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An International and Longitudinal Study of Mega-Event and Country Images: Attitude Formation and Sense Making Concerning the XXI Vancouver 2010 Winter Olympics

By

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Abstract

The Olympic Games (OG) is a mega-event on many dimensions, including participants, audience, expenditures, and national rivalries. By its virtue, the OG create branding opportunities for a number of stakeholders, but mainly for the OG themselves and host countries. This research is a cross-national true longitudinal study examining the impacts of the OG hosting on host country images (as a destination, country/people, and its products) and, vice versa, the impacts of host country on the OG (as a destination and as an event). This study explored the impact of the sense-making process and the effects of expectations and involvement levels on attitudes and evaluations of the OG in the context of the XXI Vancouver 2010 Winter Olympic Games (VOG). To reach these goals, this study combined three areas of research (destination, country image, and mega-event image) into one model that reflected the interrelationship of all three areas. The theories of expectation, ordinization, and involvement were employed in the analysis of attitude formation and change.

Data were collected from an on-line commercial panel in five phases prior, during, and after the VOG. Data from the samples of 543 Canadian and 247 American respondents, who participated in all five waves, were analyzed using Repeated Measures ANOVA with Doubly Multivariate Design and Structural Equation Modeling. Findings indicated mutual benefits of mega-event hosting for the host country (Canada) and the mega-event (the OG). Hosting the OG contributed to improved images for Americans of Canada (as a destination, country, and its products) and Canadians. Canadians evidenced increased pride in their own country. The study found major improvements in the Canadians' views

of the OG; only little improvement in the OG views was seen among Americans. The study provided the evidence of the attitude changes over time; but most importantly, it pointed out on the role of expectations in relations to attitudes towards the OG. Finally, the study indicated that different levels of individual association/involvement with the related entities (national team, the OG, and country of residence) influence attitude formation and change.

The study concludes with the discussion of theoretical and practical contributions while acknowledging the limitations and presenting potential areas of future research.

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1 Corinthians 13:4-8
This research is dedicated to the Lord and people who brought unconditional Love to my life - my grandparents who always believed in me and my family who always supported me.

§

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To all, THANK YOU!

TABLE OF CONTENTS

TABLE OF CONTENTS (cont'd)

TABLE OF CONTENTS (cont'd)

TABLE OF FIGURES

TABLE OF TABLES

TABLE OF TABLES (cont'd)

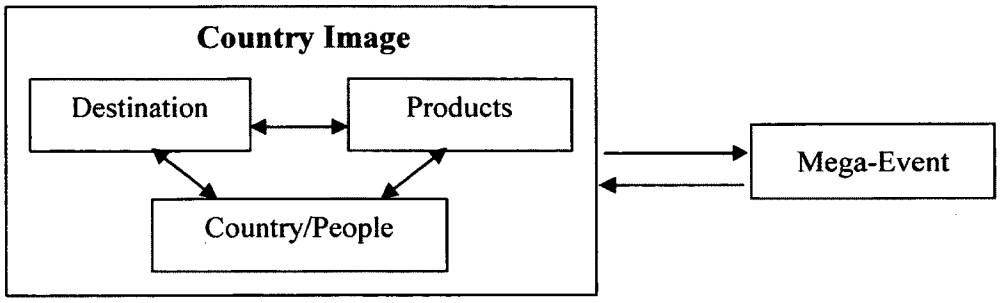
TABLE OF TABLES (cont'd)

1 INTRODUCTION

1.1 Setting the Context

Pairing a mega-event with a destination engenders image transfers between the event and the destination (Xing and Chalip 2006; Kaplanidou and Vogt 2007). Countries, regions, cities compete with each other for the privilege of hosting mega-events with a hope of improving or shifting their images, attracting investments, increasing the flow of tourists, etc. (Ritchie 1984). Meanwhile, event organizers seek locations that provide not only the most suitable and appropriate facilities but also present an opportunity to capitalize on favourable locations (Westerbeek, Turner, and Ingerson 2002). Figure 1-1 reflects the relationships and interrelatedness of these objects. The left hand-side, the "country-puzzle", represents the association of country-related images consisting of unique, yet closely interrelated components – people of the country, products from the country, and country as a destination – that influence each other creating the consolidated image of the country. Meanwhile, the right-side of Figure 1-1 represents a unique, once-in-a-lifetime event that is expected to transfer a positive image to the country through one or more of creating awareness, helping in re-branding, attracting investments, etc. The image of the event is also impacted by the dimensions of country image. The degree to which the images of the event and country fit together determines the level of effectiveness and successfulness of this symbiosis (Lafferty, Goldsmith, and Hult 2004).

Figure 1-1. Image Domains: Destination, Product, Country-People and Mega-Event



The issue of fit has many layers and angles, as each constituent of this partnership is a complex entity by itself. On the one hand, there is an issue of country image, the study of which by itself combines at least two interrelated streams of research (Nadeau, Heslop, O'Reilly, and Luk 2008). Those streams of research involve the image of a destination from the perspectives of tourism attraction (herein, destination image) and the image of a place from the perspective of product buyers and business investors (herein, product-country image) (Heslop, Nadeau, and O'Reilly 2009). These two perspectives, in turn, involve influences of overall images of countries and their people (herein, country/people). On the other side is the image of the event itself, which depends on the nature, scale, and uniqueness of the event (Getz 1989). The study of event images is a separate field of research.

While each of the image research areas of tourism destination, product-country, and mega-event have been extensively investigated, there is an increasing understanding of the existence of an overlap of the domains, which generates an attractive area of research of its own (Chalip, Green, and Hill 2003; Lee, Taylor, Lee, and Lee 2005; Xing and Chalip 2006) and is a core topic of the research in this study.

In addition, the more general literature on image formation stresses the importance of time and its effects on the formation of perceptions about the objects of interest and their transformation into beliefs about and feelings towards these objects. However, the impact of time has received little attention in existing research on country-image and mega-event research. Psychology research confirms that perceptions are dynamic constructs that change over time. These perceptions are the basis of the formation of images which are inputs to the components of attitudes through the beliefs and feelings they engender. Social representation theory states that the shaping of individual perceptions and attitudes by social phenomena (e.g., hosting a mega-event) occurs within a dynamic process and that attitudes and perceptions are subject to cognitive processes that occur over time (Moscovici 1984). The cognitive process itself is affected by expectancies or "beliefs about a future state of affairs" (Olson, Roese, and Zanna 1996, p. 211). This impact of expectancies on cognitive processes involves sense making (Wilson, Gilbert, and Centerbar 2003). Thus, to fully reflect on the interrelation of all previously described constructs and to highlight the effect of time, this current study discusses the cognitive processes of attitude formation about place, destination, product-country, and mega-event images during the time of the mega-event hosting in the place using an application of sense making theory.

1.2 Purpose of Research

The purpose of this study was to examine the changes in and the association among attitudes to the Olympic Games (OG), as an event and as a destination, and the host country (as a place, a source of products, and a destination) through a five-wave longitudinal study of the same sample of residents of two countries, the host country and

a foreign country, in the context of the XXI Vancouver 2010 Winter Olympic Games (VOG). The research draws on previous research on attitudes, in general and specific to places and mega-events, and attitude change through ordinization processes. The study expands understanding of the research areas identified in unique ways from both theory and methodology perspectives.

The majority of research related to sport mega-events has examined attitudes of the residents of the mega-event host cities/regions. This reflects the fact that the primary legacy recipients of the mega-event are residents of the hosting cities who also bear the burden of major mega-event related projects and their consequences (e.g., urban transformations, noise level, economic burden, etc.). However, this approach ignores nation-wide effects of the mega-event hosting. Thus, to fill this gap, this research targeted all residents of the host country.

Mega-event hosting is a major international event that has not only domestic effects (e.g., possibly heightened patriotic sentiments and pride) but also international effects. Mega-events, like the OG, are unique activities that attract a large number of visitors to a country and generate intensive media-coverage and international broadcasting, providing a host country with a powerful tool to communicate desirable country-image messages to international communities. Thus, to embrace the international effects of mega-event hosting on attitudes towards the host country, the host-country/people and host-country products, the current study also targeted foreign consumers to allow for comparison of domestic vs. international perspectives on mega-event hosting.

The great majority of the research in the area of mega-events employs the pre/post two-point in time approach to study subjects' attitudes (Ritchie and Lyons 1990; Kim and Morrison 2005; Florek, Breitbarth, and Conejo 2008). Mega-event studies suggest that mega-events are characterized by high anticipation that contribute to the development of expectations, which, in turn, are subject to (dis)confirmation (Tasci and Gartner 2007; Ohmann, Jones, and Wilkes 2006). Research on processes that surround the emotional reactions to major events frequently employs the theory of ordinization to understand the processes surrounding how people deal with major emotional imbalances resulting from either positive or negative experiences of such significant event. Strong emotional experiences, such as expectations surrounding a mega-event, and (dis)confirmation of these expectations, can be expected to trigger ordinization mechanisms that work as a balancing process. This is a complex sense-making activity in which attempts are made to find logical explanations and/or justifications for the unexpected situation. Such explanations affect attitudes, i.e., beliefs, feelings, and conations, regarding the source of the unexpected situation.

While attitude formation is driven by the sense-making processes, it is also dependent on personal involvement level. Personal involvement can be expected to impact the extent of emotional reaction. Over time, the process of ordinization contributes to both emotional evanescence, i.e., the diffusion of the heightened emotional state, and adjustments of newly formed attitudes towards the normal levels of emotional balance. Thus, timeliness of data collection is of paramount importance since, because of the operation of the sense-making processes, at different points in time the same respondents may provide different information concerning the event, including their interpretation of the event and

its outcomes, and, depending on the involvement level, even their attitudes to all related objects.

Finally, sampling issues are important in research tracking consumer attitude adjustment processes over time. While the majority of studies in the mega-event and country literature involving data collection at more than one point in time are described as "longitudinal", they fail to meet one of the most important characteristics of longitudinal research – matched samples over time. The great majority of research operates with random or convenience samples of respondents drawn from a population at each point of data collection, which constitutes a repeated, cross-sectional research design. Therefore, there has been no opportunity to observe individual changes in expectations and/or evaluations over time, which is particularly critical to studying ordinization processes. To address these methodological issues, this research employed a longitudinal research methodology with the sample comprised of the same individuals in all data collection points.

The purpose of the research was two-fold:

1. To examine the effects of the mega-event hosting on attitudes (i.e., beliefs, evaluations, and behavioural intentions) towards a) the host country as a vacation destination, b) the host-country/people, c) the host-country products, d) the OG as a tourist destination, and e) the OG as a sport mega-event held by two different groups of consumers, i.e., the host country residents (Canadian) and foreigners (American).

2. To assess the impact of the sense-making process triggered by (dis)confirmation of expectations from a highly anticipated and uncontrollable sport mega-event, which may underlie changes in attitudes toward and evaluations of the mega-event itself and the host country related attitudes.

To satisfy the research purpose and fill the existing gaps, the research combined all three areas: destination image, product-country image, and mega-event hosting, into one model that reflects the interrelationship of all three areas. In addition, two dimensions of time and involvement were incorporated into the model to address the dynamic nature of the attitude formation and decision-making processes and also the issues of consumer motivation. To test the proposed model, a five-phase longitudinal research methodology was undertaken.

1.3 Organization of the Manuscript

This manuscript has five chapters. The current chapter sets the context and presents the purpose of the research. The next chapter covers foundational theories that contributed to the development of the framework and provides an extensive literature review on all involved domains. The third chapter introduces the research framework arising from the applied theory and research with related hypotheses. The fourth chapter details the research methodology and the fifth chapter presents the data analysis. The final chapter includes the discussion of the study results in terms of the study goals and previous research and directions for future research as well as contributions and limitations.

2 LITERATURE REVIEW AND THEORETICAL APPROACHES

This chapter presents a review of the relevant foundational theories and research literature contributing to the framework developed for this research. The chapter begins with an overview of foundational theories concerning attitudes. It then proceeds to the discussion of the expectations paradigm, the components of which are closely related to the attitude theory. Ordinization and assimilation theories and their applications are then presented with a particular accent on sport-related research. The next section provides an overview of social identity and involvement theory with particular reference to its place in sports marketing. This is followed by a detailed presentation of research on image formation with application to the areas of country, product-country, tourism destination, and mega-event images. The chapter concludes with a summary identifying existing gaps and potential areas of research.

2.1 Attitude Theory

One of the most widely used theories in consumer research is Fishbein's attitude theory (1967) that underlies research concerning consumer decision making and behaviour. The basic premise of the attitude theory is that attitudes can be viewed as latent variables that guide or predict behaviour, and that attitude formation represents a continuous learning process. According to Fishbein and Ajzen (1975), attitude is "the amount of affect for or against some object" (p. 11). The theory suggests measuring attitude by a procedure that "locates the subject on a bipolar affective or evaluation dimensions vis-à-vis a given object" (p. 11). The theory proposes that behaviours are affected by attitudes comprised of three components: cognitions - knowledge, beliefs, and thoughts about the object,

affect - feelings toward and evaluations of the object, and conations - behavioural intentions towards the object.

The most important implication of the attitude theory is that attitudes can be changed over time when any of three components (i.e., cognition, affect, or conation) changes. For example, the attitude may change when an individual's beliefs about an object change (i.e., new beliefs are learned and/or the strength of previously held beliefs changes) and/or the affect towards the object changes and/or the behavioural intentions towards an object change (Fishbein 1967). According to the theory, the cognitive component is activated every time an individual encounters a situation that affects previously held beliefs about the object (e.g., reading about or visiting a place, attending an event, gaining an experience with the foreign product, or communicating with people from the country of the product). All three attitude components are aligned to support attitude stability: the direction of the attitude change usually coincides with the direction of newly learned beliefs, i.e. positive (negative) beliefs about the object, lead to positive (negative) affect towards/evaluation of the object, promoting positive (negative) behavioural orientations to the object (Akhter and Hamada 2003; Reardon, Miller, Vida, and Kim 2005). While this may appear as a directional and ordered linkage of the three components and is the most common order of depiction of inter-element relationships, in fact, attitude change can be triggered by any of the three elements and the order of linked change, if identifiable, can take any form.

2.2 Expectations Paradigm

The components of the attitude theory are intertwined with the expectation formation processes. Human behaviour is affected by expectations or expectancies, which are "beliefs about future state of affairs" (Olson et al. 1996, p. 211). Typically, decisions rest on assumptions or beliefs regarding how the world will operate. There are several categories of beliefs - about self, about other people, and about events that are happening – that affect decisions. These beliefs come from three main sources: personal experience, communication with others, and causal inferences from other events. Beliefs vary along four main dimensions: certainty, accessibility, explicitness, and importance (Olson et al. 1996). In other words, individual's understanding of everything that surrounds him/herself is affected by a) the level of certainty or anticipation of certain behaviours or events, b) the ease of recall or activation of previously held beliefs and mental schemas, c) the clarity or explicitness of the behaviours or events, and finally, d) the relevance or importance attached to the behaviour or event of interest. The significance of the concept of expectancy cannot be overstated, since expectancies affect all aspects of decision-making process through attitude components: affective, cognitive, and conative/behavioural.

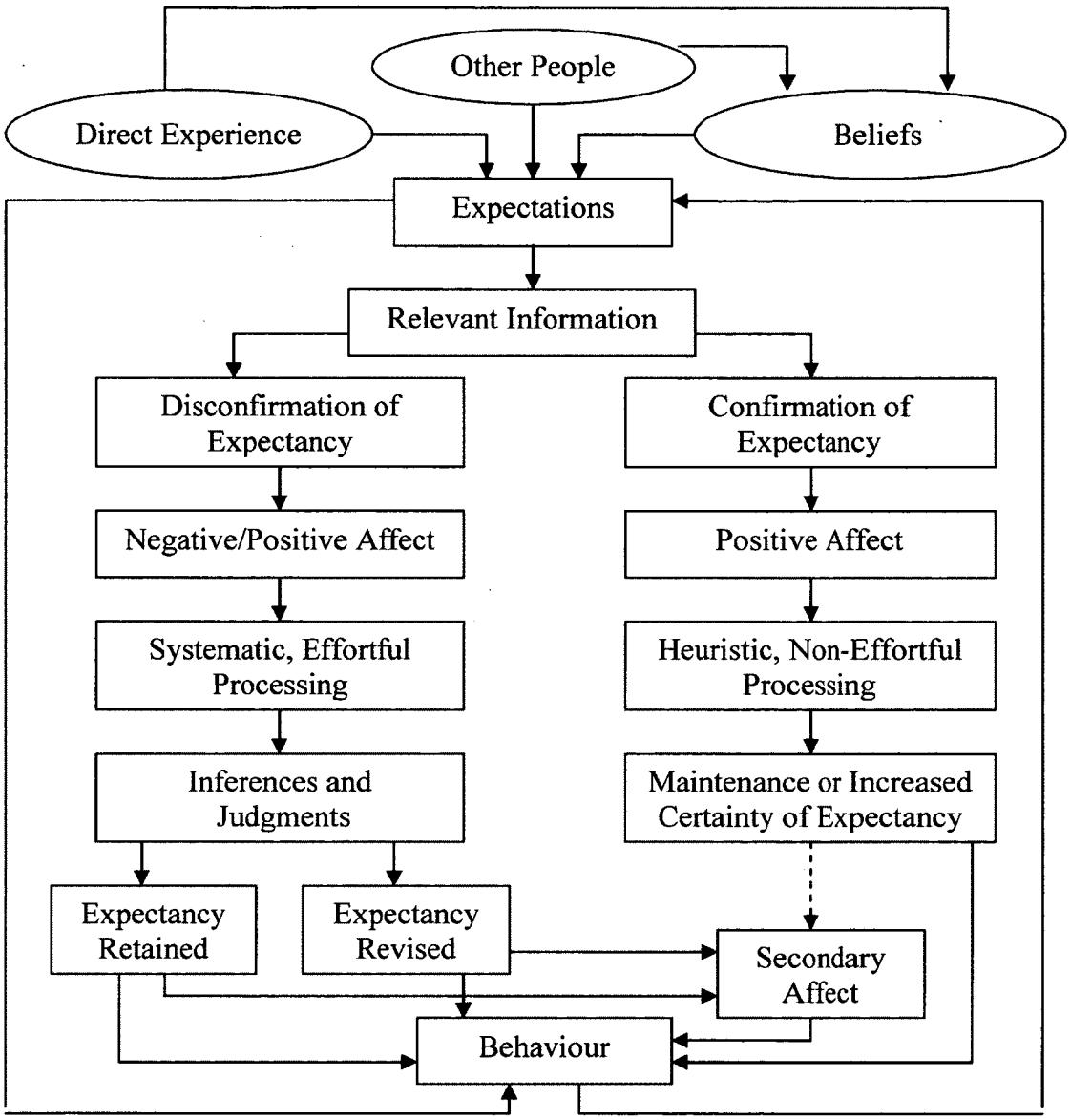
While the research confirms expectations are usually met, they might be subject to disconfirmation, which influences all three components of the attitudes (Van Leeuwen, Quick, and Daniel 2002). When encountering new information, an individual compares that new information and related beliefs developed from it with originally held ones with three possible outcomes:

1. negative disconfirmation, when the performance falls short of expectations;
2. zero disconfirmation or confirmation, when the performance is equal to the expectation; and finally
3. positive disconfirmation, when the performance exceeds the expectations.

An individual, 'attending' to a new situation is emotionally affected by the perceived level or direction of disconfirmation. As a result, he/she is involved in the cognitive activity of explanation that helps to understand or make sense of what has happened. This cognitive activity leads to either systematic or heuristic information processing, which, in turn, leads to the adaptation of the new information and/or the adjustment of the original beliefs. The process is akin to ordinization, which is discussed later.

Occasionally, confirmation of the expectations may cause either positive or negative secondary affect, e.g., the confirmation of pessimistic expectations may cause depression, which in turn may introduce additional affective impacts on evaluations and behaviour. However, Olson et al. (1996) argue that this secondary effect is not a common phenomenon since the confirmation of expectations triggers heuristic cognitive processing. Whatever the results of the cognitive processes are – revised expectations or retained expectations – they [expectations] influence behaviour. The expectation process is supported by ordinization theory and is well described in psychology research (Wilson et al. 2003). Olson et al.'s (1996) model of the expectation process is presented in Figure 2-1.

Figure 2-1. A Model of Expectation Process
(adapted from Olson et al. 1996)



2.3 Ordinization Theory

The main assumption of ordinization theory revolves around the uncertainty aversion principle, or "predisposition to see order, pattern, and meaning in the world" (Gilovich 1991, p. 9). The main principle of ordinization theory is aimed at explaining the causal relationships between different events and contributing to understanding of conscious or unconscious regulation of emotions (Kelley 1967). This process of regulation works as a "psychological immune system" that helps in coping with strong emotional experiences (Wilson et al. 2003, p.212).

The process of sense making, which is also called "ordinization", is defined as a "cognitive work to make the event seem predictable and explainable" (Wilson et al. 2003, p. 211). Ordinization works as a catalyst behind the search for a logical explanation of positive or negative events that result in disconfirmation of previously held expectations and resulting emotional imbalance (Pyszczynski and Greenberg 1981; Hastie 1984). In other words, an individual who has experienced disconfirmation of previously held expectations will search for explanations and attributions that contributed to the outcome of the event and will eventually integrate the real outcomes with the *ex ante* expectations by adjusting previously held mental schemas (Olson et al. 1996).

To exemplify, faced with either positive or negative disconfirmation of the expectation an individual experiences an emotional imbalance or dissonance that triggers the sense-making process and engages in a search for causal relationships to explain the incident or the event (Ajzen 1977). This process has been likened to a spring mechanism that is

activated by an external force but tends to go back to the normal level of balance. Similarly, the sense-making mechanism is triggered by the event's outcome. Disconfirmation of expectations results in emotional reactions, which in their turn affect attitudes and evaluations of the events (Tesser and Martin 1996). At the same time, these emotional reactions solicit the search for explanations of the newly acquired information, which is driven by a desire to reduce emotional dissonance. This search for explanations results, on the one hand, in emotional evanescence or gradual fading of the initially strong emotional reactions and, on the other hand, in changes of the beliefs about and evaluations of the stimulus event commensurate with the emotion changes (Tesser and Martin 1996; Wilson et al. 2003).

According to Wilson et al. (2003), two fundamental human motives govern any decision: the desire to reduce uncertainty and the desire to obtain pleasure. While the extent of these desires and their relative balance is unique to the individual and the situation, these two motives place limits on affective aspect, or emotional reactions, of the decision making process. The emotional reactions, or emotional "jumps", experienced from positive or negative events are defined as "emotional reactions to external events [that] are mainly short-lived, and sooner rather than later, people return to their baseline level of happiness" (Wilson et al. 2003, p. 210). These emotional reactions and responses are particularly interesting in relation to uncontrollable events, such as the OG, that come, particularly for some, with a heavy emotional load of expectations from the sport, cultural, entertainment, and other festivities for sport fans; or expectations of radical changes in urban structure and daily life for the period of the OG for the hosts of the OG (Ritchie and Lyons 1990; Waitt 2003). The coping mechanism, i.e., the sense making, to

handle this emotional load is essential as it works as a protective system against expected, but most importantly, unexpected emotional changes arising from a loss or victory of the favourite athlete or national team.

At the same time, the ordinization process is affected by assimilation tendencies. The basic need to reduce uncertainty and ordinize the events (Wilson et al. 2003) is usually correlated with a desire to minimize the efforts associated with trying to find explanations (Gollwitzer and Moskowitz 1996). According to the assimilation theory (Oliver 1997), faced with disconfirmation of the expectations, people engage in either active or passive cognitive processes of explanation (Figure 2-1) and, in an attempt to reduce dissonance, they search for justifications that will either contribute to the retention of the expectations or cause the revision of the expectations. According to Tesser and Martin (1996), when exposed to new situations, individuals tend to form evaluations that are assimilated towards their previous impressions. The researchers cite an earlier study, where the researchers asked college students to, first, describe either a positive or a negative event that they expect in their near future and then, to evaluate the level of happiness with their current life. As expected, the subjects demonstrated the assimilation effect by reporting higher levels of satisfaction with their lives when they were asked to describe a positive future event (Strack, Schwarts, and Nebel (1987) in Tesser and Martin 1996).

Perhaps, the better model to describe ordinization process is the AREA model (Wilson, Centerbar, Kermer, and Gilbert 2005). The acronym stands for: people *attend* or experience the unexpected event, emotionally *react* to it, *explain* or make sense of the event, and finally, having an explanation, they *adapt* to the event and become less and

less emotionally affected by it (p. 6). Thus, by the end of the AREA process, a person will reach emotional stability at a normal level for them and will adjust previous mental schemas, as well as behavioural decisions.

Both of the above discussed processes, i.e., expectation formation and sense making, evolve over a certain period of time, which is necessary for assimilation and adaptation (Wilson et al. 2003; Licata, Chakraborty, and Krishnan 2008). As far back as in 1759, in his "The Theory of the Moral Sentiments," Adam Smith wrote: "... the mind of every man, in a longer or shorter time, returns to its natural and usual state of tranquility. In prosperity, after a certain time, it falls back to that state; in adversary, it rises up to it" (p. 119). Psychology research agrees that emotional reactions to different positive and negative events occurring in an individual's life are, in general, short-lived and usually wear off with time (Wilson et al. 2003). In other words, "the human need to make sense out of the world and reduce uncertainty robs events of their emotional power" (p. 209) causing emotional evanescence and bringing to the state of emotional balance. According to Wilson et al. (2003), this process of emotional evanescence is 1) functional and allows "people to remain vigilant to important changes in the environment" and 2) the "by-product of the human need to make sense out of the world and reduce uncertainty" (p. 209). Since, due to the phenomenon of emotional evanescence, emotional response to events wears off with time, the evaluation of the same event can be expected to be affected and changed over time too. However, the process of emotional recovery is asymmetric (Hastie 1984; Taylor 1991). According to Taylor (1991), while both negative and positive events trigger the sense-making process, the effects of these events and the duration of coping with them are different. Negative events are more stressful and hence,

evoke stronger emotional dissonance, which in turn triggers more focused attention to the event. According to research, this attention leads to a longer search for the causal and attributional relationships to explain negative events (Taylor 1991). In comparison, positive and/or neutral events are associated with more rapid and relatively effortless cognitive activity and hence, require relatively less time for recovery.

One of the major components of the sense-making process is a hindsight bias, which is a by-product of the post-outcome thought processes. According to Fischhoff (1975), the hindsight bias is an essential part of the outcome assimilation process. Roese and Olson (1996) describe it as "a post-outcome exaggeration of the *a priori* predictability of the outcome, such that one believes that one 'knew it all along'" (Roese and Olson 1996, p. 198). In an attempt to make sense of the events, people tend to explain what happened through re-judging and re-structuring recollection of their own attitudes and expectations. This process leads to exaggerated after-the-fact belief in inevitability and predictability of the outcome and speeds up the emotional recovery process.

The empirical evidence of the sense-making process is provided in a number of studies (Madrigal 1995; Roese and Olson 1996; Wilson et al. 2003, 2004, 2005). In their experiments aimed at investigating the post-outcome the sense-making process, Roese and Olson (1996) demonstrated a clear evidence of post-outcome cognitive elaboration on causal relationship between pre- and post-event situations. In three experiments undergraduate students were, first, asked to predict the outcomes of the presented scenarios and then, to reflect on their perceptions of the outcomes. The experiments confirmed that in an attempt to make sense of the events, the subjects went through post-

event cognitive analysis, i.e. they adopted counterfactual thinking and/or causal attribution strategies to cope with the outcomes of the presented scenario. Both strategies were also closely linked to hindsight bias. The counterfactual thinking reflects a denial of the outcomes and an aspiration to find factors that could have resulted in more desired outcomes. Roese and Olson (1996) explain these thoughts by "if only" prefixes. Causal attribution, on the other hand, triggers a process that links the outcomes to the reasons or "deterministic attributions" that had contributed to these particular outcomes. Both approaches heighten the hindsight bias, i.e., "knew it all along" effect, which makes the adjustments to the outcomes and, hence, the sense-making process easier. All three experiments confirmed that in an attempt to find explanations and make sense of unexpected outcomes, people engage in a complex cognitive process that also helps in simplification and ordinization of the outcomes, particularly, the unexpected ones.

Wilson et al. (2005) suggest that the sense-making process is a natural process and that in the majority of situations people engage in it almost automatically and even unconsciously. However, unexpected and uncontrollable situations (e.g., presidential elections, national sporting events, or a lottery) trigger cognitive efforts and require conscious engagement in the sense-making activities (Wilson, Wheatley, Kurtz, Dunn, and Gilbert 2004). In their study of strategies people employ to cope with uncontrollable situations, Wilson et al. (2004) observed different cognitive and behavioural strategies people use to cope with the outcomes of uncontrollable events: anticipatory construal before the event and reconstrual after the event. Along with Roese and Olson (1996), Wilson et al. (2004) noticed that when faced unexpected outcomes and experiencing

cognitive dissonance, people tend to spin the events in "their own favor" (p. 341), which is described as a reconstrual process similar to the causal attribution discussed earlier.

Consistent with sense-making literature, Wilson et al. (2004) demonstrated that when dealing with uncontrollable events, people adapt a postconstrual waiting strategy, which allows them to collect information about an event, and/or anticipatory strategy, which allows preparing themselves to cope with possible affective dissonance. According to the researchers, the choice of strategy depends on certainty of and expectations from the event. In their experiments with undergraduate students, the researchers asked them to participate in testing of an on-line dating site and to share their expectations of being chosen by a fictional female as a date. In the case of moderate certainty about the possible outcome, the participants of the experiments adopted a post-event reconstrual strategy, which helped them to ordinize the information they collected along the direction of the outcome. Interestingly, those who adopted post-event reconstrual or "wait-and-see" (p. 350) strategy were able to cope with the outcomes, both positive and negative, in a shorter period of time than those who had high expectations and strong confidence in the outcomes. This latter group who were certain of the outcomes were strongly involved in anticipatory reconstrual process. The strategy played well in cases of positive outcomes and contributed to strong positive emotional effects. However, negative disconfirmation, i.e., the loss in the dating game, caused negative emotional reactions that inhibited the rationalization or the ordinization of the event. Interestingly, the researchers noticed that the uncertainty of the positive outcome prolonged the pleasure from the experiment. This phenomenon was labelled a "pleasure paradox".

The phenomenon of "pleasure paradox" was investigated in another study by Wilson et al. (2005) that demonstrated positive moods last longer when positive events are surrounded by uncertainty. While generally associated with negative feelings like anxiety and worry, uncertainty, nevertheless, may contribute to prolonging of positive emotional effects in cases of positive events. Wilson et al. (2005) explain this phenomenon within the context of emotional adaptation, which was described in the AREA process presented earlier. According to the researchers, people tend to reduce emotional dissonance by making sense of the events. This is particularly true for unexpected events, which tend to generate especially strong emotional reactions. Facing an unexpected event, people react to it and make an attempt to understand the causes of the event. This also helps them to adjust and control their own environment and behaviour. At the same time, success in making sense of previously unexpected event makes the same event less surprising and more explainable, which reduces the emotional power of the event. Thus, while desirable in case of negative events, the same sense-making mechanism reduces the pleasure from the positive event. In a series of experiments, where the study participants were pleasantly surprised by "smiley-coin-cards", happy story ending, or positive on-line impression, Wilson et al. (2005) demonstrated that positive emotional reactions were shorter for those who were in certain conditions and were able to make the most sense of positive events in comparison to those who were in uncertain conditions. Importantly, according to the researchers, uncertainty prolongs positive moods only in cases of positive events, e.g., sporting events.

In his research of sport consumer satisfaction, Madrigal (1995) confirmed that fans' satisfaction with a sporting event is affected by affective states, which have clear

cognitive antecedents (i.e., expectation (dis)confirmation, team identification, and quality of opponent). Madrigal describes sporting event as an unpredictable form of leisure, or a "hedonic experience in which the event itself elicits a sense of drama and attendant outcomes yield cognitions about the performance as well as affective reactions" (p. 206). According to Madrigal (1995), satisfactory experience of sport fans is of paramount importance as it serves as a predictor of future behaviour. Based on information collected from 232 attendees of women's basketball games, Madrigal concludes that the two most influential factors contributing to affective states (i.e., enjoyment and satisfaction) are team identification and expectation disconfirmation. More specifically, Madrigal reports that those who had strong identification with a team were more satisfied with a team, especially in case of victory, than those who had moderate self-association with a team.

Moreover, the study suggests that fans do become involved in cognitive information processing activities before and after the game. Prior to a game, fans make their assumptions and develop expectations based on knowledge of the team's past performance and perceived quality of opponent. After the game, positive or negative disconfirmation of previously formed expectations caused emotional reactions affecting fans satisfaction and, hence, conative behaviours like enjoyment, BIRGing (i.e., basking in reflected glory), or CORFing (i.e., cutting off reflected failure).

Identification, as well as expectations, was found to be important factors also in a series of studies by Trail, Anderson, and Fink (2003) and Trail, Fink, and Anderson (2005). In a research of sport spectators' consumption behaviour, they found individual motives and identification affect expectations from the event. Those who valued sports aesthetics and

drama/excitement and had strong associations with participating teams had higher expectations for the games. Both studies confirmed that self-identification, together with (dis)confirmation of expectations, did influence sport consumers' satisfaction and their behavioural intentions, i.e. attendance at future games and purchasing of team merchandise. More details on identification in the context of social identity and involvement will follow in the next section.

Thus, the sense-making process is vital in discussions of the effects of sport mega-events, which are accompanied with strong emotional experiences and expectations. This is particularly true for events like the OG that are highly anticipated and associated with excellence and an international party atmosphere (Ritchie 1984). However, based on principles explained in psychology theory, once the event is over, there is a need to assimilate the information related to the event and to cope with possible discrepancies between the expectations and real outcomes of the event. In other words, no matter whether the event has caused positive or negative emotional reactions, people experience emotional disturbances that activate the need to make sense out of the new environment. From a psychological perspective, the process makes the events and their outcomes to "seem more predictable and explainable" (p. 211), which leads to emotional evanescence and results in relatively rapid return to a more stable emotional state (Wilson et al. 2003). From a marketing perspective, the process of sense making involves the assimilation of newly received information and may result in confirmation, modification, or radical changes of the previously held beliefs, attitudes, and conations not only towards the mega-event itself, but also possibly to other related and involved parties, such as the mega-event's host country and host-country/people and products.

2.4 Social Identity and Involvement Theory

As stated earlier, the processes of attitude development, expectation formation and sense making evolve over time. While it is important to stress the significance of time as necessary for assimilation and adaptation, it is also vital to recognize the effect of identification and involvement, which are essential determinants of expectation formation and evaluation processes (Tesser and Martin 1996; Olson et al. 1996). The importance and processes of identification with objects, events, and people is explained in social identity theory (Tajfel 1978). The main premise of social identity theory is that "individuals are motivated to achieve a positive social identity... which is a part of an individual's self-concept... derived from his knowledge of his membership in a social group together with the value and emotional significance attached to that membership" (Taylor and Moghaddam 1994, p. 61). This phenomenon is also reflected in Fishbein's attitude theory and expectations formation theory (Olson et al. 1996), where one of the determinants of expectations is a dimension of involvement and self-identification.

According to Zaichkowsky (1985), involvement is a complex construct that reflects on many aspects of an individual's needs, values, and interest. The present research adopts Zaichkowsky's (1985) definition of involvement, i.e. involvement is "a person's perceived relevance of the object based on inherent needs, values, and interests." (p. 342). Extensive research in consumer behaviour studies confirms the effect of consumers' involvement with different products, brands, services, events, etc. on their satisfaction (Tajfel 1978; Ferreira 1996; Van Leeuwen et al. 2002) and, hence, evaluations and purchasing decisions (Zaichkowsky 1985; Jayanti and Jackson 1991; Tsiotsou 2006; Martensen, Grønholdt, and Jensen 2007). However, this is also a particularly important

and relevant phenomenon to an event like the OG for which national sentiments manifested through the sense of country (or nation) affiliation are triggered and heightened (Ritchie 1984; Waitt 2003).

Consumer satisfaction in sports marketing is affected by the involvement or self-identification with the club or team (Madrigal 1995; Van Leeuween et al. 2002; Trail et al. 2005). Self-identification with a favourite team is viewed as an important indicator of behavioural intentions, a useful proxy for future decisions regarding support and attendance of the team's games, purchase of merchandise, etc. The sport fan satisfaction literature identifies two post-event phenomena that are affected by emotional reactions to the outcomes of the games or team performance, e.g. BIRGing and CORFing (Madrigal 1995; Van Leeuween et al. 2002; Trail et al. 2005; Barrer 2007). The first phenomena, basking in the reflected glory, is related to a desire to "share the glory of a successful other with whom they are in some way associated" and works as ego-enhancement technique; meanwhile, the second one, cutting off reflected failure, is an ego-protection technique and is described as a desire to "distance [oneself]... from an unattractive source" (Madrigal 1995, p. 207). This is particularly important in research of the effects of mega-events as they usually bear characteristics of international events, which trigger national self-identification mechanisms (Ritchie 1984; Waitt 2003; Vincent and Hill 2011). These self-identification mechanisms, may affect the emotional responses and levels of satisfaction from the national Olympic team's performance, as well as associated entities, such as the event itself and the place where the event was held.

2.5 Image Research: Country, Product, Destination, and Mega-Event

Understanding the concepts and mechanism of image formation and change are central to the work of this study. Reynolds (1965) describes image formation as the "development of mental constructs based on impressions" chosen from a stream of information about an object (p. 69). These mental constructs, either real or imagined, are held about any object, including a product, company, place, etc., and underlie consumer decision-making behaviour serving as information cues aimed at simplifying complex decision-making process. Images also are inputs to beliefs about objects and hence are the foundations of attitudes towards the objects. Therefore, the research on image formation regarding all the subjects of interest in this research – places, destinations, products and mega-events – is addressed in this section.

2.5.1 Country

According to Papadopoulos and Heslop (2002), every place has an image no matter "whether positive or negative, focused or diffuse, held widely or by only a few, developed deliberately or by default, and formed from education, the media, travel, immigration, product purchase, business experience or any combination of sources" (p.295). Research confirms country image cues affect many decisions related to consumer and business product evaluations (Schooler 1965; Nagashima 1970; Bilkey and Nes 1982; Wall and Heslop 1986; Peterson and Jolibert 1995; Papadopoulos and Heslop 2002), tourism destination choices (van Ham 2001), and investments (Domke-Damonte and Faultstich 2008), etc. Country-image concepts and effects, arguably one of the most researched areas in consumer behaviour and international marketing (Heslop, Lu, and Cray 2008), reflect a rich diversity of research streams with different focal objects of

interest, i.e. a consumer product from a country of interest, country to invest in, country to visit, country to emigrate to and/or seek an education in, etc.

Consumer/business product literature considers products as tangible goods or intangible services, the evaluation of which is affected by associations and beliefs related to a country's people and competencies. In tourism or destination research, countries are treated as products themselves and are judged on the basis of not only available natural attractions, but also the availability of facilities, attitudes of the residents, etc. (Echtner and Ritchie 1993; Blain, Levy, and Ritchie 2005). In the case of investing in a country, decisions are made based on, among other factors, the perceptions about legal, transportation, and communications infrastructure (Hankinson 2004), as well as perceived entrepreneurial orientations (Domke-Damonte and Faultstich 2008) and trustworthiness of the locals (Geringer 1991; Papadopoulos, Jog, Heslop, and D'Souza 1997).

Research indicates that beliefs about a country rest on perceptions concerning the level of environment protection, political stability, standards of living, freedom and individual rights, economic development, technical advancement, etc. (Knight and Calantone 2000; Orbaiz and Papadopoulos 2003; Heslop et al. 2004). The beliefs about the people of a country come from perceptions of such characteristics as friendliness, trustworthiness, creativity, hospitality, technical skills, work ethics, etc. (Papadopoulos, Heslop, and Bamossy 1994; Lee and Ganesh 1999; Parameswaran and Pisharodi 2002).

In line with attitude theory, every time an individual encounters a situation that affects beliefs about the country of interest, e.g. gaining an experience with the foreign product or communicating with people from the country of the product or traveling to the country of interest, new beliefs are learned and processed. Hence, country images change over time and are subject to continuous adjustment of previously held attitude components that impact decision-making behaviours (Leonidou, Palihawadana, and Talias 2007). The dynamic nature of attitudes is well recognized by image marketers. Several marketing and branding tactics are combined and employed to improve and/or totally re-brand products, and these processes are now being applied to countries (Papadopoulos and Heslop 1993; Gilmour 2002; Kaplanidou and Vogt 2007; Preuss 2007; Xing and Chalip 2006; Liu, Siguaw, and Enz 2008).

The case of Japan presents one of the brightest examples of country image shifts over time. "Made-in Japan" products were once perceived as low-priced and affordable products with poor-workmanship inferior to similar products made in the UK, Germany, and/or Italy (Nagashima 1970). However, consistent and aggressive advertising campaigns of Japanese companies together with constant quality-improvement strategies led to a much improved country image. Today, Japan is associated with state-of-art technology that contributes to perceptions of products of high quality, status and prestige (Jaffe and Nebenzahl 2001; Amine, Chao, and Arnold 2005). In the case of Japan, the country-image perception changes occurred over a lengthy period of time and through direct experiences with improved product quality allowing for suitable periods for adjustments of previous beliefs and assimilation of new ones into existing attitude components: beliefs, feelings, and behavioural intentions. Country images can also be

influenced by significant events (e.g., major international conflict or hosting a major cultural of sport mega-event) that can trigger rapid changes in attitudes. In such cases, when the changes occur quickly, there is less time for long-term assimilation effects.

An interesting example of image shifts is observed in the case of France. In their study of French-Australian relationships, country-of-origin image, and its effects on imports, Heslop et al. (2008b) observed changes in Australians' attitudes towards France and the French in at three time periods, 1992, 1995, and 2005. The researchers reported a dramatic decline in certain beliefs regarding French people and intentions to purchase French products following the announcement of resumption of nuclear testing in the Pacific in 1995. However, by 2005, Australian attitudes rebounded and in fact, surpassed earlier positive levels. The authors provided several explanations as to why negative emotional reactions would have dissipated and beliefs also changed through what they describe as forgiveness processes. This positive shift over time could partially be explained by the sense-making process and assimilation effects. Observed positive shift towards initial pre-nuclear testing level of attitudes towards France and French products could be explained by people's tendency to make sense of the new situation by finding suitable reasoning that contributes to abatement of cognitive dissonance. This phenomenon is in accordance with ordinization and assimilation theories: when encountering uncontrollable (or forced upon) event people adjusted their attitudes and behaviour in desire to decrease emotional responses and to reduce the need for attitude change (Hiroto 1974). The effects of major events and related adjustments in attitudes will be discussed in more details later in this chapter.

2.5.2 Product-Country Image

Within the concepts of country-of-origin research, the cognitive component of attitudes relates to the belief system held not only about the country, but also about its ability to produce and deliver products. The term product-country image (PCI) defines an extrinsic product cue that reflects "the image of countries, in their role as origins of products that may become part of a product's total image" (Papadopoulos 1993, p. 8). Introduced first as one-dimensional product-centric, i.e., "made-in", construct (Schooler 1965; Chasin and Jaffe 1979; Bilkey and Nes 1982; Han 1989), it very soon became recognized as a multidimensional and multifaceted one (Peterson and Jolibert 1995; Jaffe and Nebenzahl 2001; Ahmed and d'Astous 2003; Heslop, Papadopoulos, Dowdles, Wall, and Compeau 2004; Papadopoulos 2004). The complexity of the construct gave birth to a diversity of new definitions that are used in contemporary country-image studies: country-of-parts (Jaffe and Nebenzahl 2001), country-of-manufacturing/production (Häubl and Elrod 1999), country-of-assembly (Jaffe and Nebenzahl 2001), country-of-perceived-brands (Papadopoulos and Heslop 1993), etc. While highlighting different aspects of product-country image, all these definitions remain focused on reflections of attitudes and perceptions about countries and their product-related competencies.

The impacts of the affective component of country- and people-related attitudes towards products are observed in both domestic and international settings. With regards to domestically produced products, emotional orientations to the home country, such as patriotism and nationalism, influence decisions regarding domestically produced products (Papadopoulos et al. 1994; Balabanis, Diamantopoulos, Mueller, and Melewar 2001; Wang and Chen 2004). With regards to imported products, evaluations are influenced by

affective responses, such as the perceived likability and trustworthiness of the people engendered by perceptions of commonalities of language, culture, economic systems and political interests (Parameswaran and Yaprak 1987; Parameswaran and Pisharodi 2002; Heslop at al. 2004). Affective attachment to a product is expressed through ownership pride, satisfaction with product performance, overall evaluations, etc. (Lee and Ganesh 1999; Heslop et al. 2004). Together, cognitive and affective attitude components are the bases for conative responses, like intentions to buy, willingness to invest, interest in being with people of the country, and willingness to recommend to others (Lee and Ganesh 1999; Parameswaran and Pisharodi 2002; Orbaiz and Papadopoulos 2003; Heslop et al. 2004).

Similar to any other image formation process, PCI formation is not static in its nature and is subject to changes over time. These changes may occur on a micro- as well as a macro-level. Micro-level changes are largely affected by business and personal experiences acquired through product ownership, communication with people especially those from the country, media reports, and travel (Kaynak and Cavusgil 1983; Papadopoulos and Heslop 2002; Nadeau et al. 2008; Florek et al. 2008). Meanwhile, more global or macro-level changes are induced by strong international re-branding campaigns, which may include hosting of the OG. One of the early research examples of mega-event effects on improved perceptions of products of a country was that of Jaffe and Nebenzahl (1993). Their study of Jewish consumers suggests strong effects of the XXIV Seoul 1988 Summer Olympic Games on improved attitudes towards South Korean products and the country itself. However, the question of stable long-term adjustment of the new beliefs remains open.

2.5.3 Destination Image

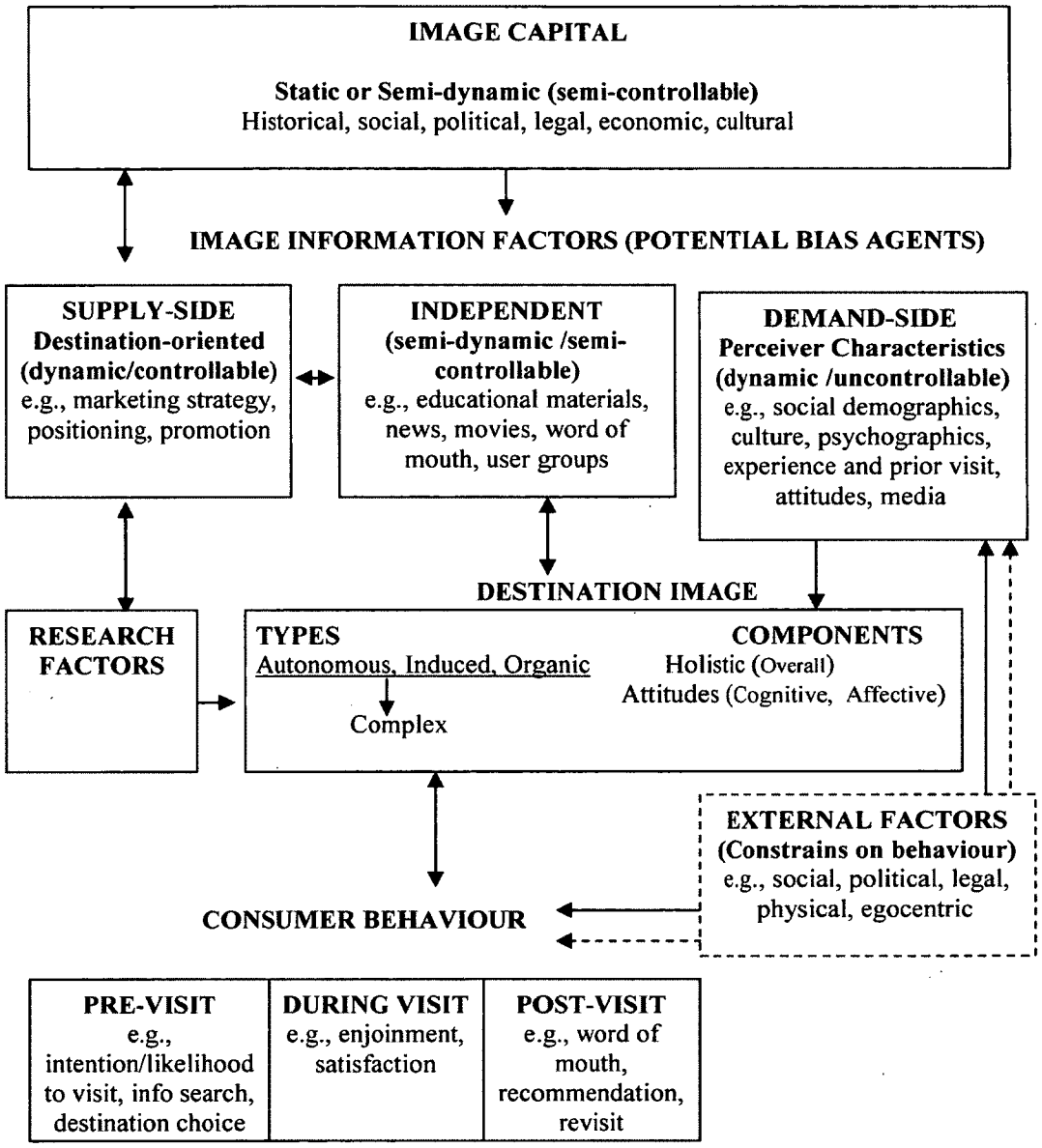
Destination image has been defined as "the sum of beliefs, ideas, and impressions that a person has of a destination" (Crompton 1979, p. 18). Since the early 1970's, the topic of destination image has been an attractive area of research within the domain of tourism research. An extensive literature review of more than 140 articles on tourism destination image (TDI) published during the period of 1973-2000 (Pike 2002) indicates that the most popular themes are the role and the influence of destination image on the travelers' buying behaviour and satisfaction, which is mainly affected by the degree of confirmation between previously held expectations and experienced performance. According to Pike's (2002), the range of interests covered by these studies on TDI includes mainly the effects of visitation on the development of destination image, tourist segmentation, and image differences across different groups of visitors. Other areas of interest included, but were not limited to, the effect of distance from the destination, top-of-mind awareness, culture, negative image, or the impact of mega-events on destination image. Pike (2002) had also indicated a lack of coherent theoretical framework that would contribute to a more rigorous definition and operationalization of the construct of destination image.

A more recent detailed review of TDI literature by Tasci and Gartner (2007) confirms Pike's concerns regarding the defining and operationalizing the destination image construct. The researchers stress that the majority of destination image studies lack a strong theoretical approach and clearly defined conceptual base. This oversight may hinder proper investigation and measurement of causal relationships between destination image and related concepts. Moreover, the researchers stress the multi-faceted nature of

the concept. They point out that the majority of published studies are focused on the so-called, supply-side approach, which involves the efforts of the destination marketers to induce favourable images; while, the demand-side, or the image receiver side, is still largely ignored. However, projected images do not always coincide with perceived images. In the long run, this mismatch of projected and perceived images may create image confusion and, resulting dissatisfaction on the receiver's side. According to Tasci and Gartner (2007), the reasons for confusion are rooted in the multi-layer relational links among three main factors of image formation: 1) destination-oriented messaging sent by marketers (e.g., positioning, promotion), 2) destination/place-based information from independent or autonomous sources (e.g., education materials, word-of-mouth), and 3) the image perceiver's own characteristics (e.g., previously held beliefs, experience, culture). These and other destination image-related factors and relationships among them are identified and combined into the model of destination image presented (Figure 2-2).

As can be inferred from Figure 2-2, supply-side factors directly affect the image capital and destination image perceptions that, in turn, influence consumer decision-making processes leading to intentions and decisions regarding trip choices prior to the visitation. At the same time, each person, representing the demand side, carries personal images of the place affected by individual perceptions of the culture, previous experiences with the place and/or the people from there, as well as by the recognized desire to visit the place.

Figure 2-2. Model of Destination Image and Its Relationships
(Tasci and Gartner 2007)



Note: ⟶ One-dimensional influence, - - ▸ Bi-dimensional influence

Tasci and Garnter (2007) conclude that despite an increasing volume of research focusing on the demand-side, there are still many aspects of destination image that have not been tapped in TDI research. These include, but are not limited to, "receptiveness of local people to tourists" (p. 415) that might influence social interaction and communication between tourist and locals; the effects of culture, which might influence "not only values, but also rules of social behaviour, perceptions, and social interaction might be determining consumers' held images of a destination" (p. 423); the attitudes of travellers towards the reasons for the destination visitation; as well as the effect of attitudes formed from previous encounters with the country's people and/or products (Reisinger and Turner 2002; Ritchie and Lyons 1990; Florek et al. 2008; Yu 2010; Jarvis and Blank 2011).

2.5.4 Mega-Events

Types and Definitions

According to Getz (1989), several types of events are used as integral parts of marketing plans for place promotions. These events range from programmes of events/activities at parks to business exhibitions to religious celebrations to community festivals to mega-events. Special events, defined by the National Task Force of Tourism as "a celebration or display of some theme to which the public is invited for a limited time only, annually or less frequently" (Getz 1989, p. 125) are a unique form of tourism attraction. The exclusive characteristic of special events is in their uniqueness which elevates them above ordinary life. To distinguish special events from other types of tourist attractions, Getz suggests criteria, according to which special events are: "a) open to the public; b) occur once a year or less frequently; c) have celebration purpose or display of some

theme; d) have predetermined opening and closing dates; e) have permanent structures that are not owned by the event; f) have the program that consists of one or more separate activities; and finally g) take place in the same community or tourist regions" (p. 125).

The above criteria stress the uniqueness of the special event in general terms. Ritchie's (1984) definition of mega-event, or as he called it a "hallmark-event", adopted for this research goes further by stressing the significance of this kind of event for the host-countries: "Major one-time or recurring event of limited duration, developed primarily to enhance the awareness, appeal and profitability of tourism in the short and/or long term. The success of such events relies on uniqueness, status, or timely significance to create interest and attract attention" (Ritchie 1984, p. 2). Ritchie warns that it is important to differentiate mega-events from mega-attractions. The latter are defined as places, "which because of their significance, size or location, attract substantial attention to a region thereby providing a focal point for the enhancement of tourism development" (Ritchie 1989, p. 261). Table 2.5.1 summarizes Ritchie's classification of mega-events and mega-attractions.

Table 2.5.1. Classification of Mega-Events and Mega-Attractions

Mega-Events		Mega-Attractions	
Classification	**Examples/Locations**	**Classification**	**Examples/Locations**
World fairs/expositions	Expo / Montreal'67, New Orleans'84	Symbolic architecture/ structure	Eiffel Tower/ Paris; Taj Mahal/India
Unique carnivals/festivals	Mardi Graz/New Orleans; Oktoberfest/Munich	Historic sites	Macchu Picchu/Peru; Stonehenge/Great Britain
Significant cultural/religious events	Royal Wedding/London; Papal Coronation/Rome	Commercial	Champs Elysées /Paris; West Edmonton Wall/Canada
Historical milestones	Los Angeles Bicentennial	Religious centers	Vatican/Rome
Classical commercial/ agricultural events	Wine Purchasing/France; Floriade'82/Amsterdam	Natural wonders	Grand Canyon/SA; Valley of the Dinosaurs/Canada
Major political personage events	Presidential inaugurations; Funerals of the state/Tito	Wildlife areas	National Parks Kenya; Banff/Canada
Major entertainment events	Woodstock; Band Aide Concerts	Sculpture/art collections	Louvre/Paris; Prado/Madrid
Major sport events	Winter Olympics/Calgary; World Cup Soccer/Spain; Grand Prix Racing	World capitals	Moscow; London
		Climate, natural beauty	Greek Islands; Hawaii

While mega-attractions play an important role in tourism development, mega-events consider tourism as only one of the important dimensions of development. Each of the identified mega-events may differ in their impact depending on the scale, scope, and even "mystique" around the event (Ritchie 1984, p. 3), but all of them have various dimensions of impact. Overall, Ritchie identifies six major types of impact with both positive and negative manifestations, as well as specific variables that are used to measure the specific impacts in different areas (Table 2.5.2).

Table 2.5.2. Mega-Event: Types of Impact
(Ritchie 1984)

Impact	Manifestation		Measures of impact factor
	Positive	**Negative**	
Economic	Increased expenditures	Price increases during the event	- Participants: number, origin, mode of travel, etc. - Participant expenditure: level/type of expenditure - Sponsor expenditure: (in)direct contributions - Employment: jobs creates
	Creation of employment	Real estate speculation	
Tourism/ Commercial	Increased awareness of the region as a travel destination	Acquisition of a poor reputation as a result of inadequate facilities	- Tourism: awareness of destination, knowledge of destination - Commercial/industrial: awareness of region, knowledge of region and investment opportunities
	Increased knowledge concerning the potential for investment	Negative reactions from existing enterprises due to the possibility of new competition	
Physical	Construction of new facilities	Environmental damage	- Facilities development: additional recreational resources, infrastructure development - Environmental impact: physical degradation of environment, overcrowding
	Improvement of local infrastructure	Overcrowding	
Sociocultural	Increase in permanent level of local interest and participation in type of activity associated with event	Commercialization of activities which may be a personal or private nature	- Social: social compatibility, social development - Cultural: cultural compatibility, cultural development
	Strengthening of regional traditions and values	Modification of nature of event/activity to accommodate tourism	
Psychological	Increased local pride and community spirit	Tendency toward defensive attitudes concerning host regions	-Psychological : prestige factor, hospitality factor
	Increased awareness of non-local perceptions	High possibility of misunderstanding leading to varying degree of host/visitor hostility	
Political	Enhanced international recognition of region and its values	Economic exploitation of local population to satisfy ambitions of political elite	- Macro-political: image and ideology enhancement - Micro-political: career development, athletic enhancement
	Propagation of political views held by government and/or population	Distortion of true nature of event to reflect values of political system of the day	

While Ritchie (1984) admits that the impacts vary among the above identified types of mega-events, he also suggests that major sport events like the OG can be clearly identified as mega-sport events that are defined by a high level of impact on all identified dimensions due to "their traditions, their status, their relative infrequency and dedication to excellence" (p. 3). The existing research on the OG and their impact on the economic, sociocultural, physical, and other dimensions of the host-regions confirm this suggestion (Ritchie and Lyons 1987; Fredline et al. 2003; Lee et al. 2005; Whitson and Horne 2006; Bull and Lovell 2007; Preuss 2007). Thus, further discussion concerns the OG and their impacts that are identified in the existing literature.

The Olympic Games

The Olympic (Summer/Winter) Games (OG) are characterized by high status and global scale effects. They are open to the public, have clearly identified themes and unique symbols, are organized periodically every fourth year, have predetermined opening and closing dates, use permanent structures that are owned by host cities/regions and not the event, consist of separate and special activities, and for each Games take place in the same predetermined community(ies). These features that correspond to Getz's (1989) classification of the mega-events allow for labelling the OG as a mega-event. The mystique around them and the internationality of the experience have given the utmost significance to the OG as a means to promote a place, attract tourists, increase awareness, and invite investments. As a result, countries and cities compete with each other for the right to host the OG (Ritchie 1984; Waitt 2003). While several impact dimensions of the OG have been long recognized, the great majority of the early studies on the OG focused on four topics: economic impact, urban development, media coverage, and political

importance (Lawson 1985; Salwen and Garrison 1987; Jobling 1988; Guttman 1988; French and Disher 1997). However, with escalating global competition, several other aspects (i.e., tourism, commercial/sponsorship, sociocultural and psychological impacts) of the OG have become of interest to the OG hosts and organizers as well as researchers (Miyazaki and Morgan 2001; Kasimati 2003; Lee et al. 2005; Kaplanidou 2007; Kirkup and Major 2006; Preuss 2007; Tripodi and Hirons 2009).

