regression plot between negative effect of event on environment and residents' support for event
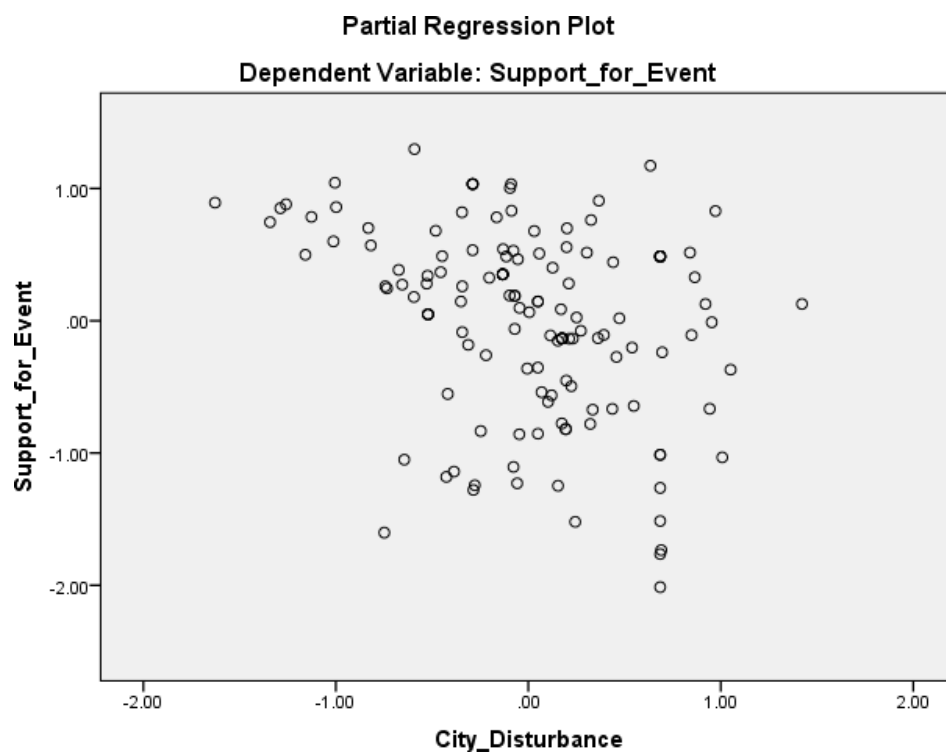


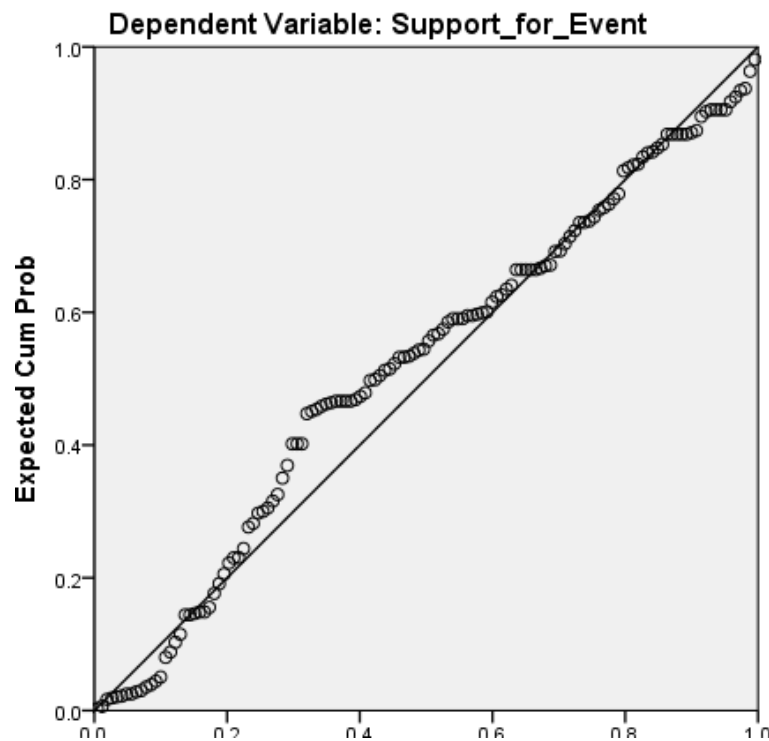Figure 5: Partial regression plot between city disturbance and residents' support for event