To capture a full picture of changes caused by this type of event, it is important to undertake longitudinal studies that trace the impacts over time. Although it is not a true longitudinal study, one of the early repeated cross-sectional studies measuring the impacts of the OG was undertaken by Ritchie et al. (Ritchie and Aitken 1985; Ritchie and Lyons 1987, 1990). In the series of OLYMPULSE studies, Ritchie and colleagues collected information on pre-OG expectations, mid-OG attitudes, and post-OG evaluations from residents of Calgary. The study looked not only at the economic (i.e., perceived value of facilities like Saddledom, expected number of attendees, etc.), political (i.e., rating of the organizations involved in preparing for the OG), and physical and sociocultural (i.e., the changes caused by the OG hosing, such as daily life adjustment, increased noise level, relaxation of liquor laws) impacts of the XV Calgary 1988 Winter Olympic Games, but also at the attitudes (e.g., evaluation and behavioural intentions) of the local residents towards the OG themselves. Early stages of the research assessed the economic impacts of the OG expected by Alberta Government (Ritchie 1989). Later stages, i.e., annual surveys of Calgary residents, measured views concerning economic, social, and cultural issues related to the hosting of the OG. More specifically,

in OLYMPULSE I and II the researchers asked questions about the first reactions of Calgary residents to several aspects of hosting the OG, the level of support and interest, perceptions about the performance, and attitudes towards the issues of facility construction. In their later surveys, OLYMPULSE III - V, along with the previous issues, the researchers monitored the change in interest, support, and attitude. The final, OLYMPULSE VI, study looked at the Calgary residents' post-event assessments. The study was a rare, methodically organized attempt to measure residents' attitudes at different stages (i.e., pre-, mid-, and post-) of the event hosting. It also had a specific goal to critically assess the "role of a mega-event as a strategic vehicle for the development of a successful tourism destination" (Ritchie and Lyons 1990, p. 14). The researchers concluded that the short-to-intermediate-term effects prove the hosting of the OG to be worthy. They stressed the fact that hosting of the OG inspired and caught the imagination of the entire population, which led to unexpectedly high levels of support and enthusiasm to make the OG successful. While the long-term effects were unable to be assessed at the time of the final survey, the researchers, nevertheless, noted that the OG enhanced the status of the local industry and positively affected the budgets for tourism development projects at the municipal and provincial levels.

Since the OLYMPULSE series of studies, the number of studies investigating the effects of mega-sport events, and particularly the OG, from a marketing perspective has been steadily increasing. More research has looked at the effects of the OG on the formation of destination images (Kaplanidou and Vogt 2007; Tasci and Gartner 2007; Gibson, Qi, and Zhang 2008), country/city branding (Chen 2003, Whitson 2004), tourism development

(Kasimati 2003; Qi, Gibson, and Zhang 2009), and sponsorship and ambush marketing issues (Shani and Sandler 1998; Tripodi and Sutherland 2000; Preuss, Gemeinder and Seguin 2008). The overlap of these areas gives an opportunity to link the existing TDI research with research in the area of mega-event effects.

Attitudes of several directly and/or indirectly involved and affected groups reflect on the positive and negative socio-cultural aspects of the OG, host-countries and their people, and sponsors. With rare exception (e.g., Deccio and Baloglu 2002), the majority of the studies focuses on either residents of the host cities or event attendees. The reasons behind these decisions are obvious. The importance of the residents' support for the success of the event is well-documented (Tasci and Gartner 2007). Residents' attitudes are also important for the understanding and evaluation of social, cultural, and other impacts of the mega-events (Ritchie, Shipway, and Cleeve 2009). Attendees' attitudes are investigated to understand behavioural intentions, such as to visit and/or re-visit, to recommend to others, to evaluate the success of the place and/or event branding strategies, etc. (Schroeder 1996; Chen and Hsu 2000; Tasci and Gartner 2007). What have not been studied, however, are the larger scale nation-wide effects of the hosting of a mega-event like the OG and their impacts on internationally held attitudes to the host place and the event itself. Meanwhile, it is noted by several researchers (Ritchie and Lyons 1990; Waitt 2003; Karkatsoulis, Michalopoulos, and Moustakatou 2005; Barrer 2007) that successful participation in and especially hosting of an event of such a calibre greatly contributes not only to community development but also to national pride and identity.

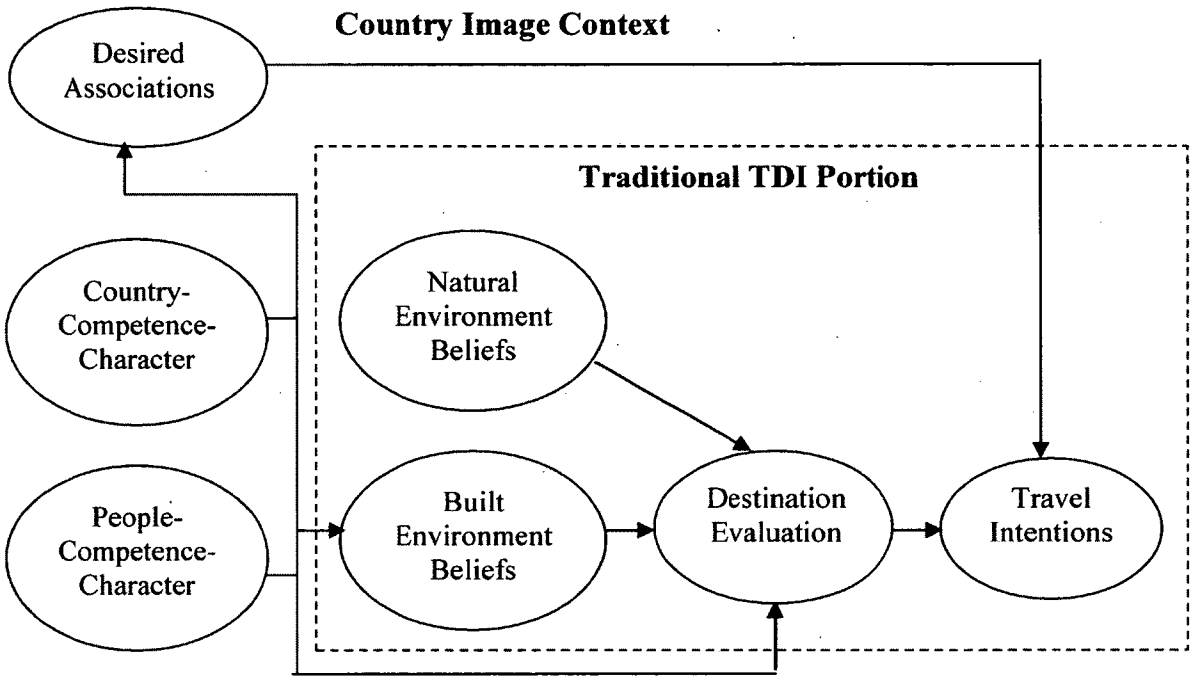
2.6 Summary and Identification of Research Direction at the Convergence

In summary, this chapter introduced the several areas of theory background that formed the foundation for the current research and presented an overview of related literature in the areas of attitudes, expectations formation and ordinization research, identity theory, country image research (i.e., country-image, product-country image), and tourism destination image (TDI). Obvious overlaps existing in these domains and gaps in perspectives suggest new potential areas for research convergence and collaboration, which are discussed below.

First, while separate and distinctively different, TDI and PCI research streams have a number of common points that contribute to potential areas of convergence which have been discussed by a few researchers (Gnoth 2002; Elliot, Papadopoulos, and Kim 2011; Usunier and Ghislaine 2007; Nadeau, Heslop, O'Reilly, and Luk 2008). The most important point of contact is the recognition of the interrelatedness of the main components of each area. Both streams heavily employ attitude theory to explicate the mechanisms behind the evaluation of products of focus (i.e., country itself or goods/services). Nadeau et al. (2008) capture this commonality by proposing a framework that combines the main factors of both streams of research (Figure 2-3). The framework reflects all attitude components influencing of the decision-making process. The cognitive aspects are reflected by incorporation of country-competence/character, people-competence/character, as well as natural and built environment belief systems-related constructs. The affective aspects are reflected through measures of desired

associations. Finally, destination evaluation and travel intentions reflect the conative component of decision-making.

Figure 2-3. Model of TDI Effects in a Country Context
(Nadeau et al. 2008)



The framework provides an opportunity to pinpoint a number of research topics that could benefit from the combination of TDI and PCI frameworks. Among these are topics that had already been embedded in each of this research streams: tourism promotion, place-branding, and mega-event hosting (Nadeau et al. 2008). The importance of tourism in the formation of product-country images cannot be underestimated. According to Gnoth (2002), tourism, being a major export industry itself, helps in leveraging national brands by the exposure of tourists to domestic products, leading them sometimes to become potential customers in foreign markets. Travel experiences contribute to the adjustment of previously held beliefs towards more accurate perceptions of a country, its people, and the characteristics of its products (Papadopoulos and Heslop 1986). At the

same time, not only do the image and the experience of a country influence the attitudes towards its products, but also the perceived performance of the products may lead to a desire to visit a country (Usunier and Ghislaine 2007). This relationship between tourism and country is bi-directional. Nevertheless, there are only a handful of studies addressing the interrelatedness of tourism and COO effects (Papadopoulos 2004).

Place branding interests are at the core of TDI research. In this case, places themselves are perceived as products. Thus, just as for any other product, the desirability of this "product", i.e., a place and the motivation to travel to the place directly depends on stereotypes held by people about the benefits of engaging with the place (Nadeau et al. 2008). At the same time, the same stereotypes affect the attitudes towards the products from the country. The interrelatedness of the interests leads to the development of country or place branding activities with the whole purpose of introducing favourable images that may affect not only the attractiveness of the place as a destination image, but also as a country with reliable and attractive products. The previously discussed case of Japan (Amine et al. 2005) demonstrates the reciprocal effect of company and country branding supporting the idea of so-called "virtuous circle" (Anholt 2003):

> *"..Once a country's brand image begins to improve, a virtuous circle comes into play: the country promotes the brands and the brands promote the country. Branded goods promote tourism, tourism brings real income; foreign policy promotes inward investment, which improves the environment for branded exports, which sustain the country image, which improves tourism, which makes consumers more receptive to representations of culture which stimulates the purchase of branded exports, which encourages more producers to export their brands, and so forth..." (p.134)*

The interrelationship between hosting mega-events and destination image and tourism attraction is yet another point of contact of TDI and PCI research. The literature suggests that hosting mega-events is a commonly used strategy for destination or country image formation and/or (re)branding and tourism attraction, as well as a means to attract foreign direct investments and enhance product-country related attitudes (Getz 1989; Ritchie and Smith 1991; Jaffe and Nebenzahl 1993; Gilmore 2002; Fredline, Jago, and Deery 2003; Lee et al. 2005; Hiller 2006; Kaplanidou and Vogt 2007; Custódio and Gouveia 2007). However, prior to further discussion of mega-event hosting and country image formation, the very nature of hallmark or mega-event needs to be address.

Mega-events like OG are unique activities that have multifaceted effects on host-countries. Not only do they attract a large number of visitors to a country, but also they generate intensive media-coverage and international broadcasting, which provides a host-country with a powerful tool to communicate desirable country-image messages to the international community. Patriotic sentiments, generated by the idea of hosting a mega-event, also serve as a political tool to boost a sense of national identity. The recognition of the potential of mega-events in the development of desired place images is reflected in increased competition of cities and countries to host these events. The number of studies investigating the effects of mega-event on country's image is steadily increasing (Ritchie 1989; Custódio and Gouveia 2007; Martensen et al. 2007; Florek et al. 2008). However, the great majority of these studies have focused on residents of the host country and international tourist-attendees of the mega-event, leaving the non-resident communities of the host country and international distance-spectators largely ignored. Meanwhile,

there is evidence that hosting of hallmark events 1) can have significant nation-wide effects on national pride, esteem, and sense of belonging (Waitt 2003) and 2) may generate strong international effects (Custódio and Gouveia 2007). Hence, there is an identified gap in perspective, which suggests the first potential area of investigation for this research: longitudinal nation-wide and international study of the reciprocal effects of mega-event hosting on beliefs, evaluations, and behavioural intentions towards the host country and its people.

Further, mega-events like the OG represent unique uncontrollable events that heighten emotional load and hence, generate expectations of an exceptional experience. The image formation literature confirms that image formation is highly affected by personal experiences and communication with other people (Olson et al. 1996; Wilson et al. 2003). These sources of information contribute to the development of expectations about all involved entities: the OG, the host country and its people. Moreover, individual associations (i.e., personal identification and/or involvement with the objects of interest), are essential determinants of expectation formation and evaluation processes (Tesser and Martin 1996; Olson et al. 1996). Overall, image formation is described as a dynamic process that evolves over time during which people go through complex emotional, cognitive, and behavioural adjustments.

The expectation paradigm confirms that in cases of events of such scale, people develop strong expectations from the event organizers, the host country, and their national teams

and/or favourite athletes. These expectations are, however, surrounded by high uncertainty (Madrigal 1995; Wilson et al. 2004). Importantly, individual involvement and self-association with either of the focal points of interest (e.g., the OG or the national team) affect the level of emotional load and, hence, expectations. These expectations are subject to (dis)confirmation: positive, zero, or negative. The expectation paradigm suggests that (dis)confirmation of expectations generates emotional reactions and triggers the cognitive process of sense making when the outcomes of the event are known. The process of sense making helps in ordinizination of the outcomes and, hence, reduction of emotional imbalances (Roese and Olson 1996; Wilson et al. 2004, 2005). As a result, previously held beliefs are adjusted and new behavioural intentions, or conative choices, are developed. However, as seen in Australian-French case (Heslop et al 2008), newly developed attitudes may slowly change towards their pre-event held attitudes. This phenomenon widely recognized in psychology research and in particular, in ordinization and sense-making research, raises an issue of the temporal effects of mega-event hosting. In the absence of research at the intersection of these areas, there is an identified gap in perspective, which suggests the second potential area of investigation for this research: the interrelationship of effects of mega-sport events and host country attitudes within the context of the expectation paradigm and ordinization theory.

3 OBJECTIVES AND RESEARCH QUESTIONS

3.1 Objectives and Related Research Questions

To fulfill the areas for investigation identified above, the research study encompasses two main objectives:

1. To examine the effects of the XXI Vancouver 2010 Winter Olympic Games (VOG) hosting on attitudes towards a) the host country as a vacation destination; b) the host country and its people; c) the host-country products; d) the OG as a tourist destination; and e) the OG as a mega-event in two different national groups: host-country residents (Canadian) and residents of another country (American).

   Related research questions asked are:

   a. What are the beliefs, evaluations, and behavioural intentions of Canadian and American consumers about the host country as a tourist destination, the host country and its people, and the host-country products prior to/during/after the event?

   b. What are the beliefs, evaluations, and behavioural intentions of Canadian and American consumers about the OG as a tourist destination prior to/during/after the event and as a sport mega-event?

2. To assess the effect of sense making triggered by (dis)confirmation of expectations of the national Olympic team's performance on beliefs of, evaluation of, and behavioural intentions towards the mega-event and the host country.

Research questions asked were:

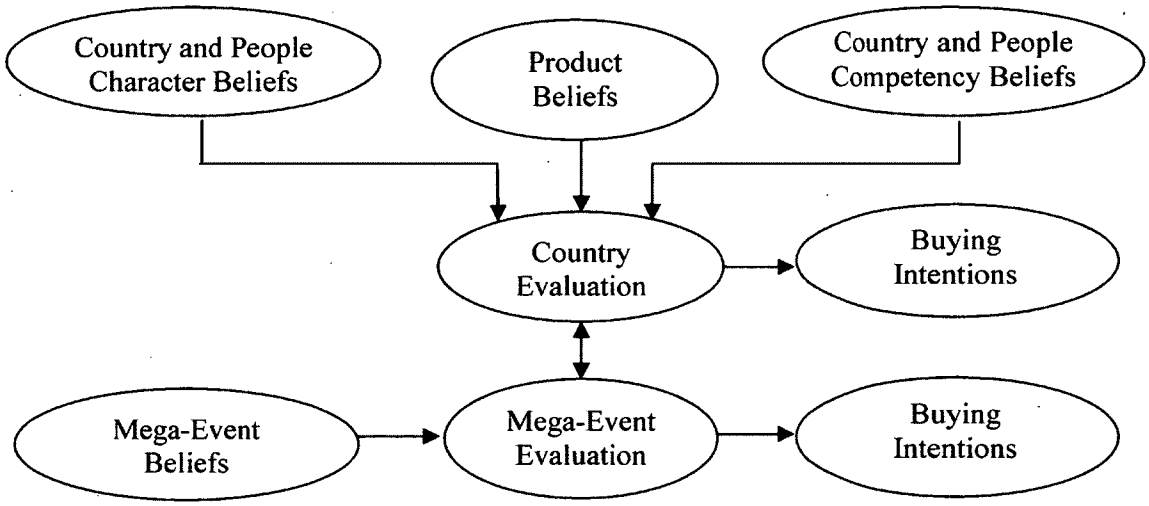
a. What are the effects of the emerging outcomes of the Olympic athletic competitions on Canadian and American consumers' expectations, perceived performance, and evaluations of the national Olympic team's performance?
b. What are the effects of the emerging outcomes of the Olympic athletic competitions on Canadian and American consumers' overall evaluations of the Olympics as a sport mega-event and as a destination?
c. What are the effects of (dis)confirmation of the expectations from the national Olympic team's performance, the overall quality of the VOG, and Canada's hosting of the Winter OG on evaluations of and behavioural intentions towards the mega-event?
d. What are the effects of individual association (i.e., self-identification with the national Olympic team and individual OG involvement, and country affiliation with the country of residency) on evaluations of and behavioural intentions towards the mega-event?

3.2 Research Framework and Hypotheses

Attitude theory, the Expectation paradigm, Ordinization theory and Social Involvement and Identification theories formed the foundation of the research framework designed to structure the study of the effects of expectations on perceived performance of, evaluations of, and behavioural intentions towards the mega-event, the host country, and the host-country/people and products. Prior to the discussion of the research framework, its constructs and their relationship, it is important to stress that the subjects of interest of this study are the host country as a destination, the host-country/people and products as

well as the mega-event. All these subjects represent separate, yet interrelated entities, and, hence, are focal attitude objects. In the following discussion they will be referred as attitude objects. The current study adopted and reflected on a model developed by Nadeau, Heslop and O'Reilly (2009) as outlined in Figure 3-1 and tested at the XXIX Beijing 2008 Summer Olympic Games. (Note, the current study was a second phase of the research program supported by a Strategic grant from the Social Sciences and Humanities Research Council (SSHRC)).

Figure 3-1. Beliefs, Evaluations and Buying Intentions: Country and Mega-Event

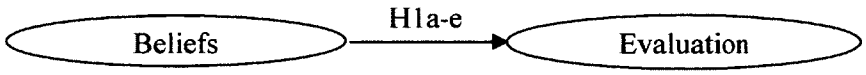


3.2.1 Attitude Objects

Following the original model by Nadeau et al. (2009) and in agreement with Tesser and Martin (1996), it is stated that beliefs about any object have direct effects on evaluations of that object. As Tesser and Martin (1996) suggest, people generate evaluations of the object of interest on the basis of their past, i.e., previously stored beliefs and experiences. Related to the current research, it is believed that the evaluations of a country, its people,

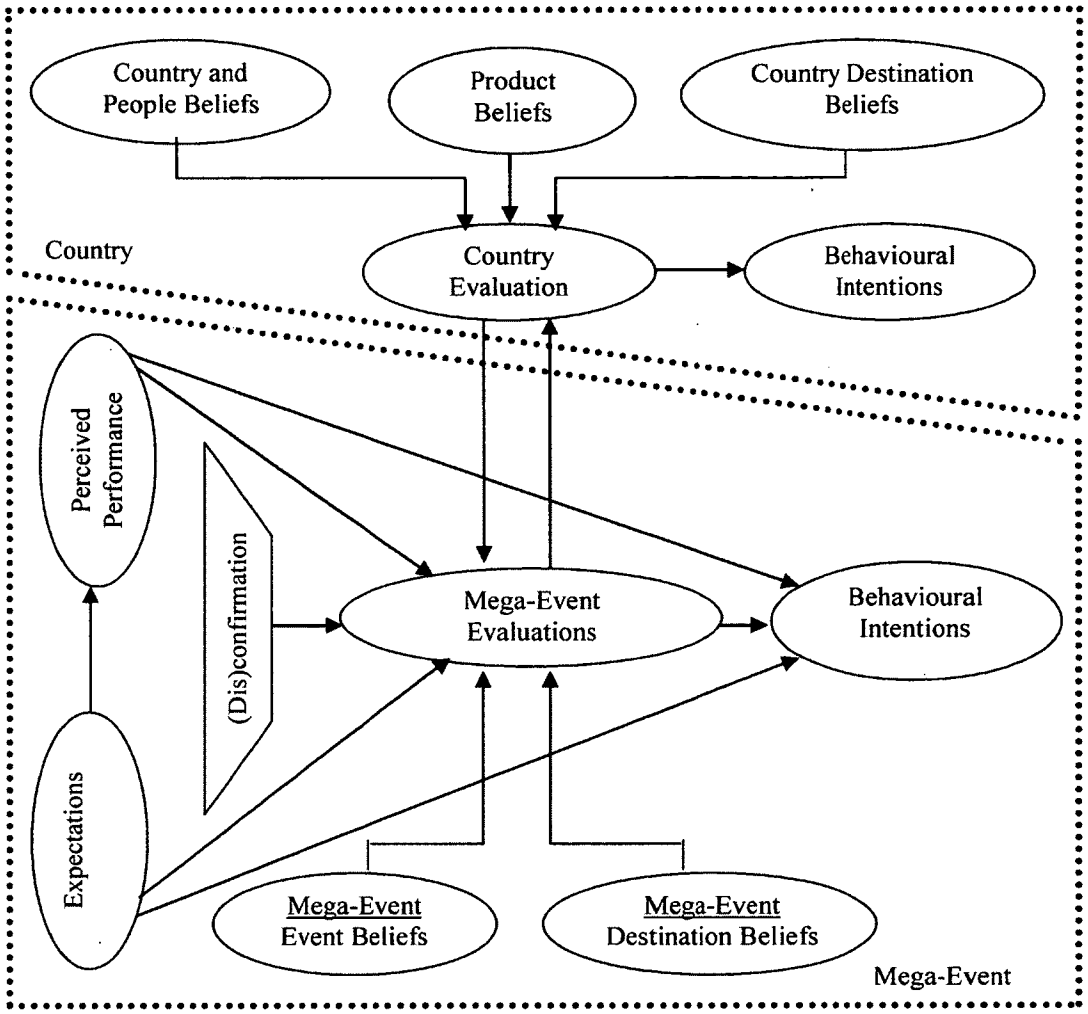
its products and the country as a tourist destination are based on previously held beliefs about, respectively, the country, its people, the products of the country, and the country as a destination. Similarly, evaluations of a mega-event, such as the OG, will be formed on the basis of previously formed beliefs about that mega-event as an event and as a vacation destination. Hence,

> H1a-e: Evaluation of the [object of interest] is positively influenced by Beliefs about the [object of interest].



The current study focuses not only on relationships among country- and mega-event-related beliefs, evaluations, and buying intentions, but also on the examination of the mega-event expectation (dis)confirmation effects on evaluation of and behavioural intentions towards all focal attitude objects. Figure 3-2 presents the research framework used in this study, which elaborates on the model of Nadeau et al. (2008) with a more detailed look at the attitude objects in that model and also includes the additional elements needed to address the role of expectations, perceived performance and (dis)confirmation of expectations about the event, team performance, and the country's hosting of the OG.

Figure 3-2. Research Framework for Mega-Event Expectations, Perceived Performance, Evaluations, and Behavioural Intentions

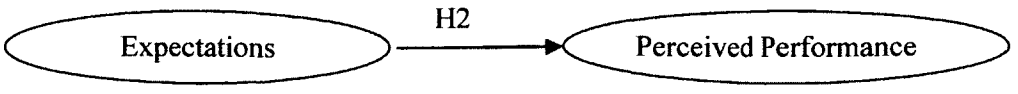


The elements in the lower part of the research framework on Figure 3-2 are based on Olson et al.'s (1996) model of the Expectation Process (Figure 2-1). This part of the framework has five main constructs: Expectations, Perceived Performance, (Dis)confirmation, Evaluations, and Behavioural Intentions. The first three constructs are related mainly to the national Olympic team as well as the VOG and Canada as a host of the VOG. It is expected that prior to the OG, consumers will have certain expectations concerning their national teams.

These expectations are subjects to (dis)confirmation and change throughout the entire period of the OG due to constantly updated performance information concerning the national team as well as adjusted attitudes toward the overall quality of the VOG and Canada's ability to host Winter Olympics as the OG progress. At the same time, it is believed, that with the OG-related information flows, consumers would revise their evaluations of the OG as a destination and as an event. Moreover, expectations and performance perceptions of the national team along with evaluations of the OG as a destination and an event would influence consumers' behavioural intentions towards their national teams (e.g., "purchase my national team's merchandise") and the OG (e.g., "willing to travel to the Olympic Games"). These relationships are examined in more details in the following discussion.

According to the Expectation Process model, expectations for any subject of interest are formed on the bases of previously held beliefs about that subject, personal experiences, and communication with other people. Expectations, in turn, are directly linked to perceived performance. According to Oliver (1997), the effect of expectations on perceived performance is described by the assimilation process responsible for the approximation of perceived performance to the initial expectations. Oliver (1997) explains this phenomenon through ego protection motivation, i.e., one does not want to admit that his/her initial expectations are wrong. Hence,

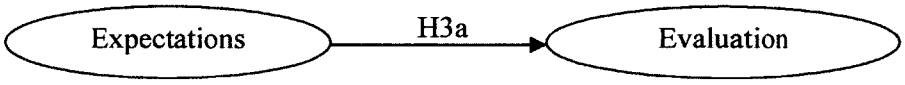
H2: Perceived Performance is positively influenced by Expectations.



In the case of mega-events, like the OG, which are characterised by a series of athletic competitions, perceived performance is subjected to continuous adjustment triggered by the emergence of outcomes of these athletic activities over the course of the entire event. Emerging outcomes also trigger a comparison process, during which the initial expectations are compared to perceived performance. This leads to (dis)confirmation – either positive or negative or neutral - of the original expectations (Olson et al. 1996).

Initial expectations also have indirect effects on evaluations through perceived performance. However, the expectation paradigm suggests that in addition to indirect effects, there is also a direct link between expectations and evaluations of the objects of interest (Oliver 1997; Van Leeuwen et al. 2002). In their study of customer satisfaction with dining services, Oliver and Burke (1999) found a direct effect between expectations and evaluation of performance. The researchers explained this phenomenon as an assimilation effect that is triggered during the process of explanation and adaptation, i.e., the ordinization process. Applying these findings to the current research, it was hypothesized that initial expectations have a direct effect on satisfaction, and, hence, the evaluations of the mega-events. Thus,

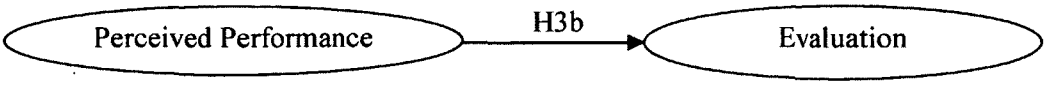
H3a: Evaluation is positively influenced by Expectations.



As with expectations, perceived performance has an indirect influence on evaluations. However, research also suggests that, in addition to indirect influences, perceived performance has a direct effect on evaluations of products and services (Jayanti and

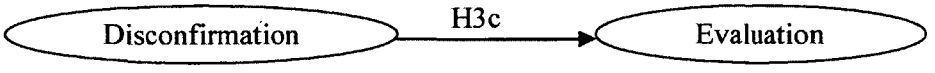
Jackson 1991; Van Leeuwen et al. 2002). In fact, in their study of professional services, Jayanti and Jackson (1991) found perceived performance to have the strongest effect on customer satisfaction, i.e., the evaluations of the services. This phenomenon was also confirmed in the study of consumer satisfaction with high-involvement non-durable products (Patterson 1993). Thus,

H3b: Evaluation is positively influenced by Perceived Performance.



(Dis)confirmation of expectations activates the cognitive and affective components of the attitude theory. In other words, (dis)confirmation of Expectations causes emotional reactions to the event outcomes and triggers the sense-making processes aimed at explaining and ordinizing the outcomes of events that have taken place (Tesser and Martin 1996; Wilson et al. 2003). As a result, (dis)confirmation of Expectations was hypothesized to have direct effects on satisfaction, and, hence, Evaluations of the mega-event. Hence,

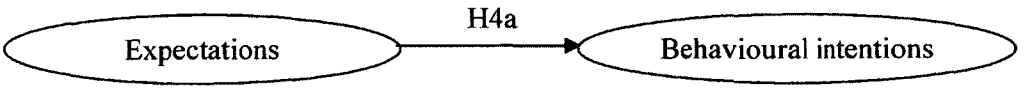
H3c: Evaluation is positively influenced by (Dis)confirmation of Expectations.



Olson et al. (1996) state that "people behave consistently with their expectancies" (p. 221). The researchers explain this phenomenon as people's tendency to choose and perform tasks that are closely related to their expectations of success. In their meta-analysis of 135 studies of interpersonal expectancy effects, Harris and Rosenthal (1985)

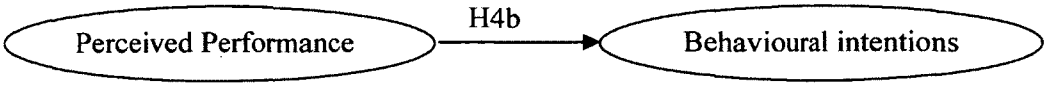
found direct effects of expectations on different forms of behaviour like encouraging the other person, accepting the other person's ideas, etc. In cases of uncontrollable events, Hiroto (1974) found that subjects who were exposed to uncontrollable noise made little effort to escape and simply adjusted their behaviour. Hence,

H4a: Behavioural Intentions are positively influenced by Expectations.



Research also indicates that behavioural intentions of consumers are directly affected by their perceptions of performance (Oliver 1997; Van Leeuwen at el. 2002). Thus, it is hypothesized that perceived performance has direct effects on behavioural intentions towards the objects of interest (i.e., the national team, the Olympics as a destination and as a sport mega-event). Hence,

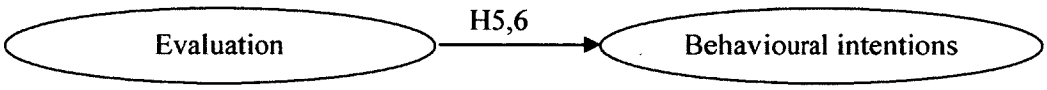
H4b: Behavioural Intentions are positively influenced by Perceived Performance.



Finally, evaluations have a direct effect on the conations, the action-related components of attitudes, which are reflected in measures of behavioural intentions. According to Tesser and Martin (1996), positive beliefs lead to positive evaluations which, in turn, lead to positive behaviours. Hence, a direct relationship was hypothesized between the evaluations and behavioural intentions:

H5: Behavioural intentions towards the host country are positively influenced by the host country evaluation.

H6: Behavioural intentions towards the OG are positively influenced by the OG evaluation.



3.2.2 Individual Associations: Self-Identification and Involvement

According to social identity theory (Tajfel 1978; Taylor and Moghaddam 1994), attitude theory, and expectation formation theory (Olson et al. 1996), expectations from, evaluations of, and behavioural intentions toward an object of interest are affected by the level of personal involvement with the object. The identification is manifested through individual involvement with the object of interest. In line with Zaichkowsky's definition of involvement, it is believed that the OG constitute an event that triggers several aspects of individual and social needs, values, and interests. As a mega-event, the OG may activate three different types of individual association: a) with the national sports team, which is manifested through self-identification as a national Olympic team's fan (NTI), b) with the OG which is manifest through individual OG involvement index (IOII), and finally c) social group association manifested through the affiliation with the country of

residency (COR). It is hypothesized that all three types of association (i.e., NTI, IOII, and COR) will influence relationships among constructs of the research framework.

Therefore, to reflect the effect of self-identification with the national team, the earlier introduced hypotheses H3 and H4 are revised into:

H3a-d: At any point in time, evaluations of i) the OG as a destination and ii) the OG as an event will be positively influenced by a) expectations for, b) perceived performance of, and c) (dis)confirmation of expectations of the national Olympic team performance, and furthermore, d) self-identification with the national team will moderate these relationships.

H4a-c: At any point in time, behavioural intentions towards i) the national team and ii) the OG will be positively influenced by a) expectations for and b) perceived performance of the national Olympic team performance, and furthermore, c) self-identification with the national team will moderate these relationships.

A set of hypotheses is introduced to reflect the effects of the individual OG involvement (IOII) and the effects of country affiliation with the country of residency (COR):

H7a: There will be differences in Canadian and American attitudes towards the i) host country as a destination; ii) host-country/people, iii) host-country products, iv) OG as a destination, and v) OG as an event.

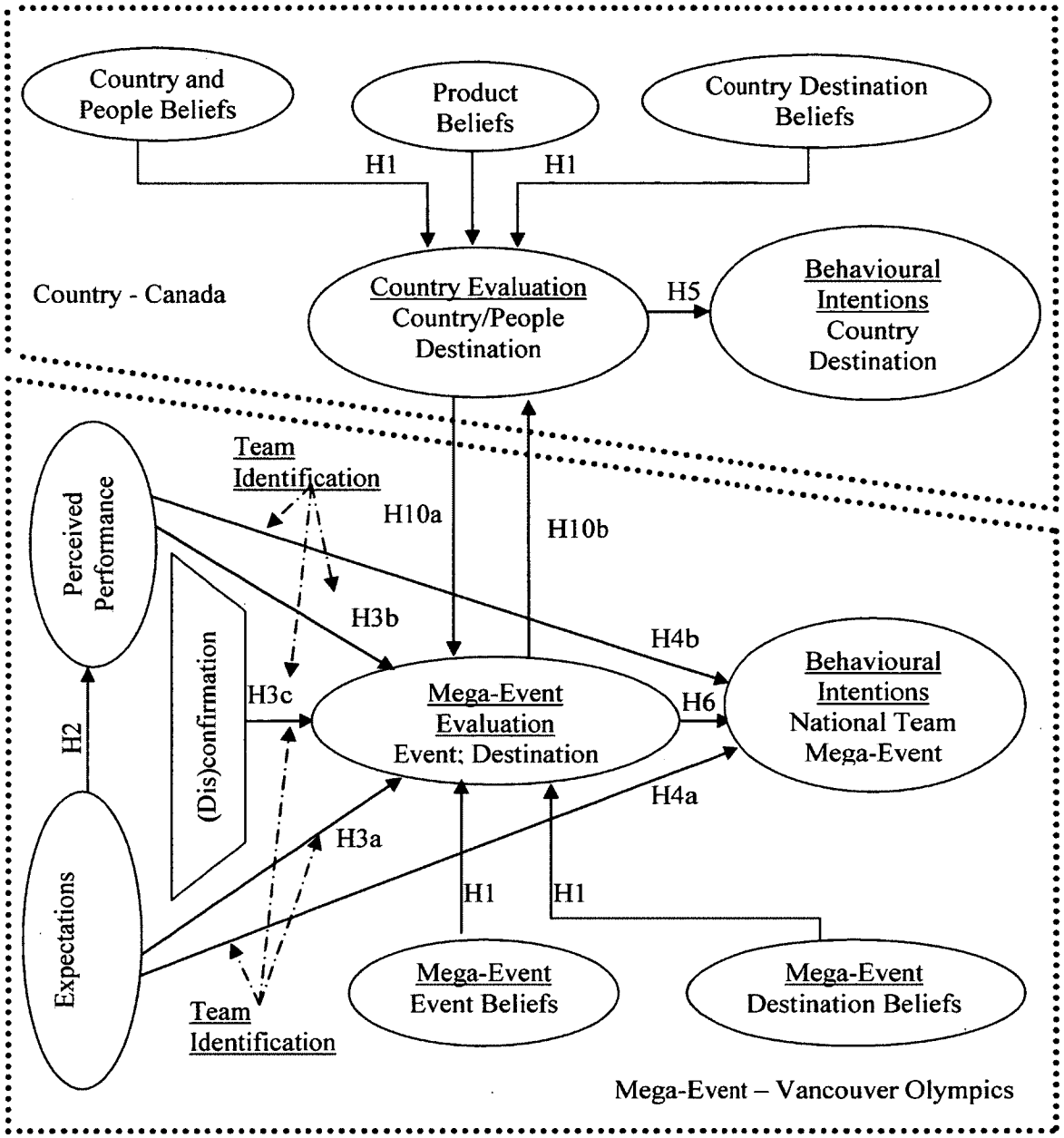
H7b: There will be differences in Canadian and American attitudes towards i) the national teams, ii) the VOG, and iii) Canada's hosting of the OG.

H7c: At any point in time, individuals with different levels of IOII will differ in their attitudes towards the i) OG as a destination and ii) OG as an event.

H7d: At any point of time, individuals with different levels of IOII will differ in their behavioural intentions towards the national team.

Figure 3-3 summarizes hypotheses H1-6 and H10, introduced later in this chapter.

Figure 3-3. Research Framework and Hypotheses



Notes:
Country and People Beliefs - beliefs about host country and its people;
Product Beliefs - beliefs about the products of the host country;
Country Destination Beliefs - beliefs about host country as a tourist destination;
Olympic Event Beliefs - beliefs about the OG as a mega-event;
Olympic Destination Beliefs - beliefs about the OG as a tourist destination;
Country Evaluation comprises evaluations of country/people, products, and country as a destination;
Country Behavioural Intentions comprises behavioural intentions towards country as a destination and country's products evaluations;
Mega-event Evaluations comprises evaluations of the OG as a destination and as an event;
Mega-Event Behavioural Intentions relates to behavioural intentions towards the national team, the OG as destinations and as an event;
——▶ refers to direct influences; – · – · ▶ refers to moderating influences

3.2.3 The Sense-Making Process

The research framework, presented in Figure 3-3, addresses the first objective of the current study, i.e., the examination of expectations from, perceived performance, evaluations of, and behavioural intentions towards the mega-event and related attitude objects. To address the second objective, i.e., the effect of the sense-making process, it is necessary to assess consumers' beliefs, evaluations, and intentions in multiple time periods prior to, during, and after the event.

It is believed that prior to the actual Olympic competitions, consumers have certain expectations for the OG as a mega-event, for the performance of their national Olympic teams, and concerning the country and its people, in which the OG will be held. Given the nature and value of the OG as a mega-event associated with athletic excellence, an international party atmosphere, and its historical significance (Neirotti et al. 2001), it is hypothesized that prior to the OG, the expectations would have been affected by positive emotions and would rise as the event approaches in time in anticipation to the actual day of the Olympics opening ceremony. However, starting from the first day of the event, the perceptions from the opening ceremony as well as emerging outcomes of the first-day athletic competitions would influence the perceptions of performance and, hence, cause a revision of previously held expectations. In accordance to the ordinization theory, not only the perceived performance, but also the initial expectations will be revised and adjusted upon the receipt of information on the daily outcomes of the sport competitions throughout the entire course of the mega-event. It is believed that all attitude objects of the research framework would be affected by emotional experiences related to the daily

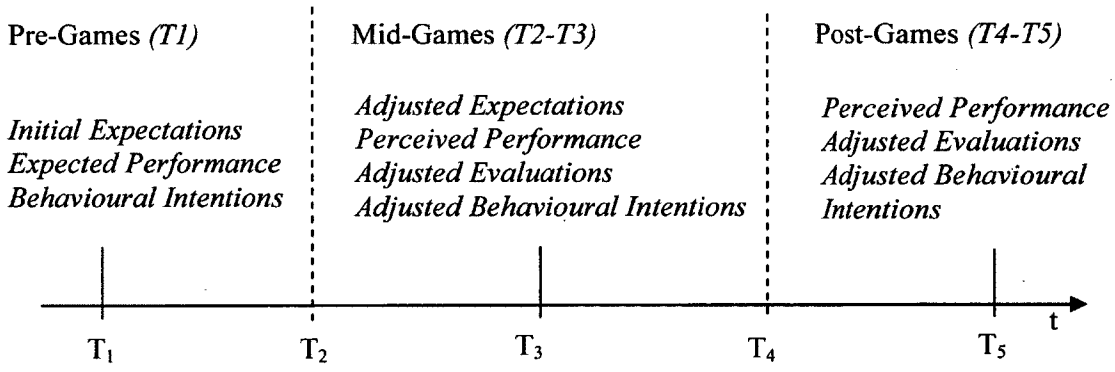
competitions of the OG. However, ordinization theory also suggests that over time, after the event of interest is over, cognition-based adjustments, involving retrospective sense making around expectations and performance, will facilitate emotional evanescence and return emotion levels to previous steady state levels. This process of adjustment will directly affect perceived performance, evaluations, and behavioural intentions towards the object of interest.

To trace changes in beliefs, evaluations of, and behavioural intentions toward the mega-event and related attitude objects occurring with the availability of the daily outcomes, it was important to have multiple data-collection points from the same respondents. Therefore, Initial Expectations, Expected Performance, and Behavioural Intentions towards the mega-event and related objects (i.e., the national team, the VOG, and Canada as a Winter Olympics host) were assessed approximately two months prior to the mega-event[1]. To trace possible changes in the values of the measures of each of these constructs (i.e. expectations, perceived performance, evaluations, and behavioural intentions towards the mega-event, and also to measure aspects of the attitudes towards the host country, and host-country/people and products), two data collection waves were launched during the VOG – around opening day and close to the middle, i.e. after the thirteenth day of the competitions. This allowed for observing how emerging information about the outcomes of the athletic competitions may influence the values of the measures of each construct by each participant of the proposed study. The fourth wave of data collection was initiated immediately after the closing of the OG. By this point the OG were over, all

[1] The timing of data collection is influenced in part by the data collection for the Beijing Olympics to allow the research team (Nadeau, Heslop, and O'Reilly) to compare research findings between the two Olympic events in Beijing and Vancouver.

results were reported and, hence, there were no more event outcome-related adjustments in expectations for the national team performance, the hosting of the mega-event, or the staging of the event itself. Thus, evaluations of and the behavioural intentions towards the national team, the VOG, and Canada's hosting were based on complete reports of the competitions. However, it was expected that the affective component (i.e., emotions, feeling, etc.) still would have been heightened at that point of data collection and would influence the values of the constructs of the research framework. Finally, the fifth and final data-collection occurred two months after the mega-event. By this point, according to ordinization theory, the sense-making process could be expected to have been fully executed, i.e., the results of the OG were fully assimilated and ordinized. Figure 3-4 provides a visual demonstration of the five-point model of data collection. (The following chapter provides more detailed discussion of the five-point data collection process).

Figure 3-4. Five-point Model to Trace Expectation (Dis)Confirmation



Differences in expectations and perceived performance at different points in time would result in (dis)confirmation of expectations and, hence, the activation of the sense- making process responsible for the corresponding adjustments in, evaluation and behavioural intentions. As indicated above, emotional build-up to the OG opening would be followed

by heightened emotions surrounding the event during its occurrence and evanescence in emotions following the event. Hence, the following hypotheses were proposed to trace these processes:

H8a: There will be an increase in mean values of beliefs, evaluations and behavioural intentions regarding all objects of interest between T1 and T2 data collection points.

H8b: There will be changes in mean values of beliefs, evaluations and behavioural intentions regarding all objects of interest between T4 and T5 data collection points with directions towards the mean values reported at T1 data collection point.

Heightened emotions surrounding the OG and continuous flow of information on the competitions could be expected to have spill-over effects to all relevant attitude-object components resulting in adjustment of previously held attitudes. This phenomenon will be reflected in changes in all attitude components across all five waves:

H9: Beliefs, evaluations, and behavioural intentions towards the a) host country as a destination, b) host-country/people, c) host-country products, d) OG as a destination, and e) OG as an event will differ before/during/after the VOG in i) Canada and ii) USA.

3.2.4 Mega-Event and Host Country Evaluations

Finally, one of the main purposes of this study was to investigate the effects of the OG hosting on evaluations of and behavioural intentions towards the host country. As discussed in the previous chapter, mega-events like the OG represent unique events that generate a rich flow of information and affect previously held images regarding all involved attitude objects, i.e. the mega-event and the host country (country, people, products, and destination). Extensive research literature suggests that hosting a mega-

event contributes to bi-lateral image transfers between the host country and the event organization (Jaffe and Nebenzahl, 1993; Xing and Chalip 2006; Kaplanidou and Vogt 2007; Nadeau et al. 2008). Hence, there is direct influence between country evaluations and mega-event evaluations:

H10a: The OG Evaluation is positively influenced by the host country evaluation.
H10b: The host country evaluation is positively influenced by the OG evaluation.

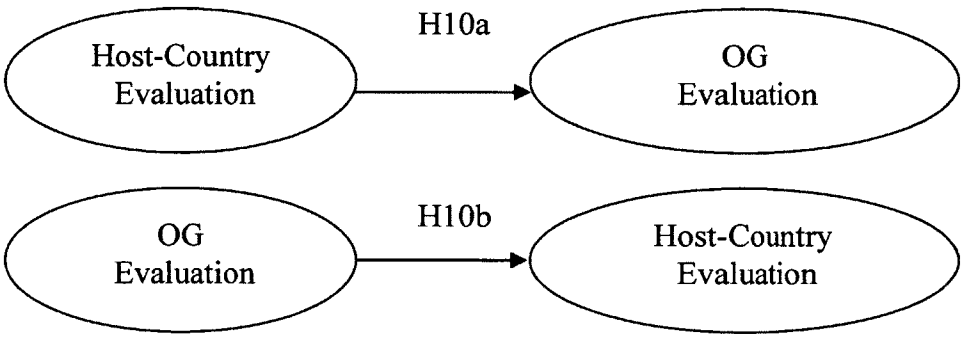


Table 3.2.1 summarizes the hypothesized relationships presented above as well as provides a reference to the respective section of the primary statistical analysis in the Chapter 6, where the results of the related analysis are presented.

Table 3.2.1. Research Hypotheses

Hypotheses		Analysis (Section)
Beliefs → Evaluations		
H1a:	Evaluation of the host country as a destination is positively influenced by beliefs about the host country as a destination.	Linear Regressions (Section 6.1)
H1b:	Evaluation of the host-country/people is positively influenced by beliefs about the host-country/people.	
H1c:	Evaluation of the host-country products is positively influenced by beliefs about the host-country products.	
H1d:	Evaluation of the OG as a destination is positively influenced by the beliefs about the OG as a destination.	
H1e:	Evaluation of the OG as a mega-event is positively influenced by the beliefs about the OG.	
Expectations, Perceived Performance, (Dis)confirmation, and Self-Identification with the National Team		
H2:	At any point in time, perceived performance of the national Olympic team will be positively influenced by expectations for i) the national team, ii) the VOG quality, and iii) Canada's hosting of the OG.	Linear Regressions (Section 6.2.1)
H3a:	At any point in time, evaluations of i) the OG as a destination and ii) the OG as an event will be positively influenced by expectations for the national Olympic team performance.	Multiple Hierarchical Linear Regressions (Section 6.2.2)
H3b:	At any point in time, evaluations of i) the OG as a destination and ii) the OG as an event will be positively influenced by perceived performance of the national Olympic team performance.	
H3c:	At any point in time, evaluations of i) the OG as a destination and ii) the OG as an event will be positively influenced by c) (dis)confirmation of expectations from the national Olympic team performance.	
H3d:	At any point in time, relationships identified in H3a, H3b, and H3c will be moderated by self-identification with the national team.	
H4a:	At any point in time, behavioural intentions towards i) the national team and ii) the OG will be positively influenced by expectations for the national Olympic team performance.	Multiple Hierarchical Linear Regressions (Section 6.2.3)
H4b:	At any point in time, behavioural intentions towards i) the national team and ii) the OG will be positively influenced by perceived performance of the national Olympic team performance.	
H4c:	At any point in time, relationships identified in H4a and H4b will be moderated by self-identification with the national team.	

Table 3.2.1. (cont'd) Research Hypotheses

Hypotheses		Analysis (Section)
Evaluation and Behavioural Intentions		
H5:	At any point in time, behavioural intentions towards the host country as a destination are positively influenced by the host country evaluation.	Structural Equation Modeling (Section 6.4)
H6:	At any point in time, behavioural intentions towards the OG are positively influenced by the OG evaluation.	
Individual OG Involvement (IOII) and Country of Residence (COR)		
H7a:	There will be differences in Canadian and American attitudes towards the i) host country as a destination; ii) host-country/people, iii) host-country products, iv) OG as a destination, and v) OG as an event.	Repeated Measures ANOVA with Doubly Multivariate Design (Section 6.3)
H7b:	There will be differences in Canadian and American attitudes towards i) the national teams, ii) the VOG, and iii) Canada's hosting of the OG.	
H7c:	At any point in time, individuals with different levels of IOII will differ in their attitudes towards i) OG as a destination, and ii) OG as an event.	
H7d:	At any point of time, individuals with different levels of IOII will differ in their behavioural intentions towards the national team.	
Sense making		
H8a:	There will be an increase in mean values of beliefs, evaluations and behavioural intentions regarding all objects of interest between T1 and T2 data collection points.	Repeated Measures ANOVA with Doubly Multivariate Design (Section 6.3)
H8b:	There will be changes in mean values of beliefs, evaluations and behavioural intentions regarding all objects of interest between T4 and T5 data collection points with directions towards the means values reported at T1 data collection point.	

Table 3.2.1. (cont'd) Research Hypotheses

Hypotheses		Analysis (Section)
Time Factor		
H9a:	Beliefs, evaluations, and behavioural intentions towards the host country as a tourist destination will differ before/during/after the VOG in i) Canada and ii) USA.	Repeated Measures ANOVA with Doubly Multivariate Design (Section 6.3)
H9b:	Beliefs, evaluations, and behavioural intentions towards the host-country/people will differ before/during/after the VOG in i) Canada and ii) USA.	
H9c:	Beliefs, evaluations, and behavioural intentions towards the host-country products will differ before/during/after the VOG in i) Canada and ii) USA.	
H9d:	Beliefs, evaluations, and behavioural intentions towards the OG as a tourist destination will differ before/during/after the VOG in i) Canada and ii) USA.	
H9e:	Beliefs, evaluations, and behavioural intentions towards the OG as a sport mega-event will differ before/during/after the VOG in i) Canada and ii) USA.	
Country → Mega-Event; Mega-Event → Country		
H10a:	At any point in time, the OG evaluation will be positively influenced by the host country evaluation.	Structural Equation Modeling (Section 6.4)
H10b:	At any point in time, the host country evaluation will be positively influenced by the OG evaluation.	

4 RESEARCH METHODOLOGY

This chapter outlines the methodological approach of the current study including the research design, measurement instruments, sampling methodology, data collection, and analysis.

4.1 Data Collection

4.1.1 Longitudinal Data: Five Waves

To detect changes in beliefs, attitudes, or behaviors of individuals over time the majority of studies in the published sport-event research have employed a simple two-point data collection design: pre- and post-events points in time, drawing new sample from the populations of interest (Madrigal 1995; Kouthoris and Alexandris 2005; Florek et al. 2008). The rare exceptions are studies like OLYPMULSE (Ritchie and Aitken 1985; Ritchie and Lyons 1987, 1990) that look at pre-, during-, and post-event attitudes of residents of the mega-event host-country, but again using new samples in each period. Willet and Sayer (1994) state that this traditional two-points-in-time approach is not adequate to trace changes in cognitive, affective, and conative decisions of an individual over time as these two-points-in-time data represent snapshots with "only minimal information on individual change" (p. 363). For true representation of changes, the researchers suggest continuous data collection when "both time points and individuals have been sampled representatively" (p. 363). To meet the research objectives in tracing the effects of the mega-event on the cognitive, affective, and conative decisions of the

participants over time, a longitudinal five-points-in-time on-line panel design was undertaken (illustrated earlier in Figure 3-4).

T1 - Wave 1:

The first wave of data collection was conducted approximately two months prior to the Vancouver Olympic Games (VOG). At this stage preparations for the OG were nearing completion but intense promotion around the opening had not begun. Hence, initial beliefs about the attitude objects and expectations for the national team, the VOG, and Canada's hosting of the Winter Games would have been formed on the bases of previously held stereotypes and/or experiences, but it was expected that emotional build-up to the start of the OG would not have begun. Respondents in two countries, Canada and the United States, were asked questions regarding their attitudes towards:

1. Canada as a tourist destination (e.g., "Overall, how would you rate Canada as a tourist destination?")
2. the people of Canada and Canada as a country (e.g., "Compared to other countries, how would you rate Canada?" or "Enjoy being with people of Canada")
3. the products made in Canada ("Overall, how would you rate products of Canada?");
4. the OG as a destination (e.g., "Proud to visit")
5. the OG as a mega-event (e.g., "Excellent athletic competition");

As well, the participants were asked a number of questions on their expectations of:

6. their national Olympic team's performance in the VOG (e.g., "I expect my national team's performance to be [Poor/Excellent]");

7. the quality of the VOG (e.g., "I expect the quality of the Vancouver Olympic Games to be Poor/Excellent"); and
8. Canada's hosting of the VOG (e.g., "I expect Canada's hosting of the Winter Olympic Games to be [Poor/Excellent]").

Also, the participants were asked a number of questions measuring their self-identification with their national teams (e.g., "Being a fan of my national Olympic team is very important to me") and involvement level with the OG as an event (i.e., measured with 17-item scale based on Zaichkowsky's involvement index).

Finally, demographic information was collected allowing for examination of sample representativeness.

T2 - Wave 2:

At wave 2, data collection was initiated during the first day of the VOG characterised by the spectacle of the opening ceremony, and expectations for thrilling sport competitions and fascinating cultural and social events. The high emotional atmosphere of the day was expected to have positive impact on expectations for the national team performance, the VOG, and Canada's hosting. At the same time, the first set of athletic competitions would generate a flow of outcomes leading to the formation of perceived performance and, hence, to either confirmation or disconfirmation of the previously held expectations.

(Dis)confirmation of the expectations would influence evaluations and behavioural intentions and would trigger the sense-making process leading to adjustment of previously held expectations. To trace the changes in values of these constructs, adjusted sets of questions were asked. For example, to detect the changes in expectations, the participants were asked to share their perceptions of their national team performance (e.g., "My national Olympic team is performing better than expected"). It was believed that newly adjusted expectations and perceived performance would have a direct influence on evaluations of and behavioural intentions towards the national team, the OG as a destination and as a sport mega-event.

T3 - Wave 3:

Wave 3 was conducted in the middle of the VOG. At wave 3, the OG were half-way through, and hence, continuously emerging outcomes of different athletic competitions were available to contribute to the formation/revision of perceived performance as well as to continuous adjustment of the expectations. It is important to mention here that the questionnaire distributed in wave 3 was different from questionnaires distributed in other waves. Since wave 3 was conducted in the middle of the VOG, the time intervals between wave 2- wave 3 and wave 3-wave 4 were short and could potentially cause respondent fatigue. Hence, the initial questionnaire was revised, and a selected list of items[2] from each set of objects of interest as well as questions regarding individual

[2] The decision was made on the basis of Principal Axis Factoring (PAF) with Promax rotation (eigenvalues >1 extraction) conducted on the datasets from wave 1. The scale reliability analysis (Cronbach's α) was conducted. The list of dropped items was comprised of items a) with relatively low loadings and b) the removal of which contributed to the improved Cronbach's α.

involvement with the OG were dropped to shorten the time to complete the questionnaire and introduce some variety to the respondent's study experience.

T4 - Wave 4:

Wave 4 data collection was conducted immediately after the closing of the VOG. At this point in time, all athletic competitions were over. Hence, final perceptions of performance were formed and available for comparison with the expectations. Similar to wave 3, these expectations were either confirmed or disconfirmed, which would influence evaluations and behavioural intentions.

However, it was believed that this point in time would still be characterized by a high level of emotions affected by the end of the competition, spectacular closing ceremonies, and the handover of the OG to the next host city/country, etc. In other words, although there was still a heightened emotional level related to the completion of the current Games, the element of uncertainty would have been faded away. It was expected that by this time the evaluations would have already been made, yet the impressions would still be fresh. Hence, the closing ceremony atmosphere and these still fresh impressions from the competitions and surrounding events would have an effect on the evaluations of all model constructs. At the same time, newly acquired experiences would have contributed to the adjustment of the previously held attitudes.

T5 - Wave 5:

Finally, wave 5 was conducted two months after the closing ceremony. By this time, high levels of emotions related to the anticipation or occurrence of the OG and surrounding festivity could be expected to have diffused. At the same time, the sense-making process would have been fully executed and, hence, the participants would have had time to form reasonable explanations for the outcomes of the OG. According to social psychology research, this sense-making process would lead to emotional evanescence and would contribute to the adjustments of the beliefs, evaluations, and behavioural intentions (Pyszczynski and Greenberg 1981; Olson et al. 1996; Wilson et al. 2003). It was expected that the mean values of the proposed framework's constructs would change accordingly in the hypothesized direction, i.e., the mean values of the constructs would change towards the direction of the values reported at wave 1.

4.1.2 Respondent Country Selection

The overall goal of the proposed research was to explore large-scale effects of sport mega-events hosting on the image of the host country (i.e., the country itself, its people, and its products); as well, on the mega-event as a major sport event and as a tourist destination from the perspectives of domestic and foreign consumers. Since the focal sport mega-event is the XXI Vancouver 2010 Winter Olympics, there was interest in domestic views, and the first country of interest was Canada. Hosting the OG in Canada was an important decision also from the perspectives of domestic politics. As shown in 2000 Sydney OG, the Games strengthen the sense of community and boosted national pride even among newly immigrated non-English speaking citizens of Australia (Waitt, 2003). Strong national identity is of particular importance also for Canada - a country

with a richly diverse multi-ethnic population. At the same time, while performing successfully on foreign grounds, Canada had never experiences the joy of gold medal winning on its own soil. The "I Believe" national Olympic campaign was undertaken to boost national pride and esteem. Hence, examination of Canadians' attitudes toward the OG before and after the Games was especially important due to these strongly built expectations from the national Olympic team. Second, according to Industry Canada (2009), Canadians counted for 79% of total tourism spending in 2008. However, most of the trips (9 out of 10) were within the province of residence. Therefore, examination of Canadians' attitudes regarding Canada as a tourism destination is of great importance from the perspectives of domestic tourism promotion.

To examine external views, or those of foreigners, the United States of America (USA) was chosen. This choice had three-fold justification. This choice has a three-fold justification. First, the geographic proximity of USA contributes to close economic ties between two countries, hence making it one of the most important sources of tourism flow. In 2007 American tourists' spending in Canada counted for about 14% of the U.S. residents outbound travel and amounted to $US6 billion (Industry Canada 2009). Second, although China's influence continues to grow, the United States remains the largest target country for media coverage of the OG. For the 2010 and 2012 Games, the broadcast media rights fees in the United States were US$2 billion (paid by NBC), by far the highest amount paid among 200+ countries covering the OG (IOC 2010). Third, this allowed for alignment of the present study to that of the work of the larger mega-event

research team who examined attitudes of Chinese and Americans of the XXIX Beijing 2008 Summer Olympic Games (Heslop et al. 2009).

4.1.3 Sampling

The data collection was carried out using an on-line panel managed by Leger Marketing, a market research company, and its U.S. partner firm. The sample was solicited at random from the full panel of approximately 350,000 representative of online consumers in each focal country (i.e., Canada and the U.S.). At the same time, the requirements were specified for the research company to have national representativeness on certain demographics – region, income, age, and gender. The secure website was hosted in Canada (i.e., LegerWeb), and the data was stored in a database in Canada. Panellists have volunteered to participate in research studies and received compensation in the form of points (or chances) to win cash prizes or merchandise for the time expended. To secure panellists' participation through the whole study, they were asked to sign on and were motivated by extra incentives. The target size for the final sample was 500 respondents for each country of interest.

The use of on-line panels has been emerging as a new alternative method of conducting consumer research. Increasing usage of Internet by consumers as well as relative ease and affordability of on-line surveys contributes to their rapidly growing popularity. However, there are issues around the validity of on-line surveys (van Ryzin 2008; Nantel and Lafrance 2006). In his recent research on validity of the on-line panel approach, van Ryzin (2008) listed a number of methodological issues relevant to the on-line panel design such as coverage bias, recruitment and motivation, and participation issues.

According to van Ryzin's (2008) study, coverage bias, or the representativeness of the sample, is still an on-going issue due to the fact that not all consumers have Internet access. van Ryzin, who reports the result of the 2008 Pew Internet and American Life Project, found that Internet use among American adults increased by 64% from 1995 to 2007. Correspondingly, Print Measurement Bureau reports that 72% of Canadians had an access to the Internet in 2008 in comparison to 42% in 2001 (Print Measurement Bureau 2001, 2008). Thus, the issue related to Internet usage seems to be diminishing over time. Nevertheless, Internet coverage remains an issue since not all social groups and geographic regions are covered by on-line panels. For example, van Ryzin reports that in the U.S. on-line panels are usually skewed towards the Midwest and Northeast regions leaving the South and the West of the country underrepresented. To overcome this weakness, van Ryzin suggests implementing weighting adjustments appropriate to each particular case. These precautions were taken into consideration in this study and were under control of the Leger Marketing research firm to maximize the two samples representativeness.

The second issue of motivation and recruitment is found to be improving as well. According to Smith and Brown (2005), on-line panels seem to be more effective in terms of motivation and recruitment of panel members in comparison to the traditional phone- and mail-surveys. On-line panel members are mainly recruited through commercial mailing lists, Web ads, and partnerships with other research companies (van Ryzin, 2008). This kind of recruitment creates the issues of non-probability sampling. However, according to Smith and Brown (2005), on-line recruitment is more voluntary than

probability sampling by other traditional research recruitments (i.e., telephone, regular mail). On the other hand, the voluntary subscription creates a problem of a highly selected group of participants. This raises the issue of panel participation.