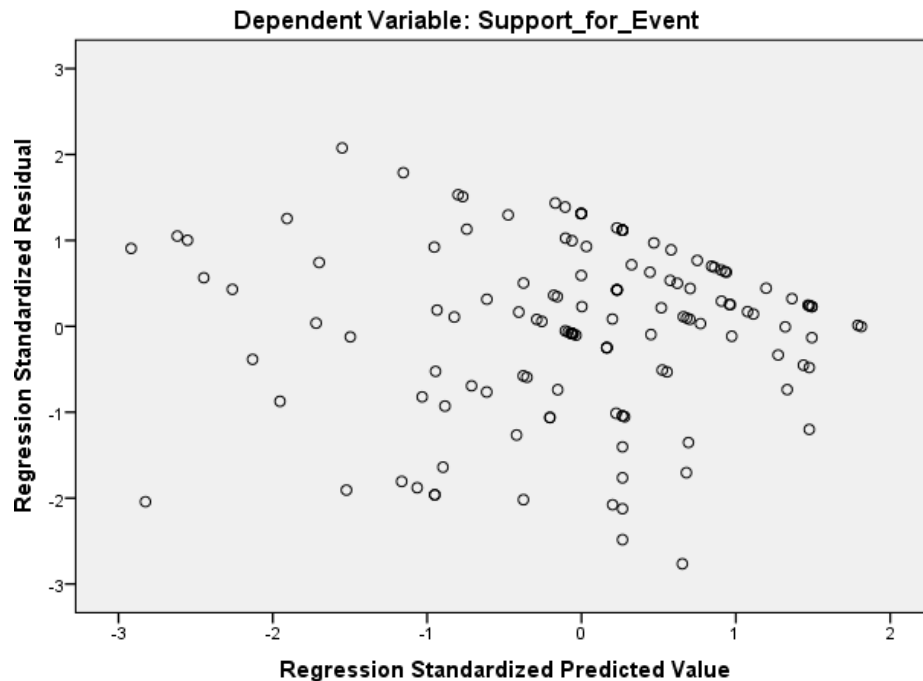Figure 6: Normal P-P plot Curve for the assumption of Normality



Figure 7: Scatter plot to check homoscedasticity

## MODEL INTERPRETATION

Table 3 provides adjusted R square value of 0.329, which reflects the total variation caused in dependent variable by all independent variables. It signifies that 32% of the people support for the event is based on the five predictor variables. Model is found to be significant with sig. value of 0.000 (please see table 4). Table 5 shows that first predictor with beta coefficient 0.051 was found to be insignificant for the  model

as it has significance value 0.754, which is too high from the significance level of 0.005. Hence, H1 cannot be rejected. Social benefit has beta coefficient of 0.695 with sig. value 0.000, which proves the significance of the variables for the model; resulting in rejection of H2. Cultural benefits was also found insignificant for the model as it has sig. value 0.276>0.005, resulting in non-rejection of H3. The beta coefficient for the variable is 0.129. Negative impact on environment was found significant with sig. value 0.000 and beta coefficient of 0.322, as a result H4 was rejected. This predictor was utilized in the model as negative impact of hosting the mega sports event, however the model suggests that the variable has positive significant influence on the dependent variable, which is appalling and needs further investigation. The last predictor variable city disturbance has negative significant influence on the dependent variable with sig. value of 0.000 based on which H5 was rejected. The beta coefficient for the city disturbance is -0.423. Thus, regression equation for the developed model can be written as under: Residents' support for the event= 0.962+0.051 (Economic Benefit)+0.695(Social Benefit)+0.129 (Cultural Benefit)+0.322(Negative Effect on Environment)+ (-0.423)(City Disturbance)

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | R Square Change | F Change | df1 | df2 | Sig. F Change | Durbin-Watson |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | Change statistics | | | | | |
| 1 | .595ᵃ | .353 | **.329** | .69395 | .353 | 14.216 | 5 | 130 | .000 | **1.526** |

Table 3: Model Summary

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 34.231 | 5 | 6.846 | 14.216 | **.000ᵇ** |
| | Residual | 62.603 | 130 | .482 | | |
| | Total | 96.834 | 135 | | | |

Table 4: ANOVA Table

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. | Tolerance | VIF |
| 1 | (Constant) | .962 | .498 | | 1.932 | .056 | - | - |
| | Economic Benefit | .051 | .163 | .036 | .314 | .754 | .379 | 2.640 |
| | Social Benefit | .695 | .170 | .585 | 4.082 | .000 | .243 | 4.123 |
| | Cultural Benefit | .129 | .118 | .118 | 1.094 | .276 | .427 | 2.341 |
| | Negative Effect on Environment | .322 | .079 | .453 | 4.082 | .000 | .404 | 2.477 |
| | City Disturbance | -.423 | .107 | -.456 | -3.952 | .000 | .374 | 2.676 |

Note for Table 3,4&5: a stands for predictor variables and b stand for dependent variable

Table 5: Coefficient Table

| Cronbach's Alpha | N of items |
|---|---|
| .881 | 26 |

Table 6: Cronbach Alpha Value

Cronbach Alpha value usually lies between 0 to 1. Coefficient closer to 1.0 shows greater consultancy of the items in the scale (Gliem & Gliem, 2003). Cronbach alpha value of 0.881 shows greater internal consistency of the questionnaire. Demographic details of the respondent have been provided under in terms of percentage for readers reference purpose.

| Age (%) | Gender (%) | Education (%) | Occupation (%) |
|---|---|---|---|
| 21-25 years-15 | Male-46.3 | School Level-23.8 | Self-employed-15.6 |
| 26-30 years-30.6 | Female-53.7 | Graduate-57.1 | Government Service-29.9 |
| 31-35 years-32.7 | | Post Graduate-18.4 | Private Job -24.5 |
| 36-40 years-6.8 | | Doctorate-0.7 | Student-4.1 |
| 41-45 years-4.8 | | Post Doctorate-0 | Housewives-19 |
| 46-50 years-4.8 | | - | Anyother-6.8 |
| Above 50 years-5.4 | - | - | - |

Table 7: Demographic Details of Respondents

## DISCUSSION & CONCLUSION

This research aimed to measure the perception of urbanites towards hosting of Cricket World Cup, 2023 by India. Residents from urban areas of Delhi constituted the study sample. Three variables were constituted as perceived positive impact of hosting sports event which are economic benefit, social benefit and cultural benefit. It has been ascertained that people perceive the benefits which might occur to India via event hosting. Surprisingly, only social benefit was found to be significantly influencing residents' support for the event. Perceived economic and cultural benefit was not found as significant predictor of people support for the event, which needs further investigation. Two negative impact factors negative effect on environment and city disturbance had neutral responses from the respondents. It can be inferred that respondents do not perceive any negative effect from event hosting; as S21 has a mean value on disagreement scale. Perceived negative effect on environment was having a positive significant influence on the dependent variable. This finding is strange as how perceived negative effect from event hosting can influence locals support for the event and it needs a definite research in future to check the same relationship in same and different research setting. City disturbance have same result as expected as it was negatively significant for the locals support for the event. This relationship shows that event will create chaos and disturbance in the city because of which people are not supporting the event hosting at their place. The results are little bit different as expected, this might be due to urban population as they are not directly involved in the event and are busy in their daily lives. Longitudinal research study can be undertaken to keep a track of urbanites perception towards the event.

Present study is providing the insights of urban population about event hosting which would be helpful for the organizer at the time of event as well as before the event. Cricket matches would be held in Delhi definitely and organizers will need participation and involvement from the locals for event management. They will get support from locals, if locals perceive more benefits rather than costs from the event. In present scenario, efforts can be done to change the perception of people about economic benefits and cultural benefits to develop their positive attitude in support of event hosting. This study has certain limitation which might be the reason for some astonishing results. First, large sample from the population might yield different results. Second, study based on rural segment who are direct beneficiaries from the event might discover new findings. Another limitation from which this study suffers is that it's too early to gauge the perception of urbanites, there must be a longitudinal study over a span of four years until the event arrives so that change in perception can be easily identified and suitable event communication strategies can be channelized for locals involvement in event planning and management process.

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# *APPENDIX*

Appendix 1: Scale items base references

| **Economic Benefit** |
| --- |
| 1. Hosting of Cricket World Cup 2023 will create more jobs in country (Yao & Schwarz, 2018; Chen et al. 2018) |
| 2. It will attract more investment (Yao & Schwarz, 2018; Chen et al. 2018) |
| 3. It will improve the development of local businesses (Yao & Schwarz, 2018) |
| 4. Event will provide opportunity to generate tax revenue (Boonsiritomachai & Phonthanukitithaworn, 2019) |
| **Social Benefit** |
| 5. Event will enhance the community spirit of hospitality, unity and harmony (Yao & Schwarz, 2018) |
| 6. It will enrich the sport and entertainment resource for India (Yao & Schwarz, 2018) |
| 7. It will be promoting the development and better maintenance of public facilities (Yao & Schwarz, 2018) |
| 8. Event will lead to improvement in the quality of local business services (Yao & Schwarz, 2018) |
| 9. It will improve community appearance |

| | |
|---|---|
| (Chen et al. 2018) | |

**Cultural Benefit**

10. It will increase local interest in Indian culture
(Chen et al. 2018)

11. World Cup will create positive impact on the cultural identity of India
(Chen et al. 2018)

12. It will improve cultural diversity in India
(Chen et al. 2018)

13. It will enhance cultural exchange between residents and tourists
(Chen et al. 2018)

**Negative Effect on Environment**

14. Event will lead to traffic congestion
(Chen et al. 2018)

15. During the event air pollution will increases in the city
(Chen et al. 2018)

16. Event will bring a negative impact on local natural environment
(Yao & Schwarz, 2018)

17. Event increases amount of solid waste
(Chen et al. 2018)

**City Disturbance**

18. Event will bring inconvenience to the daily life
(Yao & Schwarz, 2018)

19. Events leads to wastage of money of taxpayers
(Yao & Schwarz, 2018)

20. Crime increases in the city during the event
(Scholtz, 2019)

21. Event will bring a negative impact on local security
(Yao & Schwarz, 2018)

22. Event increases littering and disorganization in the city
(Chen et al. 2018)

**Support for the event**

23. It improves my pride as a resident of India
(Yao & Schwarz, 2018)

24. I am glad that we are hosting the Cricket World Cup 2023
(Gursoy et al. 2016; Gursoy et al. 2017)

25. I support India hosting the Cricket World Cup 2023
(Gursoy et al. 2016; Gursoy et al. 2017)

26. The idea of hosting the Cricket World Cup 2023 gives me national pride
(Gursoy et al. 2016)

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