Participation is viewed as a more complex issue that is related to the easiness to drop out of the on-line panel. Changing e-mails and simply not responding to surveys are different in their nature causes which equally contribute to the panel drop out. The drop-out causes issues of panel attrition. Similar to traditional survey methods, the usual means of motivating continuing participation (e.g., point systems, special tailored greetings, etc.) are implemented to reduce possible drop-out rates in on-line panels. According to van Ryzin (2008), however, panel attrition has proven to be very low in on-line panels. The researcher explained it by relative easiness of survey completion, short length of the surveys, as well as entertaining factor, i.e. the surveys are "fairly interesting" (p. 243). Nevertheless, van Ryzin's study supports the conclusion that, overall, the differences between traditional survey methods and on-line panel methods are small. Moreover, according to Nantel and Lafrance (2006), the on-line panel seems to be better in avoidance of social desirability bias, which is a significant issue in telephone surveys and personal interviews. The researchers compared the response patterns of 1,555 respondents reached through Web with those of 1,500 respondents reached by phone. Their study suggests that Web-based surveys "lead to more truthful answers" (p. 1) and, hence, are low in social desirability biases. While some questions of validity still remain, the general belief is that the benefits of on-line panels outweigh any disadvantages of alternate survey methods and in fact, may overall be better at attracting and retaining

population-representative samples of participants and obtaining valid and reliable response data from them. The cost savings are an additional positive factor. Especially for obtaining responses from large numbers of the same individuals over time, as needed in this study, the panel is much better than conventional data collection methods.

4.2 Measurement Instruments

The measurement instrument of the current study replicated to a large extent the questionnaire used in earlier study regarding the 2008 Summer Olympics (Beijing, China) by Heslop et al. (2009) with additions for the constructs unique to the current research. The current research executed three modified sets of questionnaires for each national group of respondents. One modification was that the American respondents were asked one additional question, "How would you describe the country and people of Canada on alignment with your home country". The second modification concerns the need to consider the timing of the data collection. Each national set of questionnaires had three versions that reflected five data collection points: one prior to the OG, two during, one right after the OG, and the final one in two months after. Appendix I contains the questionnaire used at T1. This questionnaire was adapted in content for the country in which it was used and for the period of time by altering the tense of verbs. Since no competitions were held in two months prior to the OG, the respondents would not have formed any perceptions on perceived performance and (dis)confirmation of expectations of their respective national Olympic team, hence, questions regarding these two components of the Expectation Paradigm were omitted in the questionnaire distributed at T1. Finally, as mentioned earlier, to reduce potential respondent fatigue in the middle of the VOG coincided with T3 of questionnaire distribution timeframe, the revised and

shorter version of the original questionnaire was executed in T3 only; the distribution of the full version of the original questionnaire was resumed in T4 and T5.

Overall, each questionnaire was comprised of a general information part about the survey and details about the participation. In addition to demographic questions regarding gender, age, and education, each questionnaire had following sets of measures about:

1. the host country (i.e., Canada) as a vacation destination;
2. the country and people of Canada;
3. the products of Canada;
4. the OG as a destination;
5. the OG as an event;
6. individual OG involvement;
7. participants' expectations, perceived performance, and disconfirmation of expectations in regards to their national Olympic teams performance, the VOG, and Canada's hosting of the Winter OG; and finally,
8. participants' self-identification as fans of their national Olympic team achievements;
9. the OG sponsors[3].

Destination beliefs and behavioural intentions dimensions of measures, scales, and the source studies for these measures are presented in Table 4.2.1. (More details are presented on Appendix II). Destination related beliefs were divided into two groups: built and natural environment beliefs. In their research of destination image Echtner and

[3] The topic of "sponsorship" is not within the scope of the proposed research but is listed here because it was part of the questionnaire for the broader purposes of the research program of Nadeau, Heslop and O'Reilly (2008).

Ritchie (1993) looked at several dimensions of destination image: attribute based images and holistic impression, functional and psychological, as well as unique and common characteristics. As a result, they developed a set of scales to measure each identified dimension. To test the reliability and validity of the scales, Echtner and Brent (1993) conducted an empirical analysis of destination image for four countries: Jamaica, Japan, Kenya, and Switzerland. Cronbach's α confirmed the internal reliability of the proposed measurement scales.

Table 4.2.1. Dimensions and Scales: Country as a Destination

Dimension	Scale	No. of Items	Supporting Studies
Destination/built environment beliefs	7-point Likert-type	13	Echtner & Ritchie (1993); Baloglu & McCleary (1999); Nadeau et al. (2008)
Destination/natural environment beliefs	7-point Likert-type	4	Echtner & Ritchie (1993); Baloglu & McCleary (1999); Nadeau et al. (2008)
Other beliefs/ Distinctiveness	7-point Likert-type	4	Echtner & Ritchie (1993); Heslop et al. (2004)
Destination evaluation	7-point Likert-type	4	Parameswaran & Pisharodi (1994); Heslop et al. (2004)
Behavioural intention	7-point Likert-type	2	Lee and Ganesh (1999); Heslop et al. (2004)

Baloglu and McCleary (1999) used measures of affective evaluations to investigate visitors' and non-visitors' evaluation of tourism destination. Both sets of scales have been extensively used in destination image research. Walmsley and Young (1998) used them to describe personal aspects in the structure of destination image; Milman and Pizam (1999) examined the role of awareness and familiarity; Konecnik (2004) investigated affective components in building destination brand; Hughes and Allen (2008) investigated perceived images of Central and Eastern Europe as holiday destination. One of the more recent studies by Nadeau et al. (2008), investigating destination image in country image context, combined Echtner and Ritchie's (1993) and Baloglu and

McCleary's (1999) scales and also added a number of additional items to measure the impact of country image on destination attitudes. Nadeau et al. (2008) also examined the covariance matrix of variables used and found an acceptable level of convergent validity within the measures.

Belief measures for the current study were adopted from Echtner and Ritchie (1993), Baloglu and McCleary (1999), and Nadeau et al. (2008). In addition to destination evaluation measures borrowed from Baloglu and McCleary (1999) and Nadeau et al. (2008), a number of measures were adopted from Parameswaran and Pisharodi's (1994) service satisfaction scale to evaluate consumer satisfaction with and evaluation of the tourist destination. Finally, to measure visit intentions, validated and reliable measures were adopted from Lee and Ganesh (1999) and Heslop et al. (2004).

The next set of measures is related to country image and its people beliefs and evaluations (Table 4.2.2.) People- and country-related measures were borrowed from Parameswaran and Pisharodi (1994), Knight and Calantone (2000), Heslop et al. (2004), and Nadeau et al. (2008) to reflect beliefs held about the characteristics and competencies of the country, as well as the characteristics and competencies of the country's people. Table 4.2.2 presents the dimensions, scales, and the source studies for country- and people-related measures.

Table 4.2.2. Dimensions and Scales: Country and People

Dimension	Scale	No. of Items	Supporting Studies
Country description	7-point Likert-type	8	Heslop et al. (2004); Heslop et al. (2009)
Country competence	7-point Likert-type	4	Parameswaran & Pisharodi (1994); Heslop et al. (2004)
People description	7-point Likert-type	8	Parameswaran & Pisharodi (1994); Knight & Calantone (2000); Heslop et al. (2004); Nadeau et al. (2008)
People competence	7-point Likert-type	3	Heslop et al. (2004)
Country evaluation	7-point Likert-type	4	Parameswaran & Pisharodi (1994); Knight & Calantone (2000); Heslop et al. (2004); Nadeau et al. (2008)

To capture product related beliefs, evaluations, and purchase intentions, measures were adopted from Parameswaran and Pisharodi (1994), Lee and Ganesh (1999), Heslop et al. (2004), and Nadeau et al. (2008). Table 4.2.3 presents measures for product beliefs and evaluations.

Table 4.2.3. Dimensions and Scales: Product

Dimension	Scale	No. of Items	Supporting Studies
Product beliefs	7-point Likert-type	14	Parameswaran & Pisharodi 1994); Heslop et al. (2004)
Country product familiarity	7-point Likert-type	2	Heslop et al. (2004)
Product evaluations	7-point Likert-type	4	Parameswaran & Pisharodi (1994); Heslop et al. (2004)
Purchase intentions	7-point Likert-type	4	Parameswaran & Pisharodi (1994); Lee & Ganesh (1999); Heslop et al. (2004); Nadeau et al. (2008)

All scales in Table 4.2.2 and Table 4.2.3 have been extensively used in country-of-origin research and proven to have high levels of reliability and unidimentionality (Parameswaran and Pisharodi 2002; Heslop et al. 2004; Zeugner-Roth, Diamantopoulos, and Montesinos 2008).

The measures related to the OG as a tourist destination replicate those used for the measurement of country as a destination image and are slightly modified (re-worded) to fit the context of the OG for this study. Dimensions, scales, and supporting studies are listed in Table 4.2.4.

Table 4.2.4. Dimensions and Scales: Olympic Games as a Destination

Dimension	Scale	No. of Items	Supporting Studies
Destination/built environment beliefs	7-point Likert-type	10	Echtner & Ritchie (1993); Baloglu & McCleary (1999); Nadeau et al. (2008)
Destination/natural environment beliefs	7-point Likert-type	1	Nadeau et al. (2008)
Destination/experience beliefs	7-point Likert-type	3	Echtner & Ritchie (1993); Nadeau et al. (2008); Heslop et al. (2004)
Destination evaluation	7-point Likert-type	2	Heslop et al. (2004); Lee & Ganesh (1999)

The OG related beliefs, evaluations, involvement, and behavioural intentions dimensions are listed in Table 4.2.5. The OG related belief measures were adopted from Ritchie and Lyons (1990) and Neirotti, Bosetti, and Teed (2001), who examined factors influencing spectators' decisions to attend the OG. Evaluation measures were adapted from Parameswaran and Pisharodi (1994) and Heslop et al. (2004). Behavioural intention measures are taken from Lee and Ganesh (1999), and Heslop et al. (2004, 2009).

Table 4.2.5. Dimensions and Scales: Olympic Games as an Event

Dimension	Scale	No. of Items	Supporting Studies
Event beliefs	7-point Likert-type	9	Ritchie & Lyons (1990); Neirotti et al. (2001)
Event evaluation	7-point Likert-type	2	Parameswaran & Pisharodi (1994); Heslop et al. (2004)
Behavioural intention	7-point Likert-type	4	Lee & Ganesh (1999); Heslop et al. (2004) Heslop et al. (2009)

The next set of measures relates to the respondents expectations, perceived performance, and evaluations of their national Olympic teams, the VOG, and Canada as a host of Winter OG. These set of questions were modified for each wave to reflect the relative timing of data-collection (Table 4.3.6). Particularly, at T1 participants were asked to share their expectations for an overall number of medals and gold medals to be won by their team and the expected ranking of their Olympic team among all other teams.

Table 4.2.6. Measures and Scales: Expectations

Measures	Scale	No. of Items	Supporting Studies
Expectations for medals and ranking	Fill-in space for number	3	new
Expectations (T1) for national team, the Vancouver Games, and Canada's hosting	7-point Likert-type	3	new
Perceived Performance (T2-T5) for national team, the Vancouver Games, and Canada's hosting	7-point Likert-type	3	new
Disconfirmation (T2-T5) of expectations for national team, the Vancouver Games, and Canada's hosting	7-point Likert-type	3	new

At T1 the participants were also asked to share their expectations for the overall performance of their national team, the VOG in general, and Canada's hosting of the OG. At T2–T5, in addition to the T1 questions, participants were asked to evaluate the performance of the national team, the VOG, and Canada's hosting. To measure (dis)confirmation of expectations, participants were asked to compare their perceptions of performance with the initial expectations (Table 4.2.6).

The last set of measures related to the respondents' individual association (i.e., self-identification and involvement) measures (Table 4.2.7). As discussed in previous chapters, individual personal association with the object of interest influences individual

evaluations and behavioural decision. To develop a measure of Individual OG Involvement Index (IOII), the current research adapted Zaichkowsky's (1985) personal involvement inventory (PII). The original PII scale (Zaichkowsky 1985) has been widely used and tested in marketing research (Jamrozy, Backman, and Backman 1996; Kim, Scott, and Crompton 1997). However, it has also been criticized for its excessive length (McQuarrie and Munson 1987; Mittal 1989) and has been subjected to a number of revisions, leading to the reduced ten-item PII (Zaichkowsky 1994). While this problem of scale length is recognized, the decision was made in this study to begin with the original twenty-item PII scale with minor adjustments for redundancy and applicability to the subject matter of the study, i.e., the OG. Only three items – wanted/unwanted, relevant/irrelevant, and interested/uninterested – were dropped from the original inventory.

Table 4.2.7. Dimensions and Scales: Motivation and Self-Identification

Dimension	Scale	No. of Items	Supporting Studies
Individual Olympic Games involvement	7-point bipolar semantic differential	17	Zaichkowsky (1985)
Self-identification with the national team	7-point Likert-type	6	Trail et al. (2005); Ohmann et al. (2006)
Behavioural intention towards the national team	7-point Likert-type	4	Trail et al. (2005)

According to Trail, Anderson, and Fink (2000), motives for being a spectator influence both the level of expectations and the satisfaction. Trail et al. (2003, 2005) tested a number of measurement models analyzing sport-spectator behaviour and the influence of motivation and self-perception of expectations, satisfaction, and conative loyalty. Since 2000, Trail et al.'s measures of sport-spectators behaviour have been adopted/adapted to measure sport-spectators' team identification and purchase intentions (Kwon, Trail, and

James 2007), visitors' and locals' motives and perceptions of sport-event performance (Snelgrove, Taks, Chalip, and Green 2008), motives of sport attendance (Funk, Filo, Beato, and Pritchard 2009). Given the nature of the OG, measures of self-identification with the national Olympic team from Trail et al. (2005) and Ohmann et al. (2006) and behavioural intentions triggered by sense of loyalty (Trail et al. 2005) were considered to be appropriate for the current research (Table 4.2.7).

The full list of dimensions, measures, scales, and supporting sources is presented in Appendix II.

5 PRELIMINARY DATA ANALYSIS

The first step in the analysis of longitudinal data is an examination of the national samples using simple descriptive statistics analysis of all responses in all five waves (Fitzmaurice 2008). To ensure the representativeness of the two national samples, the demographic characteristics (geographic location, gender, age, and education) of all the respondents in all five waves were examined and then compared to the demographic characteristics of labour force populations of the online Canadians (CANSIM, Statistics Canada 2009) and Americans (Current Population Survey, U.S. Census Bureau 2009).

While it is a common practice to measure representativeness of the research samples by comparing it to corresponding national census data (Deccio and Baloglu 2002; Bull and Lovell 2007; Puduri, Govindasamy, and Simon 2010), the decision was made to use data from Labor Force Statistics from the Population Surveys from 2009 for both countries of interest (i.e., Canada and the USA) available from respective government agencies. The National Census Surveys for the two countries of interest have different time-frames; in particular, Statistics Canada conducts National Census Survey every five years, while the U.S. Census Bureau is conducted only every ten years. In terms of data which is available, the latest Canadian Census was conducted in 2006, while the most recent U.S. Census was performed in 2000. However, both countries conduct annual surveys of the national labour force, thus providing more up-to-date information on their populations and main demographic characteristics related to the age, education, employment, etc. and focusing on adult populations only. In addition to the most recent data, the choice of the

Labour Force Reports provides the possibility of more accurate and relevant comparison between national profiles of the countries of interest.

The respondent data were then examined for attrition rates, or survey drop-out, and the influence of these attrition rates on the final sample size for each wave, the size of the sample, as well as the possibility of non-response bias across all five waves. Finally, particular attention was paid to repetitive answering patterns, item and case missing values, and outliers for preparation of final analysis data sets.

5.1 Samples Characteristics

5.1.1 Response Rate

The original invitation to the Olympic Study participation was sent to 9,360 Canadians and 25,388 Americans (Table 5.1.1). The identity of each respondent was matched with a unique token to ensure that each respondent could only respond once. Of these panel members, 1,506 Canadians and 1,518 Americans completed the questionnaire for the wave 1 resulting in 16.09% and 5.98% of response rates respectively. Comparable response rate was reported by Ganassali (2006), who achieved a response rate of 19% when targeting 10,000 young people. The low response rate of the American sample may suggest an issue of non-response bias. However, Reynolds, Woods, and Baker (2006) in their "Handbook of Research on Electronic Surveys and Measurement" indicate that "inadequate level of participation is very common for online surveys" (p. 84). The researchers suggested that in the early stages of Internet, research on-line surveys had higher response rated than other surveys with more common design (e.g., the authors cite the findings from earlier study by Sproull in 1986 with the electronic mail survey having

20% higher response rates that the paper survey). However, according to Reynolds et al (2006), response rates tended to decline as more and more researchers adopted this type of design. In line with Reynolds et al. (2006), van Ryzin (2008) in his article on the validity of [American] on-line panel surveys indicates the phenomenon of declining survey response rates that coincides with growing number of panel members. He indicates that "despite steady growth of the number of [panel] sign-ups" (p. 243) the number of responding panelists remains below 2,000. The current survey confirmed this "puzzling" (van Ryzin 2008, p. 243) phenomenon.

Table 5.1.1. Participation Numbers

Country	Contacted Panelists	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	5-wave sample
Canada	9,360	1,506	1,054	1,028	1,041	910	681
USA	25,388	1,518	800	715	665	638	317

* Response rates are calculated on the basis of the originally contacted panelists

In a recent study using a similar on-line sample method, from originally contacted 6,300 panelists a sample size of 1,000 on-line Canadian panel participants was achieved within 10 days of the survey (McNeish 2010). The current five-wave survey had a design with surveys open for responses for, on average, six days in both countries. Within the first six days of the first wave, more than a thousand participants had completed surveys in each country of interest (Canada and the USA). Such a response speed was interpreted as a good interest in the topic of the study. At the same time, it offered another possible explanation behind the low response rates: closing the surveys after six days might have prevented other potential panelists from survey participation. Noteworthy is that the invited panel members were informed that participation in the current assumes a long-term commitment (i.e., five survey completions in the course of five months) and that

they [the participants] had less onerous opportunities to fulfill their duties as panel members. The additional incentive for staying in was not very large and was controlled by the data collection firm. While commitment to stay in the study could signal a volunteer bias, it could be also interpreted as an interest in the topic of the study and, hence, more sincere answers or reduced social desirability bias. The samples of participants who stayed in all five waves are comprised of 681 Canadians and 317 American respondents.

5.1.2 Demographic profile

Given the methodology of the on-line data collection process undertaken by the collaborating research firm (Leger Marketing), it was possible to track all registered participants of the survey throughout all five waves since each respondent was assigned a unique ID. For that reason respondent information on gender, age, education, and geographic location was collected during the first wave of the survey only. For subsequent waves, respondents were asked to confirm only their gender and age to ensure that the same household member completed the survey. Detailed tables of demographic data for the initial and final samples across all five waves for Canadian and American respondents are to be found in Appendices III(a) and III(b) respectively.

Canadian Sample (Appendix III(a)): The first issue examined was geographic representation. The data collection firm was directed to provide a sample that was reasonably proportionately representative of all regions of Canada. Due to low share (.3%) of the total Canadian online population, the Northwest Territories, Yukon, and Nunavut were excluded from the further analysis. The comparison of the profiles of the

Canadian samples with the profile of Canadian population revealed significant differences in terms of geographic distribution ($\chi^2_{(9,\ 1506)}$=17.43, p=.04) indicated significant difference between the geographic profiles of the initial sample and Labour Force Survey (Statistics Canada 2009). The review of the Canadian respondents profile revealed that the provinces of Alberta, British Columbia, and Nova Scotia were slightly under-represented, while the provinces of Ontario and Manitoba exhibited somewhat higher participation rates. Despite these findings, it was concluded there was a fair representation of all Canadian provinces and regional distribution.

Comparison with the Labour Force Surveys (Statistics Canada 2009) revealed that the respondents of the Canadian sample differed from their national averages on other demographic characteristics as well. More specifically, the age groups of 31-50 years (on average 40%) and 51-65 years (on average 29%) were overrepresented when compared to the corresponding population groups (35% and 23%) ($\chi^2_{(4,\ 1501)}$=122.73, p<.001). As for education, respondents with university degrees (on average 30%) and graduate studies (on average 12%) over-represented the corresponding population groups that comprised, correspondingly, 15% and 7% of the Canadian population ($\chi^2_{(3,\ 1485)}$=344, p<.001). This likely reflects the somewhat greater literacy rates and expected usage of online services of these demographic groups. Since income levels are generally associated with education, a more highly educated sample can be a desirable group to focus on because their higher incomes make them more attractive to advertisers and sponsors. Gender-wise, there was an overrepresentation of male respondents in the Canadian sample: on average across the waves there were about 56% males and 43% females ($\chi^2_{(1,\ 1503)}$=26.61,

$p<.001$). The sports nature of the OG may have attracted higher male participation rates but again this would suggest a respondent base slightly skewed towards the group of interest to advertisers and sports event promoters.

American Sample (Appendix III(b)): Similar to the situation with the Canadian sample, American respondents' profiles were compared to Current Population Survey (U.S. Census Bureau 2009). The State of Alaska, Delaware, and Idaho were excluded from the further analysis of the survey due to low share (.2%-.5% across the waves) of the total American population. The Pearson Chi-square revealed significant differences in terms of geographic distribution ($\chi^2_{(40,\ 112.6}=112.3$, $p<.001$). For the American sample, 41 participating states were fairly represented in all five waves. The only exceptions were the states of California, Georgia, Louisiana, and Ohio, which were under-represented, and the states of Florida, North Carolina, New York, Pennsylvania, and Wisconsin, which were over-represented (U.S. Census Bureau 2009). Overall, these results were aligned with van Ryzin's (2008) findings of over-representations of the Northeast and the Midwest states and the South and the West states in online American panels. Overall, the results of the comparison allowed for the conclusion that geographic coverage bias is within expected trends and is not an issue.

Similar to the Canadian sample, the comparison with the Labour Force Survey (U.S. Census Bureau 2009) revealed that the respondents in each of the five waves and those of the American sample differed from their national averages on other demographic characteristics. Age-wise ($\chi^2_{(4,\ 1516)}=114.58$, $p<.001$), American respondents of 51-65

years of age were over-represented (32% on average across the waves compared to 23% of the corresponding U.S. population group), while the other age groups had relatively balanced representation. Education-wise, respondents with university degree (23%) and graduate degrees (16%) were overrepresented when compared to the corresponding population groups that represented, correspondingly, 19% and 11% ($\chi^2_{(3,\ 1493)}=92$, $p<.001$). In contrast to the Canadian sample, the American sample had a somewhat more balanced representation of genders, 48% of males and 52% of females, comparable to the average national of, respectively, 49% and 51% ($\chi^2_{(1,\ 1517)}=.06$, $p=.81$).

Overall, the profiles of both samples were reasonably comparable to their respective national population profiles and were considered appropriate for the purposes of this study, which include studying within subject phenomena and profiling general population attitudes.

5.1.3 Attrition Rates

In longitudinal studies, attrition or drop-outs can be the main methodological issues; however, the reasons for high attrition rates are not clear (Twisk and de Vente 2002). There may be few explanations for this phenomenon in any particular study. According to van Ryzin (2008), e-mail deliverability, spam filtering, and web-browsers compatibility are among them. The panel fatigue could also be the source of the drop-out (Smith and Brown 2005). According to Twisk and de Vente (2002), attrition is a phenomenon common at the end of a longitudinal study. However, in the current study the biggest drop out occurred not at the end of the five-wave study, but between wave 1 and wave 2 (Table 5.1.1). In 1998, Fitzgerald, Gottschalk and Moffitt (1998) reported a

similar phenomenon: a loss of approximately 50% of the sample in the Michigan Panel Study of Income Dynamics. Prior to further discussion of this phenomenon, it should be noted that in accordance to a number of recommendations (Coen, Lorch, and Piekarski 2005; van Ryzin 2008), participation in the survey was encouraged by a number of incentives (i.e., system points and financial reward) for completing all five waves. This additional incentive was, however, not very large and was under the control of the market research firm to maintain panelist relationships.

To assess the potential effect of withdrawals, the profiles of the participants were compared across waves. As can be seen from the results in Table 5.1.1, the largest decline in response rates was from wave 1 to wave 2. About 30% of Canadians and about 47% of Americans who participated in wave 1 dropped out of the study in wave 2. The attrition from the survey participation resulted in response rates of 11.26% of the original number of panelist contacted in the Canadian sample and 3.15% of response rates in the American sample in wave 2. This sharp decline in participation behavior led to the some adjustment of the incentive program as suggested by Reynolds et al. (2006), and the panelists were given extra incentives to continue their participation in the survey. The numbers of participants from wave 2 to wave 5 remained relatively stable in both samples despite the fact that the lead times between wave 2, wave 3, and wave 4 were very short, i.e. two-three days. One explanation for this behavior could be borrowed from van Ryzin (2008), who points to the issue of the "self-selected group of participants with motivations and … learned behaviours" (p. 240).

Further analysis was undertaken to investigate the differences between the two groups of panel members at the point of the biggest drop-out, i.e. those who dropped out from the study in wave 2 and those who stayed. According to Fitzgerald et al. (1998), attritors are more likely to come from lower socioeconomic groups and be characterized by lower levels of education. Non-parametric Pearson Chi-square analysis did not reveal major significant differences between the demographic profiles of those who continued and those who dropped out in the Canadian sample (i.e., gender - $\chi^2_{(2, 1506)}=1.44$, $p=.49$; age - $\chi^2_{(5, 1506)}=3.59$, $p=.61$; education - $\chi^2_{(4, 1506)}=1.27$, $p=.87$; and geography - $\chi^2_{(10, 1506)}=10.96$, $p=.36$). In the American sample, the Pearson Chi-square analysis indicated a significant difference (age - $\chi^2_{(5, 1518)}=17.60$, $p=.00$) in age, but not for the rest of the demographic variables (i.e., gender - $\chi^2_{(2, 1518)}=1.41$, $p=.49$; education - $\chi^2_{(4, 1518)}=7.50$, $p=.11$; and geography - $\chi^2_{(50, 1518)}=62.46$, $p=.11$).

A closer look at the two groups revealed an interesting finding regarding responses to the survey questions. In the Canadian sample, those who dropped out in wave 2 had higher mean values reported in wave 1 for almost all items measuring the individual OG involvement. Specifically, significant ($p<.05$) were mean differences for the items describing the OG as an "essential" event (4.56 vs. 4.35) and the OG as an event that is "easy to attend" (4.20 vs. 3.83).

As for the American sample, about 60% of Americans under 30 years of age dropped out of the survey in wave 2. While a few items (e.g., "knowledge of Canada" (4.79 vs. 4.62), "wealth" (5.14 vs. 5.02), "role in world politics" (4.92 vs. 4.71), and "innovativeness [of

Canadian products]" (5.14 vs. 4.99) were statistically different ($p<.05$) for those who stayed versus those who dropped; and even though these differences were statistically significant, they did not have any apparent collective meaning in explaining the differences between these two groups.

5.1.4 Summary

To summarize, the response rate for this study was within expected rates (Reynolds et al. 2006) and was comparable with similar online studies (Ganassali 2006; van Ryzin 2008; McNeish 2010). The demographic profile of both national samples revealed that overall, both samples showed good geographic representation, which was comparable with online profiles of corresponding countries of residence. Gender-wise, the American sample was balanced and representative, whereas there was a small overrepresentation of male respondents in the Canadian sample. Age-wise, the Canadian sample had an overrepresentation of the two core adult age groups (31-50 years and 51-65 years old), whereas the American sample was somewhat overrepresented in only one age group (51-65 years old). Finally, in terms of education, both samples showed some over-representation of respondents with university and graduate studies degrees. This age- and education-overrepresentation likely reflects the greater literacy and use of online services by these demographic groups, and hence, was not considered a threat to the quality of the current study.

Finally,, non-response bias, which may occur when a significant number of people in the survey sample fail to respond and differ significantly from those who do respond (Dillman 2000), may potentially be a threat to the current study. Hence, the results of the

proceeding analyses need to be interpreted with great care. The samples were accepted as satisfactory for analysis and general interpretation of underlying phenomenon, as well as being a reasonable estimate of levels and changes in levels of demographically representative samples of the populations of interest. The limitations imposed by the need for rapid data collection and early closure of the waves 2-4 data collections do necessitate some caution in interpretation of results, and this is noted later in study limitations. However, the data collection and sampling methods used in this research are much more thorough and population representative than most studies in the field, which are characterized by smaller samples geographically constrained to single locations in one country.

5.2 Data Screening

5.2.1 Statistical screening

According to Muthén and Kaplan (1985), data that is normally distributed is desirable for parametrical-based statistical procedures. Hence, skew and kurtosis values of all items were examined and compared to the procedural recommendations concerning data distribution patterning (Kline 2005). According to Kline (2005), a conservative rule-of-thumb indicates concern when the absolute value of skewness is greater than 3.0 and kurtosis exceeds 10.0. With exceptions of three items asking about the expectations for the national teams' medals and ranking, all items satisfied the criteria with skewness and kurtosis being less than 3.0 and 10.0 respectively. The exceptional items could be explained by high expectations of the respondents for national teams' performance. However, the findings suggested the need for a careful analysis of outliers.

It should be noted here that the review of data from the first wave revealed an answer anomaly for the questions on the national team performance expectations. In wave 1, when asked about the expectations for the total number of medals and the number of gold medals, 24 Canadian and 72 American respondents provided a higher number for gold medals than for the total number of medals. A very conservative decision approach, i.e., complete elimination from further analysis, was used for dealing with these cases. The effect of the elimination of these anomalistic cases on the samples sizes is reflected in Appendix IV. To eliminate the possibility of this error in the following four waves, the corresponding questions were re-worded and redesigned. This action together with other data cleaning actions described below led to improved kurtosis and skewness for all three items related to the expectations of total number of medals, gold medals and ranking.

Further univariate and multivariate analysis for outliers confirmed the assumption of high team performance expectations. Analysis of standardized values of variables as well as box-plots identified a number of cases with mild and extreme values. Extreme and mild outliers were detected for all three questions of expectations for national team performances: "I expect my national team to win … number of total medals", "I expect my national team to win … number of gold medals", and "I expect my national team to rank … among all teams". The analysis of outliers also indicated some very low value outliers for other expectation items: "I expect the quality of the Vancouver Olympic Games to be…" and "I expect Canada's hosting of the Winter Olympic Games to be…".

Mahalanobis Distance statistics tests of multivariate normal distribution confirmed the existence of multivariate outliers with $p<.05$. For example, in the American sample there were about 330 respondents in wave 1 who expected their national team to win more that 90 total medals; 186 in wave 2; 112 in wave 3; 90 in wave 4; and 111 in wave 5. Correspondingly, in the Canadian sample there were 52 respondents with expectations of more than 90 total medals to be won in wave 1; 33 in wave 2; 8 in wave 3; 9 in wave 4; and 13 in wave 5.

According to Kline (2005), the cases with extreme values could overpower the other cases and influence the coefficients of the equations. The literature on outliers suggests four main ways on dealing with outliers: replacing with means, modifying, dropping out from the analysis, and leaving untouched (Kline 2005, Acuña and Rodrigez 2006). However, Stevens (2002) notes that "outliers can provide some of the most interesting cases for further study" (p. 17) and, hence, should not be simply dropped. The decision was made to keep these cases for further analysis. The averages for total medal expectations by country for each wave are presented in Table 5.2.1.

Table 5.2.1 Average Total Medal Expectations

Country	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5
USA	58.92	52.13	47.27	45.22	54.43
Canada	30.16	29.51	20.93	22.19	22.64

5.2.2 Response non-differentiation

Visual inspection of the cases revealed some cases of the phenomenon of repetitive pattern answers (Dillman 2000), which is termed by Krosnick (1991) as "response

nondifferentiation" (p.227). Response nondifferentiation can be a problem in survey research and might occur when participants of the survey become habituated to the answer choices and give them routinely without thinking (Krosnick 1991; Tourangeau, Couper, and Conrad 2004). The habitual behavior of a survey participant is a recognized issue in almost all types of survey designs but particularly in online survey (Dillman 2000) and could jeopardize the quality of the collected information. The most radical approach to this issue would be a complete removal of all cases with strong manifestation of the repetitive answer patterns.

The preliminary review of the data for all five waves, however, revealed that the removal of all cases with similar/repetitive answers across the items would dramatically decrease the final sample size. It should be kept in mind that the research hypotheses do predict associations among constructs and the constructs have multiple measures designed to have high inter-item reliability, making similar or identical answers to many items a not unexpected situation. Hence, a rigorous visual inspection of all cases across all five waves was conducted with a purpose to a) identify cases with 80%, 85%, 90%, and 95% of the answers that were the same and b) evaluate the effects of removal of the identified cases on the sample sizes in each wave and on the final sample. While there are no proven and/or recommended approaches of dealing with response non-differentiation (Krosnick 1991; Tourangeau et al. 2004), a sensitivity analysis was undertaken to examine the effects of 'radical' to 'conservative' approaches on the sample size. The 'radical' approach was to remove the cases with 80% of repetitive answer patterns, which would have resulted in loss of more than 140 Canadian and 80 American cases leading to

inadequately small final sample size. On the other hand, a very 'conservative' approach of removing the cases with 95% or more of the same answers raises the probability of potential bias to unacceptable levels. Keeping in mind the necessity of having a workable size for the final samples, a mid-range decision was made to adopt the 90% cut off point for both Canadian and American samples. More detail on the effects of the repetitive answer patterns' cut-off points are presented in Appendix IV.

5.2.3 Missing Data

The next stage of data screening was the analysis of missing data, which is of particular importance in longitudinal studies and when model testing will be done (Foster and Krivelyova 2008). It should be noted, however, that the initial data collected by the Leger research firm were screened with a purpose to eliminate cases with 20% or more missing values. Hence, original data sets were comprised of only those cases that provided answers for more than 80% of the questionnaires items.

The review of data revealed a very low portion of missing data across the five waves (ranging from .3% to .6%). Case and item analyses were conducted to examine the pattern of missing data (Stevens 2002, Kline 2005). The analyses revealed cases with missing values at random (MAR) and with missing values not at random (MNAR) patterns. According to Schafer and Graham (2002), "under MAR and MNAR, the complete cases are unrepresentative of the population, and biases are substantial" (p. 157). The literature on missing data treatment suggests two common ways of dealing with missing data: deletion (listwise or pairwise) and replacement/modification (hot deck imputation, mean substitution, regression substitution, maximum likelihood, etc.) (Little

and Rubin 2002; Schafer and Graham 2002; Howell 2008). The biggest disadvantage of the simplest approach of case deletion is an introduction of bias (Little and Rubin 2002). However, since the portion of missing data in this study is very low, the bias is minimized. Nevertheless, initial visual examination suggested that not all data were missing at random; hence, the decision was made to implement a combined strategy for missing data treatment.

First, each case with more than 5% of missing data was visually inspected for the possible pattern of missing data. Cases with the high portions of missing data clustered around chosen sets of items (e.g., Individual OG Involvement items, country-product items, etc.) were detected. The effect of removal of these cases on the sample size for the final samples was analyzed. This led to the removal of 30 cases from the American samples (17 from wave 1; 4 from wave 2; 2 from wave 4; and 7 from wave 5) and 115 cases from the Canadian samples (40 from wave 1; 25 from wave 2; 6 from wave 3; 25 from wave 4; and 20 from wave 5). A closer look at the Canadian sample revealed that the largest portions of the cases with a high number of missing data were related to the sets of questions about Canada as a country and the people of Canada (30%) and products of Canada (35%).

The results of the removal of the cases with more than 5% of missing data on the samples sizes are reported in Appendix V. In addition to case analysis for missing data, each item was reviewed as well for occurrences of missing values. Of all the 138 items, only 38 items had from 1 to 2% of missing values with the rest of the items having less than 1%

of missing values. The highest number of missing values (i.e., 2%) was indicated for the question regarding the riskiness of Canadian products. Further factor analysis revealed poor loading of this item with the rest of items. Hence, the decision was made to drop the "risky" item from further analysis.

The rest of missing data were treated with Maximum Likelihood (ML) method, described by Schafer and Graham (2002) as an appropriate way to deal with both MAR and MNAR data. Due to the fact that the sample sizes in each wave were large, ML estimates were expected to be relatively unbiased and normally distributed (Schafer and Graham 2002). Hence, ML method, in particular the Expectation-Maximization algorithm (EM), was adopted for missing data replacement.

5.2.4 Summary

The initial screening of data collected for this study indicated the necessity for some data cleaning. More specifically, the datasets were examined for the normality of distribution. With exceptions of three items asking about the expectations for the national teams' medals and ranking, all items satisfied the criteria with skewness and kurtosis being less than 3.0 and 10.0 respectively. The exceptional items could be explained by high expectations of the respondents for national teams' performance. The findings suggested the need for a careful analysis of outliers.

The original data were screened for normality, outliers, response nondifferentiation (Appendix IV), and item and case missing values to minimize the potential bias (Appendix V). Data screening revealed cases with anomalistic answer patterns in national

team expectation questions, whereby the respondents indicated an expected number of gold medals higher than the number of the total medals. Such cases were removed from further analyses. In addition, the data for all five waves were screened for cases with more than 90% of response nondifferentiation patterns and with more than 5% of MNAR answers. Such cases were also removed from further analyses. The effect of these decisions on the final sample sizes for each wave and for the final sample is reflected in Appendix V.

Finally, demographic profiles of the national final samples comprised of 543 Canadian and 247 American respondents were re-evaluated after all steps of data cleaning (Appendix III). The comparison of demographic profiles of the final samples with the profiles of the respective initial samples revealed no diversion from the earlier presented profiles. In the Canadian sample non-parametric Pearson Chi-square analysis did not reveal major significant differences (i.e., gender - $\chi^2_{(2,\ 2049)}=1.62$, $p=.45$; age - $\chi^2_{(5,\ 2049)}=1.90$, $p=.86$; education - $\chi^2_{(4,\ 2049)}=.37$, $p=.99$; and geography - $\chi^2_{(10,\ 2049)}=9.52$, $p=.48$). Similar to the earlier results, in the American sample, the Pearson Chi-square analysis indicated significant differences for age ($\chi^2_{(5,\ 1765)}=12.85$, $p=.03$), but not for the rest of the demographic variables (i.e., gender - $\chi^2_{(2,\ 1765)}=.16$, $p=.92$; education - $\chi^2_{(4,\ 1765)}=1.25$, $p=.87$; and geography - $\chi^2_{(50,\ 1765)}=50.20$, $p=.47$).

5.3 Descriptive and Exploratory Factor Analyses

The descriptive analysis overviews the responses collected from all five waves for the final samples of the two countries of interest. Specific sets from the questionnaire related to self-identification and involvement with the national team and the mega-event of

interest, Canada as a vacation destination, the products of Canada, and the OG as a vacation destination and as an event are reviewed and discussed.

This section chapter also presents the results of the exploratory factor analysis - Principal Axis Factoring (PAF) with promax rotation (eigenvalues >1 extraction) and scree plot review – that was undertaken to initially assess measurement item loadings within the above distinguished sets as the first stage of developing model construct measures. Principal Axis Factoring was chosen over commonly used Principal Component Analysis (PCA) for a number of reasons. Firstly, PAF is the most recommended factor analysis approach for behavioural research (Garson 2006). Next, PCA is not a "true method of factor analysis" (p. 2), but more of a component analysis that serves as a data reduction method and does not discriminate between shared and unique variances (Costello and Osborne 2005). In comparison, PAF is a factor analysis that uses shared variances rather than total variance of the manifest variables to determine the factor structure. According to Costello and Osborne (2005), factor analysis, which analyzes only shared variance, would yield the same solution as principal component analysis while avoiding any potential inflation of estimates of variance accounted for. Hence, PAF overcomes one of the major weaknesses of PCA.

Oblique promax rotation was chosen over traditional orthogonal varimax rotation as oblique rotation is believed to provide more accurate solution due to the fact that it allows for factor correlation (Stevens 2002). Orthogonal rotation, on the other hand, ignores valuable information when the factors are correlated, and hence, it leads to less accurate

solutions. For each construct of all sets of the questionnaire, the items were examined for compliance with the suggested minimum item loading of .32 or higher (Tabachnick and Fidell 2001). Also each item was checked for a cross-loading at .32 or higher on two or more items (Costello and Osborne 2005). Only items with loading of more than .40 or higher and with no cross-loading on two items at the same time were retained for the analysis. Additionally, initial convergent validity analysis was performed to assess the internal consistency of a chosen set of indicators on a corresponding construct. Resultant Cronbach's α are presented in the corresponding tables.

5.3.1 Country as a Destination

This section provides an overview of the responses to Canada as a destination items. Twenty-seven measures for Canada as a destination comprised of fourteen built environment belief items, such as "accommodation" and "variety of activities"; four measures of natural environment beliefs, such as, "attractive scenery" and "climate"; four measures of unique experience beliefs, such as, "memorability of experience" and "culturally interesting"; and finally, four items to measure Canada as a destination evaluation and two items to measure behavioural intentions (Table 5.3.1). Overall, the mean scores for all of these items in both national samples were well above the midpoint of the 7-point scale.

Table 5.3.1. Comparison of Means for Canada as a Destination Measures

Waves / Items	Wave 1			Wave 2			Wave 3			Wave 4			Wave 5		
	CAN	USA	*F*	CAN	USA	*F*	CAN	USA	*F*	CAN	USA	*F*	CAN	USA	*F*
Canada as a Destination Built Environment Measures (CVDBltEnv)															
Quality of service	5.45	5.48	*ns.*	5.66	5.57	*ns.*	*NA*	*NA*	*NA*	5.85	5.59	*8.88***	5.70	5.62	*ns.*
Value for money	5.44	5.16	*7.88***	5.57	5.26	*10.04***	*NA*	*NA*	*NA*	5.64	5.35	*9.15***	5.54	5.37	*3.20*†
Variety of activities	6.01	5.64	*18.88***	6.08	5.60	*32.90***	5.89	5.61	*11.53***	5.95	5.64	*13.55***	5.88	5.57	*13.06***
Ease of getting around	5.46	5.24	*4.88**	5.54	5.40	*ns.*	5.53	5.35	*3.93**	5.59	5.47	*ns**	5.56	5.36	*4.23**
Ease of finding places of interest	5.81	5.46	*15.86***	5.91	5.49	*24.64***	*NA*	*NA*	*NA*	5.93	5.49	*27.16***	5.83	5.46	*17.61***
Tourist attractions	5.68	4.99	*61.05***	5.70	4.96	*64.00***	5.65	5.12	*37.76***	5.79	5.13	*62.24***	5.71	4.97	*72.38***
Entertainment	5.56	5.06	*30.98***	5.65	5.26	*18.40***	*NA*	*NA*	*NA*	5.71	5.36	*16.33***	5.61	5.28	*15.04***
Shopping facilities	5.69	5.13	*39.17***	5.72	5.24	*26.97***	*NA*	*NA*	*NA*	5.76	5.32	*26.06***	5.68	5.31	*18.04***
Sport facilities	5.42	5.08	*12.96***	5.49	5.23	*7.41***	5.51	5.34	*3.90**	5.61	5.40	*5.46**	5.52	5.34	*3.82*†
Accommodation	5.77	5.40	*18.05***	5.71	5.51	*4.93**	5.76	5.53	*7.53***	5.83	5.52	*13.09***	5.72	5.47	*8.42***
Selection of restaurants	5.80	5.30	*29.61***	5.84	5.39	*25.24***	*NA*	*NA*	*NA*	5.87	5.44	*25.01***	5.79	5.43	*16.98***
Safety	6.07	5.43	*65.17***	6.15	5.63	*43.71***	6.07	5.65	*30.17***	6.11	5.65	*35.51***	6.05	5.55	*39.39***
For the whole family	6.00	5.60	*25.03***	6.03	5.68	*16.51***	6.05	5.81	*9.94***	6.08	5.77	*13.94***	6.03	5.74	*12.22***
Wilks' Lambda (F)	*12.47***			*11.72***			*8.46***			*9.92***			*11.09***		
Canada as a Destination Natural Environment Measures (CVDNtEnv)															
Attractive scenery	6.49	6.17	*20.14***	6.55	6.29	*15.20***	6.43	6.23	*8.35***	6.43	6.18	*11.28***	6.41	6.17	*9.70***
Amount of wilderness	6.40	6.10	*16.50***	6.52	6.22	*19.01***	6.43	6.26	*6.57**	6.45	6.17	*14.06***	6.39	6.12	*13.08***
Peaceful	6.14	5.80	*21.29***	6.23	5.90	*19.87***	6.17	5.93	*10.96***	6.21	5.94	*13.18***	6.18	5.83	*21.16***
Climate	4.74	4.52	*4.26**	4.88	4.61	*6.53**	*NA*	*NA*	*NA*	5.20	4.76	*20.18***	5.06	4.75	*9.32***
Wilks' Lambda (F)	*7.12***			*6.64***			*4.18***			*7.02***			*6.12***		

Notes: Samples sizes: Canada = 543; USA = 247;
** - highly significant (p<.01); * - significant (p<.05); † - significance (p<.1); *ns.* – not significant; *NA* – Not Applicable (item not used in wave 3)

Table 5.3.1. (cont'd) Comparison of Means for Canada as a Destination Measures

Items \ Waves	Wave 1			Wave 2			Wave 3			Wave 4			Wave 5		
	CAN	USA	*F*	CAN	USA	*F*	CAN	USA	*F*	CAN	USA	*F*	CAN	USA	*F*
Canada as a Destination Unique Experience Measures (CVDUnExp)															
Originality of experience	5.78	5.53	*7.83***	5.87	5.63	*7.23***	5.80	5.72	*ns.*	5.89	5.71	*4.18**	5.80	5.68	*ns.*
Culturally interesting	5.68	5.49	*3.76*†	5.87	5.58	*9.76***	5.71	5.64	*ns.*	5.84	5.66	*3.66*†	5.70	5.64	*ns.*
Memorability of experience	6.03	5.67	*18.48**	6.05	5.73	*14.69***	5.96	5.73	*8.24***	6.04	5.76	*11.03***	5.95	5.63	*13.35***
Your knowledge of the destination	6.13	4.62	*286.66***	6.20	4.73	*291.25***	6.13	4.90	*221.48***	6.23	5.00	*229.52***	6.13	4.86	*225.59***
Wilks' Lambda (F)	*76.24***			*77.47***			*65.97***			*66.84***			*65.34***		
Canada as a Destination Evaluation Measures (CVDEvl)															
Proud to visit	6.13	5.47	*54.52***	6.20	5.52	*57.32***	6.09	5.55	*35.89***	6.18	5.59	*42.84***	6.08	5.50	*37.93***
Overall rating of Canada as a tourist destination	5.92	5.38	*42.55***	6.03	5.53	*36.85***	6.05	5.61	*29.62***	6.05	5.56	*35.56***	5.95	5.57	*19.09***
Rating of Canada as a destination compared to other countries	5.67	5.24	*21.89***	5.80	5.45	*14.39***	5.81	5.52	*10.47***	5.93	5.52	*21.01***	5.82	5.49	*12.30***
Overall satisfaction	5.90	5.44	*30.85***	5.97	5.50	*29.41***	5.98	5.62	*19.07***	6.04	5.56	*33.30***	5.94	5.53	*22.87***
Wilks' Lambda (F)	*15.85***			*16.25***			*11.69***			*12.06***			*10.12***		
Canada as a Destination Behavioural Intention Measures (CVDBhv)															
Willingness to travel there	6.10	5.56	*32.91***	6.14	5.54	*39.42***	6.14	5.63	*32.28***	6.21	5.55	*55.16***	6.11	5.55	*36.40***
Willingness to recommend to friends	6.12	5.40	*60.15***	6.21	5.44	*67.20***	6.15	5.49	*51.76***	6.20	5.43	*67.89***	6.14	5.47	*47.62***
Wilks' Lambda (F)	*31.65***			*35.78***			*26.94***			*34.24***			*23.84***		

Notes: Samples sizes: Canada = 543; USA = 247;
** - highly significant (p<.01); * - significant (p<.05); † - significance (p<.1); *ns.* – not significant; *NA* – Not Applicable (item not used in wave 3)

The MANOVA indicated that there were significant differences in mean values of country as a destination measures between the two national samples. Particularly obvious and not unexpected were differences in mean values for the item "your knowledge of the destination", with the Canadian respondents reporting much higher means than the Americans across all five waves for all items. Overall, Canada as a tourist destination was perceived favourably by both Canadian and American respondents in all components of the destination set (Table 5.3.1).

The exploratory factor analysis (PAF; Promax rotation; eigenvalues >1 extraction; scree plot) of built environment beliefs items derived from Echtner and Ritchie (1993), Baloglu and McCleary (1999), and Nadeau et al. (2008) showed very high item loadings on one factor with Cronbach's α for the items ranging from .906 to .960 for the Canadian sample and from .905 to .965 for the American sample across the five waves, supporting the viability of the chosen items for the measurement of performance of the country as a destination (Table 5.3.2). The values of total variance explained ranged from 52% to 65% in Canadian sample and from 55% to 68% in the American sample suggesting initial support for the viability of the chosen measures. The details for the items loadings together with the corresponding values of Cronbach's α are presented in the Table 5.3.2.

The exploratory factor analysis of the four natural environment beliefs items derived from Echtner and Ritchie (1993), Baloglu and McCleary (1999), and Nadeau et al. (2008) revealed poor loadings of the item "climate" across the waves in both national samples.

Table 5.3.2. Principal Axis Factoring (Promax) Item Loadings for Canada as a Destination Measures

Items \ Waves	Wave 1		Wave 2		Wave 3		Wave 4		Wave 5	
	CAN	USA	CAN	USA	CAN	USA	CAN	USA	CAN	USA
Built Environment Cronbach's α / *%Var. Explained*	.931/ *52.11*	.939/ *55.98*	.942/ *56.62*	.952/ *61.43*	.906/ *58.68*	.905/ *58.78*	.960/ *65.27*	.965/ *68.44*	.957/ *63.71*	.961/ *66.17*
Quality of service	.679	.799	.728	.777	*NA*	*NA*	.848	.874	.822	.847
Value for money	.629	.683	.681	.718	*NA*	*NA*	.767	.801	.753	.796
Variety of activities	.665	.766	.742	.792	.792	.784	.832	.891	.817	.829
Ease of getting around	.638	.692	.706	.746	.721	.721	.750	.786	.732	.779
Ease of finding places of interest	.704	.808	.824	.775	*NA*	*NA*	.843	.860	.830	.798
Tourist attractions	.610	.525	.659	.638	.730	.642	.699	.636	.716	.679
Entertainment	.828	.818	.845	.888	*NA*	*NA*	.866	.858	.871	.850
Shopping facilities	.839	.782	.803	.848	*NA*	*NA*	.834	.860	.823	.861
Sport facilities	.717	.665	.738	.761	.768	.735	.801	.793	.803	.808
Accommodation	.849	.853	.845	.857	.877	.902	.878	.882	.871	.864
Selection of restaurants	.801	.823	.775	.863	*NA*	*NA*	.807	.887	.818	.875
For the whole family	.779	.771	.789	.760	.807	.829	.819	.809	.804	.830
Safety	.573	.675	.603	.728	.674	.725	.736	.782	.695	.738
Natural Environment Cronbach's α / *%Var. Explained*	.740/ *51.07*	.852/ *66.44*	.805/ *59.94*	.786/ *57.60*	.817/ *62.39*	.842/ *65.61*	.870/ *70.11*	.895/ *74.81*	.857/ *67.55*	.880/ *71.84*
Attractive scenery	.680	.857	.830	.872	.882	.829	.903	.917	.890	.939
Amount of wilderness	.866	.863	.842	.792	.848	.891	.884	.912	.856	.826
Peaceful	.565	.717	.634	.584	.611	.698	.711	.756	.708	.769
Unique Experience Cronbach's α / *%Var. Explained*	.814/ *60.83*	.846/ *65.44*	.855/ *66.90*	.886/ *72.51*	.901/ *75.89*	.920/ *79.42*	.919/ *79.67*	.921/ *79.51*	.898/ *75.28*	.905/ *76.29*
Originality of experience	.846	.859	.886	.890	.932	.905	.932	.872	.904	.908
Culturally interesting	.719	.843	.786	.868	.861	.898	.861	.920	.833	.838
Memorability of experience	.770	.717	.777	.794	.817	.871	.884	.882	.864	.873
Evaluation Cronbach's α / *%Var. Explained*	.906/ *72.13*	.920/ *75.15*	.918/ *74.73*	.928/ *77.11*	.920/ *75.61*	.932/ *78.01*	.937/ *79.46*	.925/ *76.29*	.932/ *78.20*	.946/ *82.37*
Overall satisfaction	.871	.899	.918	.920	.917	.912	.935	.917	.927	.930
Proud to visit	.700	.795	.760	.839	.737	.832	.814	.817	.783	.858
Overall rating of Canada as a tourist destination	.942	.916	.910	.932	.940	.911	.912	.910	.932	.935
Rating of Canada as a destination compared to other countries	.866	.853	.860	.816	.870	.876	.899	.845	.886	.905
Behavioural Intentions Cronbach's α / *%Var. Explained*	.932/ *87.14*	.912/ *83.88*	.952/ *90.81*	.921/ *85.41*	.952/ *90.82*	.920/ *85.06*	.925/ *86.06*	.909/ *83.27*	.950/ *90.42*	.938/ *88.23*
Willingness to travel	.933	.916	.953	.924	.953	.922	.928	.913	.951	.939
Willingness to recommend to friends	.933	.916	.953	.924	.953	.922	.928	.913	.951	.939

Note: *NA* – Not Applicable (item not used in wave 3)

The reliability analysis of this dimension revealed much higher Cronbach's α when the item was removed. Hence, the decision was made to drop this item from further analysis. The corresponding Cronbach's α reported in Table 5.3.2 are calculated on the basis of the remaining three items: "attractive scenery", "amount of wilderness", and "peaceful". High values of Cronbach's α ranging from .740 to .870 for the Canadian sample and from .786 to .895 for the American sample across the five waves support the viability of the chosen items for the measurement of country destination natural environment beliefs dimension. The values of total variance explained ranged from 51% to 70% in Canadian sample and from 57% to 71% in the American sample suggesting moderate acceptable confirmation of the factor analysis conclusions.

The exploratory factor analysis of the four unique experience beliefs items derived from Echtner and Ritchie (1993) and Heslop et al. (2004) revealed poor loadings of "your knowledge of the destination" item across the waves in both national samples. The reliability analysis of this dimension revealed much higher Cronbach's α when the item was removed from the scale. Hence, the decision was made to drop this item from further analysis. The Cronbach's α reported in Table 5.3.2 are calculated on the basis of the remaining three items: "culturally interesting", "memorability of experience", and "originality of experience". High values of Cronbach's α ranging from .814 to .919 for the Canadian sample and from .846 to .921 for the American sample across five waves support the viability of the chosen items for the measurement of Canada destination unique experience dimension. High values of variance explained (over 60%) also confirm this conclusion.

The results of the exploratory factor analyses of evaluation (Parameswaran and Pisharodi 1994; Heslop et al. 2004) and behavioural intentions (Lee and Ganesh 1999; Heslop et al. 2004) belief items regarding Canada as a destination are presented in Table 5.3.2. High Cronbach's α, reported in Table 5.3.2 provided initial support for the viability of the chosen items for the measurement of evaluation and behavioural intentions dimensions for a country as a destination. High values of variance explained (over 80%) also supported this conclusion.

5.3.2 Country and People Image

Twenty-seven measures for Canada as a country and Canadian people comprised of eleven country/people, such as, "likeability of people" and "friendliness"; four measures of country competence beliefs, such as, "skill level of workers" and "wealth"; eight measures of country description beliefs, such as "political stability" and "individual rights and freedoms"; and finally, four items were used to measure country/people evaluation (Table 5.3.3). All mean values for this set of items were over 5 on the 7-point measurement scale. Hence, it may be concluded that both national sample respondents hold high positive views of Canada and the Canadian people.

In general, the Canadian respondents gave higher ratings to almost all items than the American respondents. A quick look at the people characteristic belief items revealed that while, in general, there was a positive perception of Canadians by both samples, the Canadian respondents thought of themselves as more "friendly", "trustworthy", "helpful", and "courteous" than the Americans. The Canadian respondents also held higher opinions than the Americans for almost all country belief items including three of

Table 5.3.3. Comparison of Means for Country/People Measures

Items \ Waves	Wave 1			Wave 2			Wave 3			Wave 4			Wave 5		
	CAN	USA	*F*	CAN	USA	*F*	CAN	USA	*F*	CAN	USA	*F*	CAN	USA	*F*
People Characteristics Measures (PplChrt)															
Likeability of people	5.87	5.63	*9.06***	6.03	5.79	*9.28***	6.12	5.82	*16.20***	6.13	5.89	*10.99***	6.01	5.81	*6.45***
Industriousness	5.37	5.36	*ns.*	5.55	5.48	*ns.*	*NA*	*NA*	*NA*	5.72	5.57	*3.50*†	5.55	5.51	*ns.*
Education level	5.55	5.42	*2.85*†	5.70	5.53	*4.75**	*NA*	*NA*	*NA*	5.79	5.61	*5.28**	5.72	5.54	*5.41**
Friendliness	5.87	5.57	*12.43***	6.10	5.77	*18..06***	6.14	5.86	*14.03***	6.15	5.83	*16.76***	6.03	5.80	*9.01***
Trustworthiness	5.73	5.46	*10.76***	5.93	5.62	*14.11***	6.00	5.72	*13.31***	5.99	5.60	*26.57***	5.85	5.64	*7.47***
Helpful	5.91	5.46	*31.83***	6.05	5.64	*26.32***	6.12	5.71	*31.57***	6.09	5.72	*24.38***	5.98	5.72	*11.61***
Courteous	5.86	5.49	*1977***	6.05	5.72	*16.36***	6.10	5.88	*8.95***	6.10	5.80	*15.98***	5.97	5.75	*7.73***
Honest	5.73	5.47	*9.69***	5.89	5.64	*10.18***	*NA*	*NA*	*NA*	5.96	5.64	*16.76***	5.82	5.64	*4.93**
Fascinating people	5.24	5.14	*ns.*	5.38	5.32	*ns.*	*NA*	*NA*	*NA*	5.56	5.43	*ns.*	5.41	5.40	*ns.*
Work ethic	5.41	5.40	*ns.*	5.61	5.59	*ns.*	*NA*	*NA*	*NA*	5.73	5.63	*ns.*	5.54	5.61	*ns.*
Individualism	5.40	5.17	*5.89**	5.48	5.36	*ns.*	*NA*	*NA*	*NA*	5.63	5.41	*5.69**	5.50	5.36	*ns.*
Wilks' Lamba	*5.87***			*5.50***			*8.14***			*4.77***			*3.94***		
Country Competence Measures (CntCmpt)															
Skill level of workers	5.56	5.23	*16.48***	5.62	5.34	*10.80***	*NA*	*NA*	*NA*	5.65	5.40	*9.27***	5.56	5.36	*5.24**
Availability of skilled workers	5.31	5.26	*ns.*	5.48	5.28	*4.95**	5.47	5.43	*ns.*	5.47	5.34	*ns.*	5.55	5.33	*ns.*
Wealth	5.25	4.89	*21.78***	5.31	5.04	*12.16***	*NA*	*NA*	*NA*	5.50	5.21	*14.10***	5.46	5.09	*21.21***
Technology level of country	5.64	5.22	*24.27***	5.71	5.26	*29.62***	5.63	5.43	*5.54***	5.66	5.38	*11.34***	5.63	5.40	*7.67***
Wilks' Lamba	*13.42***			*8.38***			*3.96**			*6.12***			*5.90***		

Notes: Samples sizes: Canada = 543; USA = 247;
** - highly significant (p<.01); * - significant (p<.05); † - significance (p<.1); *ns.* – not significant; *NA*– Not Applicable (item not used in wave 3)

Table 5.3.3. (cont'd) Comparison of Means for Country/People Measures

Items \ Waves	Wave 1			Wave 2			Wave 3			Wave 4			Wave 5		
	CAN	USA	*F*	CAN	USA	*F*	CAN	USA	*F*	CAN	USA	*F*	CAN	USA	*F*
Country Description Measures (CntDscr)															
Political stability	5.49	5.45	*ns.*	5.55	5.55	*ns.*	5.50	5.58	*ns.*	5.68	5.53	*ns.*	5.61	5.44	*ns.*
Stability of economy	5.59	5.19	*20.37***	5.63	5.31	*12.89***	5.59	5.41	*4.57**	5.71	5.41	*11.97***	5.80	5.36	*27.56***
Appealing culture	5.58	5.33	*7.15***	5.64	5.45	*3.83*†	*NA*	*NA*	*NA*	5.75	5.49	*7.99***	5.67	5.45	*5.76**
Quality of life	6.03	5.41	*60.42***	6.11	5.53	*55.90***	6.07	5.61	*38.05***	6.12	5.63	*42.04***	6.08	5.56	*42.01***
Individual rights and freedoms	6.05	5.57	*42.08***	6.21	5.68	*40.93***	6.21	5.69	*39.18***	6.21	5.68	*41.17***	6.10	5.68	*25.08***
Your knowledge of Canada	6.18	4.56	*375.92***	6.31	4.67	*437.17***	*NA*	*NA*	*NA*	6.27	4.79	*364.94***	6.18	4.81	*284.08***
Role in world politics	4.51	4.54	*ns.*	4.82	4.87	*ns.*	*NA*	*NA*	*NA*	5.08	4.92	*ns.*	4.93	4.92	*ns.*
Environmental/pollution controls	4.39	5.21	*57.87***	4.70	5.41	*49.59***	4.88	5.40	*28.33***	4.77	5.49	*55.06***	4.77	5.59	*51.50***
Wilks' Lamba	*72.66***			*78.81***			*27.81***			*69.61***			*59.34***		
Country/People Evaluation Measures (CntEvl)															
Alignment with your home country	*NA*[a]	5.38	*NA*	*NA*[a]	5.62	*NA*	*NA*[a]	*NA*	*NA*	*NA*[a]	5.71	*NA*	*NA*[a]	5.59	*NA*
Enjoy being with people of Canada	6.09	5.43	*64.66***	6.18	5.53	*59.12***	*NA*	*NA*	*NA*	6.17	5.58	*51.72***	6.08	5.46	*52.51***
Overall rating of Canada	5.95	5.63	*16.02***	6.07	5.77	*14.92***	6.17	5.87	*15.75***	6.15	5.79	*23.58***	6.05	5.75	*14.26***
Overall rating compared to other countries	6.11	5.73	*22.77***	6.24	5.91	*18.14***	6.29	5.92	*24.86***	6.98	5.87	*33.38***	6.21	5.79	*26.95***
Wilks' Lamba	*23.18***			*20.59***			*12.42***			*18.61***			*20.19***		

Notes: Samples sizes: Canada = 543; USA = 247;
** - highly significant (p<.01); * - significant (p<.05); † - significance (p<.1); *ns.* – not significant; *NA*– Not Applicable (item not used in wave 3 or not applicable to this sample); *NA*[a]- "Alignment with your home country" applies only to the American sample

four country competence belief items such as "skill level of workers", "wealth", and "technology level of country" as well as for six of eight country description belief items such as "political stability", "stability of economy", etc. (Tables 5.3.3). However, Americans consistently expressed higher opinions than the Canadian respondents on Canada's "environmental/pollution control policies" (Tables 5.3.3). The mean values for evaluative measures showed that Canadians consistently rated their country higher and reported higher mean values for the item "enjoyed being with people of Canada" than Americans. The MANOVA indicated significant differences in mean values of country/people measures between the two national samples (Tabl3 5.3.3).

The exploratory factor analyses (PAF; Promax rotation; eigenvalues >1 extraction; scree plot) of the people and country belief items are reported in Table 5.3.4. Country-people belief items derived from Parameswaran and Pisharodi (1994), Knight and Calantone (2000), Heslop et al. (2004), and Nadeau et al. (2008) showed very high items loading on one factor with Cronbach's α ranging from .951 to .964 for the Canadian sample and from .967 to .976 the American sample across five waves. The item loading on a single factor together with the high values for total variance explained (over 63%) supported the viability of the chosen items for the measurement of country-people characteristics. The details for the items loadings together with the corresponding values of Cronbach's α are presented in the Table 5.3.4a.

Table 5.3.4. a. Principal Axis Factoring (Promax) Item Loadings for Country/People of Canada

Items \ Waves	Wave 1		Wave 2		Wave 3		Wave 4		Wave 5	
	CAN	USA	CAN	USA	CAN	USA	CAN	USA	CAN	USA
People Characteristics Cronbach's α / *%Var. Explained*	.949/ *64.43*	.966/ *73.15*	.945/ *63.52*	.958/ *68.62*	.959/ *82.31*	.948/ *78.63*	.961/ *70.82*	.964/ *72.16*	.856/ *68.40*	.966/ *73.12*
Industriousness	.793	.842	.762	.828	*NA*	*NA*	.812	.815	.837	.848
Education level	.746	.807	.727	.807	*NA*	*NA*	.782	.795	.792	.843
Work ethic	.805	.877	.801	.852	*NA*	*NA*	.843	.883	.808	.854
Likeability of people	.888	.876	.889	.868	.921	.892	.899	.885	.863	.903
Friendliness	.830	.885	.838	.860	.914	.894	.877	.873	.858	.872
Trustworthiness	.829	.916	.873	.854	.882	.840	.902	.868	.878	.864
Helpful	.831	.915	.852	.888	.901	.884	.880	.912	.889	.926
Courteous	.833	.907	.837	.854	.917	.921	.864	.902	.841	.871
Honest	.850	.891	.852	.858	*NA*	*NA*	.889	.883	.860	.886
Fascinating people	.768	.806	.760	.743	*NA*	*NA*	.793	.788	.796	.799
Individualism	.627	.653	.502	.675	*NA*	*NA*	.691	.719	.647	.721
Country Competence Cronbach's α / *%Var. Explained*	.868/ *70.06*	.911/ *78.18*	.852/ *67.15*	.903/ *76.06*	.882/ *66.88*	.859/ *75.24*	.910/ *77.67*	.916/ *78.58*	.886/ *72.62*	.925/ *80.83*
Skill level of workers	.944	.908	.925	.908	*NA*	*NA*	.946	.851	.911	.962
Technology level of country	.756	.793	.696	.816	.818	.867	.827	.889	.776	.844
Availability of skilled workers	.800	.945	.821	.889	.818	.867	.866	.918	.864	.888
Evaluation Cronbach's α / *%Var. Explained*	.842/ *65.75*	.843/ *59.84*	.848/ *66.48*	.848/ *60.62*	.871/ *78.85*	.866/ *76.224*	.856/ *68.41*	.846/ *59.08*	.865/ *69.40*	.858/ *62.07*
Alignment with your home country	*NA*[a]	.686	*NA*[a]	.650	*NA*[a]	*NA*	*NA*[a]	.694	*NA*[a]	.718
Enjoy being with people of Canada	.668	.893	.687	.739	*NA*	*NA*	.678	.731	.704	.759
Overall rating of Canada	.933	.824	.897	.916	.888	.873	.917	.813	.916	.894
Overall rating of Canada compared to other countries	.809	.668	.847	.785	.888	.873	.867	.828	.865	.769

Notes: *NA* – Not Applicable (item not used in wave 3); *NA*[a] - "Alignment with your home country" applies only to the American sample

Table 5.3.4. a. (cont'd) Principal Axis Factoring (Promax) Item Loadings for Country and People of Canada

Items \ Waves	Wave 1				Wave 2		Wave 3		Wave 4			Wave 5		
	CAN		USA		CAN	USA	CAN	USA	CAN		USA	CAN		USA
Country Descriptions	*.806*	*.706*	.836	.659	.763/	.871/	.787/	.821/	.850	.724	.868/	.860	.721	.867/
Cronbach's α / *%Var. Explained*	*48.58*		*52.86*		*39.03*	*48.33*	*47.54*	*51.22*	*52.91*		*48.24*	*54.47*		*48.17*
Political stability	.664		.868		.612	.798	.769	.822	.774		.814	.742		.768
Stability of economy	.698		.825		.708	.789	.828	.866	.903		.819	.829		.812
Appealing culture	.570		.571		.636	.752	*NA*	NA	.507		.794	.593		.787
Quality of life	.896		.808		.771	.811	.763	.766	.786		.827	.813		.875
Individual rights and freedoms	.526		.297		.640	.698	.601	.599	.471		.623	.549		.596
Your knowledge of Canada	.577		.470		.504	.452	*NA*	*NA*	.536		.473	.646		.421
Role in world politics		.781		.894	.609	.612	*NA*	*NA*		.793	.546		.899	.574
Environmental/pollution controls		.727		.563	.461	.564	.396	.436		.726	.623		.645	.596

Notes: *NA* – Not Applicable (item not used in wave 3 or not applicable to this sample);

Table 5.3.4. b. Principal Axis Factoring (Promax) Item Loadings for Country and People of Canada: Country Description

Items \ Waves	Wave 1		Wave 2		Wave 3		Wave 4		Wave 5	
	CAN	USA	CAN	USA	CAN	USA	CAN	USA	CAN	USA
Country Descriptions	.794/	.868/	.763/	.874/	.827/	.864/	.846/	.893/	.838/	.888/
Cronbach's α / *%Var. Explained*	*51.46*	*62.91*	*47.52*	*63.79*	*63.13*	*68.45*	*59.72*	*67.98*	*57.98*	*67.31*
Political stability	.671	.754	.611	.810	.796	.826	.770	.808	.753	.781
Stability of economy	.750	.810	.708	.794	.877	.895	.843	.834	.807	.823
Appealing culture	.608	.738	.631	.735	*NA*	*NA*	.653	.792	.685	.762
Quality of life	.822	.865	.777	.852	.701	.755	.811	.862	.795	.908

Notes: *NA* – Not Applicable (item not used in wave 3 or not applicable to this sample)

The exploratory factor analysis (PAF; Promax rotation; eigenvalues >1 extraction; scree plot) of country competence beliefs items derived from Parameswaran and Pisharodi (1994) and Heslop et al. (2004) revealed a single factor but consistently poor loading of "wealth" with the other measures in both national samples across the waves. The reliability analysis revealed improved Cronbach's α when the item was removed.

Hence, the decision was made to drop this item from further analysis. Cronbach's α reported in Table 5.3.4a were calculated on the basis of remaining three items: "skill level of workers", "technology level of country", and "availability of skilled workers". Cronbach's α for this dimension ranging from .808 to .907 for the Canadian sample and from .895 to .926 in the American sample across five waves together with high values of variance explained supported the viability of the chosen items for the measurement of country's competence dimension.

The preliminary exploratory factor analysis of country description beliefs items derived from Heslop et al. (2004, 2009) revealed inconsistent and poor loadings of "your knowledge of Canada" in both national samples across the waves; hence, the decision was made to drop this item from further analysis (Table 5.3.4a). Further review of item loadings revealed that two items of this dimension: "environmental/pollution controls" and "role in world politics", loaded on a separate factor in waves 1, 4, and 5 for Canadians and for the American sample in wave 1. During the OG (waves 2 and 3) the above mentioned items loaded on one factor together with the other measures in both national samples. This finding invites some speculation. One possible explanation could

be that due to extensive media coverage of environmental (e.g., oil sands pollution, seal hunt, etc.) and political (e.g., presence of Canadian troops in Afghanistan) issues prior to the OG, these two items stood out separately. However, as the OG proceeded and, hence, the media attention on Canada was focused on the OG coverage, these two factors converged into one. Once the OG were over, the attitudes and perceptions of Canadians reverted towards the initially reported results, i.e., separation of the perceptions of Canada's environmental and international politics issues from other views of their country. Since the items showed inconsistent as well as poor (below .4) loadings across the waves the decision was made to drop them from further analysis (Table 5.3.4b). High values of Cronbach's α for the remaining items ranging from .763 to .846 in the Canadian sample and from .864 to .893 in the American sample, and total variance explained of over 47% support the viability of the chosen items for the measurement of country description dimension (Table 5.3.4b).

Tables 5.3.3 and 5.3.4(a) also provide information regarding the measures of evaluation of Canada as a country and the people of Canada (Parameswaran and Pisharodi 1994; Heslop et al. 2004; Nadeau et al. 2008). High Cronbach's α, ranging from .842 to .871 for the Canadian sample and from .842 to .866 for the American sample (Table 5.3.4) confirmed the viability of the chosen items for the measurement of evaluation dimensions for a country and its people. High values of variance explained (over 60%) also supported this conclusion.

5.3.3 Products Made in Canada

Twenty-four measures for products made in Canada comprised of twelve product beliefs items such as "workmanship" and "safety"; four items of market presence, such as "well-known brands" and "variety"; four items of evaluations, such as "proud to own" and "overall satisfaction"; and finally, four items of behavioural intentions toward the products (Table 5.3.5). With all responses in the upper range of the 7-point measurement scale, the data in Tables 5.3.5 suggest that products made in Canada were viewed positively. In general, Canadian respondents' answers indicated Canadians are more knowledgeable about Canadian products and brand-names, hold more positive beliefs about and evaluations of them, and are more enthusiastic about purchasing Canadian products than Americans. These findings align with studies indicating home country and/or ethnocentrism bias (Wang and Chen 2004; Reardon, Miller, Vida, and Kim 2005).

The mean values of all product belief items were higher in wave 5 in comparison to those reported in wave 1. This phenomenon suggests that the OG may have had some sustained positive influence on the perceptions of Canadian products in both national samples. The MANOVA indicated significant differences in mean values for the great majority of product related items between the two national samples across waves (Table 5.3.5).

Table 5.3.5. Comparison of Means for Products Made in Canada Measures

Items \ Waves	Wave 1			Wave 2			Wave 3			Wave 4			Wave 5		
	CAN	USA	*F*	CAN	USA	*F*	CAN	USA	*F*	CAN	USA	*F*	CAN	USA	*F*
Products Made in Canada Beliefs Measures (PrdBlf)															
Product quality	5.56	5.23	*15.81***	5.69	5.40	*11.80***	*NA*	*NA*	*NA*	5.69	5.34	*17.96***	5.63	5.43	*5.43**
Value for money	5.12	5.04	*ns.*	5.26	5.11	*ns.*	5.16	4.92	*6.13**	5.30	5.18	*ns.*	5.21	5.16	*ns.*
Workmanship	5.48	5.19	*12.18***	5.61	5.34	*9.94***	5.55	5.23	*13.86***	5.60	5.37	*7.27***	5.56	5.35	*5.63**
Innovativeness	5.13	4.92	*5.13**	5.29	5.06	*6.50**	5.20	4.95	*7.65***	5.36	5.07	*10.62***	5.27	5.08	*4.60**
Durability	5.46	5.23	*7.47***	5.61	5.25	*16.75***	*NA*	*NA*	*NA*	5.60	5.24	*17.98***	5.54	5.32	*6.47**
Risky	4.80	4.69	*ns.*	4.84	4.74	*ns.*	*NA*	*NA*	*NA*	4.56	4.62	*ns.*	4.64	4.76	*ns.*
Likeability	5.39	5.26	*ns.*	5.47	5.31	*3.27*†	*NA*	*NA*	*NA*	5.59	5.30	*11.18***	5.50	5.35	*2.95*†
Technology level	5.37	5.02	*14.85***	5.33	5.08	*7.80***	*NA*	*NA*	*NA*	5.38	5.17	*6.05**	5.37	5.16	*5.74**
Reliability	5.49	5.10	*20.64***	5.57	5.22	*16.94***	5.52	5.23	*11.79***	5.61	5.32	*12.15***	5.53	5.28	*9.13***
Safety	5.60	5.17	*26.48***	5.62	5.26	*18.28***	*NA*	*NA*	*NA*	5.64	5.30	*15.16***	5.66	5.29	*20.69***
Attractive	5.30	5.22	*ns.*	5.37	5.21	*3.09*†	*NA*	*NA*	*NA*	5.48	5.33	*3.08*†	5.38	5.25	*ns.*
Worthy	5.32	5.11	*5.66**	5.37	5.10	*9.05***	*NA*	*NA*	*NA*	5.45	5.23	*6.49**	5.42	5.19	*6.51**
Wilk's Lamba	*5.57***			*4.04***			*3.61***			*4.44***			*3.38***		
Products Market Presence Measures (MrkPrs)															
Variety	4.99	4.95	*ns.*	5.07	5.07	*ns.*	5.01	4.91	*ns.*	5.18	5.09	*ns.*	5.08	5.13	*ns.*
Well-known brand names	5.04	4.55	*24.01***	5.07	4.67	*14.91***	5.05	4.47	*31.27***	5.25	4.31	*23.06***	5.09	4.72	*12.99***
Knowledge of country's products	5.15	4.25	*77.64***	5.20	4.16	*101.02***	5.07	4.17	*74.61***	5.25	4.39	*85.89***	5.18	4.27	*12.22***
Ease of finding	4.81	4.73	*ns.*	4.82	4.84	*ns.*	4.86	4.63	*4.83**	4.96	4.74	*4.59**	4.87	4.72	*ns.*
Wilk's Lamba	*31.88***			*45.19***			*32.43***			*32.78***			*36.64***		

Notes: Samples sizes: Canada = 543; USA = 247

** - highly significant (p<.01); * - significant (p<.05); † - significant (p<.1); *ns.* – not significant; *NA* – Not Applicable (item not used in wave 3)

Table 5.3.5. (cont'd) Comparison of Means for Products Made in Canada Measures

Items \ Waves	Wave 1			Wave 2			Wave 3			Wave 4			Wave 5		
	CAN	USA	*F*	CAN	USA	*F*	CAN	USA	*F*	CAN	USA	*F*	CAN	USA	*F*
Products Evaluation Measures (PrdEvl)															
Proud to own	5.59	4.95	*44.58***	5.69	5.09	*42.66***	5.71	4.96	*64.81***	5.72	5.09	*46.31***	5.66	5.13	*30.51***
Overall satisfaction	5.56	5.19	*19.34***	5.61	5.25	*17.76***	5.63	5.17	*28.99***	5.65	5.28	*18.49***	5.61	5.31	*26.84***
Overall rating of their products	5.60	5.11	*35.03***	5.63	5.19	*28.14***	5.67	5.19	*32.35***	5.62	5.32	*13.24***	5.61	5.28	*14.19***
Rating of their products compared to those of other countries	5.60	5.17	*23.32***	5.68	5.26	*22.65***	5.66	5.26	*20.01***	5.66	5.40	*8.73***	5.62	5.34	*8.83***
Wilk's Lamba	*14.33***			*12.17***			*18.16***			*15.08***			*9.02***		
Products Behavioural Intention Measures (PrdBhv)															
Like to purchase Canadian products	5.88	4.82	*125.87***	5.94	4.86	*133.70***	*NA*	*NA*	*NA*	5.90	5.02	*93.39***	5.87	4.94	*94.71***
Willingness to purchase Canadian products	6.00	5.19	*79.29***	6.08	5.22	*96.25***	6.02	5.30	*68.47***	5.97	5.30	*55.75***	6.00	5.24	*66.57***
Intend to purchase Canadian products	5.93	4.56	*207.68***	5.96	4.61	*198.50***	5.87	4.68	*160.98***	5.84	4.67	*145.74***	5.86	4.66	*151.99***
Would recommend to others	5.92	4.93	*108.67***	5.96	4.94	*115.14***	5.84	4.94	*97.26***	5.84	5.02	*79.25***	5.84	4.96	*81.41***
Wilk's Lamba	*58.70***			*52.04***			*57.47***			*42.03***			*44.38***		

Notes: Samples sizes: Canada = 543; USA = 247

** - highly significant (p<.01); * - significant (p<.05); † - significant (p<.1); *ns.* – not significant; *NA* – Not Applicable (item not used in wave 3)

The preliminary factor analysis (PAF; Promax rotation; eigenvalues >1 extraction; scree plot) of Canadian product belief items derived from Parameswaran and Pisharodi (1994) and Heslop et al. (2004) revealed consistently poor loading of the item "risky" across the waves in both national samples. Cronbach's α improved and total variance explained increased when the item was removed (Table 5.3.6). The decision was made to drop this item from further analysis. Cronbach's α reported in Table 5.3.6 were calculated on the basis of the remaining eleven items, and range from .916 to .973 for the Canadian sample and from .927 to .975 in the American sample across the five waves, supporting the viability of the chosen items for the measurement of this dimension. High values of variance explained, over 70%, also confirm this conclusion.

The exploratory factor analysis (PAF; Promax rotation; eigenvalues >1 extraction) of Canadian products market presence items derived from Parameswaran and Pisharodi (1994) and Heslop et al. (2004) revealed consistent loadings of all four items on one factor across the waves in both national samples. The reliability analysis produced strong Cronbach's α ranging from .857 to .918 in the Canadian sample and from .831 to .880 in the American sample. Total variance explained was over 60% in both national samples across the waves, supporting the viability of the chosen items for the measurement of country product belief dimension.

Table 5.3.6. Principal Axis Factoring (Promax) Item Loadings for Products Made in Canada Measures

Items \ Waves	Wave 1		Wave 2		Wave 3		Wave 4		Wave 5	
	CAN	USA	CAN	USA	CAN	USA	CAN	USA	CAN	USA
Product Beliefs Cronbach's α / *%Var. Explained*	.963/ *71.11*	.964/ *71.42*	.966/ *72.47*	.969/ *74.34*	.916/ *74.04*	.927/ *76.30*	.973/ *76.99*	.975/ *78.02*	.972/ *76.40*	0.969/ *74.24*
Product quality	.885	.914	.881	.921	*NA*	*NA*	.905	.876	.904	.904
Value for money	.811	.816	.787	.844	.818	.815	.828	.861	.799	.810
Workmanship	.865	.890	.887	.906	.898	.879	.905	.924	.918	.896
Innovativeness	.760	.853	.831	.856	.814	.882	.858	.856	.850	.847
Durability	.880	.862	.882	.893	*NA*	*NA*	.930	.934	.907	.889
Likeability	.863	.826	.880	.851	*NA*	*NA*	.899	.885	.903	.878
Technology level	.788	.800	.791	.847	*NA*	*NA*	.843	.882	.828	.854
Reliability	.892	.899	.889	.892	.907	.915	.918	.912	.913	.884
Safety	.800	.820	.815	.827	*NA*	*NA*	.813	.825	.798	.793
Attractive	.850	.773	.850	.802	*NA*	*NA*	.850	.859	.893	.840
Worthy	.872	.831	.863	.838	*NA*	*NA*	.894	.896	.889	.875
Market Presence Cronbach's α / *%Var. Explained*	.857/ *60.74*	.848/ *59.47*	.893/ *68.00*	.831/ *56.12*	.918/ *73.92*	.880/ *65.57*	*.885/ 66.11*	.878/ *65.64*	.892/ *67.85*	.845/ *58.92*
Variety	.846	.758	.866	.728	.881	.755	.833	.774	.848	.788
Well-known brand names	.841	.857	.849	.836	.893	.844	.828	.902	.875	.856
Knowledge of Canadian products	.668	.660	.726	.662	.774	.750	.735	.683	.704	.635
Ease of finding	.748	.796	.849	.760	.885	.882	.852	.864	.857	.775
Evaluation Cronbach's α / *%Var. Explained*	.942/ *80.92*	.940/ *80.31*	.930/ *77.70*	.939/ *79.51*	.941/ *80.64*	.942/ *80.70*	.949/ *82.63*	.951/ *83.24*	.945/ *81.85*	.944/ *81.36*
Proud to own	.860	.858	.811	.896	.833	.891	.860	.909	.860	.867
Overall satisfaction	.916	.924	.916	.868	.937	.924	.937	.923	.916	.932
Overall rating of Canadian products	.948	.947	.926	.920	.938	.941	.947	.937	.948	.948
Rating of Canadian products compared to those of other countries	.893	.851	.869	.882	.880	.834	.890	.880	.893	.857
Behavioural Intentions Cronbach's α / *%Var. Explained*	.965/ *87.28*	.932/ *77.67*	.955/ *84.39*	.934/ *78.13*	.949/ *86.34*	.900/ *75.61*	.960/ *85.92*	.932/ *77.86*	.962/ *86.60*	.946/ *81.50*
Like to purchase Canadian products	.935	.929	.930	.921	*NA*	*NA*	.955	.926	.939	.896
Willingness to purchase Canadian products	.942	.854	.935	.849	.907	.782	.942	.891	.943	.891
Intend to purchase Canadian products	.935	.856	.940	.886	.954	.893	.948	.826	.949	.914
Would recommend to others	.925	.884	.868	.878	.925	.928	.860	.884	.890	.911

Notes: *NA* – Not Applicable (item not used in wave 3)

Similarly, the exploratory factor analysis (PAF; Promax rotation; eigenvalues>1 extraction) of evaluation-related items (Parameswaran and Pisharodi 1994; Heslop et al. 2004) and behavioural intention-related items (Parameswaran and Pisharodi 1994; Lee and Ganesh 1999; Heslop et al. 2004; Nadeau et al. 2008) revealed high factor loadings and variance explained (i.e., over 80%) for each dimension, leading to the viability of the chosen items for the measurement of the country product evaluation dimension and country product behavioural intention dimension (Table 5.3.6). The reliability analysis produced strong Cronbach's α ranging from .930 to .949 in the Canadian sample and from .939 to .951 in the American sample for the evaluation dimension. For the behavioural intention dimension Cronbach's α ranged from .949 to .965 in Canadian sample and from .900 to .946 in American sample.

5.3.4 Olympic Games as a Destination

Seventeen items of the OG as a destination were comprised of eleven measures related to built environment beliefs, such as "attractive facilities" and "entertainment"; four measures of unique experience, such as "originality of experience"; and two measures of evaluation such as "proud to visit" (Table 5.3.7). With the majority of responses falling above the mid-point of the 7-point measurement scale, the data in the Table 5.3.7 indicate that, overall, the OG are perceived to be an attractive destination. However, respondents in both countries reported less enthusiasm for the "ease of attending", with this item scoring only slightly over the mid-point of the scale, ranging from 3.86 to 4.34 in the Canadian sample and from 4.46 to 4.49 in the American sample.

Table 5.3.7. Comparison of Means for the Olympic Games as a Destination Measures

Items \ Waves	Wave 1			Wave 2			Wave 3			Wave 4			Wave 5		
	CAN	USA	*F*	CAN	USA	*F*	CAN	USA	*F*	CAN	USA	*F*	CAN	USA	*F*
Olympic Games as a Destination Built Environment Beliefs Measures (OGDBltEnv)															
Quality of service	5.08	5.21	*ns.*	5.25	5.46	*4.55**	*NA*	*NA*	*NA*	5.52	5.46	*ns.*	5.38	5.45	*ns.*
Value for money	4.06	4.59	*17.56***	4.29	4.73	*12.31***	4.29	4.74	*13.83***	4.64	4.88	*3.78*†	4.55	4.94	*9.60***
Attractive facilities	5.49	5.48	*ns.*	5.64	5.68	*ns.*	*NA*	*NA*	*NA*	5.78	5.74	*ns.*	5.68	5.66	*ns.*
Variety of activities	5.46	5.56	*ns.*	5.65	5.75	*ns.*	5.58	5.60	*ns.*	5.81	5.63	*3.53*†	5.63	5.67	*ns.*
Ease of getting around	4.56	4.79	*3.74*†	4.69	5.04	*10.04***	4.69	4.88	*2.96*†	5.01	5.05	*ns.*	4.95	5.07	*ns.*
Entertainment	5.43	5.74	*8.73***	5.62	5.72	*ns.*	5.63	5.72	*ns.*	5.78	5.68	*ns.*	5.65	5.65	*ns.*
Ease of finding something of interest	5.15	5.35	*3.30*†	5.35	5.50	*ns.*	*NA*	*NA*	*NA*	5.60	5.47	*ns.*	5.50	5.47	*5.37**
Ease of attending	3.68	4.17	*14.38***	3.85	4.40	*18.18***	4.21	4.57	*8.39***	4.24	4.53	*4.89**	4.18	4.43	*3.65*†
For the whole family	5.20	5.72	*18.78***	5.51	5.80	*6.71**	5.44	5.80	*10.14***	5.66	5.80	*ns.*	5.55	5.70	*ns.*
Peaceful	4.65	4.71	*ns.*	4.87	4.98	*ns.*	5.02	5.13	*ns.*	5.43	5.15	*5.99**	5.28	5.09	*2.90*†
Safety	5.23	4.95	*7.75***	5.29	5.19	*ns.*	5.47	5.36	*ns.*	5.72	5.31	*18.81***	5.56	5.27	*8.77***
Wilks' Lambda	*7.29***			*4.16***			*6.01***			*6.68***			*4.51***		
Olympic Games as a Destination Unique Experience Measures (OGDUnExp)															
Originality of experience	5.31	5.62	*8.12***	5.57	5.72	*ns.*	5.54	5.63	*ns.*	5.76	5.70	*ns.*	5.65	5.67	*ns.*
Culturally interesting	5.23	5.52	*6.33**	5.47	5.59	*ns.*	5.40	5.56	*ns.*	5.64	5.61	*ns.*	5.50	5.65	*ns.*
Memorability of experience	5.68	5.75	*ns.*	5.80	5.96	*ns.*	5.81	5.82	*ns.*	6.02	5.87	*10.76***	5.80	5.82	*ns.*
Your knowledge of the Olympic Games	4.81	4.85	*ns.*	5.00	4.81	*ns.*	*NA*	*NA*	*NA*	5.38	5.02	*10.85***	5.19	5.02	*14.39***
Wilks' Lambda	*4.82***			*2.32*†			*ns.*			*3.82***			*2.15**		
Olympic Games as a Destination Evaluation Measures (OGDEvl)															
Proud to visit	5.18	5.31	*ns.*	5.34	5.47	*ns.*	5.55	5.55	*ns.*	5.49	5.47	*ns.*	5.37	5.41	*ns.*
Overall satisfaction with the Olympic Games	4.84	5.26	*12.57***	5.27	5.40	*3.96**	5.36	5.49	*ns.*	5.74	5.60	*ns.*	5.56	5.50	*ns.*
Wilks' Lambda	*11.29***			*ns.*			*ns.*			*ns.*			*ns.*		

Notes: Samples sizes: Canada = 543; USA = 247; ** - highly significant ($p<.01$); * - significant ($p<.05$); † - significant ($p<.1$); *ns.* – not significant; *NA* – Not Applicable (item not used in wave 3)

Overall, with all the fluctuations of the mean values, the means reported in wave 5 were higher than those reported in wave 1. These results indicate overall positive improvements in perceptions of the OG as a tourist destination. Further, MANOVA (Table 5.3.7) indicated significant differences between the two national samples for the majority of items. Overall, with exception of "safety", "peaceful", and "your knowledge of the Olympic Games", for significantly different items the American respondents reported higher mean values than the Canadians across waves. Perhaps surprisingly, the American respondents were more positive about the "ease of attending" than the Canadian respondents.

The exploratory factor analysis (PAF; Promax rotation; eigenvalues >1 extraction) of the built environment beliefs items, derived from Echtner and Ritchie (1993), Baloglu and McCleary (1999), Nadeau et al. (2008), and Heslop et al. (2004), showed very high items loadings with Cronbach's α ranging from .862 to .949 for the Canadian sample and from .878 to .948 the American sample across five waves (Table 5.3.8). The factor analysis for the wave 1 for both national samples produced two factors.

Six items related to activities ("quality of service", "attractive facilities", "variety of activities", "entertainment", "for the whole family", and "ease of finding something of interest") loaded on one factor and were labeled Built Environment Excitement Beliefs. The remaining five items, related to infrastructure ("value for money", "ease of attending", "safety", "peaceful", and "ease of getting around") loaded on the second factor and were labeled Attendance Experience Beliefs. The same two-factor loading was

Table 5.3.8. Principal Axis Factoring (Promax) Item Loadings for the Olympic Games as a Destination

Items \ Waves	Wave 1				Wave 2			Wave 3		Wave 4		Wave 5	
	CAN		USA		CAN	USA		CAN	USA	CAN	USA	CAN	USA
Built Environment Beliefs	.928	.862	.920	.878	.935/	.937	.878	.921/	.918/	.948/	.948/	.949/	.944/
Cronbach's α / *%Var. Explained*	*64.23*[a]		*65.04*[a]		*58.73*	*67.60*[a]		*60.35*	*59.07*	*64.70*	*64.13*	*64.80*	*62.22*
Quality of service	.556		.592		.843	.549		NA	NA	.909	.909	.895	.884
Attractive facilities	.920		.833		.828	.698		NA	NA	.862	.848	.836	.866
Variety of activities	.943		.990		.852	.942		.823	.773	.850	.840	.877	.831
Entertainment	.869		.828		.840	.926		.832	.710	.890	.848	.866	.811
For the whole family	.578		.765		.755	.830		.794	.793	.815	.826	.809	.816
Ease of finding something of interest	.687		.575		.807	.547		NA	NA	.843	.792	.832	.769
Value for money		.760		.561	.751		.762	.779	.765	.773	.763	.800	.734
Ease of getting around		.704		.710	.782		.744	.849	.801	.833	.837	.845	.792
Safety		.555		.674	.688		.674	.711	.842	.739	.736	.748	.773
Ease of attending		.740		.725	.623		.740	.740	.762	.642	.652	.650	.652
Peaceful		.772		.957	.613		.823	.670	.732	.638	.724	.651	.720
Unique Experience	.909/		.899/		.911/	.880/		.917/	.926/	.926/	.931/	.929/	.928/
Cronbach's α / *%Var. Explained*	*77.14*		*75.38*		*78.20*	*72.68*		*79.27*	*81.18*	*81.11*	*81.93*	*81.62*	*81.36*
Culturally interesting	.848		.863		.797	.896		.821	.903	.859	.922	.854	.891
Memorability of experience	.889		.824		.913	.735		.920	.844	.881	.862	.921	.863
Originality of experience	.897		.916		.937	.915		.926	.953	.958	.930	.934	.949
Evaluation	.891/		.910/		.875/	.893/		.892/	.847/	.906/	.863/	.895/	.880/
Cronbach's α / *%Var. Explained*	*80.60*		*83.56*		*77.93*	*80.68*		*80.45*	*73.62*	*83.17*	*76.30*	*81.60*	*78.58*
Proud to visit	.898		.914		.883	.898		.897	.858	.912	0.873	.903	.886
Overall satisfaction with the Olympic Games	.898		.914		.883	.898		.897	.858	.912	0.873	.903	.886

Note: *NA* – Not Applicable (item not used in wave 3); [a] - Variance Explained by both Built Environment Beliefs factors

confirmed for the American sample in wave 2. However, in following waves (i.e., waves 3 to 5) all built environment beliefs items loaded on one factor for both national samples. This phenomenon suggests that prior to the OG the respondents from both countries might have had different views regarding the activities and infrastructure of the VOG. However, as the OG proceeded, these views converged, possibly due to a spillover effects from one dimension to the other, forming one factor. Overall, the high values of the Cronbach's α ranging from .862 to .949 for the Canadian sample and from .878 to .948 for the American samples together with acceptable values of the variance explained (over 58%) support the viability of the chosen items for the measurement of the OG built environment beliefs (Table 5.3.8).

The exploratory factor analysis (PAF; Promax rotation; eigenvalues >1 extraction; scree plot) of unique experience related items derived from Echtner and Ritchie (1993) and Nadeau et al. (2008) revealed consistently poor loading of "your knowledge of the Olympic Games" item across the waves in both national sample. The reliability analysis revealed improved Cronbach's α, as well as increased values for the total variance explained when the item was removed. Hence, the decision was made to drop this item from further analysis. Noteworthy, the similar item in the country as a destination set also showed inconsistent and poor loadings and was removed from further analysis as well (Table 5.3.8). The resulting Cronbach's α, calculated on the basis of the remaining three items ranged from .909 to .929 in the Canadian sample and from .880 to .931 in the American sample. High values of the total variance explained (over 72%) also support

the viability of the chosen items for the measurement of the unique experience of the OG as a destination (Table 5.3.8).

Finally, the two items concerning OG destination evaluation derived from Parameswaran and Pisharodi (1994) and Heslop et al. (2004) loaded on one factor in all waves in both samples. High values of Cronbach's α ranging from .875 to .906 for the Canadian sample and from .847 to .910 for the American sample together with total variance explained (over 73%) support the viability of the chosen items for the measurement of the evaluation of the OG as a destination (Table 5.3.8).

5.3.5 Olympic Games as an Event

Fifteen items of the OG as an event were comprised of nine measures of the OG event beliefs, two measures of evaluation, and four measures of behavioural intentions (Table 5.3.9). Overall, results shown in Table 5.3.9 indicate that while the OG as an event were perceived favourably with the majority of items having mean values falling above 5 in the 7-point scale, the American respondents were more positive than the Canadians. Respondents in both countries expressed high opinions on the OG as an "excellent athletic competition" with an "educational experience" and "party atmosphere". The OG seemed to be highly valued as a means to enhance the host country's "world recognition" and "reputation and image" as well as an event that "helps nations to understand each other better". Hence, it was not surprising to see high values for behavioural intentions items, i.e., for the willingness to "watch", "read about", and "recommend to friends". However, high appreciation of the OG as an event did not translate into a strong desire to

Table 5.3.9. Comparison of Means for the Olympic Games as an Event Measures

Items \ Waves	Wave 1			Wave 2			Wave 3			Wave 4			Wave 5		
	CAN	USA	*F*	CAN	USA	*F*	CAN	USA	*F*	CAN	USA	*F*	CAN	USA	*F*
Olympic Games as an Event Beliefs Measures (OGEBlf)															
Likeability	5.17	5.55	*10.61***	5.45	5.63	*ns.*	5.53	5.71	*2.75*†	5.76	5.73	*ns.*	5.58	5.66	*ns.*
Attractive	5.25	5.43	*ns.*	5.47	5.66	*3.11*†	5.51	5.71	*3.13*†	5.76	5.81	*ns.*	5.63	5.70	*ns.*
Worthy	4.91	5.35	*13.55***	5.13	5.50	*9.78***	*NA*	*NA*	*NA*	5.48	5.60	*ns.*	5.29	5.51	*3.84*†
Educational experience	4.91	5.30	*11.05***	5.12	5.45	*7.94***	5.14	5.47	*8.19***	5.41	5.53	*ns.*	5.25	5.48	*4.02**
International party atmosphere	5.42	5.52	*ns.*	5.64	5.55	*ns.*	*NA*	*NA*	*NA*	5.99	5.66	*11.19***	5.78	5.62	*ns.*
Excellent athletic competition	5.81	6.09	*7.90***	5.98	6.12	*ns.*	5.97	6.08	*ns.*	6.22	6.05	*3.37*†	6.04	6.04	*ns.*
Hosting the OG enhances a country's world recognition	5.58	5.85	*6.16**	5.73	5.99	*5.59**	5.69	6.03	*9.49***	5.89	6.01	*ns.*	5.76	5.95	*2.89*†
Hosting the OG enhances a country's reputation and image	5.42	5.73	*6.32**	5.60	5.88	*5.81**	5.51	5.87	*9.52***	5.84	5.89	*ns.*	5.66	5.87	*3.45*†
The OG helps nations to understand each other better	4.82	5.39	*18.97***	5.06	5.58	*17.06***	*NA*	*NA*	*NA*	5.40	5.65	*4.57**	5.25	5.66	*11.42***
Wilks' Lambda	*4.41***			*4.79***			*2.53**			*6.46***			*4.58***		
Olympic Games as an Event Evaluation Measures (OGEEvl)															
Overall rating of the OG	5.21	5.66	*14.92***	5.33	5.65	*7.60***	5.45	5.68	*4.41**	5.90	5.80	*ns.*	5.70	5.77	*3.13*†
Rating of the OG compared to other competing events	5.35	5.59	*4.35**	5.52	5.63	*ns.*	5.58	5.62	*ns.*	5.96	5.79	*ns.*	5.75	5.72	*ns.*
Wilks' Lambda	*11.12***			*8.49***			*710***			*ns.*			*ns.*		
Olympic Games as an Event Behavioural Intentions Measures (OGEBhv)															
Willingness to travel to the OG	3.12	3.77	*19.49***	3.32	3.88	*13.39***	3.38	3.95	*14.28***	3.68	4.15	*9.35***	3.75	4.02	*3.13*†
Willingness to watch the OG on TV	5.15	5.55	*10.71***	5.42	5.50	*ns.*	5.50	5.57	*ns.*	5.76	5.65	*ns.*	5.56	5.66	*ns.*
Willingness to read about the OG	4.75	5.07	*5.28**	5.02	5.05	*ns.*	4.97	5.09	*ns.*	5.20	5.17	*ns.*	5.03	5.15	*ns.*
Willingness to recommend to friends	4.56	5.06	*11.59***	4.92	5.11	*ns.*	5.00	5.23	*2.79*†	5.37	5.26	*ns.*	5.14	5.32	*ns.*
Wilks' Lambda	*5.91***			*4.61***			*4.31***			*5.17***			*ns.*		

Notes: Samples sizes: Canada = 543; USA = 247

** - highly significant (p<.01); * - significant (p<.05); † - significant (p<.1); *ns.* – not significant; *NA* – Not Applicable (item not used in wave 3)

"travel to the OG". This finding is aligned with the lower ratings of the OG as a destination for "ease of attending" (Table 5.3.9). A closer look at mean values reported in Table 5.3.9 reveals that, in general, the American respondents expressed more positive beliefs concerning the easiness of the OG attendance and were more willing to travel to the OG than the Canadian respondents.

The mean values for the OG as an event measures steadily increased from wave 1 to 4 and then decreased in the last wave 5 towards the initially reported values in wave 1. However, the final wave 5 mean values were still higher than in wave 1 for both samples. These results suggest that the OG perceptions as an event did experience a sustained improvement after the VOG. Overall, MANOVA indicated significant differences in mean values of OG as an event measures between the two national samples in the wave 1. These differences, however, disappeared in the following waves, largely because Canadian ratings rose to match those of the Americans, who changed less. This finding that improved OG perceptions resulted for both domestic and foreign respondents is another very positive outcome of the VOG.

The exploratory factor analysis (PAF; Promax rotation; eigenvalues >1 extraction; scree plot) of the OG as an event belief items derived from Ritchie and Lyons (1990), Neirotti et al. (2001), and Heslop et al. (2004) showed very high item loadings with Cronbach's α ranging from .951 to .968 for the Canadian sample and from .933 to .958 the American sample across five waves (Table 5.3.10). These results, together with high values of variance explained (over 65%) support the viability of the chosen items for the measurement of the OG as an event belief items.

Table 5.3.10. Principal Axis Factoring (Promax) Item Loadings for the Olympic Games as an Event

Items \ Waves	Wave 1		Wave 2		Wave 3		Wave 4		Wave 5	
	CAN	USA	CAN	USA	CAN	USA	CAN	USA	CAN	USA
Olympic Games Beliefs Cronbach's α / *%Var. Explained*	.956/ *71.63*	.954/ *73.19*	.958/ *72.61*	.944/ *65.75*	.951/ *76.66*	.933/ *70.33*	.965/ *75.93*	.943/ *68.99*	.968/ *77.64*	.958/ *72.20*
Likeability	.909	.864	.912	.846	.921	.864	.930	.891	.931	.888
Attractive	.909	.878	.921	.875	.902	.883	.913	.898	.913	.890
Worthy	.878	.877	.853	.867	NA	NA	.878	.899	.886	.871
Educational experience	.825	.844	.853	.779	.850	.800	.848	.841	.866	.844
International party atmosphere	.781	.802	.805	.739	NA	NA	.837	.757	.855	.796
Excellent athletic competition	.801	.752	.790	.782	.804	.802	.823	.768	.867	.840
Hosting the Olympic Games enhances a country's world recognition	.862	.846	.841	.817	.883	.816	.885	.790	.884	.866
Hosting the Olympic Games enhances a country's reputation and image	.871	.847	.878	.854	.888	.864	.887	.832	.893	.855
The Olympic Games helps nations to understand each other better	.767	.825	.806	.724	NA	NA	.836	.785	.829	.791
Evaluation Cronbach's α / *%Var. Explained*	.940/ *88.70*	.916/ *84.44*	.939/ *88.46*	.931/ *86.93*	.932/ *87.20*	.945/ *89.51*	.950/ *90.45*	.961/ *92.54*	.956/ *91.59*	.949/ *90.39*
Overall rating of the OG	.942	.919	.941	.932	.934	.946	.951	.962	.957	.951
Rating of the OG compared to other competing events	.942	.919	.941	.932	.934	.946	.951	.962	.957	.951
Behavioural intentions Cronbach's α / *%Var. Explained*	.903/ *71.76*	.893/ *70.49*	.893/ *70.30*	.896/ *70.65*	.887/ *68.43*	.875/ *66.25*	.888/ *69.45*	.886/ *69.24*	.912/ *73.91*	.874/ *66.94*
Willingness to travel to the OG	.639	.601	.609	.658	.628	.613	.625	.627	.694	.588
Willingness to watch OG on TV	.899	.887	.897	.872	.879	.846	.889	.882	.910	.846
Willingness to read about the OG	.907	.896	.892	.877	.874	.879	.888	.875	.902	.925
Willingness to recommend to friends	.912	.932	.917	.929	.898	.887	.899	.913	.912	.872

Notes: *NA* – Not Applicable (item not used in wave 3)

The factor analysis (PAF; Promax rotation; eigenvalues >1 extraction; scree plot) of the OG as an event evaluation items (Parameswaran and Pisharodi 1994; Heslop et al. 2004) revealed consistent loadings of the items on one factor across all waves in both national samples. High Cronbach's α ranging from .932 to .956 in the Canadian sample and from .916 to .961 in the American sample support the viability of the chosen items for the measurement of the evaluation of the OG as an event. The high values of the total variance explained exceeding 84% also support the viability of the chosen items.

The factor analysis (PAF; Promax rotation; eigenvalues >1 extraction; scree plot) of the OG as an event behavioural intentions items (Zaichkowsky 1985; Lee and Ganesh 1999; Heslop et al. 2004) revealed consistent loadings of the items on one factor across all waves in both national samples. High Cronbach's α ranging from .887 to .912 in the Canadian sample and from .875 to .893 in the American sample support the viability of the chosen items for the measurement of the evaluation of the OG as an event. The high values of the total variance explained (over 66%) also support the viability of the chosen items.

5.3.6 Individual Associations: Self-Identification and Involvement

As stated in previous chapters, individual association with the attitude object of interest is an essential determinant of attitude formation and evaluation processes. The individual association in various relevant objects in this study is manifested through individual's association with the national Olympic team, the mega-event of interest, and country of residence. These three levels of individual association are: 1) self-identification with the

national sports team (measured by NTI), b) individual OG involvement (measured by IOII), and finally c) national social group involvement, or country of residency (COR).

National Team Self-Identification

This part of the analysis is related to the discussion of the NTI, which was derived from six items adopted from Trail et al. (2005) and Ohmann et al. (2006), such as, "being a fan of my national Olympic team is very important to me", "I feel proud when my team plays well", and "I feel a personal sense of achievement when my national team plays well". Along with these measures, the respondents were asked to report their behavioural intentions regarding the national team merchandise and the OG (Table 5.3.11). Table 5.3.11 presents the mean values and standard deviations for NTI measurement items for the two national samples across all five waves. The table also presents the results the overall MANOVA undertaken for the whole set of NTI measures.

Overall, responses tended toward the higher end of the 7-point measurement scale, indicating both Canadian and American respondents exhibited moderate to high self-identification levels with their national Olympic teams. At the same time, the mean values of the two national samples for NTI were significantly different from each other two months prior to the OG (wave 1). As the OG proceeded, these differences between the responses from the national samples declined with no differences observed in wave 4 and only two items ("It is important that my national team wins in international sporting competitions like the Olympics" and "I feel a personal sense of achievement when my national team plays well") significant at level $p<.1$ in wave 5.

Table 5.3.11. Comparison of Means for National Team Self-Identification Measures

Items \ Waves	Wave 1			Wave 2			Wave 3			Wave 4			Wave 5		
	CAN	USA	*F*	CAN	USA	*F*	CAN	USA	*F*	CAN	USA	*F*	CAN	USA	*F*
National Team Self-Identification Measures (NTI)															
Being a fan of my national Olympic team is very important to me	4.30	4.73	*8.90***	4.59	4.79	*ns.*	*NA*	*NA*	*NA*	4.96	4.97	*ns.*	4.61	4.79	*ns.*
The success of my national team during the OG has enhanced the national pride I feel for my country	4.70	5.04	*5.91**	5.14	5.27	*ns.*	5.10	5.41	*5.76**	5.64	5.45	*ns.*	5.39	5.37	*ns.*
The display of my national flag is a positive development for our national identity	5.36	5.65	*5.30**	5.52	5.77	*4.74**	*NA*	*NA*	*NA*	5.77	5.75	*ns.*	5.58	5.70	*ns.*
It is important that my national team wins in international sporting competitions like the Olympics	4.70	4.95	*3.68*†	4.85	5.14	*4.83**	4.71	5.20	*15.30***	5.20	5.31	*ns.*	5.05	5.26	*2.88*†
I feel a personal sense of achievement when my national team plays well	4.41	4.89	*11.45***	4.78	4.96	*ns.*	*NA*	*NA*	*NA*	5.19	5.20	*ns.*	3.53	3.26	*3.05*†
I feel proud when my team plays well	5.32	5.67	*7.89***	5.51	5.61	*ns.*	5.70	5.90	*3.04*†	5.84	5.72	*ns.*	4.84	5.02	*ns.*
Wilks' Lambda (F)	*2.39**			*1.79*†			*6.05***			*2.77**			*3.70***		
NT Behavioural Intention Measures (NTBhv)															
I am more likely to watch Olympic events with my national team's participation	5.15	5.47	*5.42**	4.64	4.85	*ns.*	4.93	5.02	*ns.*	5.23	5.03	*ns.*	5.15	5.66	*18.19***
I am likely to purchase my national team's merchandise (e.g., clothing, key-tags, etc.)	3.09	3.15	*ns.*	3.23	3.11	*ns.*	3.20	3.12	*ns.*	3.50	3.15	*5.35**	5.19	5.20	*ns.*
I plan to spend a lot of time keeping up with information about the OG	4.01	4.35	*5.38**	4.06	4.26	*ns.*	4.49	4.50	*ns.*	4.81	4.55	*3.29*†	4.51	4.34	*ns.*
I plan to spend a lot of time following media coverage of the OG	4.09	4.38	*3.59*†	4.20	4.35	*ns.*	4.52	4.48	*ns.*	4.86	4.45	*7.72***	4.62	4.42	*ns.*
Wilks' Lambda (F)	*5.37*†			*2.07*†			*ns.*			*3.04**			*11.64***		

Notes: Samples sizes: Canada = 543; USA = 247

** - highly significant (p<.01); * - significant (p<.05); † - significant (p<.1); *ns.* – not significant; *NA* – Not Applicable (item not used in wave 3)

The mean values for NTI reported by the Canadian respondents two months prior to the OG and in the beginning (wave 1 and wave 2) were lower than those reported by the American participants. However, as the OG proceeded and the Canadian national Olympic team consistently performed well and showed exceptional performance during the last three days of the competitions (e.g., winning several major sport events like ice hockey men/women, snowboarding, speed team skating, etc.), the mean values of Canadian respondents NTI involvement peaked in wave 4 reaching and somewhat exceeding the values reported by American respondents. These mean values remained high even two months after the OG (wave 5) with the exception of only two items, i.e., "I feel a personal sense of achievement when my national team plays well" and "I feel proud when my team plays well" which fell below the initially reported values for both national samples. This finding suggests that there could have been a massive disengagement from national team two months after the OG. Overall, MANOVA indicated significant ($p<.05$) differences between the two national samples for almost all items in the first wave. However, the number of NTI items with significantly different mean values declined as the OG proceeded.

In addition to the national team self-identification measures, the respondents were asked to provide answers for NTI behavioural intentions (i.e., their plans to "spend a lot of time keeping up with information about the OG" and "spend a lot of time following media coverage of the Olympics during the OG" as well as about their intentions to "watch Olympic events with [their] national teams' participation" and "purchase [their] national team's merchandise"). Overall, the mean scores for NTI behavioural intention items were

above the 7-point scale midpoint indicating moderate to high intentions to engage with the OG and the national team. Similar to the NTI self-identification mean values patterns, the mean values for the NTI behavioural intentions for both national samples increased as the OG proceeded peaking in wave 4.

Of note is the finding that the item measuring the intention to purchase one's national team merchandise stood out from the rest of the behavioural items. As it could be seen from Table 5.3.11 the mean values for this item were consistently lower the 7-point scale midpoint indicating relatively low intention to acquire any national team merchandise (e.g., clothing, key-tags, mugs, etc.) in all first four waves. However, the mean values for this item sharply increased from 3.09 in wave 1 to 5.19 in wave 5 in the Canadian sample and from 3.5 to 5.2 in the American sample, indicating much higher intentions to purchase national team's merchandise. This may be attributable to the perceived successful performance of both national teams as well as to increasing availability of merchandise during the OG. Overall, MANOVA indicated significant differences between the two national samples for almost all items in waves 1 and 3 (Table 5.3.11).

The exploratory factor analysis (PAF; Promax rotation; eigenvalues >1 extraction; scree plot) showed that all six items for national team identification items loaded on one factor in both samples across waves. Cronbach's α ranged from .907 to .956 for the Canadian sample and from .904 to .947 for the American sample (Table 5.3.12). With over 64% of variance explained in both national samples, these results provide initial support for the viability of the chosen item set for the measurement of the individual identification with

Table 5.3.12. Principal Axis Factoring (Promax) Item Loadings for National Team Self-Identification Measures

Items \ Waves	Wave 1		Wave 2		Wave 3		Wave 4		Wave 5	
	CAN	USA	CAN	USA	CAN	USA	CAN	USA	CAN	USA
National Team Identification Cronbach's α / *% Var. Explained*	.945/ *74.21*	.939/ *72.72*	.953/ *77.64*	.937/ *71.94*	.907/ *76.83*	.907/ *76.75*	.956/ *78.87*	.947/ *75.88*	.929/ *70.74*	.904/ *64.88*
Being a fan of my national Olympic team is very important to me	.884	.844	.904	.884	*NA*	*NA*	.872	.865	.891	.825
The success of my national team during the Olympic Games has enhanced the national pride I feel for my country	.905	.927	.911	.923	.916	.882	.928	.955	.907	.921
The display of my national flag is a positive development for our national identity	.782	.735	.789	.746	*NA*	*NA*	.887	.780	.821	.736
It is important that my national team wins in international sporting competitions like the Olympics	.873	.890	.889	.835	.833	.847	.858	.870	.884	.897
I feel a personal sense of achievement when my national team plays well	.852	.854	.883	.809	*NA*	*NA*	.873	.854	.631	.526
I feel proud when my team plays well	.867	.845	.906	.880	.879	.898	.909	.892	.880	.860
Behavioural Intentions Cronbach's α / *% Var. Explained*	.890/ *69.02*	.865/ *64.62*	.873/ *65.80*	.851/ *61.76*	.865/ *64.27*	.844/ *60.17*	.885/ *68.79*	.839/ *60.78*	.903/ *71.39*	.865/ *63.57*
I am more likely to watch Olympic events with my national team's participation	.707	.621	.636	.641	.642	.570	.729	.521	.733	.622
I am likely to purchase my national team's merchandise (e.g., clothing, key-tags, mugs, etc.)	.672	.636	.674	.702	.654	.646	.645	.615	.717	.679
I plan to spend a lot of time keeping up with information about the Olympic Games	.970	.946	.939	.940	.938	.929	.957	.946	.953	.917
I plan to spend a lot of time following media coverage of the Olympics during the Games	.932	.949	.944	.918	.922	.896	.941	.942	.947	.924

Note: *NA* – Not Applicable (item not used in wave 3)

the national team. Table 5.3.12 reports the values for the Cronbach's α and variance explained across all waves for each national sample. The exploratory factor analysis (PAF; Promax rotation; eigenvalues >1 extraction; scree plot) showed all four items behavioural intentions loading together with Cronbach's α ranging from .865 to .903 for the Canadian sample and from .839 to .865 for the American sample across five waves. These results together with over 60% of the total variance explained support the viability of the chosen items for the measurement of the behavioural intentions towards the national team and the OG (Table 5.3.12).

Individual Olympic Games Involvement

Individual OG Involvement Index (IOII) was developed on the basis of individual OG involvement measures derived from with seventeen items adopted from Zaichkowsky's twenty-item Product Involvement Inventory (PII) scale (1985). To eliminate potential effects of fatigue, respondents were not asked to respond to this set of the questions in the shorter questionnaire version used in the wave 3 (Table 5.3.13)

Table 5.3.13 shows the mean values for individual OG involvement items for both countries across all four waves and the results of the overall MANOVA comparing the responses of the respondents of the two countries and the significance of differences between the mean values for the two national samples. The MANOVA results indicated highly significant differences in mean values of the individual OG involvement items between the American and Canadian samples.

Table 5.3.13. Comparison of Means for Individual Olympic Games Involvement Measures

Items \ Waves	Wave 1			Wave 2			Wave 4			Wave 5		
	CAN	USA	*F*	CAN	USA	*F*	CAN	USA	*F*	CAN	USA	*F*
Unimportant/Important	4.80	5.27	*14.11***	4.99	5.43	*12.42***	5.33	5.60	*5.39***	5.20	5.56	*8.66***
Of no concern/Of concern	4.63	5.03	*10.60***	4.81	5.08	*4.59**	5.16	5.22	*ns.*	5.01	5.21	*3.04*†
Means nothing/Means a lot	4.86	5.30	*12.76***	5.02	5.37	*7.78***	5.39	5.58	*ns.*	5.22	5.49	*5.05**
Useless/Useful	4.73	5.26	*19.06***	4.93	5.36	*11.82***	5.32	5.56	*4.45**	5.13	5.52	*11.57***
Worthless/Valuable	4.96	5.49	*20.24***	5.10	5.53	*12.97***	5.44	5.65	*3.17*†	5.24	5.62	*11.12***
Trivial/Fundamental	4.53	5.01	*16.26***	4.74	5.29	*20.85***	5.09	5.31	*3.54*†	4.92	5.36	*14.10***
Not beneficial/Beneficial	4.83	5.34	*16.47***	5.09	5.51	*12.49***	5.57	5.70	*ns.*	5.35	5.64	*6.38**
Doesn't matter/Matters	4.72	5.03	*5.95**	4.94	5.27	*6.76**	5.33	5.50	*ns.*	5.13	5.45	*7.08***
Insignificant/Significant	4.81	5.15	*7.19***	5.08	5.42	*7.75***	5.41	5.60	*ns.*	5.21	5.55	*8.55***
Superfluous/Vital	4.25	4.70	*13.49***	4.42	4.95	*20.27***	4.80	5.07	*5.03**	4.67	5.01	*8.50***
Boring/Interesting	5.15	5.32	*ns.*	5.33	5.50	*ns.*	5.80	5.75	*ns.*	5.63	5.74	*ns.*
Unappealing/Appealing	5.07	5.42	*7.87***	5.26	5.49	*3.26*†	5.70	5.81	*ns.*	5.55	5.70	*ns.*
Mundane/Fascinating	4.93	5.36	*12.57***	5.12	5.38	*5.30**	5.61	5.57	*ns.*	5.40	5.49	*ns.*
Non-essential/Essential	4.23	4.80	*20.10***	4.49	5.01	*18.30***	4.88	5.18	*5.92**	4.77	5.20	*12.67***
Undesirable/Desirable	5.00	5.54	*18.93***	5.12	5.63	*18.96***	5.56	5.78	*3.73*†	5.42	5.77	*9.68***
Unexciting/Exciting	5.23	5.60	*9.16***	5.34	5.59	*4.26**	5.94	5.85	*ns.*	5.77	5.87	*ns.*
Not needed/Needed	4.47	4.99	*16.68***	4.61	5.27	*26.53***	5.04	5.34	6.02*	4.96	5.27	*6.40***
Wilks' Lambda (F)	*2.63***			*3.60***			*2.80***			*3.06***		

Notes: Samples sizes: Canada = 543; USA = 247

** - highly significant (p<.01); * - significant (p<.05); † - significant (p<.1); *ns.* – not significant

The exploratory factor analysis (PAF; Promax rotation; eigenvalues >1 extraction; scree plot) showed all seventeen items loading together with Cronbach's α ranging from .828 to .939 for the Canadian sample and from .737 to .942 for the American sample across five waves. These results together with over 70% of the total variance explained support the viability of the chosen items (Table 5.3.14)

Table 5.3.14. Principal Axis Factoring (Promax) Item Loadings for Individual OG Involvement

Waves / Items	Wave 1		Wave 2		Wave 4		Wave 5	
	CAN	USA	CAN	USA	CAN	USA	CAN	USA
Cronbach's α / *%Var. Explained*	.983/ *76.89*	.975/ *70.42*	.983/ *77.43*	.974/ *73.99*	.984/ *78.00*	.982/ *76.32*	.985/ *79.36*	.981/ *75.77*
Unimportant/Important	.923	.942	.931	.903	.909	.890	.939	.916
Of no concern/Of concern	.879	.831	.894	.807	.893	.826	.900	.838
Means nothing/Means a lot	.905	.914	.905	.856	.910	.912	.942	.920
Useless/Useful	.911	.899	.906	.826	.907	.912	.924	.918
Worthless/Valuable	.904	.891	.910	.834	.929	.897	.902	.920
Trivial/Fundamental	.885	.842	.899	.824	.892	.868	.909	.880
Not beneficial/Beneficial	.868	.813	.845	.802	.845	.891	.881	.883
Doesn't matter/Matters	.912	.884	.899	.852	.915	.903	.901	.912
Insignificant/Significant	.883	.839	.901	.859	.919	.874	.913	.874
Superfluous/Vital	.858	.737	.865	.757	.880	.853	.879	.794
Boring/Interesting	.828	.766	.828	.770	.838	.853	.807	.832
Unappealing/Appealing	.880	.850	.871	.838	.859	.874	.849	.834
Mundane/Fascinating	.855	.787	.832	.812	.850	.837	.862	.836
Non-essential/Essential	.853	.808	.873	.843	.891	.846	.888	.807
Undesirable/Desirable	.867	.802	.872	.865	.870	.865	.894	.877
Unexciting/Exciting	.833	.798	.849	.812	.806	.854	.846	.862
Not needed/Needed	.856	.835	.870	.876	.890	.890	.899	.880

Notes: Samples sizes: Canada = 543; USA = 247

The next step was to determine the categorical levels of individual OG involvement (i.e., IOII). Following procedures used in Zaichkowsky's original study (1985), IOII was assessed to determine three levels of involvement, i.e., low, medium, and high involvement. All 7-point scale ratings of the 17 adjective items were summed resulting in possible scores ranging from a low of 17 to a high of 119. A review of the descriptive

statistics of the summed individual OG involvement item values for wave 1 revealed a higher mean involvement level for the American sample with M_{USA}=88.60 (SD_{USA}=22.75) than for the Canadian sample with M_{Can}=81.18 (SD_{Can}=24.63). The review of mean values suggests that the OG involvement level peaked at the end of the OG (i.e., wave 4) (Table 5.3.15).

Table 5.3.15. Values of Summed Individual OG Involvement Measures

Statistics \ Waves	Wave 1		Wave 2		Wave 4		Wave 5	
	CAN	USA	CAN	USA	CAN	USA	CAN	USA
Mean (M)	81.18	88.60	84.40	91.07	91.02	93.87	88.57	93.45
Median	*85*	*94*	*90*	*96*	*98*	*99*	*95*	*99*
Standard Deviation (*SD*)	*24.63*	*22.75*	*24.60*	*21.43*	*23.33*	*21.60*	*23.66*	*21.68*
Wilks' Lambda (F)	*16.13***		*13.52***		*ns.*		*7.60***	

Notes: Samples sizes: Canada = 543; USA = 247; ** - highly significant (p<.01); *ns.* – not significant; IOII was not measured in wave 3 to eliminate potential effect of fatigue

Low IOII scorers for wave 1 were defined as those falling in the first quartile of the distributions with scores below 68 in the Canadian and below 79 in the American samples. High IOII scorers were defined as those in the top quartile of the distributions with weighted average scores above 99 for Canadians and 105 for Americans. Medium IOII scorers were those in the middle 50% of the distribution between low and high score determinative cut-off points (Table 5.3.16). The same procedure was executed for each wave.

Table 5.3.16. Number of Respondents in IOII Category in Respondent Countries

IOII Categories \ Waves	Wave 1		Wave 2		Wave 4		Wave 5	
	CAN	USA	CAN	USA	CAN	USA	CAN	USA
1st quartile cut off point	≤68	≤79	≤70	≤80	≤81	≤85	≤77	≤85
4th quartile cut off point	≥99	≥105	≥102	≥107	≥109	≥110	≥105	≥108
Low	146	64	137	65	138	65	136	65
Medium	257	118	265	119	284	120	269	114
High	140	65	141	63	121	62	138	68

Notes: Samples sizes: Canada = 543; USA = 247

However, Table 5.3.16 does not reflect any changes in individual level of IOII classification and potential migration of a respondent across IOII categories. Further analysis, presented in detail in Appendix VI, suggests that IOII category membership of respondents derived from wave 1 were relatively stable and, hence, it was decided that $IOII_{w1}$ could be used as the measure of the mega-event involvement level for the rest of the waves without jeopardizing the quality of the analysis. The decision to use $IOII_{w1}$ for the rest of the waves had another benefit as well, i.e., the opportunity to use $IOII_{w1}$ for wave 3, for which no IOII data was collected.

5.3.7 National Team, Vancouver Olympic Games, and Canada's Hosting Performance Expectations and Perceptions

Team Medal and Ranking Performance Expectations: The data for Team Performance Expectations (TPE) measured by three items (i.e., "I expect my national Olympic team to win [insert number] medals", "I expect my national Olympic team to win [insert number] gold medals", and "I expect my national Olympic team to rank [insert number] among all teams") are presented in Table 5.3.17 along with information on actual standing of the two national teams. It should be also noted that the questionnaire provided respondents with total possible medal numbers, (i.e., "258 total medals distributed in 86 events") in waves 2 to 5. To examine differences in TPE between the two national samples, analysis of variance (ANOVA) with the TPE measures as dependent variables and country of residence (COR) as a factor was performed. Along with mean, median, and standard deviation values, Table 5.3.17 also reports the *Wilks' Lambda F*-values from ANOVA.

Table 5.3.17. Means for National Team Performance Expectation Measures

Waves	I expect my national Olympic team ...	*F*	Canada			USA		
			Mean	*Median*	*SD*	Mean	*Median*	*SD*
W1	to win... total medals	*219.80***	30.16	25	1.09	58.92	60	1.61
	to win... gold medals	*183.70***	9.95	8	.71	27.04	20	1.04
	to rank ... among all teams	*ns.*	8.20	5	.56	6.90	3	.83
W2	to win... total medals	*88.45***	29.51	25	1.35	52.13	40	1.99
	to win... gold medals	*96.14***	9.33	6	.62	20.24	12	.92
	to rank ... among all teams	*ns.*	5.35	3	.36	4.47	2	.53
W3	to win... total medals	*230.35***	20.93	19	.97	47.27	35	1.44
	to win... gold medals	*153.71***	8.87	8	.50	19.99	14	.74
	to rank ... among all teams	*26.05***	4.97	4	.26	2.64	1	.38
W4	to win... total medals	*197.29***	22.19	20	.92	45.22	35	1.36
	to win... gold medals	*115.40***	9.18	9	.48	18.32	12	.71
	to rank ... among all teams	*ns.*	4.55	4	.33	4.56	2	.49
W5	to win... total medals	*221.92***	22.64	20	1.19	54.43	40	1.77
	to win... gold medals	*197.57***	9.06	9	.55	22.79	16	.81
	to rank ... among all teams	*8.46***	4.89	4	.26	3.51	2	.39
Actual statistics	Total medals won		26			37		
	Total gold medals won		14			9		
	Team ranking[a]		3			1		

Notes: Samples sizes: Canada = 543; USA = 247; ** - highly significant (p<.01); * - significant (p<.05); † - significant (p<.1); *ns.* – not significant; *SD* - standard deviation; [a] – ranking by total number of medals won

As can be seen from Table 5.3.17, the expectations from the national teams' performances were very high in both countries but these expectations were adjusted as the OG proceeded. The results also note significant differences between the two national samples. While respondents in both countries expressed high expectations for

performances from their national teams two months prior to (wave 1) and at the beginning of the OG (wave 2), the adjustment of expectations during and after the OG (waves 3 to 5) had different patterns in the two countries. Low total and gold medal counts from the beginning to the middle of the OG for the Canadian team invited speculation for Canadians of lower performance of their national team, even to the point of underestimating final results. At the same time, while also adjusting their expectations for the American national team's performance, American respondents seemed to retain overly high expectations for total and gold medals.

According to the actual medal statistics from the VOG, the Canadian Olympic team "owned the top of the podium" with 14 gold medals – the highest number of gold medals won in the history of the Winter OG, and won a total of 26 medals to rank 1st in the gold medal count and the 3rd in the total medal count among the participating teams. However, results in Table 5.3.17 indicate that, on average, Canadian respondents held lower expectations for the Canadian Olympic team's achievements. Even when the OG were over and the results were available, the Canadian respondents on average still reported that their national team received fewer medals than the number of medals actually won by the Canadian team. The median values were close to the actual numbers, nevertheless, even with median values, the Canadian respondents ranked the Canadian Olympic team in 3rd - 5th position while the team owned the podium in terms of the number of gold medals and was in 3rd position in terms of total number of medals won.

In comparison, while the American Olympic team won a total of 37 medals, including 9 gold ones, and ranked 1st among the teams in total medal counts, American respondents' expectations for and perceived performance of their team were overly optimistic and sometimes confusing. The American respondents expected that there would be, on average, more than 50 totals and 18 gold medals won by the American team and, at the same time, they placed the team in 3rd-7th position among the national Olympic teams. Similar to the values reported by the Canadian respondents, the median values reported by the American respondents were closer to the actual numbers. Interestingly, even when the OG were over, the mean values of the American respondents' answers for the number of gold medals won by their team remained far above the actual numbers.

National Team, Vancouver Olympic Games, and Canada's Hosting Expectations/Perceptions/Disconfirmation: In addition to the expectations regarding the number of medals and ranking, the respondents were asked to share their expectations for the quality and performance of their national Olympics teams, the quality of the VOG, as well as Canada's hosting of the Winter OG two months prior to the OG (wave 1). In the following waves (waves 2 to 5), the respondents were asked to compare their previous expectations with on-going performance and report the (dis)confirmation of expectations along with their perceived performance of their national Olympics teams, the quality of the VOG, as well as Canada's hosting of the Winter OG (Table 5.3.18). Mean values over 5 on the 7-point scale suggested that overall there were positive expectations and evaluations for performance on all focal points (i.e., national team, VOG quality, and Canada's hosting of the VOG).

The MANOVA analysis indicated that the only consistently significant differences between the two national samples across waves were related to the national team performance. Both national sample respondents expected good quality of the VOG and Canada's ability to host a quality Winter OG (Table 5.3.18). Slightly lower means of values reported by the respondents in the two national samples in waves 2 and 3 for the (dis)confirmation items may reflect the relatively poor performance of the corresponding national teams in the beginning and in the middle of the OG. However, as the OG proceeded the respondents in both countries reported higher satisfaction (over 6 in the 7-point scale) with the performance of their national teams and other focal objects of interest. Particularly large is the increase in the means of values reported by the Canadian respondents, which could be explained by the outstanding performance of the Canadian national Olympic team during the last three-four days of the OG.

Comparison of expectations for national teams' performances also confirms this explanation (Table 5.3.18). This high satisfaction level of the Canadian respondents was maintained even two months after the OG in wave 5.

Table 5.3.18. Comparison of Means for Expectations/Perceived Performance/(Dis)Confirmation Measures

Items \ Waves	Wave 1			Wave 2			Wave 3			Wave 4			Wave 5		
	CAN	USA	*F*	CAN	USA	*F*	CAN	USA	*F*	CAN	USA	*F*	CAN	USA	*F*
Expectations(w1) /Perceived Performance (w2-5) Measures															
Overall, I expect/am satisfied with my national team's performance (to be) ...	5.23	5.66	*23.35***	5.25	5.49	*6.10**	5.23	6.08	*76.09***	6.49	6.15	*23.10***	6.35	6.03	*17.05***
Overall, I expect/am satisfied with the quality of the Vancouver Olympic Games	5.65	5.68	*ns.*	5.30	5.54	*4.65**	5.43	5.73	*8.41***	6.05	5.89	*3.01*†	6.02	5.96	*ns.*
Overall, I expect/am satisfied with Canada's hosting of the Winter Olympic Games	5.86	5.79	*ns.*	5.45	5.68	*4.16**	5.44	5.81	*13.01***	6.10	5.95	*2.94*†	6.01	5.99	*ns.*
Wilks' Lambda (F)	*10.61***			*3.53***			*21.59***			*7.32***			*8.94***		
(Dis)Confirmation Measures															
Compared with my expectations, my national Olympic team is performing	NA	NA	NA	4.89	4.97	*ns.*	4.78	5.77	*102.80***	6.41	5.80	*62.60***	6.19	5.70	*36.51***
Compared with my expectations, the quality of the Vancouver Olympic Games is/was	NA	NA	NA	5.01	5.08	*ns.*	5.04	5.28	*6.36**	5.90	5.51	*20.16***	5.77	5.47	*11.91***
Compared with my expectations, Canada's hosting of the Vancouver Olympic Games is/was	NA	NA	NA	5.20	5.20	*ns.*	5.16	5.37	*4.99**	5.91	5.52	*19.22***	5.80	5.54	*9.17***
Wilks' Lambda (F)	NA			*ns.*			*27.88***			*16.70***			*9.55***		

Notes: Samples sizes: Canada = 543; USA = 247

** - highly significant (p<.01); * - significant (p<.05); † - significant (p<.1); *ns.* – not significant; NA – Not Applicable (question not asked in wave 1)

5.3.8 Summary

The descriptive analysis of the responses for Canada as a vacation destination, country and people of Canada, and products made in Canada showed that all three components of image are perceived favourably by both national samples across the five waves. However, there were significant cross-country differences. For the majority of items, Canadian respondents had higher mean values for all three sets than the American respondents. The only exceptions were items related to the beliefs on Canada's "environmental/pollution control policies" for which American respondents reported higher means than Canadians.

Despite significant differences between the two national samples in their evaluations of the OG as a destination and event, the majority of responses of Canadian and American respondents fell above the mid-point of the 7-point measurement scale means. In comparison to country-related image objects, the mean values for the OG-related objects were higher for the American sample than for the Canadian sample for the first three waves. In wave 4, however, the means reported by the Canadian respondents were considerably higher than the means reported by the American respondents, which may be the result of by the exceptional performance of the Canadian Olympic team.

The respondents were asked to report their behavioural intentions towards the national team and the OG. The mean values for behavioural intentions for both national samples increased as the OG proceeded peaking in wave 4. One of the items for the behavioural intentions, i.e., the intention to acquire any national merchandise, stood out from the rest

with consistently low mean values across the waves. However, the sharp and significant increase in mean values for both national samples in wave 5 suggested that the intentions to acquire national team merchandise were related to the successful performance of both national Olympic teams.

Two levels of involvement, individual self-identification with the national Olympic team (NTI) and Individual OG Involvement Index (IOII), were developed and examined. Overall, both Canadian and American respondents exhibited relatively high levels of NTI. While the NTI mean values were significantly different for the two national samples in wave 1 with the American respondents showing higher mean values that the Canadian respondents, these differences faded away in wave 2 to wave 4 to become significantly different again wave 5 with the American respondents again reporting higher mean values than the Canadian ones.

To measure IOII, seventeen items from Zaichkowsky's PII scale were adapted. The derivation and analysis of three levels of IOII (i.e., low, medium, and high) indicated that the American respondents reported higher levels of the involvement with the OG than the Canadians.

The respondents were also asked to share their expectations for the national teams' performance. While the expectations for the national teams' performances were very high in both countries and changed as the OG proceeded, the American respondents retained overly high expectations through all five waves for medals to be won. Furthermore, even

when the OG were over, the mean values of the American respondents' answers for the number of total and gold medals won by their team remained far above the actual numbers won. In comparison, the Canadian respondents held lower expectations for the Canadian Olympic team's achievements, and even when the OG were over and the results were available, the Canadian respondents still reported that their national team received fewer medals than the number of medals actually won by the Canadian team.

Finally, along with medal and ranking expectations for the national team, the respondents were asked to compare and report their previous expectations and on-going perceived performance for the overall performance of the national team, quality of the VOG and Canada's hosting of the Winter OG. Two months prior to the OG both Canadian and American respondents reported high expectations (over the 5 in the 7-point scale) for the overall performance of their national team. Respondents from both national samples also expected good quality of the VOG and Canada's ability to host a quality Winter OG. Higher levels of perceived performance on all three measures were reported as the OG proceeded. However, the increase in mean values in last two waves was most obvious in the Canadian sample, which could be attributed to the exceptional performance of the Canadian Olympic owning "the top of the podium" with 14 gold medals – the highest number of gold medals won in the history of the Winter OG, and a total of 26 medals to rank 1st in the gold medal count and the 3rd in the total medal count among the VOG participating teams.

Together with the descriptive analysis, the initial evaluation of the measures chosen for this study was undertaken through exploratory factor analysis (PAF; Promax rotation; eigenvalues >1 extraction; scree plot). The analysis resulted in 23 unidimensional factors. Each measure loaded on one factor. The only exception was the OG Built Environment factor with measures loading on two factors in both national samples in wave 1 and in the American sample in wave 2. However, these measures loaded on one factor in waves 3 to 5. It appears that prior to the OG the respondents from both countries had slightly different, more complex patterns of underlying beliefs regarding the activities and infrastructure of the VOG. As the OG proceeded, these underlying distinctions in belief patterns shown for some measures converged to form one factor. Cronbach's α were used to evaluate the internal consistency of the indicators of each factor. The values of Cronbach's α ranged from .74 to .98 and significantly exceed the threshold of .5 suggested by Nunnally (1978).

6 PRIMARY DATA ANALYSIS

6.1 Regression Analysis: Beliefs and Evaluations

In agreement with Tesser and Martin (1996), beliefs about any attitude object have direct positive relations to evaluations of that object. This relationship was hypothesized for objects of interest to this study in a set of hypotheses H1:

> H1a-e: Evaluation of the [object of interest] is positively influenced by Beliefs about the [object of interest].

In this part of the analysis, a series of multiple linear regression analyses were undertaken to analyze the relationship of beliefs and evaluations. Linear regression analyses were performed in each of five waves of data collection for each attitude object of interest: host country as a destination, the host-country/people, host-country products, the OG as a destination, and the OG as a mega-event. For each of the attitude objects, the relevant belief-related summary scores, derived by combining and calculating means of item measures that loaded together as identified by factor structures from analysis reported above, were treated as independent variables (or predictors), whereas the corresponding evaluation-related summary scores were treated as dependent variables. The regressions were performed on a combined sample comprised of both national samples (American and Canadian) since the effects of beliefs on evaluations were expected in all cases regardless respondents' country of residence (COR). The results of the regressions in terms of standardized beta (Std. β) values of the predictors, *t*-tests, and overall model *F*-test and adjusted R^2 are presented in Table 6.1.1 are discussed in detail below. The

hypotheses are deemed supported where there is statistical significance of p<.05 in at least 3 out of 5 waves. More details on the regression analyses results are presented in Appendix VII.

Table 6.1.1. Summary for the Evaluations Regressions on Beliefs

Predictors	Wave 1		Wave 2		Wave 3		Wave 4		Wave 5		Outcome of testing
	Std. β	t	Std. β	t	Std. β	t	Std. β	t	Std. β	t	
Dependent: Country Vacation Destination Evaluation (CVDEvl)											**H1a**
CVDBlt	**.524****	16.17	**.520****	17.60	**.548****	20.14	**.594****	19.04	**.503****	16.03	supported
CVDNtEnv	.035	1.14	.087**	3.64	.021	0.88	.009	.36	.040	1.52	not supported
CVDUnExp	.381**	14.04	.343**	11.42	.382**	13.73	.332**	10.08	.401**	13.19	supported
F	877.97**		1,001.90**		1,108.58**		1,159.43**		1,117.74**		
Adj. R^2	.77		.79		.81		.81		.81		
Dependent: Country/People Evaluation (CntEvl)											**H1b**
PplChrt	.295**	7.91	**.365****	10.34	**.355****	10.36	**.403****	11.19	**.359****	9.25	supported
CntCmpt	.075*	1.86	.148**	3.85	.181**	4.78	.187**	5.09	.147**	3.90	supported
CntDscr	**.361****	9.18	.287**	7.65	.270**	7.01	.230**	6.12	.282**	7.11	supported
F	190.20**		263.09**		266.97**		308.80**		267.85**		
Adj. R^2	.42		.50		.50		.54		.50		
Dependent: Product Made in Canada Evaluation (PrdEvl)											**H1c**
PrdBlf	**.726****	23.73	**.756****	27.71	**.798****	25.23	**.809****	31.50	**.822****	31.28	supported
MrtPrs	.132**	4.32	.135**	4.95	.041	1.29	.107**	4.16	.087**	3.29	supported
F	878.69**		1,135.42**		870.46**		1,580.32**		1,530.19**		
Adj. R^2	.69		.74		.69		.80		.79		
Dependent: OG as a Destination Evaluation (OGDEvl)											**H1d**
OGDBlt	**.466****	14.73	**.495****	16.40	**.466****	15.87	**.464****	14.44	**.511****	16.33	supported
OGDUnExp	.410**	12.95	.409**	13.57	.460**	15.67	.439**	13.66	.397**	12.68	supported
F	830.12**		1,076.42**		1,426.98**		1,163.84**		1,209.13**		
Adj. R^2	.68		.73		.78		.75		.75		
Dependent: OG as an Event Evaluation (OGEEvl)											**H1e**
OGEBlf	**.878****	51.48	**.889****	54.54	**.873****	50.26	**.895****	56.45	**.899****	57.77	supported
F	2,649.71**		2,974.32**		2,525.99**		3,186.88**		3,337.16**		
Adj. R^2	.77		.79		.76		.80		.81		

Notes: ** - highly significant (p<.01); Numbers in **bold** indicate the highest standardized betas.
The hypothesis is deemed supported where there is statistical significance of, at least p<.05, in 3 out of 5 waves.

Country as a Vacation Destination: For the Country as a Vacation Destination set of measures, Country Destination Evaluation (CVDEvl) was the dependent variable and the three predictors were Country Destination Built Environment (CVDBltEnv), Country Destination Natural Environment (CVDNtEnv), and Country Destination Unique Experience (CVDUnExp). The overall model was highly significant ($p<.01$) in all five waves with very high adjusted R^2 of .77 to .82. Of all three predictors only CVDBltEnv and CVDUnExp were highly significant ($p<.01$) across the waves; while CVDNtEnv was highly significant ($p<.01$) only in wave 2 (Table 6.1.1). Based on the standardized betas, the effect of CVDBltEnv was greater than that of the other variables across all five waves. Despite the fact that CVDNtEvl was significant in only one wave, these results provided overall good support for hypothesis H1a.

Country and People of Canada: For the Country and People of Canada set of measures, Country Evaluation (CntEvl) was the dependent variable and three predictors were People Characteristics (PplChrt), Country Competence (CntCmpt), and Country Description (CntDscr). The overall model was highly significant ($p<.01$) in all five waves with adjusted R^2 of .42 to .54 (Table 6.1.1). The regression coefficients for PplChrt, CntCmp, and CntDscr were highly significant ($p<.01$) and positive across all five waves as predicted. All three belief summary scores had comparably strong effects on CntEvl, with PplChrt having the strongest effect in all waves but wave 1. Based on the standardized betas, Country Description (CntDscr) had the strongest effect in wave 1 and the second strongest effect in the rest of the waves. The significant overall model and significant effects of all three host-country/people belief summary scores across all five waves provided strong support for hypothesis H1b.

Products Made in Canada: For the Products Made in Canada set of measures, Product Evaluation (PrdEvl) was the dependent variable and the two predictors were Product Beliefs (PrdBlf) and Market Presence (MrkPrs). The overall model was highly significant ($p<.01$) in all five waves of data collection with the adjusted R^2 of .69 to .80 (Table 6.1.1). The regression coefficients of both belief summary scores were highly significant ($p<.01$) and positive in all five waves. Based on the standardized betas, PrdBlf had the strongest effect with higher standardized betas across all five waves. The significant overall model and the significant effect of both product belief summary scores across all waves but wave 3 strongly supported hypothesis H1c.

Olympic Games as a Destination: For the Olympic Games as a Destination set of measures, OG destination evaluation (OGDEvl) was the dependent variable and the two predictors were OG destination built environment (OGDBltEnv) and Country destination unique experience (OGDUnExp). The overall model was highly significant ($p<.01$) in all five waves with high adjusted R^2 of .68 to .78 (Table 6.1.1). The regression coefficients for OGDBltEnv and OGDUnExp were highly significant ($p<.01$) and positive across all five waves as predicted. While both predictors had relatively equal effect on OGDEvl, the effects of OGDBltEnv were consistently somewhat stronger than that of OGDUnExp. The significant overall model and the significant effect of the two OG destination belief summary scores strongly supported hypothesis H1d.

Olympic Games as an Event: For the OG as an Event set of measures, OG event evaluation (OGDEvl) was the dependent variable and OG Event Beliefs (OGEBlf) was a

predictor. The overall model was highly significant ($p<.01$) in all five waves of data collection with high adjusted R^2 of .76 to .81. The regression coefficients for OGEBlf were highly significant ($p<.01$) and positive across all five waves as predicted (Table 6.1.1). The regression analyses indicated the significant effect of OG event belief summary score on OG event evaluations, strongly supporting hypothesis H1e.

To summarize, this part of the analysis was to test the effects of the beliefs about the attitude object of interest on the evaluations of these objects. Multiple linear regressions on all objects of interest confirmed the direct positive influence of beliefs on evaluations across all five waves. The confirmation of the direct positive influence of beliefs of evaluations provided a strong support for the set of Hypotheses H1a-e and prepared the way for the use in the analyses to follow.

6.2 Regression Analysis: Expectation Paradigm

According to the expectation paradigm, human behaviour is based on expectations – a set of "beliefs about future state of affairs" (Olson et al. 1996, p. 211). Decisions are typically based on the beliefs about how the world operates. These beliefs could be of many different natures – about self, about any objects of interests, about events that are happening. As seen in the previous section, the regression analyses support the influence of beliefs related to the objects of interest on the evaluations of that object, e.g., beliefs about country-people characteristics on the evaluations of the country. However, in the case of a mega-event like the Olympic Games (OG), evaluations of the OG may be influenced not only by previously developed general beliefs about the OG but also by factors such as expectations and perceived performance of one's national Olympic team competing in the event. It is necessary to take into account an individual's expectations

for performance and perceived performance of "their" team, as well as (dis)confirmation of these expectations. It is hypothesized that the components of the expectation paradigm (expectations, perceived performance, and disconfirmation) related to the national team influence evaluations of and behavioural intentions towards the mega-event (Figure 3-3). In addition, according to the social identity and involvement theories, these influences of expectations, disconfirmation, and perceived performance on mega-event related evaluations and behavioural intentions are moderated by the self-association or involvement with the national team.

In this part of the analysis, a series of linear regressions was undertaken to investigate the influence of expectations paradigm components on evaluations and behavioural intentions toward the OG, as well as the moderating effect of national team involvement (NTI) on these relations. The regressions were performed on a combined sample comprised of both national samples (American and Canadian) since the effects were expected in all cases regardless of country-of-residence (COR). The results of the regressions are presented and discussed in the following sections.

6.2.1 Expectations and Perceived Performance

According to the Expectation Process model, expectations for any subject of interest are formed on the bases of previously held beliefs about that subject, personal experiences, and communication with other people. These expectations are linked to the perceived performance (assimilation process responsible for the approximation of perceived performance to the initial expectations Oliver 1997). This part of the analysis investigated the influences of expectations for total number of medals to be won by the national team

(ExpTM), expectations for VOG quality (ExpVOG) and for Canada's ability to host the OG (ExpCH) on perceived performance of the national team (PPNT):

> H2: At any point in time, perceived performance of the national Olympic team is positively influenced by expectations for i) the national team, ii) the VOG quality, and iii) Canada's hosting of the OG.

Respondents' perceptions of the performance were measured first in wave 2, which corresponded to the first few days of the VOG. A set of multiple linear regressions was performed for four data collection points starting from wave 2. National team perceived performance (PPNT) was treated as a dependent variable, whereas expectations expressed in regarding Total Medals to be won (ExpTM), VOG quality (ExpVOG), and Canada's ability to host the OG (ExpCH) were treated as predictors. The results of the regressions are presented in Tables 6.2.1. More details on the regression analyses results are presented in Appendix VIII (Table 1).

Table 6.2.1. Summary for National Team Perceived Performance Regressions on Expectations

Predictors	Wave 2		Wave 3		Wave 4		Wave 5		Outcome of testing
	Std. β	t	Std. β	t	Std. β	t	Std. β	t	
Dependent: National Team Perceived Performance (PPNT)									**H2**
Expectations for total medals (ExpTM)	.033	1.00	.059†	1.73	-.081*	-2.56	-.079*	-2.57	not supported
Expectations for VOG quality (ExpVOG)	**.240****	4.13	.114†	1.91	**.257****	4.17	**.382****	5.63	supported
Expectations for Canada's hosting (ExpCH)	.153**	2.63	**.216****	3.60	.239**	3.85	.128†	1.89	supported
F	44.80**		49.14**		76.63**		88.85**		
Adj. R^2	.14		.10		.22		.25		

Notes: ** - highly significant (p<.01); * - significant (p<.05), † - significant (p<.1), *ns.* – not significant; Numbers in **bold** indicate the highest standardized betas.
The hypothesis is deemed supported where there is statistical significance of, at least p<.05, in 3 out of 4 waves.

The overall model was highly significant ($p<.01$) in all four waves with adjusted R^2 of .10 to .25. Of the three predictors related to the expectations, only VOG quality and Canada's hosting expectations were consistently significant ($p<.01$) and positive across all four waves as predicted, indicating strong support for Hypotheses 2ii and 2iii. While expectations for total number of medals (ExpTM) was significant ($p<.05$) in waves 4 and 5 and approached significance ($p<.10$) in wave 3, the coefficient predictor was not positive in waves 4 and 5, indicating failure of support for this part of Hypothesis 2i. Based on the standardized betas, the effects ExpVOG was greater than that of the other variables across three waves (Table 6.2.1).

In summary, the regression analyses for perceived performance of the team indicated the significant effect of two of the three expectation scores across four waves, providing strong support for hypotheses H2ii and H2iii but not Hypothesis 2i.

6.2.2 Expectations/Disconfirmation/Perceived Performance and Evaluations

This part of the analysis concerns investigation of the influences of expectations for the national team, perceived performance of national team, and disconfirmation of expectations on evaluations of the OG as a destination and an event. According to Tesser and Martin (1996) and Wilson et a. (2003), (dis)confirmation of expectations causes emotional reactions to the event outcomes and triggers the sense-making process aimed at explaining and ordinizing the outcomes of events that have taken place. The expectation paradigm suggests that there is also a direct link between expectations and evaluations of the objects of interest (Oliver 1997; Van Leeuwen et al. 2002). In addition, perceived performance has a direct effect on evaluations (Jayanti and Jackson 1991; Van Leeuwen

et al. 2002). However, the current study hypothesized that these relationships are influenced by the level of involvement with the national. Hence:

> H3: At any point in time, evaluations of i) the OG as a destination and ii) the OG as an event will be positively influenced by a) expectations for, b) perceived performance of, and c) (dis)confirmation of expectations from the national Olympic team performance, and furthermore, d) self-identification with the national team will moderate these relationships.

Multiple hierarchical linear regressions were performed on OG destination and event evaluation summary scores (OGDEvl and OGEEvl). Self-identification with the national team was operationalized using the measure of national team involvement (NTI). Each of the OG evaluation measures was treated as a continuous level dependent variable in step-wise regression analysis with the following predictors also treated as continuous variables:

a. expectations for the total number of medals to be won by the national team (ExpTM) in Block 1; the national team involvement (NTI) added in Block 2; the moderator ExpTM*NTI added in Block 3;
b. perceived performance (PPNT) in Block 1; NTI added in Block 2; the moderator PPNT*NTI added in Block 3;
c. (dis)confirmation of expectations (DiscNT) in Block 1; NTI added in Block 2; the moderator DiscNT*NTI added in Block 3.

The following routine was undertaken to interpret the analyses results. The relationships between the predictors and the dependent variables related to H3a-c part of the

hypothesis H3 were tested in Block 1. Then, related to H3d, to investigate the moderating effect of NTI, the moderator (i.e., self-identification with the national team, NTI) was entered in Block 2 and the interaction term of both in Block 3. Whenever a significant interaction effect (i.e., significant *F*-value change between Blocks 2 and 3) was obtained, a simple slope analysis was carried out based on unstandardized regression coefficients from Block 3 (Aiken and West 1991). The simple slopes were calculated at the mean value of the moderator NTI (NTI_medium), one standard deviation below the mean (NTI_low), and one standard deviation above the mean (NTI_high). In cases of insignificant moderation effect, in which the interaction term is not significant in Block 3, the results of main effects from Block 1 regression were taken into consideration.

Prior to the main regression analysis, independent variables PPNT, DiscNT, and NTI were centered to avoid any potential issues of multicollinearity and to improve the interpretability of results (Stevens 2002; Kenny 2011). Since the measure of the expectations for total medals (ExpTM) has zero as a meaningful value, centering this variable was deemed not necessary (Kenny 2011). It should be noted that predictors for perceived performance used in wave 1 were different from the ones used in waves 2-5. Since wave 1 was conducted two months prior to the VOG and no perceptions regarding team performance would have been formed prior to the OG, the respondents were asked to share their opinions on expected performance (ExpNT) instead of sharing their opinion on perceived performance. This expectation measure was used as a parallel, comparative measure of perceived performance (hereafter, this predictor is labeled as ExpNT/PPNT). Finally, since no disconfirmations of expectations would have been experienced prior to

the occurrence of the OG, the disconfirmation regression models were not appropriate for analysis in wave 1.

OG Destination Evaluation

OG Destination Evaluation and Expectations of Total Medals: The *F*-values for the main effect models of ExpTM on OGDEvl were significant at $p<.05$ in waves 1, 2, and 5 and $p<.1$ in wave 3 with the adjusted R^2 less than .01 (Block 1) in four of five waves (Table 6.2.2). The unstandardized Betas were significant ($p<.05$) and positive as predicted across waves 1, 2, and 5; while in wave 3, the significance was at $p<.10$. These results led to initial support for the main effect of the predictor in hypothesis H3i-a. However, the values of the Beta coefficients and the overall R^2 were close to zero leading to the conclusion that while there statistical significance was observed, the practical significance of this predictor that counted for only 1% of variance in OGDEvl across five waves seemed to be very low. More details are presented in Appendix VIII (Tables 2-4).

The next step was the examination of NTI's moderating effect on the relationship between ExpTM and OGDEvl. The *F*-values for the ExpTM-OGDEvl models with an interaction term were highly significant ($p<.01$) all five waves with the adjusted R^2 ranging from .47 to .54 in Block 3 (Table 6.2.2). Highly significant moderating effects of NTI ($p<.01$) were observed in all waves but wave 2, leading to a closer investigation of the interaction effects. Noteworthy, however, is the fact that with the introduction of the NTI moderator, the main predictor of interest (ExpTM) became insignificant in all five waves.

Table 6.2.2. Summary for the OG as a Destination Evaluations Regressions

Waves/Blocks \ Predictors		ExpTM	NTI	ExpTM* NTI	F (Adj. R^2)	ExpNT/ PPNT	NTI	PPNT* NTI	F (Adj. R^2)	DiscNT	NTI	DiscNT *NTI	F (Adj. R^2)
Wave 1	1 B (t)	.006* (3.25)	--	--	12.25** (.01)	.545** (13.10)	--	--	171.46** (.14)	NA	NA	NA	NA
	2 B (t)	.000 (-.08)	.688** (29.32)	--	440.97** (.53)	.146** (4.15)	.638** (24.77)	--	459.19** (.54)	NA	NA	NA	NA
	3 B (t)	.000 (.20)	.786** (21.14)	-.003** (-3.38)	301.70** (.53)	.119** (3.28)	.627** (24.07)	-.041* (-2.57)	310.50** (.54)	NA	NA	NA	NA
Wave 2	1 B (t)	.004* (2.32)	--	--	5.36* (.01)	.428** (11.48)	--	--	131.69** (.18)	.462** (10.14)	--	--	102.76** (.11)
	2 B (t)	.001 (.84)	.665** (28.52)	--	412.16** (.51)	.157** (5.30)	.620** (25.33)	--	440.14** (.53)	.091* (2.4)	.642** (25.46)	--	417.70** (.51)
	3 B (t)	.001 (.81)	.682** (21.65)	.000 (-.80)	274.87** (.51)	.152** (5.08)	.615** (24.73)	-.018 (-1.17)	294.02** (.53)	.088* (2.41)	.632** (24.59)	-.028† (-1.78)	280.29** (.52)
Wave 3	1 B (t)	.003† (1.75)	--	--	3.05† (.00)	.430** (12.91)	--	--	166.72** (.17)	.308** (8.97)	--	--	80.49** (.09)
	2 B (t)	.000 (-.35)	.632** (26.10)	--	343.34** (.47)	.237** (8.83)	.566** (23.44)	--	416.20** (.51)	.134** (4.97)	.599** (24.33)	--	366.35** (.48)
	3 B (t)	.000 (.20)	.709** (19.32)	-.003** (-2.78)	233.42** (.47)	.211** (7.84)	.543** (22.43)	-.071** (-5.17)	295.44** (.51)	.128** (4.89)	.562** (22.76)	-.090** (-6.45)	270.72** (.51)
Wave 4	1 B (t)	.003 (1.23)	--	--	1.51 (.00)	.733** (16.28)	--	--	265.02** (.25)	.544** (4.89)	--	--	157.63** (.17)
	2 B (t)	.000 (-.12)	.697** (30.27)	--	459.80** (.54)	.291** (7.51)	.607** (24.12)	--	520.91** (.57)	.166** (4.76)	.648** (26.00)	--	484.29** (.55)
	3 B (t)	.000 (.05)	.760** (22.42)	-.002* (-2.51)	310.70** (.54)	.235** (5.30)	.597** (23.47)	-.046* (-2.59)	352.02** (.57)	.113** (3.09)	.617** (24.23)	-.075** (-4.58)	338.06** (.56)
Wave 5	1 B (t)	.004* (2.57)	--	--	6.59* (.01)	.675** (15.30)	--	--	234.21** (.23)	.551** (12.86)	--	--	165.36** (.17)
	2 B (t)	.000 (-.20)	.689** (30.02)	--	457.67** (.54)	.263** (7.11)	.610** (24.69)	--	521.23** (.56)	.198** (5.79)	.634** (26.08)	--	493.91** (.56)
	3 B (t)	.001 (.58)	.747** (23.69)	-.002** (-2.67)	309.86** (.54)	.220** (5.43)	.601** (24.13)	-.047** (-2.62)	346.31** (.57)	.168** (4.84)	.609** (24.56)	-.070** (-4.14)	341.75** (.56)
Outcome of testing		H3i-a: supported				H3i-b: supported				H3i-c: supported			
		H3i-a-d: supported				H3i-b-d: supported				H3i-c-d: supported			

Notes: ** - highly significant (p<.01), * - significant (p<.05); † - significant (p<.1); The hypothesis is deemed supported where there is statistical significance (p<.05) in 3 out of 5 waves; Expectations for Total Medals (ExpTM), Expectations(ExpNT)/Perceived Performance (PPNT), Disconfirmation of Expectations (DiscNT), National team Involvement (NTI); B- Block

To investigate the moderating effect in more details, the simple slopes were calculated at NTI_low, NTI_medium, and NTI_high across four waves (Table 6.2.3). The results presented in Table 6.2.3 indicate that the simple slopes at all levels of NTI were very small. Predictor ExpTM was positively related to OGDEvl at low levels of NTI and negatively related to OGDEvl at high levels of NTI across the five waves. The medium levels of NTI seemed to have close to zero effects on the relation of ExpTM to OGDEvl.

Table 6.2.3. Simple Slopes of OGDEvl on Predictors at NTI Levels

NTI Levels	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5
Expectations on Total Medals (ExpTM)					
NTI_low	.005	--	.004	.003	.004
NTI_medium	.000	--	.000	.000	.001
NTI_high	-.005	--	-.004	-.003	-.002
Expectations/Perceptions of National Team Performance (ExpNT/PPNT)					
NTI_low	.184	--	.316	.303	.290
NTI_medium	.119	--	.216	.235	.220
NTI_high	.054	--	.106	.167	.150
Disconfirmation of Expectations for National Team Performance (DiscNT)					
NTI_low	*NA*	.131	.261	.223	.273
NTI_medium	*NA*	.088	.128	.113	.168
NTI_high	*NA*	.045	-.005	.003	.063

Notes: *NA* - Not Applicable (question not asked in wave 1); "--" - simple slopes are not calculated due to a insignificant interaction term

To test whether the simple slopes for ExpTM differ from zero (Table 6.2.4), further analysis was conducted. For that purpose, asymptotic covariance matrices of regression coefficients for all waves but wave 2 were examined. The *t*-tests for three levels of NTI with df=786 degrees of freedom revealed that the simple slopes corresponding to NTI_low were significantly positive at α=.05 in waves 1, 3, and 5, while no significant difference from zero was observed in wave 4. The simple slopes corresponding to NTI_high were significantly negative at α=.01 in waves 1 and 3. Finally, at NTI_medium, the simple slopes were not significantly different from zero in either of the

waves (Table 6.2.4). Overall, these analyses led to conclusion that despite the fact that NTI did moderate the relationship between ExpTM and OGDEvl, in the majority of cases the simple slopes were not significantly different from zero, confirming a very low effect of ExpTM on OGDEvl.

Table 6.2.4. t-values for Simple Slopes in ExpTM-OGDEvl Model at NTI Levels

NTI Levels	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5
NTI_low	2.507*	--	2.415*	1.607	2.165*
NTI_medium	.000	--	.000	.000	.771
NTI_high	-2.721**	--	-2.620**	-1.744	-1.175

Notes: "--" - simple slopes are not calculated due to a insignificant interaction term;
** - significant at .01; * - significant at .05; df=786

Overall, these analyses led to the conclusion that the main effect of the predictor ExpTM was positive and significant but very small, providing limited support for hypothesis H3i-a. The results also suggest that, with the exception of wave 2, the relationship between ExpTM and OGDEvl was moderated somewhat by NTI, providing limited support for hypothesis H3i-a-d. However, the predictive power of ExpTM seemed to be close to zero suggesting that despite observed statistical significance, the influence of this predictor on OGDEvl is negligible.

OG Destination Evaluation and Perceived Performance of the National Team: In the next models, the main effects of Perceived Performance of National Team (PPNT) on OGDEvl (Block 1) as well as the moderating effects of NTI on the relationship of PPNT and OGDEvl (Block 3) were analyzed (Table 6.2.2). As noted above, since in wave 1 there was no performance to be evaluated, Expectations for the National Team (ExpNT)

performance were treated as a predictor for OGDEvl in wave 1 (hence, ExpNT/PPNT label in further discussions)

The *F*-values for the main effect models of ExpNT/PPNT on OGDEvl were highly significant ($p<.01$) in all five waves with the adjusted R^2 ranging from .14 to .25 (Block 1). Highly significant ($p<.01$) unstandardized Betas ranged from .428 to .733, indicating a positive relation between ExpNT/PPNT and OGDEvl (Table 6.2.2). This led to initial support for hypothesis H3i-b.

The examination of the NTI moderating effect on the relationship between ExpNT/PPNT and OGDEvl revealed highly significant ($p<.01$) *F*-values for the ExpNT/PPNT-OGDEvl models with an interaction term. The adjusted R^2 ranged from .51 to .57 across all five waves (Block 3). Significant moderating effects of NTI ($p<.05$) were observed in all waves but wave 2. Examination of the simple slopes at NTI_low, NTI_medium, and NTI_high across all four waves (Table 6.2.3) indicated that ExpNT/PPNT was positively related to OGDEvl at all levels of NTI. The simple slopes were the steepest for the low levels of NTI followed by medium levels of NTI and, finally, by the high levels of NTI. Thus, the smaller the level of NTI, the higher is the influence of ExpNT/PPNT on OGDEvl (Table 6.2.3).

Since no interaction effect was observed in wave 2, regression results of Block 3 were dismissed and those of Block 1 were taken into consideration for drawing final conclusions. The results presented in Table 6.2.2 indicate that the introduction of the NTI

moderator did not change the significance of the main predictor (PPNT), which remained both positive and highly significant ($p<.01$) in all five waves.

Overall, these analyses led to the conclusion that the main effect of the predictor PPNT was positive and significant, strongly supporting hypothesis H3i-b. Moreover, the strength of the relationship between ExpNT/PPNT and OGDEvl changed as a function of NTI in all waves, but wave 2, supporting hypothesis H3i-b-d.

OG Destination Evaluation and Disconfirmation of Expectations for the National Team: The last regression models dealt with the main effects of Disconfirmation of Expectations for National Team (DiscNT) on OGDEvl (Block 1), as well as the moderating effects of NTI on the relationship of DiscNT and OGDEvl (Block 3) (Table 6.2.2). As noted earlier, since in wave 1 there was no performance to be evaluated and no expectations to be disconfirmed, the analyses were conducted only for waves 2 to 5.

The *F*-values for main effect models of DiscNT on OGDEvl were highly significant ($p<.01$) in all four waves with the adjusted R^2 ranging from .09 to .17 (Block 1) with significant ($p<.01$) unstandardized Betas ranging from .308 to .544, indicating a positive relationship between DiscNT and OGDEvl (Table 6.2.2). This led to initial support for hypothesis H3i-c.

The examination of the NTI moderating effect on the relationship between DiscNT and OGDEvl revealed highly significant ($p<.01$) *F*-values in DiscNT-OGDEvl models with

an interaction term in waves 3 to 5, while in wave 2 the significance of the moderating effect of NTI was at $p<.1$ level. Examination of the simple slopes at NTI_low, NTI_medium, and NTI_high across all four waves (Table 6.2.3) indicated that DiscNT was positively related to OGDEvl at low and medium levels of NTI, while for the high levels of NTI, DiscNT was positively related to OGDEvl in all waves but wave 3. Noteworthy is that although the slope was negative in wave 3, it was close to zero (i.e., -.005). The review of the simple slopes revealed that the slope was highest for the low levels of NTI followed by medium levels of NTI and, finally, the high levels of NTI. This suggests that the lower the level of NTI, the higher is the influence of DiscNT on OGDEvl.

Overall, these analyses led to the conclusion that the main effect of the predictor DiscNT on OGDEvl was positive and significant, strongly supporting hypothesis H3i-c. Also, the strength of the relationship between OGDEvl and DiscNT changed as a function of NTI in all waves, supporting hypothesis H3i-c-d.

In summary, the review of the above results for all components of the Expectation Paradigm in relation to OG as a destination evaluation led to the conclusion that there were positive direct relationships between ExpTM, ExpNT/PPNT, and DiscNT on OGDEvl. However, the effects of ExpTM were close to zero, suggesting a low impact of total medal expectations on the evaluations of the OG as a destination. At the same time, the relationship between each of these predictors and OGDEvl was found to be moderated by the level of involvement with the national team (NTI). It seems that OG as

a destination evaluation was more volatile to differences in ExpNT/PPNT and DiscNT at lower levels of NTI; whereas at the higher levels of NTI, there was less association between ExpNT/PPNT and DiscNT and OGDEvl. At the same time, regardless of NTI level, medal expectations (ExpTM) did not seem to have a meaningful impact on OG destination evaluations.

OG Event Evaluation

OG Event Evaluation Model and Expectations of Total Medal: The *F*-values for the main effect models of ExpTM on OG as an Event Evaluation were significant ($p<.05$) in four of five waves with the adjusted R^2 less than .02 (Block 1) across all five waves. The unstandardized Betas were significant ($p<.05$) and positive as predicted across all waves but wave 4 (Table 6.2.5). This led to initial support for the main effect of the ExpTM predictor in H3ii-a. However, the values of the Beta coefficients were close to zero leading to the conclusion that while statistical significance was observed, the practical significance of this predictor that counted for only 2% of variance in OGEEvl across four of five waves seemed to be very low. More details are presented in Appendix VIII (Tables 5-7).

The next step was the examination of the potential effects of NTI moderating effect on the relationship between ExpTM and OGEEvl. The *F*-values for the ExpTM-OGEEvl models with an interaction term were highly significant ($p<.01$) across all five waves with the adjusted R^2 ranging from .43 to .54 in Block 3 (Table 6.2.5). Significant moderating effects of NTI ($p<.05$) were observed in ExpTM-OGEEvl models in two of five waves

Table 6.2.5. Summary for the OG as an Event Evaluations Regressions

Waves/Blocks \ Predictors		ExpTM	NTI	ExpTM* NTI	F (Adj. R^2)	ExpNT/ PPNT	NTI	PPNT* NTI	F (Adj. R^2)	DiscNT	NTI	DiscNT *NTI	F (Adj. R^2)
Wave 1	1 B (t)	.006* (3.50)	--	--	12.25** (.02)	.588** (14.53)	--	--	211.20** (.21)	NA	NA	NA	NA
	2 B (t)	.000 (.32)	.676** (28.79)	--	426.85** (.52)	.209** (6.00)	.607** (23.79)	--	464.32** (.54)	NA	NA	NA	NA
	3 B (t)	.001 (.52)	.747** (20.02)	-.002* (-2.46)	288.40** (.52)	.169** (4.72)	.590** (23.00)	-.062* (-3.91)	320.24** (.55)	NA	NA	NA	NA
Wave 2	1 B (t)	.004* (2.47)	--	--	6.10* (.01)	.465** (12.70)	--	--	161.18** (.17)	.492** (10.91)	--	--	119.06** (.13)
	2 B (t)	.001 (1.03)	.673** (9.43)	--	439.39** (.53)	.195** (6.78)	.617** (25.98)	--	486.84** (.53)	.120** (3.34)	.643** (26.05)	--	450.05** (.53)
	3 B (t)	.001 (1.01)	.690** (22.34)	.000 (-.83)	293.27** (.53)	.183** (6.33)	.604** (25.17)	-.045** (-3.01)	330.91** (.53)	.115** (2.41)	.623** (24.94)	-.056** (-3.74)	309.62** (.54)
Wave 3	1 B (t)	.007** (3.55)	--	--	12.61** (.01)	.499** (15.03)	--	--	225.92** (.22)	.358** (10.30)	--	--	106.11** (.12)
	2 B (t)	.003* (2.14)	.614** (23.84)	--	294.93** (.43)	.318** (11.43)	.532** (21.30)	--	404.60** (.51)	.192** (6.76)	.573** (22.12)	--	330.63** (.46)
	3 B (t)	.004* (2.43)	.663** (16.93)	-.002† (-1.66)	197.98** (.43)	.285** (10.31)	.503** (20.24)	-.090** (-6.32)	296.39** (.53)	.185** (6.78)	.526** (20.49)	-.114** (-7.92)	258.38** (.50)
Wave 4	1 B (t)	.002 (.89)	--	--	.78 (.00)	.796** (19.20)	--	--	368.65** (.32)	.613** (15.22)	--	--	231.74** (.23)
	2 B (t)	-.001 (-.62)	.672** (30.23)	--	457.77** (.54)	.396** (10.96)	.550** (23.44)	--	587.15** (.60)	.267** (8.12)	.592** (25.26)	--	528.67** (.57)
	3 B (t)	-.001 (-.46)	.730** (22.30)	-.002* (-2.40)	308.93** (.54)	.340** (8.24)	.539** (22.77)	-.045** (-2.75)	397.21** (.60)	.209** (6.13)	.559** (23.44)	-.081** (-5.28)	373.79** (.58)
Wave 5	1 B (t)	.004* (2.33)	--	--	5.44* (.01)	.750** (17.89)	--	--	320.09** (.29)	.590** (14.18)	--	--	201.02** (.20)
	2 B (t)	.000 (-.07)	.669** (28.82)	--	420.80** (.52)	.263** (7.11)	.610** (24.69)	--	521.23** (.56)	.258** (7.57)	.596** (24.60)	--	480.10** (.55)
	3 B (t)	.000 (.11)	.698** (21.80)	-.001 (-1.30)	281.35** (.52)	.220** (5.43)	.601** (24.13)	-.047** (-2.62)	346.31** (.57)	.221** (6.44)	.566** (23.01)	-.084** (-5.07)	338.65** (.56)
Outcome of testing		H3ii-a: supported				H3ii-b: supported				H3ii-c: supported			
		H3ii-a-d: supported				H3ii-b-d: supported				H3ii-c-d: supported			

Notes: ** - highly significant (p<.01), * - significant (p<.05); † - significant (p<.1); The hypothesis is deemed supported where there is statistical significance (p<.05) in 3 out of 5 waves; Expectations for Total Medals (ExpTM), Expectations(ExpNT)/Perceived Performance (PPNT), Disconfirmation of Expectations (DiscNT), National team Involvement (NTI)

(wave 1 and wave 4) and significant ($p<.1$) moderating effect of NTI was observed in wave 3, leading to a closer investigation of the interaction term in these waves. Noteworthy is the fact that with the introduction of the NTI moderator, the main predictor of interest (ExpTM) became insignificant in all waves but wave 3 (Table 6.2.5).

To investigate the moderating effect in more details, the simple slopes were calculated at NTI_low, NTI_medium, and NTI_high across three waves (Table 6.2.6). The results indicate that the slopes at all levels of NTI were very small. At low levels of NTI, ExpTM was positively related to OGEEvl across three waves. At medium levels of NTI, the relation of ExpTM to OGEEvl was positive in waves 1 and 3, but negative in wave 4. Finally, at high levels of NTI the relations were negative in wave 1 and 4, but positive in wave 3.

Table 6.2.6. Simple Slopes of OGDEvl on Predictors at NTI Levels

NTI Levels	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5
Expectations on Total Medals (ExpTM)					
NTI_low	.004	--	.007	.002	--
NTI_medium	.001	--	.004	-.001	--
NTI_high	-.002	--	.001	-.004	--
Expectations/Perceptions of National Team Performance (ExpNT/PPNT)					
NTI_low	.267	.253	.418	.406	.401
NTI_medium	.169	.183	.285	.340	.331
NTI_high	.071	.113	.152	.274	.261
Disconfirmation of Expectations for National Team Performance (DiscNT)					
NTI_low	*NA*	.202	.353	.328	.347
NTI_medium	*NA*	.115	.185	.209	.221
NTI_high	*NA*	.028	.017	.090	.095

Notes: *NA* - Not Applicable (question not asked in wave 1); "--" - simple slopes are not calculated due to an insignificant interaction term

To test whether the simple slopes for ExpTM differ from zero, asymptotic covariance matrices of regression coefficients were examined for the three waves (Table 6.2.7). The

t-tests revealed that the simple slopes corresponding to NTI_low were significantly positive at α=.05 in wave 1 and at α=.01 in wave 3. The simple slope corresponding to NTI_high was significantly negative at α=.05 in wave 4 only. Finally, at NTI_medium, the simple slope was significantly positive at α=.01 in wave 3 only (Table 6.2.7). Overall, these analyses led to conclusion that despite the fact that NTI did moderate the relationship between ExpTM and OGEEvl, overall the simple slopes were not significantly different from zero.

Table 6.2.7. *t*-values for Simple Slopes in ExpTM-OGEEvl Model at NTI Levels

NTI Levels	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5
NTI_low	2.198*	--	3.791**	1.061	--
NTI_medium	.771	--	3.082**	-.771	--
NTI_high	-1.242	--	.620	-2.336*	--

Notes: "--" - simple slopes are not calculated due to an insignificant interaction term;
** - significant at .01; * - significant at .05; df=786

In conclusion, the main effect of the predictor ExpTM was positive and significant, supporting hypothesis H3ii-a. Also, the results indicated that, with the exception in waves 2 and 5, the relationship between ExpTM and OGEEvl was moderated by NTI, supporting hypothesis H3ii-a-d. However, the predictive power of ExpTM was close to zero suggesting that despite observed statistical significance, the influence of this predictor on OGEEvl is negligible.

OG Event Evaluation and Perceived Performance of the National Team: In the next models, the main effects of Perceived Performance of National Team on OGEEvl (Block 1) as well as the moderating effects of NTI for the relationship of OGEEvl and ExpNT/PPNT (Blocks 2 and 3) were analyzed. Since in wave 1 there was no

performance to be evaluated, Expectations for the National Team (ExpNT) performance were treated as a predictor for OGEEvl in wave 1 (hence, ExpNT/PPNT).

The *F*-values for the main effects of ExpNT/PPNT on OGEEvl models were highly significant ($p<.01$) in all five waves with the adjusted R^2 ranging from .17 to .32 (Block 1) with highly significant ($p<.01$) unstandardized Betas ranging from .465 to .796, indicating a positive relationship between ExpNT/PPNT and OGEEvl (Table 6.2.5). This led to initial support for hypothesis H3ii-b.

The examination of the NTI moderating effect on the relationship between PPNT and OGEEvl revealed highly significant ($p<.01$) *F*-values for the ExpNT/PPNT-OGEEvl models with an interaction term with the adjusted R^2 ranging from .53 to .60 in Block 3 across all five waves (Table 6.2.5). Examination of the simple slopes at the three NTI levels indicated that ExpNT/PPNT was positively related to OGEEvl at all levels of NTI. The simple slopes were steepest for the low levels of NTI with lower slopes at medium levels of NTI and, lowest slopes at high levels of NTI. Thus, the higher the level of NTI, the smaller is the influence of PPNT on OGEEvl. The results presented in Table 6.2.5 also indicate that the introduction of the NTI moderator did not change the significance of the main predictor (PPNT), which remained both positive and highly significant ($p<.01$) in all five waves.

Overall, these analyses led to the conclusion that the main effects of the predictor PPNT were positive and significant, strongly supporting hypothesis H3ii-b. In addition, the

strength of the relationship between OGEEvl and ExpNT/PPNT changed as a function of NTI in all waves, supporting hypothesis H3ii-b-d.

OG Event Evaluation Model and *Disconfirmation of Expectations for the National Team*: The last regression models dealt with the main effects of Disconfirmation of Expectations for the National Team (DiscNT) on OGEEvl (Block 1), as well as the moderating effects of NTI for the relationship of DiscNT and OGEEvl (Block 3) for waves 2 to 5.

The *F*-values for the main effect models of DiscNT on OGEEvl were highly significant ($p<.01$) in all four waves with adjusted R^2 ranging from .12 to .23 (Block 1) and highly significant ($p<.01$) unstandardized Betas ranging from .358 to .613, indicating a positive relationship between DiscNT and OGEEvl (Table 6.2.5). This led to initial support for hypothesis H3ii-c.

The examination of the NTI moderating effect on the relationship between DiscNT and OGEEvl revealed highly significant ($p<.01$) *F*-values for the DiscNT-OGDEvl models with an interaction term in all four waves. Analyses of the simple slopes calculated at the three NTI levels (Table 6.2.6), revealed that DiscNT was positively related to OGEEvl at all levels of NTI across all four waves. The review of the simple slopes revealed that the slope was steepest for the low levels of NTI with a lower slope at medium levels of NTI and, finally, least steep at high levels of NTI. Thus, the smaller the level of NTI, the higher is the influence of DiscNT on OGEEvl.

Overall, these analyses led to the conclusion that the main effect of the predictor DiscNT on OGDEvl were positive and significant, strongly supporting hypothesis H3ii-c. In addition, the strength of the relationship between DiscNT and OGEEvl changed as a function of NTI in all waves, supporting hypothesis H3ii-c-d.

In summary, for all components of Expectation Paradigm for OG as an event evaluation the moderated regression analyses lead to the conclusion that there is a positive direct relationship between ExpTM, PPNT, and DiscNT on OGEEvl. However, the effects of ExpTM are close to zero, suggesting a low impact of total medal expectations on the evaluations of the OG as an event. At the same time, the relationships between these predictors and OGEEvl were found to be moderated by involvement with the national team (NTI). It seems that OG as an event evaluation was are more volatile to differences in ExpNT/PPNT and DiscNT at lower levels of NTI; whereas at the higher levels of NTI, there was less association between ExpNT/PPNT and DiscNT and OGDEvl. At the same time, regardless of national team involvement level, medal expectations do not seem to have a substantive impact on OG event evaluations.

6.2.3 Expectations/Perceived Performance and Behavioural Intentions

This part of the analysis examines the influences of expectations for the national team and perceived performance of national team on behavioural intentions towards the national team and the OG. According to Olson et al. (1996), people tend to behave consistently with their expectations. At the same time, the expectation paradigm states that behavioural intentions are directly affected by perceptions of performance (Oliver

1997; Van Leeuwen at el. 2002). These relations, however, are influenced by the level of involvement with the national team, hence:

> H4: At any point in time, behavioural intentions towards i) the national team and ii) the OG will be positively influenced by a) expectations for and b) perceived performance of the national Olympic team performance, and furthermore, c) self-identification with the national team will moderate these relationships.

Multiple hierarchical linear regressions were performed on National Team and OG Event behavioural intentions summary scores (NTBhv and OGEBhv). Self-identification with the national team was operationalized using the measure of national team involvement (NTI). Each of the behavioural intention measures was treated as a continuous level dependent variable in step-wise regression analysis with following predictors also treated as continuous variables:

i. expectations for the total number of medals to be won by the national team (ExpTM) in Block 1; the national team involvement (NTI) added in Block 2; the moderator ExpTM*NTI added in Block 3; and
ii. perceived performance (PPNT) in Block 1; the national team involvement (NTI) added in Block 2; the moderator PPNT*NTI added in Block 3.

The same routine for the regression analyses presented previously was applied to the interpretation of the results for current part.

National Team Behavioural Intentions

NT Behavioural Intentions and Expectations of Total Medal: The *F*-values for the main effect models for NT Behavioural Intentions were not significant ($p>.05$) in all waves but wave 1 with adjusted R^2 were less than .02 (Block 1). The unstandardized Betas were significant ($p<.05$) only in wave 1. However, even in wave 1, the value of unstandardised Beta (.009) was close to zero. These results provided no support to the main effect of the predictor in hypothesis H4i-a (Table 6.2.8).

The next step was the examination of the potential moderating effects of NTI on the relationship between ExpTM and NTBhv. The *F*-values for the ExpTM-NTBhv models with an interaction term were highly significant ($p<.01$) across all five waves with adjusted R^2 ranging from .55 to .65 (Block 3). However, the interaction term was not significant ($p>.05$) in any of the interaction models (Table 6.2.8). More details are presented in Appendix VIII (Tables 8-9).

Noteworthy, however, is the fact that the NTI variable introduced as a predictor of NTBhv in Blocks 2 and 3 was consistently positive and highly significant ($p<.01$) with unstandardized Betas ranging from .767 to .835 in all five waves (Table 6.2.8). These suggest that the main predictor of the NTBhv was the direct effect of individual self-identification with the national team (NTI). While this was not hypothesized in the current study, the sport-marketing literature provides evidence that national team related behavioural intentions (e.g., consumption of team merchandize or following media

Table 6.2.8. Summary for the NT Behavioural Intentions Regressions

Waves/Blocks \ Predictors		ExpTM	NTI	ExpTM*NTI	F (Adj. R^2)	ExpNT/PPNT	NTI	PPNT*NTI	F (Adj. R^2)
Wave 1	1 B (t)	.009** (4.31)	--	--	18.56** (.02)	.512** (11.07)	--	--	122.44** (.13)
	2 B (t)	.001 (1.06)	.823** (37.53)	--	730.18** (.65)	-.005 (-.16)	.828** (33.99)	--	728.60** (.65)
	3 B (t)	.001 (1.10)	.837** (23.94)	.000 (-.54)	486.44** (.65)	.016 (.48)	.838** (33.97)	.034* (2.26)	489.96** (.65)
Wave 2	1 B (t)	.002 (1.41)	--	--	1.99 (.00)	.406** (9.82)	--	--	96.44** (.11)
	2 B (t)	-.001 (-.64)	.767** (32.32)	--	524.73** (.57)	.082** (2.68)	.742** (29.38)	--	532.63** (.57)
	3 B (t)	-.001 (-.62)	.756** (23.56)	.000 (.54)	349.60** (.57)	.092* (2.99)	.752** (29.42)	.038* (2.36)	358.99** (.58)
Wave 3	1 B (t)	.001 (.59)	--	--	.34 (.00)	.252** (6.26)	--	--	39.16** (.05)
	2 B (t)	-.003* (-2.45)	.787** (31.90)	--	509.14** (.56)	-.015 (-.52)	.785** (30.34)	--	502.62** (.56)
	3 B (t)	-.003* (-2.55)	.808** (21.52)	-.001 (-.74)	339.42** (.56)	-.007 (-.24)	.792** (30.10)	.022 (1.47)	336.29** (.56)
Wave 4	1 B (t)	.000 (-.04)	--	--	.00 (.00)	.622** (11.33)	--	--	128.37** (.14)
	2 B (t)	-.003* (-2.04)	.805** (31.17)	--	485.81** (.55)	.051 (1.13)	.786** (26.83)	--	482.58** (.55)
	3 B (t)	-.003* (-1.94)	.846** (22.22)	-.001 (-1.48)	325.08** (.55)	.092† (1.77)	.793** (26.76)	.033 (1.61)	323.24** (.55)
Wave 5	1 B (t)	.002 (1.32)	--	--	1.75 (.00)	.588** (10.96)	--	--	120.16** (.13)
	2 B (t)	-.002† (-1.93)	.835** (33.84)	--	574.79** (.59)	.037 (.88)	.819** (29.79)	--	571.21** (.59)
	3 B (t)	-.002* (-1.99)	.822** (24.13)	.001 (.58)	382.99** (.59)	.060 (1.32)	.824** (29.66)	.025 (1.24)	381.58** (.59)
Outcome of testing		H4i-a: not supported				H4i-b: supported			
		H4i-a-c: not supported				H4i-b-c: not supported			

Notes: ** - highly significant (p<.01), * - significant (p<.05); † - significant (p<.1); The hypothesis is deemed supported where there is statistical significance (p<.05) in 3 out of 5 waves; Expectations for Total Medals (ExpTM), National Team Expectations (ExpNT)/Perceived Performance (PPNT), Disconfirmation of Expectations (DiscNT), National team Involvement (NTI); B- Block

coverage related to the national team's participation in the competitions) are influenced by sport fan's self-identification (Kwon and Armstrong 2002; Roy 2010).

Overall, these analyses led to the conclusion that, with the exception of wave 1, there were no direct relationships between ExpTM and NTBhv; hence, no support for hypothesis H4i-a. Moreover, there was no moderating effect of NTI on the relations of ExpTM and NTBhv; hence, no support for hypothesis H4i-a-c. At the same time, the results suggested that NTI itself is, in fact, is a strong main predictor of NTBhv.

NT Behavioural Intentions and Perceived Performance of the National Team: In the next models, the main effects of National Team Expectations/Perceived Performance (ExpNT/PPNT) on NTBhv (Block 1) as well as the moderating effects of NTI on the relationship of NTBhv and PPNT (Block 3) were analyzed. As noted earlier, since in wave 1 there was no performance to be evaluated, Expectations for the National Team (ExpNT) performance were treated as a predictor for NTBhv in wave 1.

The *F*-values for main effect models of ExpNT/PPNT on NTBhv were highly significant ($p<.01$) in all five waves with adjusted R^2 ranging from .05 to .14 (Block 1) with highly significant ($p<.01$) unstandardized Betas ranging from .252 to .622, indicating a positive relationship between ExpNT/PPNT and NTBhv (Table 6.2.8). This led to initial support for hypothesis H4i-b.

The examination of the NTI moderating effect on the relationship between ExpNT/PPNT and NTBhv revealed highly significant ($p<.01$) F-values for the ExpNT/PPNT-NTBhv models with interaction term with the adjusted R^2 ranging from .55 to .65 in Block 3 across all five waves (Table 6.2.9). However, significant moderating effects of NTI ($p<.05$) were observed in only the two first waves. Examination of the simple slopes at the three NTI levels for waves 1 and 2 indicated that ExpNT/PPNT was positively related to NTBhv at NTI_medium and NTI_high levels with the slope being steeper for the high levels of NTI. As for NTI_low, the slope was negative in wave 1 and positive in wave 2, and in both cases the values of the slopes were low. Overall, these results suggest that the lower the level of NTI, the smaller is the influence of ExpNT/PPNT on NTBhv.

Table 6.2.9. Simple Slopes of NTBhv on Predictors at NTI Levels

NTI Levels	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5
Expectations/Perceptions of National Team Performance (ExpNT/PPNT)					
NTI_low	-.038	.033	--	--	--
NTI_medium	.016	.092	--	--	--
NTI_high	.070	.151	--	--	--

Notes: "--" - simple slopes are not calculated due to a insignificant interaction term

To test whether the simple slopes for ExpNT/PPNT differ from zero, asymptotic covariance matrices of regression coefficients for waves 1 and 2 were examined (Table 6.2.10). The t-tests for three levels of NTI with df=786 degrees of freedom revealed that the simple slopes corresponding to NTI_low were not significantly different from zero; the simple slope corresponding to NTI_medium was significantly positive at $\alpha=.01$ only in wave 2; and, finally, the simple slopes corresponding to NTI_high were significantly positive at $\alpha=.05$ in wave 1 and $\alpha=.01$ at wave 2 (Table 6.2.10).

Table 6.2.10. t-values for Simple Slopes in PPNT-NTBhv Model at NTI Levels

NTI Levels	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5
NTI_low	-1.195	1.012	--	--	--
NTI_medium	.506	2.909**	--	--	--
NTI_high	2.217*	4.784**	--	--	--

Notes: "--" - simple slopes are not calculated due to a insignificant interaction term;
** - significant at .01; * - significant at .05; df=786

These results suggest that, the moderating effect of NTI was low or non-existent. Noteworthy, however, is that the introduction of NTI as a predictor in Blocks 2 and 3 led to non-significant ExpNT/PPNT in all five waves. Consistent with the findings presented earlier, NTI as a predictor was consistently highly significant ($p<.01$) in predicting NTBhv with unstandardized Betas varying from .742 to .828 across five waves (Table 6.2.8). These results support earlier reported findings that NTI could be the main predictor of NTBhv (Kwon and Armstrong 2002; Roy 2010).

Overall, these analyses led to the conclusion that the main effect of the predictor ExpNT/PPNT on NTBhv were positive and highly significant ($p<.05$) providing strong support to hypothesis H4i-b. However, since the moderating effect of NTI on the relation of ExpNT/PPNT and NTBhv was observed only in two of five waves, no strong support was found for hypothesis H4i-b-c. Rather NTI, treated as a moderator in the current study, actually has its influence as a direct predictor of NTBhv.

In summary, the review of the above presented results for two components of expectation paradigm (expectations for and perceived performance of the national team) in relation to NT behavioural intentions leads to the conclusion that NTBhv is significantly and positively influenced by national team perceived performance (ExpNT/PPNT), while the

effects of ExpTM are insignificant. However, in comparison to the OG evaluation related results, NTBhv seemed to be resistant to the moderating effects of national team involvement (NTI). Moreover, a closer look at the regressions results revealed that NTI, which was thought to have a moderating effect, was, in fact, a strong predictor of the NTBhv.

Olympic Games Behavioural Intentions

OG Event Behavioural Intentions and Expectations of Total Medal: The *F*-values for the main effect models for OG Event Behavioural Intentions were highly significant ($p<.01$) in waves 1 and 5 and significant ($p<.05$) in the rest waves (Table 6.2.11). The adjusted R^2 were, however, less than .02 (Block 1) in all five waves. The unstandardized Betas ranging from .004 to .009 were significant ($p<.05$) and positive as predicted in all five waves. These results provided initial support for the main effect of the predictor in hypothesis H4ii-a. However, while the unstandardized Betas were significant, their values were close to zero suggesting that the practical significance of this predictor that counted for only 2% of variance in OGEBhv across five waves, to be very low.

The next step was the examination of the potential effects of NTI moderating effect on the relationship between ExpTM and OGEBhv. The *F*-values for the ExpTM-OGEBhv models with interaction term were highly significant ($p<.01$) across all five waves with adjusted R^2 ranging from .55 to .65 in Block 3. However, no significant moderating effects of NTI ($p>.05$) were observed in any of five waves (Table 6.2.11). More details are presented in Appendix VIII (Tables 10-11).

Table 6.2.11. Summary for the OG Event Behavioural Intentions Regressions

Waves/Blocks \ Predictors		ExpTM	NTI	ExpTM*NTI	F (Adj. R^2)	ExpNT/PPNT	NTI	PPNT*NTI	F (Adj. R^2)
Wave 1	1 B (t)	.009** (4.47)	--	--	20.01** (.02)	.539** (11.20)	--	--	125.37** (.14)
	2 B (t)	.002 (1.56)	.799** (31.65)	--	523.66** (.57)	.045 (1.17)	.790** (28.17)	--	522.41** (.57)
	3 B (t)	.002† (1.69)	.849** (21.09)	-.001 (-1.58)	350.61** (.57)	.047 (1.17)	.791** (27.78)	.003 (.19)	347.85** (.57)
Wave 2	1 B (t)	.004* (2.37)	--	--	5.62* (.01)	.419** (9.67)	--	--	93.56** (.11)
	2 B (t)	.001 (.85)	.787** (31.05)	--	488.42** (.55)	.086** (2.62)	.764** (28.32)	--	495.29** (.56)
	3 B (t)	.001 (.86)	.777** (22.69)	.000 (.43)	325.33** (.55)	.085* (2.58)	.763** (27.83)	-.002 (-.13)	329.78** (.56)
Wave 3	1 B (t)	.005* (2.27)	--	--	5.16* (.01)	.366** (6.26)	--	--	79.27** (.09)
	2 B (t)	.000 (.22)	.785** (28.98)	--	425.14** (.52)	.109** (3.50)	.755** (26.90)	--	437.82** (.53)
	3 B (t)	.001 (.36)	.806** (119.57)	-.001 (-.70)	283.41** (.52)	.108** (-.24)	.754** (26.37)	-.003 (-.20)	291.54** (.53)
Wave 4	1 B (t)	.005* (1.98)	--	--	3.91* (.00)	.649** (12.03)	--	--	144.67** (.15)
	2 B (t)	.001 (.96)	.803** (31.83)	--	511.00** (.56)	.082† (1.87)	.779** (27.32)	--	513.97** (.57)
	3 B (t)	.002 (.99)	.814** (21.84)	.000 (-.40)	340.36** (.56)	.078 (1.55)	.778** (26.91)	-.003 (-.17)	342.23** (.57)
Wave 5	1 B (t)	.005** (2.91)	--	--	8.49** (.01)	.654** (12.35)	--	--	152.63** (.16)
	2 B (t)	.001 (.69)	.796** (30.28)	--	467.55** (.54)	.146** (3.36)	.754** (25.99)	--	479.34** (.55)
	3 B (t)	.001 (.81)	.818** (24.13)	-.001 (-.89)	311.88** (.54)	.132** (2.76)	.751** (25.60)	-.015 (-.73)	319.55** (.55)
Outcome of testing		H4ii-a: supported				H4ii-b: supported			
		H4ii-a-c: not supported				H4ii-b-c: not supported			

Notes: ** - highly significant ($p<.01$), * - significant ($p<.05$); † - significant ($p<.1$); The hypothesis is deemed supported where there is statistical significance ($p<.05$) in 3 out of 5 waves; Expectations for Total Medals (ExpTM), National Team Expectations (ExpNT)/Perceived Performance (PPNT), Disconfirmation of Expectations (DiscNT), National team Involvement (NTI); B-Block

Noteworthy is that with the introduction of NTI in Blocks 2 and 3, the unstandardized Betas of ExpTM became non-significant ($p>.05$) in all waves. At the same time, the NTI main effect in Blocks 2 and 3 was consistently positive and highly significant ($p<.01$) with unstandardized Betas ranging from .777 to .849 in all five waves (Table 6.2.11). These results suggested that identification with the national team (NTI), which was treated as a moderator in this study, was a strong significant main predictor of OGEBhv.

Overall, these analyses led to the conclusion that the main effect of the predictor ExpTM was positive and significant, but very small, providing limited support for hypothesis H4ii-a. The results also suggest that the relationship between ExpTM and OGEBhv was not moderated by NTI, providing no support for hypothesis H4ii-a-c. However, the predictive power of ExpTM seemed to be close to zero suggestion that despite observed statistical significance, the influence of this predictor on OGEBhv is negligible.

OG Event Behavioural Intentions and Perceived Performance of the National Team: In the next models, the main effects of Perceived Performance of the National Team (PPNT) on OGEBhv (Block 1) as well as the moderating effects of NTI for the relationship of OGEBhv and PPNT (Block 3) were analyzed. As noted above, since in wave 1 there was no performance to be evaluated, Expectations for the National Team (ExpNT) performance were treated as a predictor for OGEBhv in wave 1 (hence, ExpNT/PPNT).

The F-values for main effect models of ExpNT/PPNT on OGEBhv were highly significant ($p<.01$) in all five waves with the adjusted R^2 ranging from .09 to .16

(Block 1) with highly significant ($p<.01$) unstandardized Betas ranging from .366 to .654, indicating positive as relationships between ExpNT/PPNT and OGEBhv (Table 6.2.11). This led to initial support for hypothesis H4ii-b.

The examination of the NTI moderating effect on the relationship between PPNT and OGEBhv revealed highly significant ($p<.01$) F-values for the ExpNT/PPNT-OGEBhv models with interaction term. The adjusted R^2 ranged from .53 to .57 in Block 3 across all five waves. However, no significant moderating effects of NTI ($p<.05$) were observed in any of the five waves (Table 6.2.11), providing no support to hypothesis H4ii-b-c.

Noteworthy, once again, however, is that with the introduction of NTI as a predictor in Blocks 2 and 3, the values of standardized Betas for PPNT reduced ranging from .085 to .132 in waves 2 to 5; while in wave 1 ExpNT lost its significance. Consistent with the findings presented earlier, the NTI main effect with unstandardized Betas varying from .755 to .791 was consistently highly significant ($p<.01$) in predicting OGEBhv in all five waves (Table 6.2.11). These results suggested that NTI, which was treated as a moderator in the current study, was, in fact, a strong main predictor of OGEBhv.

Overall, these analyses led to the conclusion that there were direct relationships between ExpNT/PPNT and OGEBhv providing statistical support for hypothesis H4ii-b. The results also suggested that the impact of PPNT on OGEBhv was stable and resistant to the NTI moderation effect; hence, no support for hypothesis H4ii-b-c. At the same time,

the results of the regression analyses suggested that NTI is a main and stronger predictor of OGEBhv.

6.2.4 Summary

In this section, a series of linear regressions were undertaken to investigate the influence of the components of Expectations Paradigm (expectations for, perceived performance of, and disconfirmation of the expectations for the national team) components on evaluations of the OG as a destination and as an event and also behavioural intentions towards the national team and the OG (H3a-c, and H4a-b) and the moderating effect of national team involvement (NTI) on these relationships (Hypotheses H3d and H4c). Prior to the analysis of these relations, it was necessary to understand the effects of expectations (for the national team, the Vancouver Games quality, and Canada's hosting of the OG) on perceived performance of the national Olympic team (Hypotheses H2).

The analysis of the relationships in H2 revealed that perceived performance was significantly influenced by expectations for the VOG quality and Canada's hosting of the OG. Meanwhile, the expectations for the total medals (ExpTM) did not have significant influence on formation on the performance perception of the team (summarize below).

H2: At any point in time, perceived performance of the national Olympic team is positively influenced by expectations for i) the national team, ii) the VOG quality, and iii) Canada's hosting of the OG.

Predictors	**W1**	**W2**	**W3**	**W4**	**W5**	**Outcome**
Expectations for total medals (ExpTM)	*NA*	.033	.059†	-.081	-.079*	not supported[a]
Expectations for VOG quality (ExpVOG)	*NA*	.240**	.114†	.257**	.382**	supported
Expectations for Canada's OG hosting (ExpCH)	*NA*	.153**	.216**	.239**	.128†	supported

Notes: ** - highly significant (p<.01); * - significant (p<.05); *ns.* – not significant.
[a] The hypothesis is deemed supported where there is statistical significance in 3 out of 5 waves.

Examination of the components of Expectation Paradigm in relation to both measures of OG evaluations led to the conclusion that there were positive and significant direct relationships between team performance assessments and the OG evaluations. However, of the three predictors, the effects of total medal expectations were close to zero, indicating a negligible impact of total medal expectations on the evaluations of the OG. Further examination revealed that the relationships between each of the team assessment predictors and the OG evaluations were moderated by NTI. In addition, OG evaluations were more volatile to differences in perceived performance and disconfirmation of expectations of the national team at lower levels of NTI; whereas at the higher levels of NTI, there was less association between OG evaluations and team performance assessments. At the same time, regardless of national team involvement level, medal expectations did not seem to be associated with the OG evaluations. These conclusions are summarized below:

H3i: At any point in time, evaluations of the OG as a destination will be positively influenced by a) expectations for, b) perceived performance of, and c) (dis)confirmation of expectations from the national Olympic team performance, and, furthermore, d) self-identification with the national team will moderate these relationships.

Predictors	**W1**	**W2**	**W3**	**W4**	**W5**	**Outcome/Notes**
Direct influence						
Expectations for total medals (ExpTM)	.006*	.004*	.003†	.003	.004*	supported[a]/ but negligible
Perceived Performance (ExpNT/PPNT)	.545**	.428**	.430**	.733**	.675**	supported
Disconfirmation of Expectations (DiscNT)	*NA*	.462**	.308**	.544**	.551**	supported
Moderated influence						
*ExpTM*NTI*	-.003**	.000	-.003**	-.002*	-.002**	supported/ negligible; positive(negative) effect at lower(higher) levels
*ExpNT/PPNT * NTI*	-.041*	-.018	-.071**	-.046*	-.047**	supported/ smaller effect at higher levels
*DiscNT *NTI*	*NA*	-.028†	-.090**	-.075**	-.070**	supported/ smaller effect at higher levels

Notes: ** - highly significant ($p<.01$); * - significant ($p<.05$); *ns.* – not significant.

[a] The hypothesis is deemed supported where there is statistical significance in 3 out of 5 waves.

H3ii: At any point in time, evaluations of the OG as an event will be positively influenced by a) expectations for, b) perceived performance of, and c) (dis)confirmation of expectations from the national Olympic team performance and, furthermore, d) self-identification with the national team will moderate these relationships.

Predictors	**W1**	**W2**	**W3**	**W4**	**W5**	**Outcome/Notes**
Direct influence						
Expectations for total medals (ExpTM)	.006*	.004*	.007**	.002	.004*	supported[a]/ but negligible
Perceived Performance (ExpNT/PPNT)	.588**	.465**	.499**	.796**	.750**	supported
Disconfirmation of Expectations (DiscNT)	*NA*	.492**	.358**	.613**	.590**	supported
Moderated influence						
*ExpTM*NTI*	-.002*	.000	-.002†	-.002*	-.001	supported/ but negligible; positive(negative) effect at lower(higher) levels
*ExpNT/PPNT * NTI*	-.062*	-.045**	-.090**	-.045**	-.047**	supported/ smaller effect at higher levels
*DiscNT *NTI*	*NA*	-.056**	-.114**	-.081**	-.084**	supported/ smaller effect at higher levels

Notes: ** - highly significant ($p<.01$); * - significant ($p<.05$); *ns.* – not significant.
[a] The hypothesis is deemed supported where there is statistical significance in 3 out of 5 waves.

The review of the regression analyses for two components of expectation paradigm (expectations for and perceived performance of the national team) in relation to national team and the OG behavioural intentions revealed positive significant effects of total medal expectations on the OG, but not on national team related behavioural intentions. Meanwhile, perceived performance of the national team had significant positive influence on behavioural intentions towards the national team and the OG. Similar to the OG evaluations, it was hypothesized that these relationships would be moderated by the NTI. However, contrary to the OG evaluation related findings, no moderating effects of NTI were found for the relationships between expectations/perceived performance and the OG and national team behavioural intentions. Moreover, a closer look at the regressions results revealed that NTI, which was thought to be a moderator of the relations between the Expectations for and Perceived Performance for the national team and behavioural intentions was, in fact, the strongest predictor of the NTBhv and OGEBhv, which is

consistent with the findings reported in sport fans consumption studies. These conclusions are summarized below:

H4i: At any point in time, behavioural intentions towards the national team will be positively influenced by a) expectations for and b) perceived performance of the national Olympic team performance and, furthermore, c) self-identification with the national team will moderate these relationships.

Predictors	**W1**	**W2**	**W3**	**W4**	**W5**	**Outcome/Notes**
Direct influence						
Expectations for total medals (ExpTM)	.009*	.002	.001	.000	.002	not supported[a]
Perceived Performance (ExpNT/PPNT)	.512**	.406**	.252**	.622**	.588**	supported
Moderated influence[b]						
*ExpTM*NTI*	-.002*	.000	-.002†	-.002*	-.001	not supported
*ExpNT/PPNT * NTI*	.034*	.038*	.022	.033	.025	not supported

Notes: ** - highly significant ($p<.01$); * - significant ($p<.05$); *ns.* – not significant.
[a] The hypothesis is deemed supported where there is statistical significance in 3 out of 5 waves.
[b] Regressions revealed that NTI is a strong main predictor of behavioural intentions towards the national team

H4ii: At any point in time, behavioural intentions towards the OG will be positively influenced by a) expectations for and b) perceived performance of the national Olympic team performance and, furthermore, c) self-identification with the national team will moderate these relationships.

Predictors	**W1**	**W2**	**W3**	**W4**	**W5**	**Outcome/Notes**
Direct influence						
Expectations for total medals (ExpTM)	.009*	.004*	.005*	.005*	.005*	supported[a]/ but negligible
Perceived Performance (ExpNT/PPNT)	.539**	.419**	.366**	.649**	.654**	supported
Moderated influence[b]						
*ExpTM*NTI*	-.001	.000	-.001	.000	-.001	not supported
*ExpNT/PPNT * NTI*	.003	-.002	-.003	-.003	-.015	not supported

Notes: ** - highly significant ($p<.01$); * - significant ($p<.05$); *ns.* – not significant.
[a] The hypothesis is deemed supported where there is statistical significance in 3 out of 5 waves.
[b] Regressions revealed that NTI is a strong main predictor of behavioural intentions towards the OG

6.3 Repeated Measures Analysis: Involvement (COR and IOII), Sense-Making, and Time Factor

As mentioned in the literature review chapter, sense-making is a process that is vital in discussions of effects of a sport mega-event involving strong emotional experiences of fans, watchers and the wider public. In essence, the sense-making is a process of assimilating newly received information, which may result in confirmation, modification, or radical changes in the previously held beliefs, attitudes, and conations towards all involved objects of interest: host country as a vacation destination, host-country/people, host-country products, OG as a vacation destination, and OG as an event; as well as national team, the VOG overall, and Canada's hosting of the VOG. Sense-making is an adjustment process that occurs over time and manifests itself in the changes of the consumers' beliefs, evaluations, and behavioural intentions towards related objects of interest. The process makes the events and their outcomes "seem more predictable and explainable" (p. 211), which leads to emotional evanescence and results in the return to a more stable emotional state (Wilson et al. 2003). Since it occurs over time, evidence of sense-making will be sought through comparisons of attitudes to objects of interest across the waves of the study. In addition, attitudes are largely influenced by an individual's level of involvement with related objects of interest (Olson et al. 1996). This is a particularly important and relevant phenomenon to an event like the OG where the involvement can be expressed through national sentiments, as well as identification with the Olympic national team and the OG themselves. Therefore, it is expected that comparisons across respondents with different national origins (COR) and levels of

individual OG involvement (IOII) will allow examining attitudinal changes to objects of interest. This work will involve tests of hypotheses H7, 8 and 9:

H7a: There will be a difference in Canadian and American attitudes towards the i) host country as a destination, ii) host-country/people, iii) host-country products, iv) OG as a destination, and v) OG as an event.

H7b: There will be a difference in Canadian and American attitudes towards the i) the national teams, ii) the VOG, and iii) Canada's hosting of the OG

H7c: At any point in time, individuals with different levels of IOII will differ in their attitudes towards i) OG as a destination and ii) OG as an event.

H7d: At any point in time, individuals with different levels of IOII will differ in their behavioural intentions towards the national team.

H8a: There will be an increase in mean values of beliefs, evaluations and behavioural intentions regarding all objects of interest between T1 and T2 data collection points.

H8b: There will be changes in mean values of beliefs, evaluations and behavioural intentions regarding all objects of interest between T4 and T5 data collection points with directions towards the means values reported at T1 data collection point.

H9: Beliefs, evaluations, and behavioural intentions towards the a) host country as a destination, b) host-country/people, c) host-country products, d) OG as a destination, and e) OG as an event will differ before/during/after the VOG in i) Canada and ii) USA.

Since the attitude components of the same individuals were measured over different points in time, a repeated measures design was deemed appropriate. More specifically, since for each object of interest there were more than two summary scores, or variables, derived from previously performed EFA analysis, Repeated Measures ANOVA (RM-ANOVA) employing Doubly Multivariate design (DMRM) was used to examine whether

significant changes occurred in these scores over time (Boik 1988). In cases of statistically significant results of DMRM, RM-ANOVA was performed for each summary score of each object of interest separately to detect which variable(s) contributed to the statistically significant effects found in DMRM. Both DMRM and RM-ANOVA were conducted using General Linear Model approach.

According to Twisk (2008), RM-ANOVA also allows for indicating three important effects:

1. an overall group effect – difference in groups independent of time,
2. an overall time effect – changes over time independent of the different groups, and
3. a group-time interaction effect – differences in groups changes over time.

For the country-related objects of interest (i.e., country as a vacation destination, host-country/people, host-country products), country of residence (COR) was used as the between-subject group factor; while for the OG-related objects of interest (OG as a destination and OG as an event) Individual OG Involvement Index (IOII) was added as a second between-subjects group factor.

To analyze time-related differences in mean values between the waves, repeated within-subjects contrasts were performed comparing means of contiguous pairs of waves independent of COR (i.e., W1 vs. W2, W2 vs. W3, W3 vs. W4, and W4 vs. W5). The examination of the patterns of changes in summary scores was to detect any signs of the sense-making process, whereby the changes in mean values have the following pattern:

the means reported in the first day of the VOG (W2) would be higher than those reported two months prior to the VOG (W1) due to the heightened emotions related to the beginning of the highly anticipated Games, then during the VOG (W3 and W4) the mean values would be subject to adjustment due to the ordinization process triggered by information from daily competitions, and, finally, two months after the VOG (W5) the sense-making process would be finalized and manifested by the direction of changes in mean values towards the means reported in W1.

To investigate the differences between the national samples two additional test were performed. First, pairwise comparisons of the means of the summary scores between contiguous waves were undertaken for each country separately. Then, *t*-tests for equality of means of summary scores were undertaken to examine any differences in summary scores between the two national samples in each wave.

The results of the above listed analyses of the summary scores for each object of interest are presented separately in the following sections. Each section is accompanied by a graphical presentation of the mean changes of the corresponding summary scores.

6.3.1 Country as a Vacation Destination

The Doubly Multivariate Repeated Measures design (DMRM) analysis with Wave being the within-subject factor and country of residence (COR) being the between-subject factor was performed for the Country as a Vacation Destination set of summary scores: Country destination built environment (CVDBltEnv), Country destination natural environment (CVDNtEnv), Country destination unique experience (CVDUnExp),

Country destination evaluation (CVDEvl), and Country destination behavioural intentions (CVDBhv). The multivariate tests of the DMRM (*Wilks' Λ)* indicated a highly significant COR between-subjects factor (Λ_{COR}=.851, $F_{(5,784)}$=27.363, p<.01), a highly significant Wave within-subjects factor (Λ_{Wave}=.732, $F_{(20,769)}$=14.049, p<.01), as well as a significant COR-Wave within-subjects interaction ($\Lambda_{COR\text{-}Wave}$=.963, $F_{(20,769)}$=1.495, p<.1). Therefore, the multivariate test of RM-ANOVA were performed to each summary score separately (Table 6.3.1).

The RM-ANOVAs of each summary score produced highly significant *Mauchly's* test ($W_{CVDBltEnv}$=.785, $\chi^2_{(9)}$=190.20, p<.01; $W_{CVDNtEnv}$=.762, $\chi^2_{(9)}$=213.28, p<.01; $W_{CVDUnExp}$=.825, $\chi^2_{(9)}$=151.50, p<.01; W_{CVDEvl}=.780, $\chi^2_{(9)}$=195.11, p<.01; W_{CVDEvl}=.849, $\chi^2_{(9)}$=128.82, p<.01) indicating the violation of the sphericity. Such violation of sphericity could lead to the inflation of the Type I Errors and possible rejection of the null hypothesis while it was true more often than generally accepted (Stevens 2002). Since sphericity assumption was not met, the multivariate tests (*Wilks' Lambda*) (Table 6.3.1a) and the tests of within-subjects effects with *F*-tests corrected by Greenhouse-Geisser Epsilon (*G-G* ε) were used (Stevens 2002) (Table 6.3.1b).

Table 6.3.1. Results of Repeated Measures ANOVAs for Country as a Destination Summary Scores

a) Multivariate tests

Summary Scores	Factor	*Wilks' Λ*	F	Hypoth. df	Error df
Built Environment (CVDBltEnv)	Wave	.970	6.09**	4	785
	COR-Wave	.989	2.24†	4	785
Natural Environment (CVDNtEnv)	Wave	.796	50.17*	4	785
	COR-Wave	.993	*ns.*	4	785
Unique Experience (CVDUnExp)	Wave	.979	4.20**	4	785
	COR-Wave	.987	2.64*	4	785
Evaluation (CVDEvl)	Wave	.961	8.02**	4	785
	COR-Wave	.989	2.24†	4	785
Behavioural Intentions (CVDBhv)	Wave	.996	*ns.*	4	785
	COR-Wave	.989	2.08†	4	785

b) Tests of Between- and Within-Subject Effects

Summary Scores	Effect		SS	df	MS	F
Built Environment (CVDBltEnv)	*Between-Subject*	Intercept	21447.91	1	21,447.91	33,453.92**
		COR	22.11	1	22.11	34.48**
		Error	505.20	788	.64	
	Within-Subject (ε)	Wave	5.61	3.54	1.58	7.39**
		COR-Wave	1.84	3.54	.52	2.42†
		Error(Wave)	597.51	2,790.16	.21	
Natural Environment (CVDNtEnv)	*Between-Subject*	Intercept	25,811.41	1	25,811.41	53,909.51**
		COR	12.29	1	12.29	25.68**
		Error	377.29	788	.48	
	Within-Subject (ε)	Wave	70.26	3.48	20.18	70.45**
		COR-Wave	1.02	3.48	.29	*ns.*
		Error(Wave)	785.91	2,743.70	.29	
Unique Experience (CVDUnExp)	*Between-Subject*	Intercept	22,525.04	1	22,525.04	25,815.93**
		COR	7.67	1	7.67	8.79**
		Error	687.55	788	.87	
	Within-Subject (ε)	Wave	5.81	3.62	1.60	4.95**
		COR-Wave	2.91	3.62	.80	2.48*
		Error(Wave)	925.19	2,856.24	.32	
Evaluation (CVDEvl)	*Between-Subject*	Intercept	22,394.83	1	22,394.83	25,426.63**
		COR	37.27	1	37.27	42.32**
		Error	694.04	788	.88	
	Within-Subject (ε)	Wave	9.94	3.52	2.83	11.23**
		COR-Wave	1.78	3.52	.51	2.01†
		Error(Wave)	697.74	2,772.23	.25	
Behavioural Intentions (CVDBhv)	*Between-Subject*	Intercept	23,078.81	1	23,078.81	20,835.86**
		COR	70.93	1	70.93	64.04**
		Error	872.83	788	1.11	
	Within-Subject (ε)	Wave	1.46	3.96	.40	*ns.*
		COR-Wave	2.04	3.96	.55	*ns.*
		Error(Wave)	1,073.83	2,906.56	.37	

Notes: SS - Type III Sum of Squares, MS - Mean Square, COR - country of residence; ** - highly significant ($p<.01$); * - significant ($p<.05$); † - significant ($p<.1$); *ns.* – not significant; ε -Greenhouse-Geisser Epsilon

The multivariate tests of RM-ANOVAs performed for each summary score separately indicated highly significant time effects (Wave) for all summary scores except CVDBhv ($\Lambda_{CVDBltEnv}$=.970, $F_{(4,785)}$=6.088, p<.01; $\Lambda_{CVDNtEnv}$=.796, $F_{(4,785)}$=50.172, p<.01; $\Lambda_{CVDUnExp}$=.979, $F_{(4,785)}$=4.196, p<.01; and Λ_{CVDEvl}=.961, $F_{(4,785)}$=8.021, p<.01) (Table 5.6.1a). The multivariate tests of RM-ANOVAs also indicated significant COR-Wave interaction for four out of five summary scores ($\Lambda_{CVDBltEnv}$=.989, $F_{(4,785)}$=2.240, p<.1; $\Lambda_{CVDUnExp}$=.987, $F_{(4,785)}$=2.644, p<.05; Λ_{CVDEvl}=.989, $F_{(4,785)}$=2.242, p<.1; and Λ_{CVDBhv}=.989, $F_{(4,785)}$=2.082, p<.1) (Table 6.3.1b).

The tests of within-subject effects corrected by Greenhouse-Geisser (ε) confirmed significant (p<.1) group-time effects (COR-Wave) for three summary scores: CVDBltEnv, CVDUnExp, and CVDEvl (Table 6.3.1). The tests also confirmed highly significant (p<.01) overall time effects (Wave) for all summary scores except CVDBhv. The tests of between-subject effects confirmed highly significant (p<.01) overall group effects (COR) for all summary scores. Since significant COR-Wave interaction effects was found, further more detailed analysis to determine where the differences lie was needed. The repeated within-subjects contrast of the means was performed to analyze the means of contiguous pairs of waves of each summary score (Table 6.3.2).

Table 6.3.2. Results of Repeated Within-Subject Contrasts for Country as a Destination Summary Scores

Summary Scores	Factors	Waves	SS	df	MS	F
Built Environment (CVDBltEnv)	Wave	W1 vs. W2	2.81	1	2.81	5.82*
		W2 vs. W3	.11	1	.11	*ns.*
		W3 vs. W4	1.60	1	1.60	6.46*
		W4 vs. W5	4.05	1	4.05	13.06**
	COR-Wave	W1 vs. W2	.38	1	.38	*ns.*
		W2 vs. W3	1.41	1	1.41	4.93*
		W3 vs. W4	.36	1	.36	*ns.*
		W4 vs. W5	.01	1	.01	*ns.*
Natural Environment (CVDNtEnv)	Wave	W1 vs. W2	108.32	1	108.32	193.99**
		W2 vs. W3	1.22	1	1.22	3.67†
		W3 vs. W4	.07	1	.07	.20
		W4 vs. W5	1.47	1	1.47	3.54†
	COR-Wave	W1 vs. W2	.00	1	.00	*ns.*
		W2 vs. W3	1.54	1	1.54	4.65*
		W3 vs. W4	.67	1	.67	*ns.*
		W4 vs. W5	.05	1	.05	*ns.*
Unique Experience (CVDUnExp)	Wave	W1 vs. W2	5.67	1	5.67	8.71**
		W2 vs. W3	.55	1	.55	*ns.*
		W3 vs. W4	1.97	1	1.97	4.68*
		W4 vs. W5	4.79	1	4.79	10.02**
	COR-Wave	W1 vs. W2	.05	1	.05	*ns.*
		W2 vs. W3	4.07	1	4.07	8.22**
		W3 vs. W4	1.19	1	1.19	2.83†
		W4 vs. W5	.39	1	.39	*ns.*
Evaluation (CVDEvl)	Wave	W1 vs. W2	7.34	1	7.34	14.50**
		W2 vs. W3	.58	1	.58	*ns.*
		W3 vs. W4	.45	1	.45	*ns.*
		W4 vs. W5	3.18	1	3.18	8.77**
	COR-Wave	W1 vs. W2	.09	1	.09	*ns.*
		W2 vs. W3	1.47	1	1.47	4.54*
		W3 vs. W4	1.22	1	1.22	4.13*
		W4 vs. W5	.84	1	.84	*ns.*
Behavioural Intentions (CVDBhv)	Wave	W1 vs. W2	.96	1	.96	*ns.*
		W2 vs. W3	.24	1	.24	*ns.*
		W3 vs. W4	.01	1	.01	*ns.*
		W4 vs. W5	.60	1	.60	*ns.*
	COR-Wave	W1 vs. W2	.51	1	.51	*ns.*
		W2 vs. W3	1.82	1	1.82	3.20†
		W3 vs. W4	3.07	1	3.07	6.61*
		W4 vs. W5	1.85	1	1.85	3.21†

Notes: SS - Type III Sum of Squares, MS - Mean Square, COR - country of residence, W-Wave;
** - highly significant ($p<.01$); * - significant ($p<.05$); † - significant ($p<.1$); *ns.* – not significant.

The repeated within-subjects contrast of means was generated for a) the overall time effect (Wave) to examine the changes over time independent of the groups and b) the group-time interaction effects (COR-Wave) to examine the differences in each group (Canada and USA) over time. The within-subjects contrast for Wave factor indicated significant mean differences in CVDBltEnv and CVDUnExp between all contiguous pairs of waves, but wave 2 vs. 3; CVDNtEnv for all pairs of waves, but wave 3 vs. 4; CVDEvl in two contiguous waves 2 vs. 3 and 3 vs. 4. No mean differences for the overall time effect were observed in CVDBhv. The within-subject contrast of the COR-Wave interaction was significant for CVDBltEnv and CVDNtEnv only in wave 2 vs. 3; in two pairs of waves 2 vs. 3 and 3 vs. 4 for CVDUnExp and CVDEvl, and in all but wave 1 vs. 2 for CVDBhv (Table 6.3.2).

The pairwise comparison of the summary score means between contiguous waves in each national sample is presented in Table 6.3.3. Significant differences in mean values between the contiguous waves were found in all summary scores in the Canadian sample; however, there were only a few pairs with significant mean differences in the American sample.

Table 6.3.3. Results of Pairwise Comparisons of Mean Values between Contiguous Waves for Canada as a Destination Summary Scores

Summary Scores	Waves	Canada		USA	
		Δ Mean	Sig.	Δ Mean	Sig.
Built Environment (CVDBltEnv)	W1 vs. W2	-.04	.156	-.09†	.069
	W2 vs. W3	.03	.111	-.06	.152
	W3 vs. W4	-.07**	.001	-.03	.446
	W4 vs. W5	.07**	.001	.08	.057
Natural Environment (CVDNtEnv)	W1 vs. W2	-.40**	.000	-.40**	.000
	W2 vs. W3	.09**	.000	-.01	.896
	W3 vs. W4	-.02	.395	.04	.291
	W4 vs. W5	.04	.144	.05	.230
Unique Experience (CVDUnExp)	W1 vs. W2	-.10**	.002	-.08	.151
	W2 vs. W3	.11**	.000	-.05	.317
	W3 vs. W4	-.10**	.000	-.01	.781
	W4 vs. W5	.11**	.000	.06	.239
Evaluation (CVDEvl)	W1 vs. W2	-.09**	.002	-.12*	.018
	W2 vs. W3	.02	.442	-.08†	.070
	W3 vs. W4	-.07**	.002	.02	.662
	W4 vs. W5	.10**	.000	.03	.475
Behavioural Intentions (CVDBhv)	W1 vs. W2	-.07†	.067	-.01	.866
	W2 vs. W3	.03	.248	-.07	.231
	W3 vs. W4	-.06*	.019	.07	.157
	W4 vs. W5	.08*	.006	-.02	.692

Notes: Canada (N=543), USA (N=247); W-Wave;
** - highly significant ($p<.01$); * - significant ($p<.05$); † - significant ($p<.1$);
Δ Mean (Wi vs. Wii)= Mean(Wi) -Mean(Wii), hence, the negative sign indicates an increase in mean values from the previous wave (i) to the next (ii) wave; correspondingly, the positive sign indicates a decrease in mean values.

The independent samples *t*-test for the equality of means of all summary scores between the two national samples presented in Table 6.3.4 indicated significant differences between the two national samples for all summary scores in all waves with the only exception being that the difference of means for the CVDUnExp in wave 3 was not significant.

Table 6.3.4. *t*-test for Equality of Means for Country as a Destination Summary Scores

CVD Built Environment (CVDBltEnv)

Wave	COR	Mean	Sd.	Δ Mean	t
W1	CAN	5.77	0.83	0.43	6.67**
	USA	5.34	0.88		
W2	CAN	5.81	0.86	0.39	5.56**
	USA	5.43	0.99		
W3	CAN	5.78	0.86	0.29	4.39**
	USA	5.49	0.91		
W4	CAN	5.85	0.89	0.34	4.86**
	USA	5.51	0.96		
W5	CAN	5.78	0.88	0.35	5.00**
	USA	5.43	0.97		

CVD Natural Environment (CVDNtEnv)

Wave	COR	Mean	Sd.	Δ Mean	t
W1	CAN	6.03	0.78	0.29	4.66**
	USA	5.74	0.91		
W2	CAN	6.43	0.72	0.30	5.03**
	USA	6.13	0.88		
W3	CAN	6.34	0.74	0.20	3.40**
	USA	6.14	0.86		
W4	CAN	6.36	0.82	0.27	3.99**
	USA	6.10	0.97		
W5	CAN	6.33	0.81	0.28	4.25**
	USA	6.04	0.98		

CVD Unique Experience (CVDUnExp)

Wave	COR	Mean	Sd.	Δ Mean	t
W1	CAN	5.83	0.98	0.27	3.40**
	USA	5.56	1.11		
W2	CAN	5.93	0.98	0.28	3.60**
	USA	5.65	1.14		
W3	CAN	5.83	1.02	0.13	1.64
	USA	5.70	1.09		
W4	CAN	5.92	1.07	0.21	2.58**
	USA	5.71	1.10		
W5	CAN	5.81	1.06	0.17	2.00*
	USA	5.65	1.12		

CVD Evaluation (CVDEvl)

Wave	COR	Mean	Sd.	Δ Mean	t
W1	CAN	5.91	0.97	0.52	6.77**
	USA	5.38	1.09		
W2	CAN	6.00	0.99	0.50	6.32**
	USA	5.50	1.12		
W3	CAN	5.98	0.97	0.41	5.25**
	USA	5.57	1.09		
W4	CAN	6.05	0.98	0.49	6.25**
	USA	5.56	1.11		
W5	CAN	5.95	1.02	0.42	5.13**
	USA	5.53	1.17		

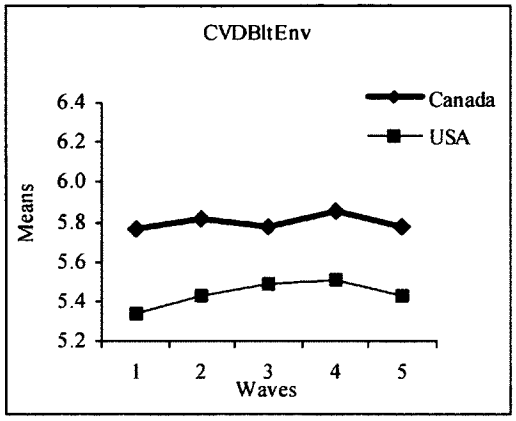
CVD Behavioural Intentions (CVDBhv)

Wave	COR	Mean	Sd.	Δ Mean	t
W1	CAN	6.11	1.09	0.63	6.98**
	USA	5.48	1.35		
W2	CAN	6.18	1.10	0.69	7.44**
	USA	5.49	1.40		
W3	CAN	6.14	1.07	0.58	6.64**
	USA	5.56	1.30		
W4	CAN	6.21	1.04	0.72	8.16**
	USA	5.49	1.36		
W5	CAN	6.13	1.11	0.61	6.65**
	USA	5.51	1.37		

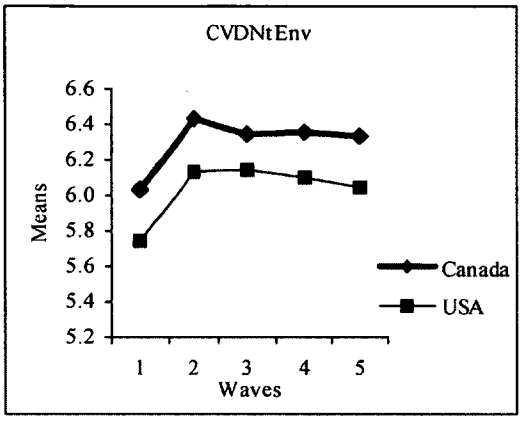
Notes: COR - country of residence; Canada (CAN)=543; USA =247; df = 788; W-Wave; ** - highly significant (p<.01).

Graphical presentation of the summary scores means by COR is provided in Figure 6-1 to help in better visualization of the changes across the waves.

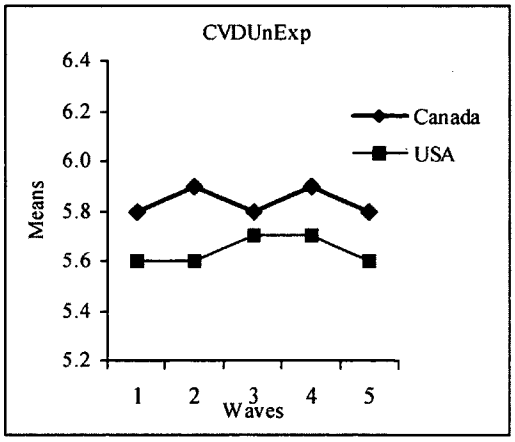
Figure 6-1. Means of Summary Scores for Canada as a Vacation Destination



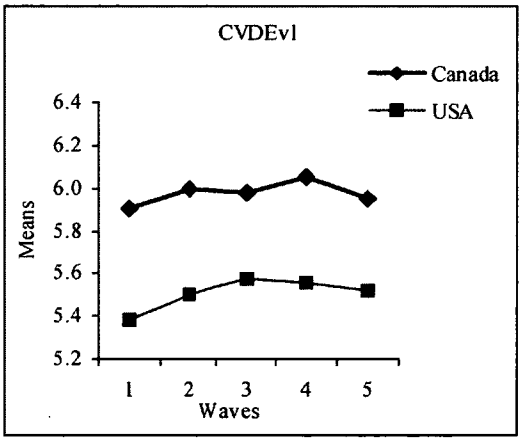
a) CVD Built Environment



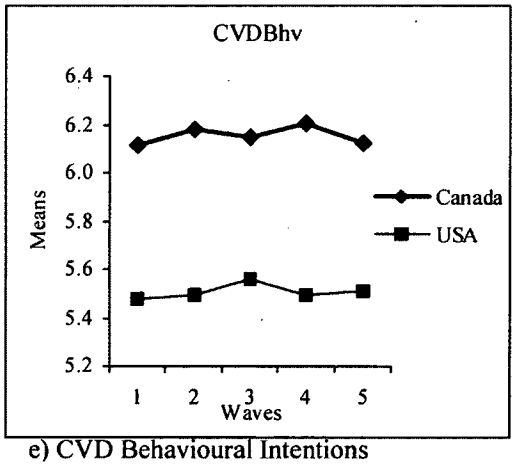
b) CVD Natural Environment



c) CVD Unique Experience



d) CVD Evaluation



e) CVD Behavioural Intentions

For all five summary scores, the means reported by the Canadian sample were higher than those reported by the American sample across all waves. As seen on Figure 6-1, an increase is obvious from wave 1 to wave 2 in both national samples. In the Canadian sample, the mean values decreased slightly from wave 2 to wave 3, then increased between waves 3 and 4, and then again decreased towards the values reported in wave 5.

The mean changes in the American sample were less volatile. With exception of CVDNtEnv and CVDBhv, all summary scores had steady increases in mean values from wave 1 to 4.

With regards to the hypotheses, the above presented analyses on summary scores for Country as a Destination allow for the following conclusions, summarized below.

H7a-i: There will be a differences in Canadian and American attitudes towards the host country as a destination (*t*-test)

Summary Scores	**W1**	**W2**	**W3**	**W4**	**W5**	**Outcome**
Beliefs about the host country as a vacation destination						
Built Environment	6.67**	5.56**	4.39**	4.86**	5.00**	supported[a]
Natural Environment	4.66**	5.03**	3.40**	3.99**	4.25**	supported
Unique Experience	3.40**	3.60**	*ns.*	2.58**	2.00*	supported
Evaluation of the host country as a vacation destination						
Evaluation	6.77**	6.32**	5.25**	6.25**	5.13**	supported
Behavioural intentions towards the host country as a vacation destination						
Behavioural Intentions	6.98**	7.44**	6.64**	8.16**	6.65**	supported

Notes: ** - highly significant ($p<.01$); * - significant ($p<.05$); *ns.* – not significant.
[a] The hypothesis is deemed supported where there is statistical significance in 3 out of 5 waves.

For Country as a Vacation Destination, there will be

H8a: an increase in mean values of attitude components between T1 and T2 (Δ Mean)

Summary Scores	Canada W1 vs. W2	USA W1 vs. W2	Outcome
Built Environment	-.04	-.09†	supported[a]
Natural Environment	-.40**	-.40**	supported
Unique Experience	-.10**	-.08	supported
Evaluation	-.09**	-.12*	supported
Behavioural Intentions	-.07†	-.02	supported

H8b: changes in mean values of attitude components between T4 and T5 with directions towards the means values reported in T1

Summary Scores	Canada W4 vs. W5	USA W4 vs. W5	Outcome
Built Environment	.07**	.08	supported
Natural Environment	.04	.05	supported
Unique Experience	.11**	.06	supported
Evaluation	.10**	.03	supported
Behavioural Intentions	.08*	-.02	Canada- supported

Note: ** - highly significant ($p<.01$); * - significant ($p<.05$);
[a] These hypotheses reflect on the direction of change, not the significance;
Δ Mean (Wi vs. Wii)= Mean(Wi) -Mean(Wii), hence, the negative sign indicates an increase in mean values from the previous wave (i) to the next (ii) wave; correspondingly, the positive sign indicates a decrease in mean values.

H9a: Attitudes towards the host country as a tourist destination will differ before/during/after the VOG in i) Canada and ii) USA.

Country	*Summary Scores*	W1 vs. W2	W2 vs. W3	W3 vs. W4	W4 vs. W5	Outcome
Beliefs about the host country as a destination will differ across waves						
Canada	*Built Environment*	*ns.*	*ns.*	.07**	.07**	partially supported[a]
	Natural Environment	-.40**	.09**	*ns.*	*ns.*	partially supported
	Unique Experience	-.10**	.11**	-.10**	.11**	supported
USA	*Built Environment*	-.09†	*ns.*	*ns.*	*ns.*	not supported
	Natural Environment	-.40**	*ns.*	*ns.*	*ns.*	not supported
	Unique Experience	*ns.*	*ns.*	*ns.*	*ns.*	not supported
Evaluation of the host country as a destination will differ across waves the Vancouver Olympic Games						
Canada	*Evaluation*	-.09**	*ns.*	-.07**	.10**	supported
USA	*Evaluation*	-.12*	-.08†	*ns.*	*ns.*	partially supported
Behavioural intentions towards the Olympic Games host country as a tourist destination will differ across waves the Vancouver Olympic Games						
Canada	*Behavioural Intentions*	-.07†	*ns.*	-.06*	.08*	supported
USA	*Behavioural Intentions*	*ns.*	*ns.*	*ns.*	*ns.*	not supported

Notes: ** - highly significant ($p<.01$); * - significant ($p<.05$); † - significant ($p<.1$); *ns.* – not significant.
[a] The hypothesis is deemed supported where there is statistical significance in 3 out of 4 pairs; partially supported if there is a significance in 2 out of 4 pairs

6.3.2 Country and People Image

The DMRM analysis with Wave being the within-subject factor and COR being the between-subject factor was performed for the Country and People of Canada set of summary scores: People Characteristics (PplChrt), Country Competence (CntCmpt), Country Description (CntDscr), and Country Evaluation (CntEvl). The multivariate tests of the DMRM (*Wilks' Λ)* indicated highly significant COR between-subjects (Λ_{COR}=.956, $F_{(4,785)}$=9.136, p<.01) and Wave within-subjects (Λ_{Wave}=.868, $F_{(16,773)}$=7.335, p<.01) factors, and a highly significant COR-Wave within-subjects interaction effect ($\Lambda_{COR\text{-}Wave}$=.954, $F_{(16,773)}$=2.327, p<.01). Therefore, the multivariate tests of RM-ANOVAs were performed to each summary score separately (Table 6.3.5).

The RM-ANOVAs of each summary score produced significant *Mauchly's* test ($W_{PplChrt}$=.766, $\chi^2_{(9)}$=209.85, p<.01; W_{CntCmp}=.891, $\chi^2_{(9)}$=90.61, p<.01; $W_{CntDscr}$=.872, $\chi^2_{(9)}$=107.83, p<.01; W_{CntEvl}=.900, $\chi^2_{(9)}$=83.10, p<.01) suggesting the violation of the sphericity. Since sphericity assumption was not met, the multivariate tests (*Wilks' Lambda*) (Table 6.3.5a) and the tests of within-subjects effects with F-tests corrected by Greenhouse-Geisser Epsilon (G-G ε) were used (Table 6.3.5b).

The multivariate tests of RM-ANOVAs performed for each summary score separately, indicated that for all four summary scores there was a highly significant time effect (Wave) ($\Lambda_{PplChrt}$=.903, $F_{(4,785)}$=21.132, p<.01; $\Lambda_{CntCmpt}$=.981, $F_{(4,785)}$=3.844, p<.01; $\Lambda_{CntDscr}$=.971, $F_{(4,785)}$=5.934, p<.01, and Λ_{CntEvl}=.942, $F_{(4,785)}$=11.995, p<.01) (Table 6.3.5a).

Table 6.3.5. Results of Repeated Measures ANOVAs for Country and People of Canada Summary Scores

a) Multivariate tests

Summary Scores	Factor	*Wilks' Λ*	F	Hypoth. df	Error df
People Characteristics (PplChrt)	Wave	.903	21.13**	4	785
	COR-Wave	.993	*ns.*	4	785
Country Competencies (CntCmp)	Wave	.981	3.84**	4	785
	COR-Wave	.984	3.19*	4	785
Country Description (CntDscr)	Wave	.971	5.93**	4	785
	COR-Wave	.984	3.23*	4	785
Country/People Evaluations (CntEvl)	Wave	.942	11.99**	4	785
	COR-Wave	.997	*ns.*	4	785

b) Tests of Between- and Within-Subject Effects

Summary Scores	Effect		SS	df	MS	F
People Characteristics (PplChrt)	*Between-Subject*	Intercept	23,301.92	1	23,301.92	34,985.65**
		COR	15.17	1	15.17	22.78**
		Error	524.84	788	.67	
	Within-Subject (ε)	Wave	28.78	3.53	8.16	29.98**
		COR-Wave	1.33	3.53	.38	*ns.*
		Error(Wave)	756.49	2,779.03	.27	
Country Competencies (CntCmp)	*Between-Subject*	Intercept	20,089.69	1	20,089.69	25,509.43**
		COR	7.73	1	7.73	9.82**
		Error	620.58	788	.79	
	Within-Subject (ε)	Wave	6.49	3.78	1.72	4.75**
		COR-Wave	3.97	3.78	1.05	2.90*
		Error(Wave)	1,076.57	2,975.16	.36	
Country Description (CntDscr)	*Between-Subject*	Intercept	21,450.96	1	21,450.96	29,532.83**
		COR	15.48	1	15.48	21.31**
		Error	572.36	788	.73	
	Within-Subject (ε)	Wave	8.98	3.74	2.40	7.71**
		COR-Wave	3.23	3.74	.86	2.77*
		Error(Wave)	917.44	2,948.89	.31	
Country/People Evaluations (CntEvl)	*Between-Subject*	Intercept	24,267.03	1	24,267.03	38,161.68**
		COR	20.50	1	20.50	32.23**
		Error	501.09	788	.64	
	Within-Subject (ε)	Wave	17.47	3.79	4.60	14.32**
		COR-Wave	.58	3.79	.15	*ns.*
		Error(Wave)	961.24	2,990.13	.32	

Notes: SS - Type III Sum of Squares, MS - Mean Square, COR - country of residence; ** - highly significant ($p<.01$); * - significant ($p<.05$); † - significant ($p<.1$); *ns.* – not significant; ε -Greenhouse-Geisser Epsilon

Only two summary scores (CntCmpt and PplChrt) had highly significant COR-Wave interactions ($\Lambda_{CntCmpt}$=.984, $F_{(4,785)}$=3.193, p<.01 and $\Lambda_{CntDscr}$=.984, $F_{(4,785)}$=3.226, p<.01). The within-subject effects corrected by *G-G* ε confirmed that there were significant (p<.05) group-time effects (COR-Wave) for only two summary scores: CntCmpt and CntDscr. The tests also confirmed highly significant (p<.01) overall time effects (Wave) for all summary scores. The tests of between-subject effects confirmed highly significant (p<.01) overall group effects (COR) for all summary scores. Since significant interaction effects were found, to determine where the differences lie more detailed analysis was undertaken.

The repeated within-subjects contrast of means was performed to analyze the means of contiguous pairs of waves of each summary score (Table 6.3.6). The repeated within-subjects contrast for Wave factor indicated highly significant (p<.01) mean differences for all summary scores in contiguous pairs for wave 1 vs. 2. In pair wave 2 vs. 3 all summary scores but CntDscr showed different levels of significance (PplChrt - p<.01; CntCmpt - p<.1, and CntEvl - p<.05). However, CntDscr was the only score that had significant mean differences in wave 3 vs. 4 (p<.05). Finally, of four summary scores two (PplChrt and CntEvl) had highly significant mean differences in wave 4 vs. 5 (p<.01) (Table 6.3.6). A few significant COR-Wave interactions were indicated for all but CntEvl summary scores. More specifically, significant interactions were observed in wave 4 vs. 5 for PplChrt, in wave 2 vs. 3 for CntCmp, and in waves 2 vs. 3 and 3 vs. 4 for CntDscr.

Table 6.3.6. Results of Repeated Within-Subject Contrasts for Country and People of Canada Summary Scores

Summary Scores	Factors	Waves	SS	df	MS	F
People Characteristics (PplChrt)	Wave	W1 vs. W2	22.84	1	22.84	37.97**
		W2 vs. W3	4.01	1	4.01	11.12**
		W3 vs. W4	.23	1	.23	*ns.*
		W4 vs. W5	3.59	1	3.59	9.04**
	COR-Wave	W1 vs. W2	.00	1	.00	*ns.*
		W2 vs. W3	.10	1	.10	*ns.*
		W3 vs. W4	.16	1	.16	*ns.*
		W4 vs. W5	1.85	1	1.85	4.66*
Country Competencies (CntCmp)	Wave	W1 vs. W2	3.55	1	3.55	4.75*
		W2 vs. W3	2.18	1	2.18	3.69†
		W3 vs. W4	.43	1	.43	*ns.*
		W4 vs. W5	.11	1	.11	*ns.*
	COR-Wave	W1 vs. W2	1.29	1	1.29	*ns.*
		W2 vs. W3	7.24	1	7.24	12.24**
		W3 vs. W4	1.25	1	1.25	*ns.*
		W4 vs. W5	011	1	.11	*ns.*
Country Description (CntDscr)	Wave	W1 vs. W2	4.76	1	4.76	7.73**
		W2 vs. W3	.16	1	.16	*ns.*
		W3 vs. W4	1.83	1	1.83	4.54*
		W4 vs. W5	.44	1	.44	*ns.*
	COR-Wave	W1 vs. W2	.38	1	.38	*ns.*
		W2 vs. W3	2.23	1	2.23	4.42*
		W3 vs. W4	2.80	1	2.80	6.93**
		W4 vs. W5	.34	1	.34	*ns.*
Country/People Evaluations (CntEvl)	Wave	W1 vs. W2	13.53	1	13.53	19.53**
		W2 vs. W3	3.12	1	3.12	5.58*
		W3 vs. W4	1.12	1	1.12	*ns.*
		W4 vs. W5	3.71	1	3.71	7.34**
	COR-Wave	W1 vs. W2	.28	1	.28	*ns.*
		W2 vs. W3	.09	1	.09	*ns.*
		W3 vs. W4	.52	1	.52	*ns.*
		W4 vs. W5	.17	1	.17	*ns.*

Notes: SS - Type III Sum of Squares, MS - Mean Square, COR - country of residence, W-Wave; ** - highly significant ($p<.01$); * - significant ($p<.05$); † - significant ($p<.1$); *ns.* – not significant.

The pairwise comparison of the summary score means between contiguous waves for each national sample is presented in Table 6.3.7. As reflected in results reported in Table 6.3.7, significant differences in mean values between a few pairs of contiguous waves were found in all summary scores in both samples.

Table 6.3.7. Results of Pairwise Comparisons of Mean Values between Contiguous Waves for Country and People of Canada Summary Scores

		Canada			USA		
Summary Scores	**Waves**	**Δ Mean**	**Sd.**	**Sig.**	**Δ Mean**	**Sd.**	**Sig.**
People Characteristics (PplChrt)	W1 vs. W2	-.18**	.03	.000	-.19**	.05	.001
	W2 vs. W3	-.06**	.02	.007	-.09*	.04	.045
	W3 vs. W4	.00	.02	.887	.03	.04	.378
	W4 vs. W5	.13**	.02	.000	.02	.05	.665
Country Competencies (CntCmp)	W1 vs. W2	-.12**	.04	.001	-.03	.06	.628
	W2 vs. W3	.05	.03	.141	-.16**	.05	.003
	W3 vs. W4	-.02	.03	.537	.07	.05	.172
	W4 vs. W5	.03	.03	.428	.00	.05	.996
Country Description (CntDscr)	W1 vs. W2	-.06†	.03	.065	-.11*	.05	.047
	W2 vs. W3	.04	.03	.150	-.07	.05	.145
	W3 vs. W4	-.12**	.03	.000	.01	.04	.778
	W4 vs. W5	.00	.03	.918	.05	.05	.336
Country/People Evaluations (CntEvl)	W1 vs. W2	-.12**	.03	.000	-.16*	.06	.007
	W2 vs. W3	-.08**	.03	.008	-.06	.05	.299
	W3 vs. W4	.01	.03	.638	.07	.05	.153
	W4 vs. W5	.09**	.03	.003	.06	.05	.218

Notes: Canada (N=543), USA (N=247); W-Wave; ** - highly significant ($p<.01$); * - significant ($p<.05$);
Δ Mean (Wi vs. Wii)= Mean(Wi) -Mean(Wii), hence, the negative sign indicates an increase in mean values from the previous wave (i) to the next (ii) wave; correspondingly, the positive sign indicates a decrease in mean values.

The independent samples *t*-test for the equality of means of all summary scores between the two national samples presented in Table 6.3.8, suggested that there were significant differences between the two national samples for all summary scores in all waves with only one exception: the differences of means of CntCmp in wave 3 were not significant.

Table 6.3.8. *t*-test for Equality of Means for People and Country of Canada Summary Scores

People Characteristics (PplChrt)

Wave	COR	Mean	Sd.	Δ Mean	t
W1	CAN	5.85	.92	.33	4.39**
	USA	5.52	1.06		
W2	CAN	6.03	.90	.32	4.46**
	USA	5.71	1.03		
W3	CAN	6.10	.88	.30	4.35**
	USA	5.80	.92		
W4	CAN	6.09	.88	.33	4.66**
	USA	5.76	1.00		
W5	CAN	5.97	.88	.22	3.16**
	USA	5.74	.99		

Country Competence (CntCmpt)

Wave	COR	Mean	Sd.	Δ Mean	t
W1	CAN	5.48	1.05	.24	3.01**
	USA	5.24	1.00		
W2	CAN	5.59	.97	.33	4.20**
	USA	5.27	1.08		
W3	CAN	5.55	1.02	.12	1.54
	USA	5.43	1.01		
W4	CAN	5.57	1.05	.20	2.54*
	USA	5.36	1.06		
W5	CAN	5.54	1.03	.18	2.24*
	USA	5.36	1.07		

Country Description (CntDscr)

Wave	COR	Mean	Sd.	Δ Mean	t
W1	CAN	5.70	1.00	.35	4.58**
	USA	5.35	0.98		
W2	CAN	5.76	0.95	.30	4.02**
	USA	5.46	1.03		
W3	CAN	5.72	0.97	.19	2.53*
	USA	5.53	0.93		
W4	CAN	5.84	0.97	.31	4.18**
	USA	5.52	1.00		
W5	CAN	5.83	0.97	.36	4.73**
	USA	5.47	1.03		

Country Evaluations (CntEvl)

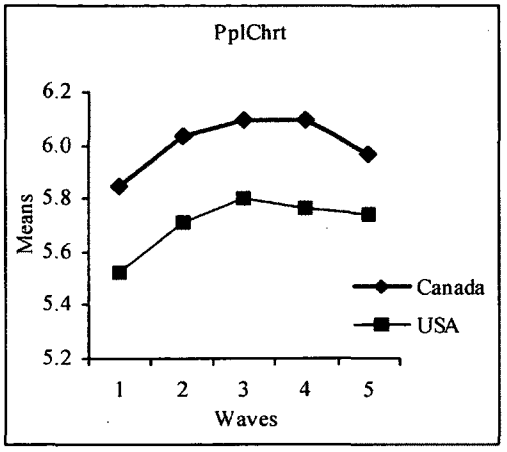
Wave	COR	Mean	Sd.	Δ Mean	t
W1	CAN	6.03	0.96	.35	4.67**
	USA	5.68	1.01		
W2	CAN	6.15	0.91	.31	4.33**
	USA	5.84	0.97		
W3	CAN	6.23	0.90	.33	4.75**
	USA	5.90	0.94		
W4	CAN	6.22	0.87	.39	5.65**
	USA	5.83	0.95		
W5	CAN	6.13	0.98	.36	4.78**
	USA	5.77	0.96		

Notes: COR - country of residence; Canada (CAN) = 543; USA =247; df= 788; W-Wave;
** - highly significant (p<.01); * - significant (p<.05).

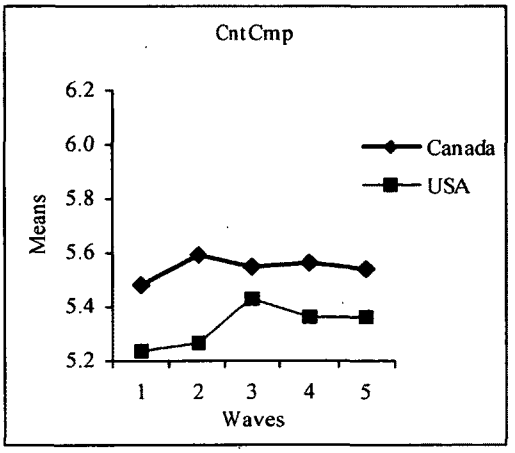
Graphical presentation of the summary scores means by COR is provided in the Figure 6-2. For all four summary scores, the means reported by the Canadian sample were higher than those reported by the American sample across all waves. Overall, there was an increase in mean values of all summary scores from wave 1 to wave 2 in both national samples. An increase in mean values from wave 2 to wave 3 in both national samples was observed for PplChrt and CntEvl. For CntCmpt and CntDscr, however, the picture was different. In wave 3 there was a slight decrease in CntCmpt and CntDscr for the Canadian sample; while CntCmpt increased sharply in the American sample and CntDscr remained

almost on the same level of wave 2. In wave 4, however, the means of all summary scores increased. Finally, in wave 5 the means declined towards values initially reported in wave 1. However, overall, the mean values reported in wave 5 were higher than those reported in wave 1.

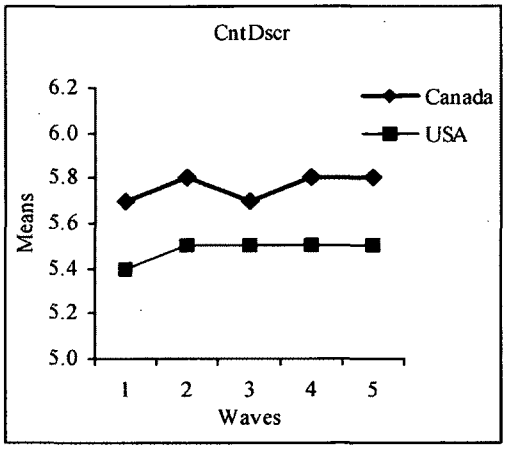
Figure 6-2. Means of Summary Scores for Country and People of Canada



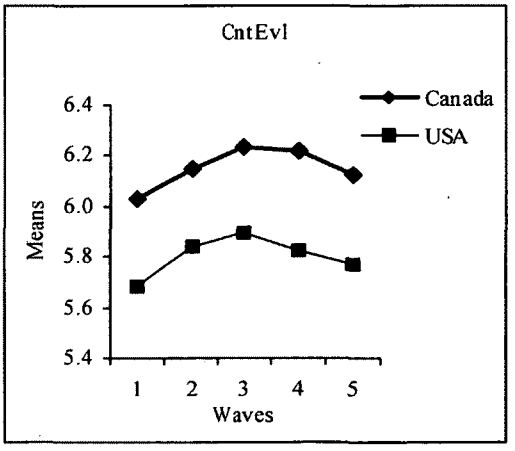
a) People Characteristics



b) Country Competence



c) Country Description



d) Country Evaluation

With regards to the hypotheses, the above presented analyses on summary scores for Country/People of Canada allow for following conclusions:

H7a-ii: There will be a differences in Canadian and American attitudes towards the host-country/people (t-test)

Summary Scores	**W1**	**W2**	**W3**	**W4**	**W5**	**Outcome**
Beliefs about the host-country/people						
People Characteristics	4.39**	4.46**	4.35**	4.66**	3.16**	supported[a]
Country Competence	3.01**	4.20**	*ns.*	2.54*	2.24*	supported
Country Description	4.58**	4.02**	2.53*	4.18**	4.73**	supported
Evaluations of the host-country/people						
Country Evaluations	4.67**	4.33**	4.75**	5.65**	4.78**	supported

Notes: ** - highly significant ($p<.01$); * - significant ($p<.05$); *ns.* – not significant.
[a] The hypothesis is deemed supported where there is statistical significance in 3 out of 5 waves.

For Country/People of Canada, there will be

H8a: an increase in mean values of attitude components between T1 and T2 (Δ Mean)

	Canada	**USA**	
Summary Scores	**W1 vs. W2**	**W1 vs. W2**	**Outcome**
People Characteristics	-.18**	-.19**	supported[a]
Country Competence	-.12**	-.03	supported
Country Description	-.06†	-.11*	supported
Country Evaluations	-.12**	-.16*	supported

H8b: changes in mean values of attitude components between T4 and T5 with directions towards the means values reported in T1

	Canada	**USA**	
Summary Scores	**W4 vs. W5**	**W4 vs. W5**	**Outcome**
People Characteristics	13**	.02	supported
Country Competence	.03	.00	Canada -supported
Country Description	.00	.05	USA -supported
Country Evaluations	.09**	.06	supported

Note: ** - highly significant ($p<.01$); * - significant ($p<.05$);
[a] These hypotheses reflect on the direction of change, not the significance;
Δ Mean (Wi vs. Wii)= Mean(Wi) -Mean(Wii), hence, the negative sign indicates an increase in mean values from the previous wave (i) to the next (ii) wave; correspondingly, the positive sign indicates a decrease in mean values.

H9b: Beliefs and evaluations of the host-country/people will differ before/during/after the VOG in i) Canada and ii) USA.

Country	*Summary Scores*	W1 vs. W2	W2 vs. W3	W3 vs. W4	W4 vs. W5	Outcome
Beliefs about the Olympic Games host-country/people will differ across waves						
Canada	*People Characteristics*	-.18**	-.06**	*ns.*	.13**	supported[a]
	Country Competence	-.12**	*ns.*	*ns.*	*ns.*	not supported
	Country Description	-.06†	*ns.*	-.12**	*ns.*	partially supported
USA	*People Characteristics*	-.19**	-.09*	*ns.*	*ns.*	partially supported
	Country Competence	*ns.*	-.16**	*ns.*	*ns.*	not supported
	Country Description	-.11*	*ns.*	*ns.*	*ns.*	not supported
Evaluations of the Olympic Games host-country/people will differ across waves						
Canada	*Country Evaluations*	-.12**	-.08**	*ns.*	.09**	supported
USA	*Country Evaluations*	-.16*	*ns.*	*ns.*	*ns.*	not supported

Notes: ** - highly significant (p<.01); * - significant (p<.05); † - significant (p<.1); *ns.* – not significant.
[a] The hypothesis is deemed supported where there is statistical significance in 3 out of 4 pairs; partially supported if there is significance in 2 out of 4 pairs.

6.3.3 Products Made in Canada

The DMRM analysis with Wave being the within-subject factor and COR being the between-subject factor was performed for the Products Made in Canada set of summary scores: Product beliefs (PrdBlf), Market presence (MrkPrs), Product evaluations (PrdEvl), and Product behavioural intentions (PrdBhv). The multivariate tests of the DMRM (*Wilks' Λ)* indicated a highly significant COR between-subjects factor (Λ_{COR}=.714, $F_{(4,785)}$=78.776, p<.01); a highly significance of the Wave within-subjects factor (Λ_{Wave}=.923, $F_{(16,773)}$=3.765, p<.01), and a highly significant COR-Wave within-subjects interaction ($\Lambda_{COR\text{-}Wave}$=.956, $F_{(16,773)}$=2.208, p<.01). Therefore, the multivariate tests of RM-ANOVAs were performed to each summary score separately (Table 6.3.9).

Table 6.3.9. Results Repeated Measures ANOVAs for Products Made in Canada Summary Scores

a) Multivariate tests

Summary Scores	Factor	*Wilks' Λ*	F	Hypoth. df	Error df
Product Beliefs (PrdBlf)	Wave	.951	10.18**	4	785
	COR-Wave	.996	*ns.*	4	785
Market Presence (MrkPrs)	Wave	.966	6.94**	4	785
	COR-Wave	.994	*ns.*	4	785
Product Evaluations (PrdEvl)	Wave	.979	4.14**	4	785
	COR-Wave	.984	3.26*	4	785
Product Behavioural Intentions (PrdBhv)	Wave	.998	*ns.*	4	785
	COR-Wave	.986	2.73*	4	785

b) Tests of Between- and Within-Subject Effects

Summary Scores	Effect		SS	df	MS	F
Product Beliefs (PrdBlf)	*Between-Subject*	Intercept	18,888.06	1	18,888.06	22,458.44**
		COR	9.42	1	9.42	11.20**
		Error	662.73	788	.84	
	Within-Subject (ε)	Wave	12.70	3.75	3.38	10.70**
		COR-Wave	.95	3.75	.25	*ns.*
		Error(Wave)	934.87	2,960.69	.32	
Market Presence (MrkPrs)	*Between-Subject*	Intercept	15,976.27	1	15,976.27	16,378.49**
		COR	26.29	1	26.29	26.95**
		Error	768.65	788	.98	
	Within-Subject (ε)	Wave	9.73	3.62	2.69	6.04**
		COR-Wave	1.50	3.62	.42	*ns.*
		Error(Wave)	1,270.36	2,850.87	.45	
Product Evaluations (PrdEvl)	*Between-Subject*	Intercept	19,937.52	1	19,937.52	22,002.38**
		COR	33.18	1	33.18	36.62**
		Error	714.05	788	.91	
	Within-Subject (ε)	Wave	5.79	3.71	1.56	5.18**
		COR-Wave	3.12	3.71	.84	2.79*
		Error(Wave)	880.83	2,924.02	.30	
Product Behavioural Intentions (PrdBhv)	*Between-Subject*	Intercept	20,090.18	1	20,090.18	20,247.56**
		COR	163.75	1	163.75	165.03**
		Error	781.88	788	.99	
	Within-Subject (ε)	Wave	.69	3.72	.18	*ns.*
		COR-Wave	4.56	3.72	1.22	2.93*
		Error(Wave)	1,226.40	2,934.53	.42	

Notes: SS - Type III Sum of Squares, MS - Mean Square, COR - country of residence; ** - highly significant (p<.01); * - significant (p<.05); † - significant (p<.1); *ns.* – not significant; ε -Greenhouse-Geisser Epsilon

The RM-ANOVAs of each summary score produced significant *Mauchly's* test (W_{PrdBlf}=.884, $\chi_2(_9)$=96.777, p<.01; $W_{CVDNtEnv}$=.813, $\chi_2(_9)$=162.692, p<.01; $W_{CVDUnExp}$=.869, $\chi_2(_9)$=109.990, p<.01; W_{CVDEvl}=.862, $\chi_2(_9)$=117.216, p<.01) indicating the violation of sphericity. Since sphericity assumption was not met, the multivariate tests

(*Wilks' Lambda*) (Table 6.3.9a) and the tests of within-subjects effects with F-tests corrected by Greenhouse-Geisser Epsilon (G-G ε) were used (Stevens 2002) (Table 6.3.9b).

The multivariate tests of RM-ANOVAs, performed for each summary score separately, indicated that all summary scores except PrdBhv had highly significant within-subject time effects (Wave) (Λ_{PrdBlf}=.951, $F_{(4,785)}$=10.184, p<.01; Λ_{MrkPrs}=.966, $F_{(4,785)}$=6.939, p<.01; and Λ_{PrdEvl}=.979, $F_{(4,785)}$=4.144, p<.01). Two summary scores had significant COR-Wave interaction effects (Λ_{PrdEvl}=.984, $F_{(4,785)}$=3.256, p<.05 and $\Lambda_{CntDscr}$=.986, $F_{(4,785)}$=2.731, p<.05) (Table 6.3.9a).

The tests of within-subject effects corrected by G-G (ε) showed significant (p<.05) group-time effects (COR-Wave) for only two summary scores: PrdEvl and PrdBhv. Highly significant (p<.01) overall time effects (Wave) were also found for all summary scores except PrdBhv (Table 6.3.9b). The between-subject tests confirmed high significance (p<.01) of the overall group effects (COR) for all summary scores. Since significant interaction effects were found, more detailed analysis was undertaken.

The repeated within-subjects contrast of the means was performed to analyze the means of contiguous pairs of waves of each summary score (Table 6.3.10). The repeated within-subjects contrast of the means of each summary score in contiguous waves indicated significant mean differences for all pairs of waves for PrdBlf; for two pairs of waves for MrkPrs (waves 2 vs. 3 and 3 vs. 4) and for PrdEvl (waves 1 vs. 2 and 3 vs. 4). No

significant contrasts were observed for PrdBhv. The repeated within-subjects contrasts for COR-Wave interaction effect revealed no significant differences for PrdBlf and MrkPrs summary scores; however, there were significant interaction effects for PrdEvl in wave 3 vs. 4 and for PrdBhv in wave 4 vs. 5 (Table 6.3.10).

Table 6.3.10. Results of Repeated Within-Subject Contrasts for Products Made in Canada Summary Scores

Summary Scores	Factors	Waves	SS	df	MS	F
Product Beliefs (PrdBlf)	Wave	W1 vs. W2	9.92	1	9.92	13.98**
		W2 vs. W3	5.12	1	5.12	9.00**
		W3 vs. W4	11.76	1	11.76	25.44**
		W4 vs. W5	1.51	1	1.51	3.34†
	COR-Wave	W1 vs. W2	.01	1	.01	*ns.*
		W2 vs. W3	.13	1	.13	*ns.*
		W3 vs. W4	.28	1	.28	*ns.*
		W4 vs. W5	.01	1	.01	*ns.*
Market Presence (MrkPrs)	Wave	W1 vs. W2	1.96	1	1.96	*ns.*
		W2 vs. W3	5.70	1	5.70	7.60**
		W3 vs. W4	15.52	1	15.52	25.90**
		W4 vs. W5	1.09	1	1.09	*ns.*
	COR-Wave	W1 vs. W2	.09	1	.09	*ns.*
		W2 vs. W3	1.61	1	1.61	*ns.*
		W3 vs. W4	.07	1	.07	*ns.*
		W4 vs. W5	1.24	1	1.24	*ns.*
Product Evaluations (PrdEvl)	Wave	W1 vs. W2	4.05	1	4.05	5.99*
		W2 vs. W3	.22	1	.22	*ns.*
		W3 vs. W4	2.66	1	2.66	6.40*
		W4 vs. W5	.41	1	.41	*ns.*
	COR-Wave	W1 vs. W2	.12	1	.12	*ns.*
		W2 vs. W3	.79	1	.79	*ns.*
		W3 vs. W4	3.15	1	3.15	7.58**
		W4 vs. W5	.14	1	.14	*ns.*
Product Behavioural Intentions (PrdBhv)	Wave	W1 vs. W2	1.11	1	1.11	*ns.*
		W2 vs. W3	.23	1	.23	*ns.*
		W3 vs. W4	.00	1	.00	*ns.*
		W4 vs. W5	.16	1	.16	*ns.*
	COR-Wave	W1 vs. W2	.04	1	.04	*ns.*
		W2 vs. W3	3.28	1	3.28	5.00*
		W3 vs. W4	.39	1	.39	*ns.*
		W4 vs. W5	.60	1	.60	*ns.*

Notes: SS - Type III Sum of Squares, MS - Mean Square, COR - country of residence, W-Wave; ** - highly significant ($p<.01$); * - significant ($p<.05$); † - significant ($p<.1$); *ns.* – not significant.

The pairwise comparison of the summary scores means between contiguous waves for each national sample is presented in Table 6.3.11. The results presented in Table 6.3.11 indicated that the most significant differences in mean values were observed for PrdBlf and MrkPrs in both national samples; however, significant differences were observed only for a few pairs of contiguous waves for PrdEvl and PrdBhv.

Table 6.3.11. Results of Pairwise Comparisons of Mean Values between Contiguous Waves for Products Made in Canada Summary Scores

		Canada			USA		
Summary Scores	**Waves**	**Δ Mean**	**Sd.**	**Sig.**	**Δ Mean**	**Sd.**	**Sig.**
Product Beliefs (PrdBlf)	W1 vs. W2	-.12**	.03	.000	-.12†	.06	.055
	W2 vs. W3	.07*	.03	.010	.10†	.06	.089
	W3 vs. W4	-.11**	.03	.000	-.15**	.05	.005
	W4 vs. W5	.08**	.03	.005	.02	.05	.722
Market Presence (MrkPrs)	W1 vs. W2	-.04	.04	.322	-.07	.07	.330
	W2 vs. W3	.04	.03	.199	.14*	.07	.034
	W3 vs. W4	-.14**	.03	.000	-.16**	.06	.005
	W4 vs. W5	.08**	.03	.007	.00	.05	.958
Product Evaluations (PrdEvl)	W1 vs. W2	-.06†	.03	.052	-.09	.06	.128
	W2 vs. W3	-.02	.03	.555	.05	.05	.331
	W3 vs. W4	.01	.03	.832	-.13**	.05	.005
	W4 vs. W5	.04	.03	.162	.01	.05	.835
Product Behavioural Intentions (PrdBhv)	W1 vs. W2	-.05	.04	.208	-.03	.07	.644
	W2 vs. W3	.09**	.03	.007	-.05	.06	.379
	W3 vs. W4	.03	.03	.386	-.02	.05	.657
	W4 vs. W5	-.01	.03	.659	.05	.06	.469

Notes: Canada (N=543), USA (N=247); W-Wave;
** - highly significant ($p<.01$); * - significant ($p<.05$); † - significant ($p<.1$)
Δ Mean (Wi vs. Wii)= Mean(Wi) -Mean(Wii), hence, the negative sign indicates an increase in mean values from the previous wave (i) to the next (ii) wave; correspondingly, the positive sign indicates a decrease in mean values.

The independent samples *t*-test for the equality of means of all summary scores between the two national samples presented in Table 6.3.12 indicated significant differences for all summary constructs across all waves.

Table 6.3.12. *t*-test for Equality of Means for Products Made in Canada Summary Scores

Product Beliefs (PrdBlf)

Wave	COR	Mean	Sd.	Δ Mean	t
W1	CAN	5.31	1.03	.24	3.08**
	USA	5.06	1.02		
W2	CAN	5.43	1.04	.25	3.14**
	USA	5.18	1.02		
W3	CAN	5.36	1.05	.28	3.43**
	USA	5.08	1.06		
W4	CAN	5.47	1.04	.24	2.94**
	USA	5.23	1.05		
W5	CAN	5.39	1.04	.17	2.19*
	USA	5.22	1.03		

Market Presence (MrkPrs)

Wave	COR	Mean	Sd.	Δ Mean	T
W1	CAN	5.00	1.13	.38	4.41**
	USA	4.62	1.09		
W2	CAN	5.04	1.18	.36	4.01**
	USA	4.69	1.10		
W3	CAN	5.00	1.19	.45	4.99**
	USA	4.55	1.16		
W4	CAN	5.14	1.10	.43	5.05**
	USA	4.71	1.15		
W5	CAN	5.06	1.16	.35	4.03**
	USA	4.71	1.04		

Product Evaluations (PrdEvl)

Wave	COR	Mean	Sd.	Δ Mean	t
W1	CAN	5.59	1.06	.48	5.94**
	USA	5.11	1.06		
W2	CAN	5.65	1.01	.46	5.72**
	USA	5.20	1.09		
W3	CAN	5.67	1.06	.52	6.43**
	USA	5.14	1.08		
W4	CAN	5.66	1.03	.39	4.79**
	USA	5.28	1.11		
W5	CAN	5.62	1.09	.36	4.27**
	USA	5.27	1.12		

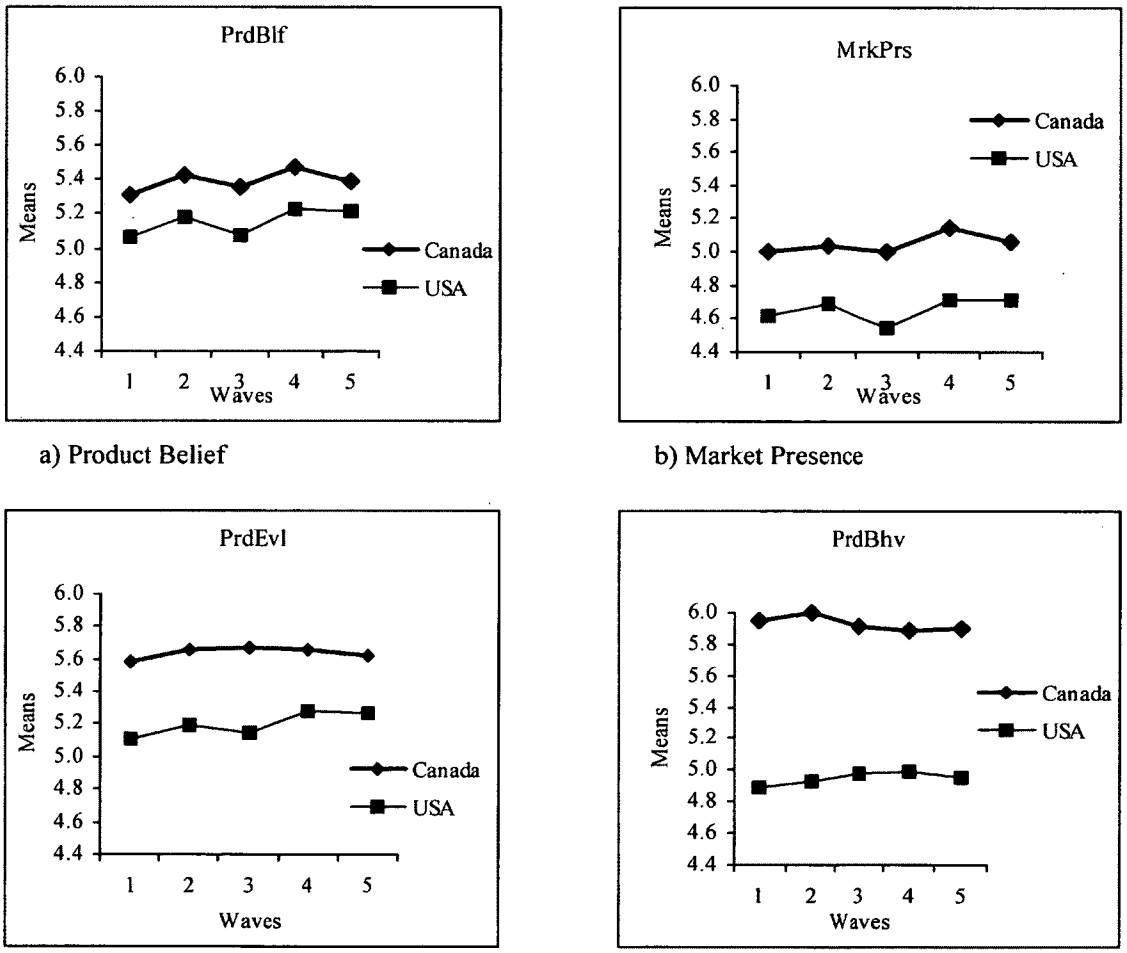
Product Behavioural Intentions (PrdBhv)

Wave	COR	Mean	Sd.	Δ Mean	t
W1	CAN	5.95	1.10	1.06	12.01**
	USA	4.89	1.26		
W2	CAN	6.00	1.06	1.08	12.44**
	USA	4.92	1.27		
W3	CAN	5.91	1.09	.94	10.99**
	USA	4.98	1.16		
W4	CAN	5.89	1.09	.89	10.23**
	USA	5.00	1.23		
W5	CAN	5.90	1.13	.95	10.41**
	USA	4.95	1.30		

Notes: COR - country of residence (Canada (CAN)= 543; USA = 247); df= 788; W-Wave;
** - highly significant (p<.01); * - significant (p<.05).

Graphical presentation of the summary scores by COR is provided in the Figure 6-3. For all four summary scores, the means reported by the Canadian sample were higher than those reported by the American sample across all waves. The most obvious difference is observed for PrdBhv.

Figure 6-3. Means of Summary Scores for Products Made in Canada



a) Product Belief

b) Market Presence

c) Product Evaluations

d) Product Behavior

With regards to the hypotheses, the above presented analyses on summary scores for Products Made in Canada allow for following conclusions, summarized below:

H7a-iii: There will be a differences in Canadian and American attitudes towards the host-country products (t-test)

Summary Scores	W1	W2	W3	W4	W5	Outcome
Beliefs about the products made in Canada						
Product Beliefs	3.08**	3.14**	3.43**	2.94**	2.19*	supported[a]
Market Presence	4.41**	4.01**	4.99**	5.05**	4.03**	supported
Evaluations of the products made in Canada						
Product Evaluations	5.94**	5.72**	6.43**	4.79**	4.27**	supported
Behavioural intentions toward the products made in Canada						
Product Behavioural Intentions	12.01**	12.44**	10.99**	10.23**	10.41**	supported

Notes: ** - highly significant ($p<.01$); * - significant ($p<.05$); *ns.* – not significant.
[a]The hypothesis is deemed supported where there is statistical significance in 3 out of 5 waves.

For Products Made in Canada, there will be

H8a: an increase in mean values of attitude components between T1 and T2 data (Δ Mean)

Summary Scores	Canada W1 vs. W2	USA W1 vs. W2	Outcome
Product Beliefs	-.12**	-.12†	supported[a]
Market Presence	-.04	-.07	supported
Product Evaluations	-.06†	-.09	supported
Product Behavioural Intentions	-.05	-.03	supported

H8b: changes in mean values of attitude components between T4 and with directions towards the means values reported in T1

Summary Scores	Canada W4 vs. W5	USA W4 vs. W5	Outcome
Product Beliefs	.08**	.02	supported
Market Presence	.08**	.00	Canada -supported
Product Evaluations	.04	.01	supported
Product Behavioural Intentions	-.01	.05	USA -supported

Note: ** - highly significant ($p<.01$); * - significant ($p<.05$);
[a]These hypotheses reflect on the direction of change, not the significance;
Δ Mean (Wi vs. Wii)= Mean(Wi) -Mean(Wii), hence, the negative sign indicates an increase in mean values from the previous wave (i) to the next (ii) wave; correspondingly, the positive sign indicates a decrease in mean values.

H9c: Beliefs, evaluations, and behavioural intentions towards the host-country products will differ before/during/after the VOG in i) Canada and ii) USA.

Country	*Summary Scores*	W1 vs. W2	W2 vs. W3	W3 vs. W4	W4 vs. W5	Outcome
Beliefs about the Olympic Games host-country products will differ across waves						
Canada	*Product Beliefs*	-.12**	.07*	-.11**	.08**.	supported[a]
	Market Presence	*ns.*	*ns.*	-.14**	.08**	partially supported
USA	*Product Beliefs*	-.12†	.10†	-.15**	*ns.*	supported
	Market Presence	*ns.*	.14*	-.16**	*ns.*	partially supported
Evaluations of the Olympic Games host-country products will differ across waves the Vancouver Olympic Games						
Canada	*Product Evaluations*	-.06†	*ns.*	*ns.*	*ns.*	not supported
USA	*Product Evaluations*	*ns.*	*ns.*	-.13**	*ns.*	not supported
Behavioural Intentions towards the Olympic Games host-country products will differ across waves						
Canada	*Product Behavioural Intentions*	*ns.*	-09**	*ns.*	*ns.*	not supported
USA	*Product Behavioural Intentions*	*ns.*	*ns.*	*ns.*	*ns.*	not supported

Notes: ** - highly significant ($p<.01$); * - significant ($p<.05$); † - significant ($p<.1$); *ns.* – not significant;
[a] The hypothesis is deemed supported where there is statistical significance in 3 out of 4 pairs; partially supported if there is significance in 2 out of 4 pairs.

6.3.4 Olympic Games as a Destination

The DMRM analysis with Wave being the within-subject factor and COR and IOII being the between-subject factors was performed for the OG as a Destination set of summary scores: OG destination built environment (OGDBltEnv), OG destination unique experience (OGDUnExp), and OG destination evaluations (OGDEvl). The multivariate test of between-subjects effects of the DMRM (*Wilks' Λ)* indicated a highly significant IOII between-subjects factor (Λ_{IOII}=.677, $F_{(6,1564)}$=56.090, $p<.01$) and COR-IOII interaction effects ($\Lambda_{COR\text{-}IOII}$=.978, $F_{(6,1564)}$=2.967, $p<.01$); however, COR between-subjects factor was found to be non-significant (Λ_{COR}=.994, $F_{(3,782)}$=1.660, $p>.1$). The multivariate tests of within-subject effects also indicated high significance of the Wave

within-subject factor (Λ_{Wave}=.815, $F_{(12,773)}$=14.583, p<.01); COR-Wave within-subjects interaction effect ($\Lambda_{COR\text{-}Wave}$=.956, $F_{(12,773)}$=2.997, p<.01); and IOII-Wave within-subject interaction effect ($\Lambda_{IOII\text{-}Wave}$=.905, $F_{(24,1546)}$=3.285, p<.01). The multivariate tests of RM-ANOVAs were performed for each summary score separately and are presented in Table 6.3.13.

The RM-ANOVAs of each summary score produced significant *Mauchly's* test of sphericity ($W_{OGDBltEnv}$=.805, $\chi_2(_9)$=169.79, p<.01; $W_{OGDUnExp}$=846, $\chi_2(_9)$=130.59, p <.01; W_{OGDEvl} =.836, $\chi_2(_9)$=140.10, p<.01) suggested the violation of the sphericity. The multivariate test of the analysis, less restrictive about the sphericity condition, was deemed appropriate for the analysis (Table 6.3.13a). The tests of within-subjects effects with F-tests corrected by Greenhouse-Geisser Epsilon (G-G ε) were used (Table 6.3.13b).

The multivariate tests of RM-ANOVAs, performed for each summary score separately, indicated that time effect (Wave) was highly significant for all three summary scores ($\Lambda_{OGDBltEnv}$=.876, $F_{(4,781)}$=27.613, p<.01; $\Lambda_{OGDUnExp}$=.951, $F_{(4,781)}$=10.041, p<.01, and Λ_{OGDEvl}=.873, $F_{(4,781)}$=28.327, p<.01). Also, highly significant for three summary scores was the COR-Wave interaction ($\Lambda_{OGDBltEnv}$=.969, $F_{(4,781)}$=6.315, p<.01; $\Lambda_{OGDUnExp}$=.979, $F_{(4,781)}$=4.136, p<.01; and Λ_{OGDEvl}=.975, $F_{(4,781)}$=5.097, p<.01). However, the IOII-Wave interaction was significant only for two scores, OGDBltEnv and OGDEvl ($\Lambda_{OGDBltEnv}$=.982, $F_{(8,1562)}$=1.801, p<.1 and Λ_{OGDEvl}=.926, $F_{(8,1562)}$=7.701, p<.01) (Table 5.6.13a).

Table 6.3.13. Results of Repeated Measures ANOVAs for OG as a Destination Summary Scores

a) Multivariate tests

Summary Scores	Factor	*Wilks' Λ*	F	Hypoth. df	Error df
OG Destination Built Environment (OGDBltEnv)	Wave	.876	27.61**	4	781
	COR-Wave	.969	6.32**	4	781
	IOII-Wave	.982	1.80†	8	1,562
OG Destination Unique Experience (OGDUnExp)	Wave	.951	10.04**	4	781
	COR-Wave	.979	4.14**	4	781
	IOII-Wave	.985	*ns.*	8	1,562
OG Destination Evaluation (OGDEvl)	Wave	.873	28.33**	4	781
	COR-Wave	.975	5.10**	4	781
	IOII-Wave	.926	7.70**	8	1,562

b) Tests of Between- and Within-Subject Effects

Summary Scores	Effect		SS	df	MS	F
OG Destination Built Environment (OGDBltEnv)	*Between-Subject*	Intercept	16,246.79	1	16,246.79	20,059.56**
		COR	3.50	1	3.50	4.32*
		IOII	196.72	2	98.36	121.45**
		COR-IOII	3.09	2	1.55	*ns.*
		Error	634.98	784	0.81	
	Within-Subject (ε)	Wave	48.54	3.57	12.13	40.76**
		COR-Wave	8.23	3.57	2.06	6.91**
		IOII-Wave	4.93	7.15	.62	2.07*
		Error(Wave)	933.62	2801.11	.30	
OG Destination Unique Experience (OGDUnExp)	*Between-Subject*	Intercept	19,724.80	1	19,724.80	20,976.61**
		COR	1.41	1	1.41	*ns.*
		IOII	225.99	2	112.99	120.17**
		COR-IOII	9.79	2	4.89	5.20*
		Error	737.21	784	0.94	
	Within-Subject (ε)	Wave	22.32	3.66	6.10	12.81**
		COR-Wave	7.90	3.66	2.16	4.54**
		IOII-Wave	6.03	7.32	.83	1.73†
		Error(Wave)	1,366.02	2,870.47	.48	
OG Destination Evaluation (OGDEvl)	*Between-Subject*	Intercept	17,953.53	1	17,953.53	17,527.59**
		COR	1.808	1	1.808	*ns.*
		IOII	371.496	2	185.748	181.34**
		COR-IOII	11.824	2	5.912	5.77**
		Error	803.052	784	1.024	
	Within-Subject (ε)	Wave	71.15	3.64	19.54	40.36**
		COR-Wave	11.50	3.64	3.16	6.52**
		IOII-Wave	36.44	7.28	5.00	10.34**
		Error(Wave)	1,381.97	2,854.94	.48	

Notes: SS - Type III Sum of Squares, MS - Mean Square, COR - country of residence; ** - highly significant ($p<.01$); * - significant ($p<.05$); † - significant ($p<.1$); *ns.* – not significant; ε -Greenhouse-Geisser Epsilon

The tests of within-subject effects corrected by *G-G* (ε) confirmed highly significant ($p<.01$) overall Wave time effects and a COR-Wave group-time interaction effect, as well as significant ($p<.1$) IOII-Wave group-time interaction effect for all summary scores (Table 6.3.13b). All summary scores had a) highly significant differences across the waves independent of COR, b) highly significant differences between the two national samples across all waves, and c) significant differences between different levels of involvement with the OG across the waves. Since significant interaction effects were observed, further analysis to determine where the differences lie was undertaken.

The repeated within-subjects contrast of the means was performed to analyze the means of contiguous pairs of waves of each summary score (Table 6.3.14). The repeated within-subjects contrasts for Wave factor indicated significant mean differences in all contiguous pairs of waves for OGDUnExp and OGDEvl. Significant within-subject contrasts for the Wave factor were found in all pairs of contiguous waves but wave 2 vs. 3 for OGDBltEnv. The results in Table 6.3.14 also show significant contrasts for the COR-Wave interaction for all summary scores in waves 3 vs. 4 and 4 vs. 5. Finally, significant IOII-Wave contrasts were found for OGDBltEnv in only two pairs of waves (waves 1 vs. 2 and 3 vs. 4); for OGDUnExp in only one pair of waves (wave 1 vs. 2), and for OGDEvl in all pairs of waves but wave 4 vs. 5.

Table 6.3.14. Results of Repeated Within-Subject Contrasts for OG as a Destination Summary Scores

Summary Scores	Factors	Waves	SS	df	MS	F
OG Destination Built Environment (OGDBltEnv)	Wave	W1 vs. W2	19.31	1	19.31	26.69**
		W2 vs. W3	1.13	1	1.13	*ns.*
		W3 vs. W4	14.15	1	14.15	30.82**
		W4 vs. W5	3.47	1	3.47	8.30**
	COR-Wave	W1 vs. W2	.00	1	.00	*ns.*
		W2 vs. W3	.20	1	.20	*ns.*
		W3 vs. W4	7.77	1	7.77	16.92**
		W4 vs. W5	1.51	1	1.51	3.60†
	IOII-Wave	W1 vs. W2	5.54	2	2.77	3.82*
		W2 vs. W3	.28	2	.14	*ns.*
		W3 vs. W4	2.20	2	1.10	2.40†
		W4 vs. W5	.27	2	.14	*ns.*
OG Destination Unique Experience (OGDUnExp)	Wave	W1 vs. W2	18.85	1	18.85	17.40**
		W2 vs. W3	2.84	1	2.84	3.56†
		W3 vs. W4	13.62	1	13.62	20.07**
		W4 vs. W5	4.46	1	4.46	7.09*
	COR-Wave	W1 vs. W2	.38	1	.38	*ns.*
		W2 vs. W3	1.00	1	1.00	*ns.*
		W3 vs. W4	4.22	1	4.22	6.22*
		W4 vs. W5	3.11	1	3.11	4.94*
	IOII-Wave	W1 vs. W2	7.45	2	3.72	3.44*
		W2 vs. W3	.77	2	.38	*ns.*
		W3 vs. W4	1.90	2	.95	*ns.*
		W4 vs. W5	.45	2	.22	*ns.*
OG Destination Evaluation (OGDEvl)	Wave	W1 vs. W2	23.51	1	23.51	23.82**
		W2 vs. W3	13.10	1	13.10	16.38**
		W3 vs. W4	5.92	1	5.92	9.11**
		W4 vs. W5	7.23	1	7.23	10.99**
	COR-Wave	W1 vs. W2	1.63	1	1.63	*ns.*
		W2 vs. W3	.98	1	.98	*ns.*
		W3 vs. W4	4.73	1	4.73	7.28*
		W4 vs. W5	1.86	1	1.86	2.83†
	IOII-Wave	W1 vs. W2	15.09	2	7.55	7.64**
		W2 vs. W3	14.48	2	7.24	9.06**
		W3 vs. W4	4.77	2	2.38	3.67*
		W4 vs. W5	1.16	2	.58	*ns.*

Notes: SS - Type III Sum of Squares, MS - Mean Square, COR - country of residence, W-Wave;
** - highly significant ($p<.01$); * - significant ($p<.05$); † - significant ($p<.1$); *ns.* – not significant.

The separate pairwise comparisons of the summary scores means between contiguous waves for each national sample is presented in Table 6.3.15. The results indicated significant differences in mean values in each pair of waves for all summary scores in the

Canadian sample. In the American sample, the mean differences were observed for each summary score in only one pair of waves: 1 vs. 2.

Table 6.3.15. Results of Pairwise Comparisons of Mean Values between Contiguous Waves for OG as a Destination Summary Scores

Summary Scores	Waves	Canada			USA		
		Δ Mean	**Sd.**	**Sig.**	**Δ Mean**	**Sd.**	**Sig.**
OG Destination Built Environment (OGDBltEnv)	W1 vs. W2	-.19**	.04	.000	-.17**	.06	.002
	W2 vs. W3	-.07*	.03	.023	-.03	.05	.578
	W3 vs. W4	-.25**	.03	.000	-.03	.04	.468
	W4 vs. W5	.12**	.03	.000	.02	.04	.540
OG Destination Unique Experience (OGDUnExp)	W1 vs. W2	-.21**	.05	.000	-.13	.07	.054
	W2 vs. W3	.03	.04	.464	.09	.06	.116
	W3 vs. W4	-.22**	.04	.000	-.06	.05	.267
	W4 vs. W5	.15**	.03	.000	.01	.05	.839
OG Destination Evaluation (OGDEvl)	W1 vs. W2	-.25**	.04	.000	-.15*	.06	.016
	W2 vs. W3	-.20**	.04	.000	-.09	.06	.134
	W3 vs. W4	-.16**	.04	.000	-.02	.05	.691
	W4 vs. W5	.15**	.03	.000	.08	.05	.120

Notes: Notes: Canada (N=543), USA (N=247); W-Wave;
** - highly significant (p<.01); * - significant (p<.05); † - significant (p<.1);
Δ Mean (Wi vs. Wii)= Mean(Wi) -Mean(Wii), hence, the negative sign indicates an increase in mean values from the previous wave (i) to the next (ii) wave; correspondingly, the positive sign indicates a decrease in mean values.

The separate pairwise comparisons of the summary scores means between contiguous waves by IOII is presented in Table 6.3.16. The results indicated significant differences in mean values between different levels of IOII for all summary scores in both national samples.

Table 6.3.16. Results of Pairwise Comparison of Means for OG as a Destination Summary Scores by IOII

OG Destination Built Environment (OGDBltEnv)

Wave	IOII	Δ Mean	Sd.	Sig.
W1	1 vs. 2	-1.09**	.08	.000
	2 vs. 3	-.61**	.09	.000
	1 vs. 3	-1.70**	.10	.000
W2	1 vs. 2	-1.02**	.09	.000
	2 vs. 3	-.44**	.09	.000
	1 vs. 3	-1.46**	.10	.000
W3	1 vs. 2	-1.07**	.09	.000
	2 vs.3	-.39**	.09	.000
	1 vs. 3	-1.46**	.10	.000
W4	1 vs. 2	-.96**	.09	.000
	2 vs. 3	-.50**	.09	.000
	1 vs. 3	-1.46**	.10	.000
W5	1 vs. 2	-1.00**	.09	.000
	2 vs. 3	-.47**	.09	.000
	1 vs. 3	-1.46**	.10	.000

OG Destination Unique Experience (OGDUnExp)

Wave	IOII	Δ Mean	Sd.	Sig.
W1	1 vs. 2	-1.33**	.10	.000
	2 vs. 3	-.52**	.10	.000
	1 vs. 3	-1.85**	.11	.000
W2	1 vs. 2	-1.18**	.10	.000
	2 vs. 3	-.38**	.10	.000
	1 vs. 3	-1.56**	.11	.000
W3	1 vs. 2	-1.21**	.10	.000
	2 vs. 3	-.33**	.10	.001
	1 vs. 3	-1.54**	.11	.000
W4	1 vs. 2	-1.18**	.10	.000
	2 vs. 3	-.42**	.10	.000
	1 vs. 3	-1.60**	.11	.000
W5	1 vs. 2	-1.20**	.10	.000
	2 vs. 3	-.41**	.10	.000
	1 vs. 3	-1.61**	.12	.000

OG Destination Evaluation (OGDEvl)

Wave	IOII	Δ Mean	Sd.	Sig.
W1	1 vs. 2	-1.78**	.10	.000
	2 vs. 3	-.81**	.10	.000
	1 vs. 3	-2.60**	.11	.000
W2	1 vs. 2	-1.57**	.10	.000
	2 vs. 3	-.58**	.10	.000
	1 vs. 3	-2.15**	.12	.000
W3	1 vs. 2	-1.43**	.10	.000
	2 vs.3	-.39**	.10	.000
	1 vs. 3	-1.82**	.11	.000
W4	1 vs. 2	-1.40**	.10	.000
	2 vs. 3	-.53**	.10	.000
	1 vs. 3	-1.93**	.12	.000
W5	1 vs. 2	-1.38**	.10	.000
	2 vs. 3	-.53**	.11	.000
	1 vs. 3	-1.91**	.12	.000

Notes: ** - highly significant ($p<.01$)

Δ Mean (IOIIi vs. IOIIii)= Mean(IOIIi) - Mean(IOIIii), hence, the negative sign indicates an increase in mean values from lower level of IOII and the higher level of IOII.

The independent samples *t*-test for the equality of means of all summary scores between the two national samples presented in Table 6.3.17 indicated significant differences for all summary scores in wave 1 only. Significant differences between the two national samples were observed for OGDBltEnv in waves 2 and 3.

Table 6.3.17. *t*-test for Equality of Means for OG as a Destination Summary Scores

OG Destination Built Environment (OGDBltEnv)

Wave	COR	Mean	Sd.	Δ Mean	t
W1	CAN	4.78	1.18	-.24	-2.72**
	USA	5.03	1.12		
W2	CAN	4.97	1.17	-.23	-2.62**
	USA	5.20	1.09		
W3	CAN	5.04	1.21	-.18	-2.04*
	USA	5.23	1.11		
W4	CAN	5.29	1.19	.03	.04
	USA	5.25	1.14		
W5	CAN	5.17	1.22	-.06	-.67
	USA	5.23	1.10		

OG Destination Unique Experience (OGDUnExp)

Wave	COR	Mean	Sd.	Δ Mean	t
W1	CAN	5.41	1.37	-.22	-2.19*
	USA	5.63	1.24		
W2	CAN	5.61	1.32	-.14	-1.48
	USA	5.76	1.15		
W3	CAN	5.58	1.32	-.08	-.85
	USA	5.67	1.21		
W4	CAN	5.81	1.31	.08	.82
	USA	5.72	1.23		
W5	CAN	5.65	1.37	-.06	-.60
	USA	5.71	1.21		

OG Destination Evaluation (OGDEvl)

Wave	COR	Mean	Sd.	Δ Mean	t
W1	CAN	5.01	1.56	-.27	-2.36*
	USA	5.28	1.35		
W2	CAN	5.26	1.48	-.18	-1.61
	USA	5.43	1.36		
W3	CAN	5.45	1.43	-.07	-.64
	USA	5.52	1.21		
W4	CAN	5.62	1.45	.08	.74
	USA	5.54	1.27		
W5	CAN	5.46	1.49	.01	.06
	USA	5.46	1.23		

Notes: COR - country of residence (Canada (CAN) =543; USA = 247); df = 788;
W-Wave;
** - highly significant (p<.01); * - significant (p<.05)

Graphical presentation of the estimated marginal means of OG Destination summary scores by COR and IOII is provided in the Figure 6-4. COR-Wave effect could be clearly observed on Figure 6-4. For all three summary scores, means reported by the American respondents were higher than those reported by the Canadian respondents across all waves with the exception of wave 4, which corresponded to the final days of the VOG competitions and was marked by the strong performance of the Canadian Olympic team.

At the same time, Figure 6-4 shows a clear rise of attitudes from wave 1 up to wave 4 with some minor dips in wave 3 and then a slight decline towards the mean values reported in wave 1 for all summary scores in both countries. This pattern describes the sense-making process, whereby the perceptions of the national teams' performance as well as heightened emotions contribute to the corresponding changes in the attitudes and then will decline after the event to the initially reported means.

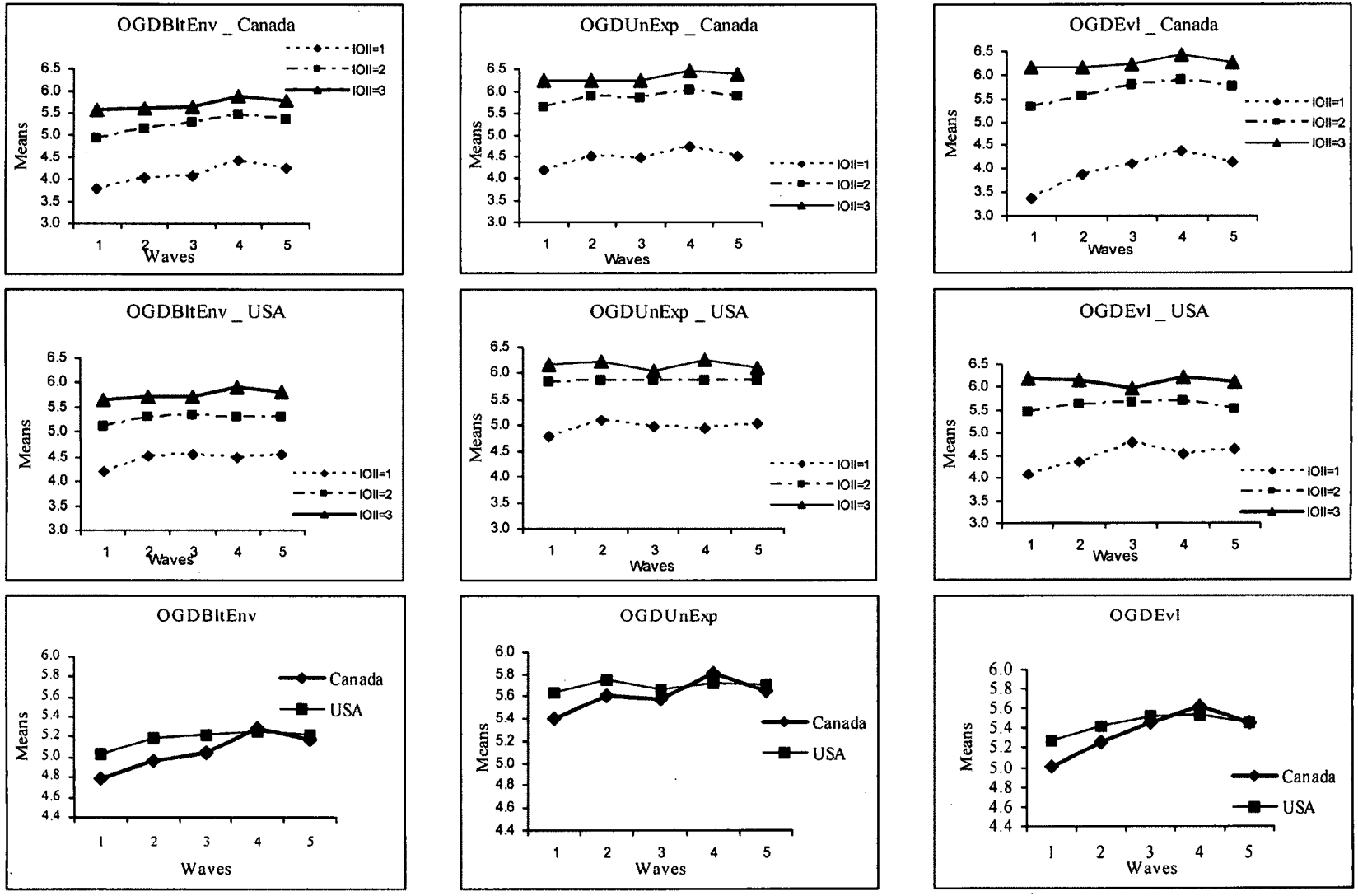
The Figure 6-4 also shows the effects of IOII. For all summary scores the means of values reported by respondents in both national samples with a low level of IOII (IOII=1) were lower than those reported by respondents with a medium level of IOII (IOII=2) than those reported by respondent with a high level of IOII (IOII=3). However, the changes in mean values by all levels of IOII within the national samples also followed the general pattern of increase from wave 1 to wave 4 with some occasional drops in wave 3 and then a decrease toward the values reported in wave 5. Notably, the changes in mean values in OGDEvl were larger for the respondents with a low level of IOII in both countries indicating that even those who were not highly involved with the mega-event showed increased interest in the VOG.

Figure 6-4. Means of Summary Scores for OG as a Destination

a) OG Destination Built Environment

b) OG Destination Unique Experience

c) OG Destination Evaluation



With regards to hypotheses, the above presented analyses on summary scores for OG as Vacation Destination set of measures allow for following conclusions:

H7a-iv: There will be a differences in Canadian and American attitudes towards the OG as a destination (t-test)

Summary Scores	**W1**	**W2**	**W3**	**W4**	**W5**	**Outcome**
Beliefs about the OG Destination						
OG Destination Built Environment	-2.72**	-2.62**	-2.04*	*ns.*	*ns.*	supported[a]
OG Destination Unique Experience	-2.19*	*ns.*	*ns.*	*ns.*	*ns.*	not supported
Evaluations of the OG Destination						
OG Destination Evaluation	-2.36*	*ns.*	*ns.*	*ns.*	*ns.*	not supported

Notes: ** - highly significant ($p<.01$); * - significant ($p<.05$); *ns.* – not significant.
[a] The hypothesis is deemed supported where there is statistical significance in 3 out of 5 waves.

H7c-i: At any point in time, individuals with different levels of IOII will differ in their attitudes toward OG as a destination

		Δ Mean					
Summary Scores	**IOII**	**W1**	**W2**	**W3**	**W4**	**W5**	**Outcomes**
OG Destination Built Environment (OGDBltEnv)	1 vs. 2	-1.09**	-.02**	-.07**	-.96**	-1.00**	supported[a]
	1 vs. 3	-.61**	-.44**	-.39**	-.50**	-.47**	supported
	2 vs. 3	-1.70**	-1.46**	-1.46**	-1.46**	-1.46**	supported
OG Destination Unique Experience (OGDUnExp)	1 vs. 2	-1.33**	-1.18**	-1.21**	-1.18**	-1.20**	supported
	1 vs. 3	-.52**	-.38**	-.33**	-.42**	-.41**	supported
	2 vs. 3	-1.85**	-1.56**	-1.54**	-1.60**	-1.61**	supported
OG Destination Evaluation (OGDEvl)	1 vs. 2	-1.78**	-1.57**	-1.43**	-1.40**	-1.38**	supported
	1 vs. 3	-.81**	-.58**	-.39**	-.53**	-.53**	supported
	2 vs. 3	-2.60**	-2.15**	-1.82**	-1.93**	-1.91**	supported

Notes: ** - highly significant ($p<.01$);
[a] These hypotheses reflect on the direction and the significance of change; Δ Mean (IOIIi vs. IOIIii)= Mean(IOIIi) -Mean(IOIIii), hence, the negative sign indicates an increase in mean values from lower level of IOII and the higher level of IOII.

For OG as a destination, there will be

H8a: an increase in mean values of attitude components between T1 and T2 (Δ Mean)

Summary Scores	Canada W1 vs. W2	USA W1 vs. W2	Outcome
OG Destination Built Environment	-.19**	-.17**	supported [a]
OG Destination Unique Experience	-.21**	-.13†	supported
OG Destination Evaluation	-.25**	-.15*	supported

H8b: changes in mean values of attitude components between T4 and T5 with directions towards the means values reported in T1

Summary Scores	Canada W4 vs. W5	USA W4 vs. W5	Outcome
OG Destination Built Environment	.12**	.02	supported
OG Destination Unique Experience	.15**	.01	supported
OG Destination Evaluation	.15**	.08	supported

Note: ** - highly significant ($p<.01$); * - significant ($p<.05$).
[a] These hypotheses reflect on the direction of change, not the significance;

H9d: Beliefs and evaluations of the OG as destination will differ before/during/after the VOG in i) Canada and ii) USA.

Country	*Summary Scores*	W1 vs. W2	W2 vs. W3	W3 vs. W4	W4 vs. W5	Outcome
Beliefs about the Olympic Games as Destination will differ across waves						
Canada	*OG Destination Built Environment*	-.19**	-.07*	-.25**	.12**	supported[a]
	OG Destination Unique Experience	-.21**	*ns.*	-.22**	.15**	supported
USA	*OG Destination Built Environment*	-.17**	*ns.*	*ns.*	*ns.*	not supported
	OG Destination Unique Experience	-.13†	*ns.*	*ns.*	*ns.*	not supported
Evaluations of the Olympic Games as Destination will differ across waves						
Canada	*OG Destination Evaluation*	-.25**	-.20**	-.16**	.15**	supported
USA	*OG Destination Evaluation*	-.15*	*ns.*	*ns.*	*ns.*	not supported

Notes: ** - highly significant ($p<.01$); * - significant ($p<.05$); † - significant ($p<.1$); *ns.* – not significant.
[a] The hypothesis is deemed supported where there is statistical significance in 3 out of 4 pairs; partially supported if there is significance in 2 out of 4 pairs.

6.3.5 Olympic Games as an Event

The DMRM analysis with Wave being the within-subject factor and COR and IOII being the between-subject factors was performed for the OG as an Event set of summary scores: OG event beliefs (OGEBlf), OG event evaluation (OGEEvl), and OG event behavioural intentions (OGEBhv). The multivariate test of between-subjects effects of the DMRM (*Wilks' Λ)* indicated high significance for the COR and IOII between-subjects factors (Λ_{COR}=.979, $F_{(3,782)}$=5.670, p<.01; Λ_{IOII}=.571, $F_{(6,1564)}$=84.394, p<.01) and COR-IOII interaction ($\Lambda_{COR\text{-}IOII}$=.971, $F_{(6,1564)}$=3.880, p<.01). The multivariate tests of within-subject effects also indicated high significance of the Wave within-subjects factor (Λ_{Wave}=.797, $F_{(12,773)}$=16.434, p<.01); COR-Wave within-subjects interaction effects ($\Lambda_{COR\text{-}Wave}$=.935, $F_{(12,773)}$=4.450, p<.01); and IOII-Wave within-subjects interaction effects ($\Lambda_{IOII\text{-}Wave}$=.912, $F_{(24,1546)}$=3.044, p<.01). Therefore, the multivariate tests of RM-ANOVAs were performed for each summary score separately (Table 6.3.18).

The RM-ANOVAs of each summary score produced significant *Mauchly's* test of sphericity (W_{OGEBlf}=.743, $\chi^2_{(9)}$=232.18, p<.01; W_{OGEEvl}=.803, $\chi^2_{(9)}$=171.19, p <.01; W_{OGEBhv}=.851, $\chi^2_{(9)}$=126.26, p<.01) indicating violation of the sphericity. The multivariate tests, less restrictive about the sphericity condition, was deemed appropriate for the analysis (Table 6.3.18a). The tests of within-subjects effects with F-tests corrected by Greenhouse-Geisser Epsilon (G-G ε) were used (Table 6.3.18b).

Table 6.3.18. Results of Repeated Measures ANOVAs for OG as an Event Summary Scores

a) Multivariate tests

Summary scores	Factor	*Wilks' Λ*	F	Hypoth. df	Error df
OG Event Beliefs (OGEBlf)	Wave	.884	25.59**	4	781
	COR-Wave	.963	7.45**	4	781
	IOII-Wave	.953	4.74**	8	1,562
OG Event Evaluation (OGEEvl)	Wave	.855	33.19**	4	781
	COR-Wave	.958	8.65**	4	781
	IOII-Wave	.933	6.86**	8	1,562
OG Event Behaviour (OGEBhv)	Wave	.871	28.88**	4	781
	COR-Wave	.970	5.94**	4	781
	IOII-Wave	.945	5.59**	8	1,562

b) Tests of Between- and Within-Subject Effects

Summary Scores	Effect		SS	df	MS	F
OG Event Beliefs (OGEBlf)	*Between-Subject*	Intercept	19,907.03	1	19,907.03	23,861.62**
		COR	7.10	1	7.10	8.51**
		IOII	323.04	2	161.52	193.60**
		COR-IOII	9.65	2	4.83	5.79**
		Error	654.07	784	.83	
	Within-Subject (ε)	Wave	34.88	3.48	10.01	31.12**
		COR-Wave	6.75	3.48	1.94	6.03**
		IOII-Wave	16.92	6.97	2.43	7.55**
		Error(Wave)	878.75	2,730.78	.32	
OG Event Evaluation (OGEEvl)	*Between-Subject*	Intercept	19,467.11	1	19,467.11	20,323.17**
		COR	2.42	1	2.42	2.53
		IOII	403.44	2	201.72	210.59**
		COR-IOII	3.96	2	1.98	2.07
		Error	750.98	784	.96	
	Within-Subject (ε)	Wave	73.17	3.58	20.43	38.24**
		COR-Wave	19.12	3.58	5.34	9.99**
		IOII-Wave	40.16	7.16	5.61	10.49**
		Error(Wave)	1,500.21	2,808.15	.53	
OG Event Behaviour (OGEBhv)	*Between-Subject*	Intercept	14,255.89	1	14,255.89	11,659.02**
		COR	6.36	1	6.36	5.20*
		IOII	659.67	2	329.83	269.75**
		COR-IOII	3.58	2	1.79	1.46
		Error	958.62	784	1.22	
	Within-Subject (ε)	Wave	66.68	3.68	18.11	34.68**
		COR-Wave	13.27	3.68	3.60	6.90**
		IOII-Wave	30.16	7.36	4.10	7.84**
		Error(Wave)	1507.46	2,886.65	.52	

Notes: SS - Type III Sum of Squares, MS - Mean Square, COR - country of residence; ** - highly significant ($p<.01$); * - significant ($p<.05$); † - significant ($p<.1$); *ns.* – not significant; ε -Greenhouse-Geisser Epsilon

The multivariate tests of RM-ANOVAs, performed for each summary score separately, confirmed that for all three summary scores time effect factor (Wave) was highly significant (Λ_{OGEBlf}=.884 $F_{(4,781)}$=25.590, p<.01; Λ_{OGEEvl}=.855, $F_{(4,781)}$=33.188, p<.01; and Λ_{OGEBhv}=.871, $F_{(4,781)}$=28.879, p<.01). The COR-Wave interaction effects for all three summary scores were highly significant (Λ_{OGEBlf}=.963, $F_{(4,781)}$=7.449, p<.01; Λ_{OGEEvl}=.958, $F_{(4,781)}$=8.646, p<.01; and Λ_{OGEBhv}=.970, $F_{(4,781)}$=5.944, p<.01). Similarly, the IOII-Wave interaction effects were highly significant for all three summary scores (Λ_{OGEBlf}=.953, $F_{(8,1562)}$=4.742, p<.01; Λ_{OGEEvl}=.933, $F_{(4,1562)}$=6.859, p<.01; and Λ_{OGEBhv}=.945, $F_{(4,1562)}$=5.587, p<.01) (Table 6.3.18a). The tests of within-subject effects corrected for *G-G* (ε) confirmed highly significant (p<.01) overall Wave time effect, COR-Wave and IOII-Wave group-time interaction effects for all summary scores (Table 6.3.18b).

The repeated within-subjects contrast of the means by Wave was performed to analyze the means of contiguous pairs of waves of each summary score (Table 6.3.19). The results indicated significant (p<.05) mean differences in all pairs of waves for OGEEvl and OGEBhv. Significant mean differences for OGEBlf were found in all pairs but wave 2 vs. 3 (Table 6.3.19). The analysis of COR-Wave interaction effects revealed significant contrasts for all summary scores in waves 3 vs. 4 and 4 vs. 5. The IOII-Wave interaction produced significant contrasts for OGEBlf only in one pair (wave 1 vs. 2) and for OGEEvl and OGEBhv in two pairs of contiguous waves (waves 1 vs. 2 and 2 vs. 3).

Table 6.3.19. Results of Repeated Within-Subject Contrasts for OG as an Event Summary Scores

Summary Scores	Factors	Waves	SS	df	MS	F
OG Event Beliefs (OGEBlf)	Wave	W1 vs. W2	18.81	1	18.81	25.82**
		W2 vs. W3	.09	1	.09	*ns.*
		W3 vs. W4	12.36	1	12.36	36.77**
		W4 vs. W5	6.58	1	6.58	16.70**
	COR-Wave	W1 vs. W2	.41	1	.41	*ns.*
		W2 vs. W3	.09	1	.09	*ns.*
		W3 vs. W4	8.21	1	8.21	24.42**
		W4 vs. W5	2.21	1	2.21	5.61†
	IOII-Wave	W1 vs. W2	13.75	2	6.87	9.44***
		W2 vs. W3	.57	2	.29	*ns.*
		W3 vs. W4	.23	2	.11	*ns.*
		W4 vs. W5	.05	2	.02	*ns.*
OG Event Evaluation (OGEEvl)	Wave	W1 vs. W2	3.29	1	3.29	3.36*
		W2 vs. W3	2.49	1	2.49	2.78*
		W3 vs. W4	50.67	1	50.67	68.27**
		W4 vs. W5	9.65	1	9.65	15.29**
	COR-Wave	W1 vs. W2	2.70	1	2.70	*ns.*
		W2 vs. W3	.57	1	.57	*ns.*
		W3 vs. W4	11.69	1	11.69	15.75**
		W4 vs. W5	4.73	1	4.73	7.51*
	IOII-Wave	W1 vs. W2	14.02	2	7.01	7.16**
		W2 vs. W3	10.78	2	5.39	6.02**
		W3 vs. W4	.59	2	.30	*ns.*
		W4 vs. W5	.25	2	.12	*ns.*
OG Event Behaviour (OGEBhv)	Wave	W1 vs. W2	13.14	1	13.14	11.20**
		W2 vs. W3	3.31	1	3.31	3.90*
		W3 vs. W4	24.05	1	24.05	36.12**
		W4 vs. W5	3.15	1	3.15	4.11*
	COR-Wave	W1 vs. W2	9.12	1	9.12	7.77**
		W2 vs. W3	.47	1	.47	*ns.*
		W3 vs. W4	7.13	1	7.13	10.71**
		W4 vs. W5	2.65	1	2.65	3.46†
	IOII-Wave	W1 vs. W2	14.66	2	7.33	6.25**
		W2 vs. W3	5.87	2	2.94	3.46*
		W3 vs. W4	.31	2	.16	*ns.*
		W4 vs. W5	.40	2	.20	*ns.*

Notes: SS - Type III Sum of Squares, MS - Mean Square, COR - country of residence, W-Wave;
** - highly significant ($p<.01$); * - significant ($p<.05$); † - significant ($p<.1$); *ns.* – not significant.

The separate pairwise comparisons of the summary scores means between contiguous waves for each national sample are presented in Table 6.3.20 and confirm significant differences in mean values in almost all pairs of waves for all summary scores in the Canadian sample. Meanwhile, in the American sample the mean differences were

observed in only one pair for each summary score. More specifically, there were significant ($p<.05$) mean differences for OGEBlf in wave 1 vs. 2, highly significant ($p<.01$) for OGEEvl in wave 3 vs. 4, and significant ($p<.1$) for OGEBhv in wave 4 vs. 5.

Table 6.3.20. Results of Pairwise Comparisons of Mean Values between Contiguous Waves for OG as an Event Summary Scores

Summary Scores	Waves	Canada			USA		
		Δ Mean	Sd.	Sig.	Δ Mean	Sd.	Sig.
OG Event Beliefs (OGEBlf)	W1 vs. W2	-.20**	.04	.000	-.13*	.05	.017
	W2 vs. W3	.00	.03	.972	-.02	.04	.581
	W3 vs. W4	-.25**	.03	.000	-.02	.03	.474
	W4 vs. W5	.16**	.03	.000	.05	.04	.184
OG Event Evaluation (OGEEvl)	W1 vs. W2	-.15**	.04	.001	-.02	.06	.797
	W2 vs. W3	-.09*	.04	.032	-.01	.06	.872
	W3 vs. W4	-.41**	.04	.000	-.15**	.05	.009
	W4 vs. W5	.20**	.03	.000	.05	.05	.288
OG Event Behaviour (OGEBhv)	W1 vs. W2	-.29**	.05	.000	-.01	.07	.848
	W2 vs. W3	-.04	.04	.332	-.08	.06	.197
	W3 vs. W4	-.29**	.04	.000	-.10	.05	.055
	W4 vs. W5	.13**	.04	.001	.02†	.05	.677

Notes: Notes: Canada (N=543), USA (N=247); W-Wave;
** - highly significant (p<.01); * - significant (p<.05); † - significant (p<.1);
Δ Mean (Wi vs. Wii)= Mean(Wi) -Mean(Wii), hence, the negative sign indicates an increase in mean values from the previous wave (i) to the next (ii) wave; correspondingly, the positive sign indicates a decrease in mean values.

The separate pairwise comparisons of the summary scores means between contiguous waves by IOII are presented in Table 6.3.21 indicating highly significant ($p<.01$) differences in mean values between different levels of IOII for all summary scores in both national samples.

Table 6.3.21. Results of Pairwise Comparison of Means for OG as an Event Summary Scores by IOII

OG Event Beliefs (OGEBlf)

Wave	IOII	Δ Mean	Sd.	Sig.
W1	1 vs. 2	-1.63**	.09	.000
	2 vs. 3	-.69**	.09	.000
	1 vs. 3	-2.32**	.10	.000
W2	1 vs. 2	-1.40**	.09	.000
	2 vs. 3	-.51**	.09	.000
	1 vs. 3	-1.91**	.10	.000
W3	1 vs. 2	-1.37**	.09	.000
	2 vs.3	-.50**	.09	.000
	1 vs. 3	-1.87**	.10	.000
W4	1 vs. 2	-1.29**	.09	.000
	2 vs. 3	-.45**	.09	.000
	1 vs. 3	-1.74**	.10	.000
W5	1 vs. 2	-1.34**	.09	.000
	2 vs. 3	-.48**	.09	.000
	1 vs. 3	-1.83**	.11	.000

OG Event Evaluation (OGEEvl)

Wave	IOII	Δ Mean	Sd.	Sig.
W1	1 vs. 2	-1.85**	.10	.000
	2 vs. 3	-0.78**	.10	.000
	1 vs. 3	-2.63**	.11	.000
W2	1 vs. 2	-1.72**	.10	.000
	2 vs. 3	-0.52**	.10	.000
	1 vs. 3	-2.24**	.11	.000
W3	1 vs. 2	-1.47**	.10	.000
	2 vs. 3	-0.44**	.10	.000
	1 vs. 3	-1.91**	.12	.000
W4	1 vs. 2	-1.34**	.10	.000
	2 vs. 3	-0.44**	.10	.000
	1 vs. 3	-1.78**	.11	.000
W5	1 vs. 2	-1.41**	.10	.000
	2 vs. 3	-0.49**	.10	.000
	1 vs. 3	-1.91**	.12	.000

OG Event Behavioural Intentions (OGEBhv)

Wave	IOII	Δ Mean	Sd.	Sig.
W1	1 vs. 2	-2.15**	.10	.000
	2 vs. 3	-1.01**	.11	.000
	1 vs. 3	-3.16**	.12	.000
W2	1 vs. 2	-2.02**	.11	.000
	2 vs. 3	-0.70**	.11	.000
	1 vs. 3	-2.72**	.12	.000
W3	1 vs. 2	-1.85**	.11	.000
	2 vs.3	-0.70**	.11	.000
	1 vs. 3	-2.55**	.13	.000
W4	1 vs. 2	-1.76**	.11	.000
	2 vs. 3	-0.68**	.11	.000
	1 vs. 3	-2.44**	.13	.000
W5	1 vs. 2	-1.78**	.11	.000
	2 vs. 3	-0.73**	.11	.000
	1 vs. 3	-2.51**	.13	.000

Notes: ** - highly significant ($p<.01$)
Δ Mean (IOIIi vs. IOIIii)= Mean(IOIIi) - Mean(IOIIii), hence, the negative sign indicates an increase in mean values from lower level of IOII and the higher level of IOII.

The independent samples *t*-test for the equality of means of all summary scores between the two national samples is presented in Table 6.3.22. Significant differences between the two national samples were observed for OGEBlf ($p<.05$) and for OGEBhv ($p<.1$) in the first three waves (1, 2, and 3), and for OGEEvl ($p<.1$) in the first two waves (1 and 2).

There were no significant differences between the national samples for any of the three summary scores in waves 4 and 5 (Table 6.3.22).

Table 6.3.22. *t*-test for Equality of Means for OG as an Event Summary Scores

OG Event Beliefs (OGEBlf)

Wave	COR	Mean	Sd.	Δ Mean	t
W1	CAN	5.36	1.38	-.30	-3.00**
	USA	5.66	1.16		
W2	CAN	5.56	1.34	-.23	-2.36*
	USA	5.79	1.07		
W3	CAN	5.56	1.35	-.25	-2.58*
	USA	5.81	1.08		
W4	CAN	5.81	1.26	-.02	-.25
	USA	5.84	1.10		
W5	CAN	5.65	1.35	-.13	-1.32
	USA	5.78	1.12		

OG Event Evaluations (OGEEvl)

Wave	COR	Mean	Sd.	Δ Mean	t
W1	CAN	5.28	1.55	-.35	-3.06**
	USA	5.63	1.31		
W2	CAN	5.43	1.50	-.21	-1.93†
	USA	5.64	1.28		
W3	CAN	5.52	1.44	-.14	-1.26
	USA	5.65	1.31		
W4	CAN	5.93	1.37	.13	1.26
	USA	5.80	1.30		
W5	CAN	5.72	1.46	-.02	-.18
	USA	5.74	1.24		

OG Event Behavioural Intentions (OGEBhv)

Wave	COR	Mean	Sd.	Δ Mean	t
W1	CAN	4.38	1.71	-.49	-3.83**
	USA	4.87	1.61		
W2	CAN	4.67	1.67	-.22	-1.71†
	USA	4.89	1.58		
W3	CAN	4.71	1.64	-.25	-2.04*
	USA	4.96	1.54		
W4	CAN	5.00	1.61	-.06	-.46
	USA	5.06	1.51		
W5	CAN	4.87	1.68	-.17	-1.35
	USA	5.04	1.49		

Notes: COR - country of residence (Canada (CAN)=543; USA =247); df = 788; W-Wave; ** - highly significant (p<.01); * - significant (p<.05); † - significant (p<.1).

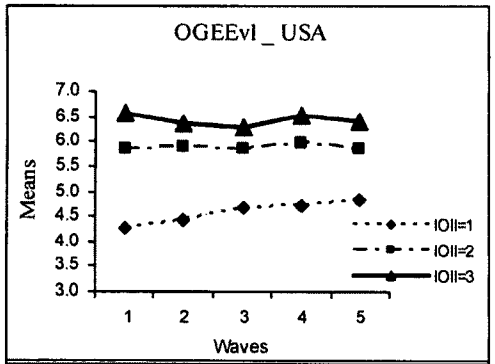
Graphical presentation of the means of OG Event summary scores by COR and IOII is provided in the Figure 6-5. For all three summary scores, means reported by the American respondents were higher than those reported by the Canadian respondents across all waves with the exception of wave 4, which corresponded to the final days of the VOG competitions and was marked by the strong performance of the Canadian Olympic team.

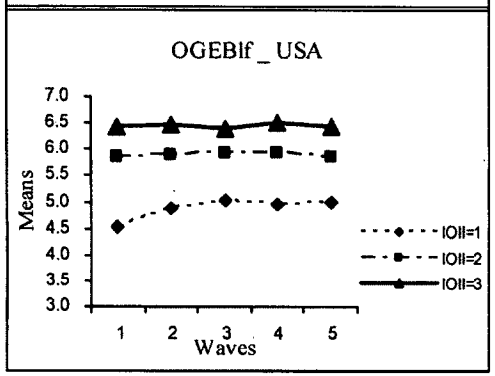
At the same time, Figure 6-5 shows a clear tendency for rising levels of attitudes from wave 1 up to the wave 4 and then a slight decline towards the mean values reported in wave 1 for all summary scores in both countries. This pattern describes the sense-making process, whereby the perceptions of the national teams' performance as well as heightened emotions contribute to the corresponding changes in the attitudes up to the end of the event and then declines after the event towards the pre-event reported means.

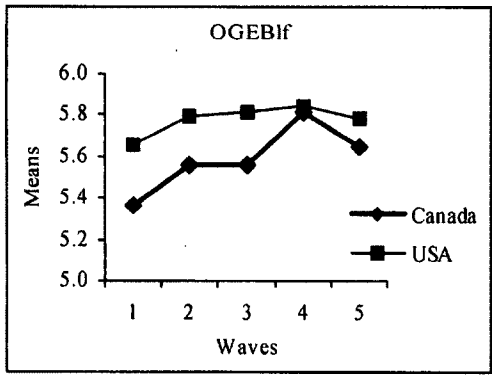
The Figure 6-5 also shows the effects of IOII in each national sample. As it could be seen, for all summary scores the means of values reported by respondents in both national samples with a low level of IOII (IOII=1) were lower than those reported by respondents with a medium level of IOII (IOII=2) which were lower than those reported by respondents with a high level of IOII (IOII=3). However, the changes in mean values by all levels of IOII within the national samples also followed the pattern of a slow increase from wave 1 to wave 4 and then a decrease in wave 5 toward the values reported in wave 1. Notably, the changes in mean values in OGEEvl were larger for the respondents with a low level of IOII in both countries indicating that even those who were not highly involved with the mega-event showed increased interest in the VOG and in fact, appear to be even more affected by the holding of the event.

Figure 6-5. Means of Summary Scores for OG as an Event

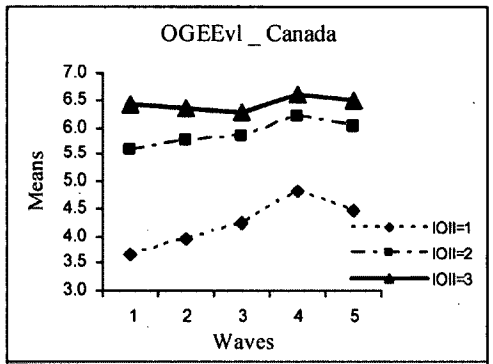
a) OG Event Beliefs

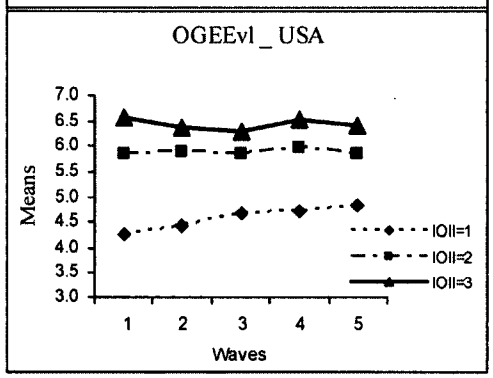


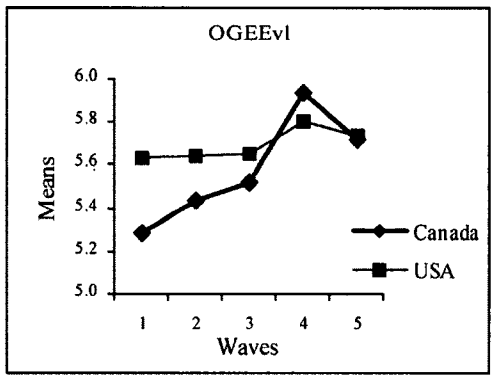




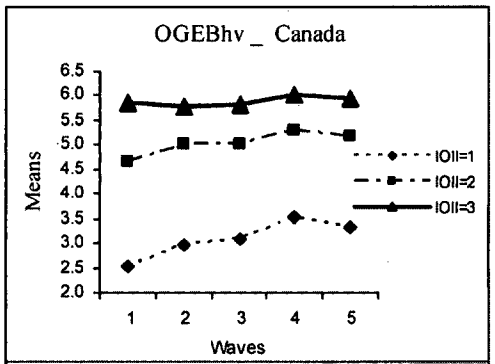
b) OG Event Evaluations

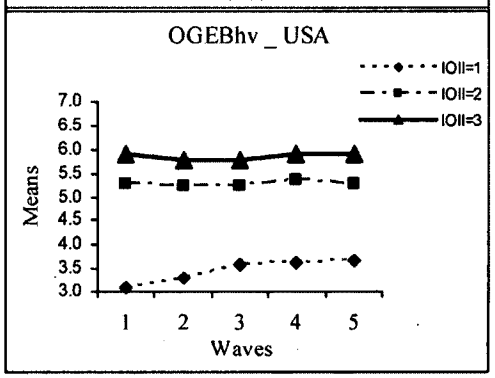


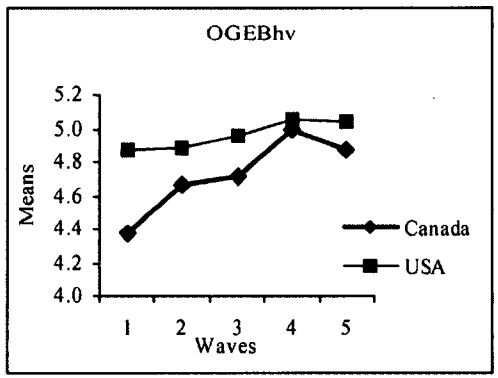




c) OG Event Behaviour







With regards to the hypotheses, the above presented analyses on summary scores for OG as an Event set of measures allow for following conclusions:

H7a-v: There will be a differences in Canadian and American attitudes towards the OG as an event (t-test)

Summary Scores	**W1**	**W2**	**W3**	**W4**	**W5**	**Outcome**
Beliefs about the OG Event						
OG Event Beliefs	-3.00**	-2.36*	-2.58*	*ns.*	*ns.*	supported[a]
Evaluations of the OG Event						
OG Event Evaluation	-3.06**	-1.93†	*ns.*	*ns.*	*ns.*	not supported
Behavioural intentions toward the OG Even						
OG Event Behavioural Intentions	3.83**	-1.71†	-2.04*	*ns.*	*ns.*	supported

Notes: ** - highly significant (p<.01); * - significant (p<.05); *ns.* – not significant.
[a] The hypothesis is deemed supported where there is statistical significance in 3 out of 5 waves.

H7c-ii: At any point in time, individuals with different levels of IOII will differ in their attitudes toward OG as an event

		Δ Mean					
Summary Scores	**IOII**	**W1**	**W2**	**W3**	**W4**	**W5**	**Outcomes**
OG Event Beliefs (OGEBlf)	1 vs. 2	-1.63**	-1.40**	-1.37**	-1.29**	-1.34**	supported[a]
	1 vs. 3	-.69**	-.51**	-.50**	-.45**	-.48**	supported
	2 vs. 3	-2.32**	-1.91**	-1.87**	-1.74**	-1.83**	supported
OG Event Evaluations (OGEEvl)	1 vs. 2	-1.85**	-1.72**	-1.47**	-1.34**	-1.41**	supported
	1 vs. 3	-0.78**	-0.52**	-0.44**	-0.44**	-0.49**	supported
	2 vs. 3	-2.63**	-2.24**	-1.91**	-1.78**	-1.91**	supported
OG Event Behavioural Intentions (OGEBhv)	1 vs. 2	-2.15**	-2.02**	-1.85**	-1.76**	-1.78**	supported
	1 vs. 3	-1.01**	-0.70**	-0.70**	-0.68**	-0.73**	supported
	2 vs. 3	-3.16**	-2.72**	-2.55**	-2.44**	-2.51**	supported

Notes: ** - highly significant (p<.01);
[a] These hypotheses reflect on the direction and the significance of change; Δ Mean (IOIIi vs. IOIIii)= Mean(IOIIi) -Mean(IOIIii), hence, the negative sign indicates an increase in mean values from lower level of IOII and the higher level of IOII.

For OG as an event, there will be

H8a: an increase in mean values of attitude components between T1 and T2 (Δ Mean)

Summary Scores	Canada W1 vs. W2	USA W1 vs. W2	Outcome
OG Event Beliefs	-.20**	-.13*	supported[a]
OG Event Evaluation	-.15**	-.02	supported
OG Event Behavioural Intentions	-.29**	-.01	supported

H8b: changes in mean values of attitude components between T4 and T5 with directions towards the means values reported in T1

Summary Scores	Canada W4 vs. W5	USA W4 vs. W5	Outcome
OG Event Beliefs	.16**	.05	supported
OG Event Evaluation	.20**	.05	supported
OG Event Behavioural Intentions	.13**	.02†	supported

Note: ** - highly significant ($p<.01$); * - significant ($p<.05$);

[a] These hypotheses reflect on the direction of change, not the significance; Δ Mean (Wi vs. Wii)= Mean(Wi) - Mean(Wii), hence, the negative sign indicates an increase in mean values from the previous wave (i) to the next (ii) wave; correspondingly, the positive sign indicates a decrease in mean values.

H9e: Beliefs and evaluations of the OG as an event will differ before/during/after the VOG in i) Canada and ii) USA.

Country	*Summary Scores*	W1 vs. W2	W2 vs. W3	W3 vs. W4	W4 vs. W5	Outcome
Beliefs about the Olympic Games as Destination will differ across waves						
Canada	*OG Event Beliefs*	-.20**	*ns.*	-.25**	.16**	supported[a]
	OG Event Evaluation	-.15**	-.09*	-.41**	.20**	supported
USA	*OG Event Beliefs*	-.13*	*ns.*	*ns.*	*ns.*	not supported
	OG Event Evaluation	*ns.*	*ns.*	-.15**	*ns.*	not supported
Evaluations of the Olympic Games as Destination will differ across waves						
Canada	*OG Event Behavioural Intentions*	-.29**	*ns.*	-.29**	.13**	supported
USA	*OG Event Behavioural Intentions*	*ns.*	*ns.*	*ns.*	.02†	not supported

Notes: ** - highly significant ($p<.01$); * - significant ($p<.05$); † - significant ($p<.1$); *ns.* – not significant.

[a]The hypothesis is deemed supported where there is statistical significance in 3 out of 4 pairs; partially supported if there is significance in 2 out of 4 pairs.

6.3.6 National Team, Vancouver Olympic Games and Canada's Hosting of the Olympic Games

To examine the change of conative attitudes toward the national team, a summary score of national team behavioural intentions (NTBhv) and measures of perceived performance of the VOG quality (VOGq) and Canada as a host of VOG (CanHost), a series of the RM-ANOVAs was undertaken. The RM-ANOVAs produced significant *Mauchly's* test of sphericity (W_{OGEBlf}=.780, $\chi_2(9)$=194.61, p<.01; W_{OGEEvl}=.727, $\chi_2(9)$=249.13, p <.01; W_{OGEBhv}=.795, $\chi_2(9)$=179.48, p<.01) suggesting the violation of the sphericity. The multivariate tests were deemed appropriate for the analysis (Table 6.3.23a). The within-subjects effects F-tests were corrected by G-G ε and presented in Table 6.3.23b.

The multivariate tests of RM-ANOVAs performed for each attitude measure confirmed highly significant time effect factors (Wave) for all three of them (Λ_{NTBhv}=.890, $F(4,781)$=24.153, p<.01; Λ_{VOGq}=.814, $F(4,781)$=44.710, p<.01; and $\Lambda_{CanHost}$=.846, $F(4,781)$=35.551, p<.01). There were also highly significant COR-Wave interaction effects (Λ_{NTBhv}=.935, $F(4,781)$=714.172, p<.01; Λ_{VOGq}=.956, $F(4,781)$=8.981, p<.01; and $\Lambda_{CanHost}$=.941, $F(4,781)$=12.311, p<.01) and IOII-Wave interaction effects (Λ_{NTBhv}=.911, $F(8,1562)$=49.309, p<.01; Λ_{VOGq}=.975, $F(4,1562)$=2.520, p<.01; and $\Lambda_{CanHost}$=.975, $F(4,1562)$=2.499, p<.01) (Table 6.3.23a).

Table 6.3.23. Results of Repeated Measures ANOVAs for NT Behavioural Intentions, Vancouver OG Quality and Canada's Hosting of the VOG

a) Multivariate tests

Summary scores	Factor	*Wilks' Λ*	F	Hypoth. df	Error df
National Team Behavioural Intentions (NTBhv)	Wave	.890	24.15**	4	781
	COR-Wave	.932	14.17**	4	781
	IOII-Wave	.911	9.31**	8	1,562
Vancouver Olympic Games Quality (VOGq)	Wave	.814	44.71**	4	781
	COR-Wave	.956	8.98**	4	781
	IOII-Wave	.975	2.52**	8	1,562
Canada's Hosting of the VOG (CanHost)	Wave	.846	35.55**	4	781
	COR-Wave	.941	12.31**	4	781
	IOII-Wave	.975	2.50*	8	1,562

b) Tests of Between- and Within-Subject Effects

Summary Scores	Effect		SS	df	MS	F
National Team Behavioural Intentions (NTBhv)	*Between-Subject*	Intercept	11,220.74	1	11,220.74	8,801.91**
		COR	.03	1	.03	.03
		IOII	558.07	2	279.04	218.88**
		COR-IOII	3.50	2	1.75	.25
		Error	654.07	784	.83	
	Within-Subject (ε)	Wave	45.18	3.53	12.80	25.20**
		COR-Wave	27.82	3.53	7.88	15.52**
		IOII-Wave	46.66	7.06	6.61	13.2**
		Error(Wave)	1,405.38	2,768.46	.51	
Vancouver Olympic Games Quality (VOGq)	*Between-Subject*	Intercept	20,356.30	1	20,356.30	26,844.95**
		COR	.77	1	.77	2.53
		IOII	134.14	2	67.07	210.59**
		COR-IOII	3.77	2	1.89	2.49†
		Error	594.50	784	.76	
	Within-Subject (ε)	Wave	151.45	3.51	43.14	50.25**
		COR-Wave	22.92	3.51	6.53	7.60**
		IOII-Wave	15.98	7.02	2.28	2.65**
		Error(Wave)	2363.18	2,752.53	.86	
Canada's Hosting of the VOG (CanHost)	*Between-Subject*	Intercept	20,935.57	1	20,935.57	26,980.21**
		COR	.74	1	.74	.96
		IOII	117.39	2	58.69	75.64**
		COR-IOII	10.55	2	5.28	6.80
		Error	608.35	784	.78	
	Within-Subject (ε)	Wave	105.84	3.62	29.22	36.84**
		COR-Wave	31.34	3.62	8.65	10.91**
		IOII-Wave	15.05	7.25	2.08	2.62*
		Error(Wave)	2,252.57	2,839.86	.79	

Notes: SS - Type III Sum of Squares, MS - Mean Square, COR - country of residence; ** - highly significant ($p<.01$); * - significant ($p<.05$); † - significant ($p<.1$); *ns.* – not significant; ε -Greenhouse-Geisser Epsilon

The tests of within-subject effects corrected for *G-G* (ε) confirmed highly significant ($p<.01$) overall Wave time effect, COR-Wave, and IOII-Wave group-time interaction effects (Table 6.3.23b). However, the between-subjects test did not indicate any significance for COR between-subject effects for any of the three attitude measures. Since significant interaction was detected, further analysis was undertaken to determine where the differences lie.

The separate pairwise comparisons of the summary scores means between contiguous waves by IOII (Table 6.3.24) indicated highly significant ($p<.01$) differences in mean values between different levels of IOII for NTBhv.

Table 6.3.24. Pairwise Comparison of Means for National Team Behavioural Intentions by IOII

Wave	IOII	Δ Mean	Sd.	Sig.
W1	1 vs. 2	-1.95**	.10	.000
	2 vs. 3	-1.17**	.10	.000
	1 vs. 3	-3.12**	.11	.000
W2	1 vs. 2	-1.59**	.11	.000
	2 vs. 3	-.79**	.11	.000
	1 vs. 3	-2.38**	.13	.000
W3	1 vs. 2	-1.56**	.11	.000
	2 vs.3	-.68**	.11	.000
	1 vs. 3	-2.24**	.13	.000
W4	1 vs. 2	-1.69**	.11	.000
	2 vs. 3	-.62**	.12	.000
	1 vs. 3	-2.30**	.13	.000
W5	1 vs. 2	-1.68**	.11	.000
	2 vs. 3	-.79**	.12	.000
	1 vs. 3	-2.47**	.13	.000

Notes: ** - highly significant ($p<.01$); * - significant ($p<.05$); † - significant ($p<.1$); Δ Mean (IOIIi vs. IOIIii)= Mean(IOIIi) -Mean(IOIIii), hence, the negative sign indicates an increase in mean values from lower level of IOII and the higher level of IOII.

The independent samples *t*-test for the equality of means between the two national samples is presented in Table 6.3.25. Significant differences between the two national

samples were observed for NTBhv ($p<.05$) in the two waves (1 and 4), for VOGq and CanHost in the three middle data collection waves (2, 3, and 4). There were no significant differences between the national samples for any of the three measures in wave 5 (Table 6.3.25).

Table 6.3.25. *t*-test for Equality of Means for National Team Behavioural Intentions, Vancouver Olympic Games Quality, Canada's Hosting of the VOG

National Team Behavioural Intentions (NTBhv)

Wave	COR	Mean	Sd.	Δ Mean	t
W1	CAN	4.09	1.67	-.25	-1.99*
	USA	4.33	1.50		
W2	CAN	4.03	1.63	-.11	*ns.*
	USA	4.14	1.44		
W3	CAN	4.27	1.58	-.00	*ns.*
	USA	4.28	1.46		
W4	CAN	4.60	1.64	.30	2.48*
	USA	4.30	1.45		
W5	CAN	4.46	1.65	.16	*ns.*
	USA	4.30	1.54		

Vancouver Olympic Games Quality (VOGq)

Wave	COR	Mean	Sd.	Δ Mean	t
W1	CAN	5.65	1.22	-.03	*ns.*
	USA	5.68	1.13		
W2	CAN	5.30	1.47	-.24	-2.16*
	USA	5.54	1.29		
W3	CAN	5.43	1.39	-.30	-2.90*
	USA	5.73	1.21		
W4	CAN	6.05	1.16	.16	1.74†
	USA	5.89	1.16		
W5	CAN	6.02	1.19	.06	*ns.*
	USA	5.96	1.13		

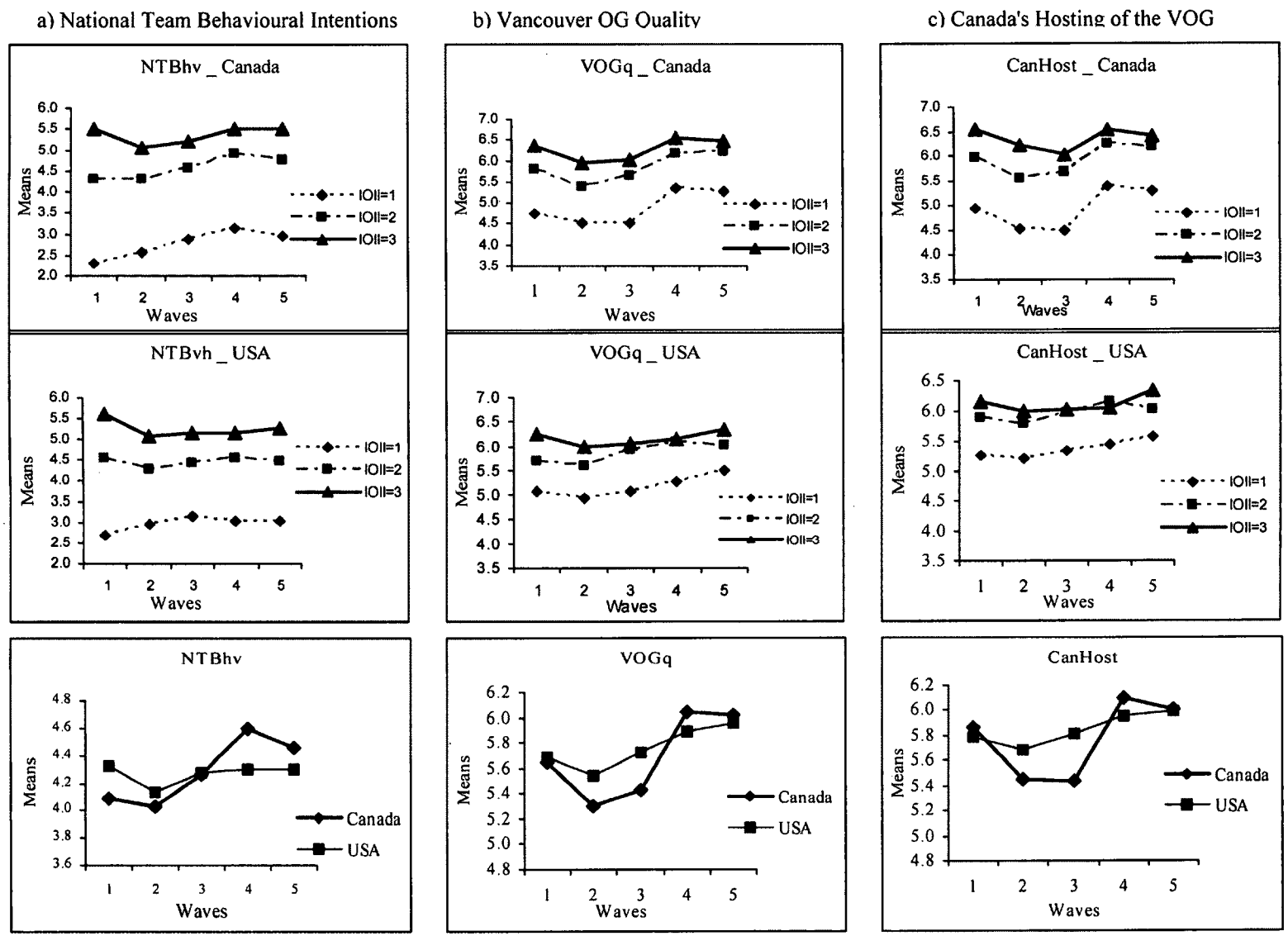
Canada's Hosting of the VOG (CanHost)

Wave	COR	Mean	Sd.	Δ Mean	t
W1	CAN	5.86	1.19	.07	*ns.*
	USA	5.79	1.08		
W2	CAN	5.45	1.51	-.23	-2.04*
	USA	5.68	1.28		
W3	CAN	5.44	1.41	-.37	-3.61**
	USA	5.81	1.17		
W4	CAN	6.10	1.15	.15	1.71†
	USA	5.95	1.17		
W5	CAN	6.01	1.19	.02	*ns.*
	USA	5.99	1.14		

Notes: COR - country of residence (Canada (CAN)=543; USA =247); df = 788; W-Wave; ** - highly significant ($p<.01$); * - significant ($p<.05$); † - significant ($p<.1$); *ns.* – not significant.

Graphical presentation of the means of NTBhv, VOGq, and CanHost by COR and IOII is provided in the Figure 6-6. In contrast to patterns seen earlier, there was a decrease in mean values of the three measures from wave 1 to wave 2. However, there was a sharp

Figure 6-6. Means of National Team Behavioural Intentions, VOG Quality, and Canada's Hosting



increase in mean values of NTBhv and VOGq in waves 3 and 4 which was especially obvious for the Canadian sample. Overall, the means of values reported by the American respondents were higher than those reported by the Canadian respondents across the first three waves. However, this changed in wave 4, which was marked by especially strong performance of the Canadian Olympic team.

The Figure 6-6 also shows the effects of IOII in each national sample. As it could be seen, for mean values of all measures all measures the means of values reported by respondents in both national samples with a low level of IOII (IOII=1) were lower than those for respondents with a medium level of IOII (IOII=2) which were lower than those for respondents with a high level of IOII (IOII=3).

With regards to the hypotheses, the above presented analyses on summary scores for OG as an Event set of measures allow for following conclusions:

H7b: There will be a difference in Canadian and American attitudes towards the i) the national teams, ii) the VOG, and iii) Canada's hosting of the OG (t-test)

Summary Scores	**W1**	**W2**	**W3**	**W4**	**W5**	**Outcome**
Behavioural Intentions toward National Team						
National Team Behavioural Intentions (NTBhv)	-1.99*	*ns.*	*ns.*	2.48*	*ns.*	not supported[a]
Perceived Performance						
Vancouver Olympic Games Quality (VOGq)	*ns.*	-2.16*	-2.90*	1.74†	*ns.*	supported
Canada's Hosting of the VOG (CanHost)	*ns.*	-2.04*	-3.61**	1.71†	*ns.*	supported

Notes: ** - highly significant (p<.01); * - significant (p<.05); *ns.* – not significant.
[a]The hypothesis is deemed supported where there is statistical significance in 3 out of 5 waves.

H7d: At any point in time, individuals with different levels of IOII will differ in their behavioural intentions towards the national team

Summary Scores	IOII	Δ Mean					Outcomes
		W1	W2	W3	W4	W5	
National Team Behavioural Intentions (NTBhv)	1 vs. 2	-1.95**	-1.59**	-1.56**	-1.69**	-1.68**	supported[a]
	1 vs. 3	-1.17**	-.79**	-.68**	-.62**	-.79**	supported
	2 vs. 3	-3.12**	-2.38**	-2.24**	-2.30**	-2.47**	supported

Notes: ** - highly significant (p<.01);
Δ Mean (IOIIi vs. IOIIii)= Mean(IOIIi) -Mean(IOIIii), hence, the negative sign indicates an increase in mean values from lower level of IOII and the higher level of IOII.

6.3.7 Summary

To examine the changes of the consumers' beliefs, evaluations, and behavioural intentions towards all objects of interest to test Hypotheses H7a-d, H8a-b, and H9, a series of the DMRM, RM-ANOVA, and independent sample *t*-test analyses were performed for each object of interest. These analyses allowed for examining the changes in attitudes over five waves, not only within each national sample but also between the two national samples. In addition, when analyzing OG related attitudes, comparisons were made not only within and between the two national samples, but also across the three levels of individual involvement with the OG (IOII). The review of the analyses led to following conclusions.

Overall, there were significant differences in beliefs about all objects of interest between Canadian and American respondents. The means of values reported by the Canadian respondents for host country related objects of interest were consistently higher that those reported by the American respondents indicating home country bias. However, the situation was different for the OG-related objects of interest, for which the American respondents consistently reported higher mean values in all data collection points with the exception of wave 4 (the last day of the OG), which was marked by particularly strong

performances of the Canadian Olympic team. Wave 4 was marked by the spikes in the mean reports of the Canadian sample in all components of OG related attitudes.

Canadian and American respondents were also significantly different in their overall perceptions of the quality of the VOG and Canada's ability to host Winter OG. In the first three waves, the American respondents reported higher mean values for these two measures than the Canadian respondents. However, despite the fact that the mean values increased from wave 3 to wave 4 in both national samples, the positions were changed in wave 4 with sharp increases in the means of values reported by the Canadian respondents. High mean values were maintained in wave 5; however, there were no differences in the means of values reported by the two national samples. As for the behavioural intentions towards the national team, there were no significant differences between the two national samples in three out of five data collection points. In wave 1, American respondents reported higher mean values than Canadians for their behavioural intentions; however, in wave 4, Canadian respondents reported significantly higher mean values.

Significant differences were also found for the effects of the IOII on respondents' attitudes towards the OG and toward national team behavioural intentions. In both national samples, the means of values reported by the respondents with a high level of IOII were higher than those reported by respondents with a medium level of IOII, which were higher than those reported by the respondents with a low level of IOII. This

provided a strong support for the hypotheses H7c-d that the attitudes towards the object of interest are indeed influenced by the level of involvement with that object.

Next, the patterns of the attitude changes were examined. Overall, in agreement with the expectation paradigm and ordinization theories, changes of attitudes reflected through changes in mean values were observed across all five waves. An increase in mean values from wave 1 to wave 2 was observed for almost all summary scores of all objects of interest. The mean values were changes from wave 2 to wave 3 with respondents reporting higher summary scores for some summary scores and lower mean values for others. An obvious increase in mean values was observed from wave 3 to wave 4, the end of the VOG marked by strong performance of both national Olympic teams and in particular by the "own the (top step) podium" performance of the Canadian team. Finally, as expected, the mean values declined in wave 5, probably due to the effects of the ordinization process when the heightened emotional state associated with holding the OG and with successful team performances (in this case for both countries) were normalized within the two months after the OG. Notably however, the mean values reported in wave 5 were still higher than those reported in wave 1, suggesting longer term positive effects of the VOG on the attitude objects under study.

Finally, the review of the results within each national sample revealed that the Canadian respondents had overall significant differences in attitude components across the five data collection points for Canada as a destination, country/people of Canada, and the OG as a destination and as an event sets of measures. Significant changes across the five waves

were also found for the set of measures of the belief component of attitudes towards products made in Canada, but not for evaluations or behavioural intentions.

Contrary to the Canadian respondents, the Americans did not show any significant differences in attitude components across five data collection points for Canada as a destination, country/people of Canada, and the OG as a destination and as an event sets of measures. However, similar to the Canadians, the American respondents reported significantly different means for belief summary scores for products made in Canada set, but not for evaluations and behavioural intentions.

Overall, these analyses provided strong support for a set of hypotheses H7 related to the differences in Canadian and American attitudes towards the host country and the OG. Strong support was also found for the hypotheses H8 examining the patterns of the changes and reflecting the sense-making process. Finally, strong support was found for H9i, but not for H9ii indicating that attitudes towards the objects of interest of this study differed before/during/after the VOG in the Canadian sample, but not in the American sample. These results revealed that as a result of the VOG, Canadians had significantly improved attitudes towards not only the OG both as a destination and as an event, but also to their own country.

6.4 Structural Equation Modeling: Country and Mega-Event

Structural equation modeling (SEM) was used to examine the influences of mega-event hosting on the host country evaluation and vice versa. SEM is a wide family of different statistical techniques that are suitable for testing and analyzing the casual relationships among sets of variables of interest, especially for large samples of 200 and more cases (Kline 2005). The benefits of using SEM for marketing models are well-described in Steenkamp and Baumgartner (2000), who remark that "most of the scientific constructs have many facets and cannot be directly observed" (p. 196). One of the most well-known strengths of SEM, according to Tomarken and Waller (2005), is its ability to specify latent variable models and provide better estimates of relations not only among the construct relations, but also their manifest indicators. Scientific constructs are usually measured through a number of indicators, since no single indicator can capture the full theoretical meaning of the construct of interest.

Construct operationalization is at the core of SEM as it allows distinguishing the most contributing indicators. Second, any observed measures are "invariable contaminated by measurement errors" (p. 196). These measurement errors could be isolated with the use of the SEM approach, and confirmatory factor analysis (CFA) in particular, to examine the reliability and validity of constructs allowing for not only theory development and model testing, but also for deriving empirical generalizations. Finally, SEM is acknowledged for its capacity to measure the model fit. According to Steenkamp and Baumgartner (2000), models "are always simplified representations of reality"; hence, there is a need to establish the degree of agreement between the model and the data.

Covariance-based approach and estimation techniques used in SEM allow for focusing on "explaining marketing phenomena" (p. 196) rather than on predicting specific outcomes. According to the researchers, "SEM is mainly employed to examine linear structural relations between constructs based on cross-sectional data" (p. 199).

However, SEM is not immune to limitations. First, it performs well when the constructs have linear structural relations, leaving non-linear relations difficult to estimate (Tomarken and Waller 2005). Second, structural models are approximations of the reality and they [models] could omit important variables that are implicated in the causal processes of a model. This omission, according to (Tomarken and Waller 2005), "present a misleading picture of the measurement and/or causal structure and, in addition, commonly result in biased parameter estimates and inaccurate estimates of standard errors" (p. 49). Despite these limitations, SEM is a powerful approach and was deemed appropriate for the current study. LISREL 8.8 (Linear Structural Relationships), the most commonly used in marketing studies statistical software product for structural equation modeling, was used in this study to test the measurement and structural models.

6.4.1 Measurement Model Analysis

Confirmatory Factor Analysis (CFA), the integrated part of SEM, was used to test the fit of the model and to verify the factor structure of the observed variables, i.e., the relationship between observed variables and related latent constructs. In comparison to Exploratory Factor Analysis (EFA), which can be viewed as an orderly simplification of interrelated measures and is generally used to explore the nature of the possible underlying factor structure, CFA allows for more specifications in terms of model testing,

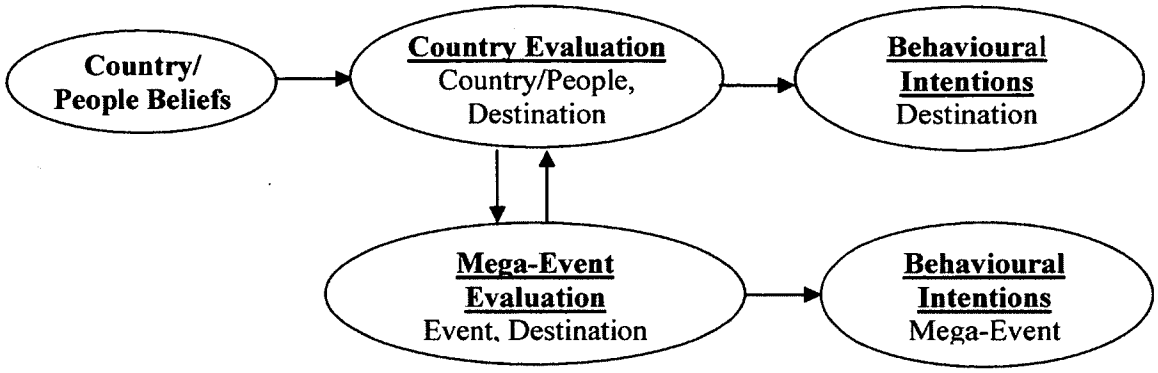
number of factors, factor loading, theory-model fit, and error explicitness (Suhr 2006). CFA was used to further test the measurement model, which was initially explored through EFA (Principal Axis Factoring, promax rotation) and presented earlier in this manuscript.

In total, the measurement model consisted of nine unidimensional constructs from four sets related to the four objects of interest. Two constructs of Canada as a destination sets (CVDEvl and CVDBhv), four constructs of Country/People of Canada set (PplChrt, CntDscr, CntCmpt, and CntEvl), one construct of OG as a destination set (OGDEvl), and, finally, two constructs of OG as an event set (OGEEvl and OGEBhv) were conceptualized as latent constructs measured by multiple indicators.

Host country product-related constructs (PrdBlf, MrkPrs, PrdEvl, and PrdBhv) were not of interest were not of interest for examining the structural model testing influences of mega-event hosting on the host country evaluation and vice versa, and, hence, were omitted from the CFA analysis. Also, constructs related to self-identification (national team self-identification (NTI), Individual OG Involvement Index (IOII), identification-related behavioural intentions (NTBhv) and measures of expectation for, perceived performance of, and (dis)confirmation of the expectations were omitted due to the SEM limits to test non-linear relations.

Above discussed is reflected on Figure 6-7 (an excerpt from the original research framework).

Figure 6-7. Country Evaluation - OG Evaluation
(Excerpt from the Research Framework)



Each indicator related to the analyzed constructs was modeled to load on one construct; the constructs were allowed to covary. All indicators were proposed and tested as reflective of the constructs. Convergent, discriminant, and nomological validity of the constructs were examined to assess the quality of the measurement model (Anderson and Gerbing 1988).

Convergent Validity

Convergent validity, defined as the degree to which "different indicators of theoretically similar or overlapping constructs are interrelated" (Brown 2006, p. 2) or "two measures of the same construct are correlated" (Hair, Anderson, Tatham, and Black 1998, p. 118), was assessed in three ways.

First, Cronbach's α was used to evaluate the internal reliability, which refers to "the consistency of the entire scale" (Hair et al. 1998, p. 118). For acceptable Cronbach's α Nunnally (1978) and Kline (2005) offer a rule of thumb of .70. The values of Cronbach's

α, reported earlier, ranged from .740 to .973 in the Canadian sample and from .786 to .975 in the American one.

Second, convergent validity was assessed by estimating a nine-construct confirmatory measurement model and checking the standardized factor loadings and error variances for all indicators. Review of the CFA results (Appendix IX: Tables 1a and 1b for the Canadian and American samples respectively) revealed consistently poor loadings ranging from .36 to .47 and from .41 to .55 for the *environmental/pollution controls* indicator in the set of Country/People of Canada across all waves in Canadian and American samples correspondingly. Since the minimum suggested loading of .5 (Hair, Black, Babin, Anderson, and Tatham 2005) was not met, the decision was made to drop this indicator from further analysis.

In addition to the review of the individual indicator loadings, composite reliability (CR) and Average Variance Explained (AVE) were examined. CR, the total amount of true score variance in relation to the total scale score variance, is a measure of "the internal consistency of the construct indicators, depicting the degree to which they "indicate" the common latent construct" (Hair et al. 1998, p. 612). It was evaluated against the commonly used threshold of 0.7 or greater (Nunnally and Bernstein 1994; Hair et al. 1998). AVE, the amount of variance captured by a construct in relation to the variance due to random measurement error, shows the shared "variance among the indicators accounted for by the latent construct" (Hair et al. 1998, p. 612), was compared against the commonly used minimum threshold of .5 (Dillon and Goldstein 1984; Hair et al. 1998).

The review of the results revealed high values of CR for all constructs across the five waves in both countries with the values of CR ranging from .726 to .959 in the Canadian sample and .828 to .965 in the American one, meeting the requirement for good internal consistency for all constructs (Appendix IX: Tables 1a-b). However, examination of AVE revealed values just under .5 for Country Description (CntDscr) construct in both national samples across all five waves with AVE ranging from .405 to .913 in the Canadian sample and from .487 to .932 in the American sample.

These results indicated the necessity for construct purification. Each individual indicator within the CntDscr measure set was examined for its factor loading; the modification indices were examined as well. Indicators with low loadings that were also identified by the modification indices were removed one at a time. CFA analysis was repeated with the remaining items; CR and AVE were re-calculated. Several iterations resulted in removal of two other indicators (*political stability* and *individual rights and freedoms*) from the Country/People of Canada set of measures. Each removal of an indicator was followed by CFA analysis with the remaining items and re-calculation of CR and AVE. This decision resulted in acceptable levels of AVE for CntDscr and PplChrt constructs. The removal decision was also governed by two additional requirements for construct measures: 1) at least two indicators per construct to avoid under-identified CFA models (Costello and Osborne 2005; Kline 2005) and 2) comparability and consistency of the models across all five waves for both national samples to allow for cross-national and cross-wave model comparisons.

Table 6.4.1 presents results for CR and AVE for all final constructs. Notably, Table 6.4.1 reports CR and AVE for the final constructs that were derived after full validity check, which, in addition to convergent validity, included discriminant and nomological validity analyses discussed later. High values for CR (.70 or above) and AVE (.50 or above) indicate good convergent validity of the final constructs. More details on factor loadings, CR and AVE for the final measurement model are provided in Appendix X: Tables 1a-b.

Table 6.4.1. Final Measurement Model: Composite Reliability (CR) and Average Variance Explained (AVE)

Waves	**Wave 1**		**Wave 2**		**Wave 3**		**Wave 4**		**Wave 5**	
Country	**CAN**	**USA**	**CAN**	**USA**	**CAN**	**USA**	**CAN**	**USA**	**CAN**	**USA**
Country Destination Appeal (CVDApl)										
Composite Reliability	*.944*	*.940*	*.954*	*.945*	*.956*	*.941*	*.954*	*.946*	*.958*	*.954*
Average Variance Explained	*.772*	*.758*	*.805*	*.777*	*.814*	*.761*	*.807*	*.779*	*.822*	*.808*
People Characteristics (PplChrt)										
Composite Reliability	*.936*	*.96*	*.945*	*.949*	*.959*	*.948*	*.958*	*.954*	*.949*	*.954*
Average Variance Explained	*.745*	*.828*	*.775*	*.787*	*.825*	*.786*	*.821*	*.807*	*.785*	*.807*
Country Beliefs (CntBlf)										
Composite Reliability	*.823*	*.901*	*.813*	*.897*	*.866*	*.895*	*.866*	*.913*	*.84*	*.911*
Average variance explained	*.539*	*.695*	*.522*	*.686*	*.617*	*.681*	*.618*	*.725*	*.569*	*.718*
Country Evaluation (CntEvl)										
Composite Reliability	*.869*	*.874*	*.862*	*.869*	*.885*	*.869*	*.890*	*.833*	*.884*	*.838*
Average Variance Explained	*.769*	*.776*	*.757*	*.77*	*.794*	*.769*	*.802*	*.714*	*.793*	*.723*
OG Evaluation (OGEvl)										
Composite Reliability	*.936*	*.924*	*.938*	*.929*	*.940*	*.930*	*.950*	*.936*	*.951*	*.935*
Average Variance Explained	*.786*	*.754*	*.79*	*.767*	*.798*	*.771*	*.825*	*.787*	*.83*	*.782*
OG Event Behavioural Intentions (OGEBhv)										
Composite Reliability	*.933*	*.930*	*.930*	*.917*	*.914*	*.903*	*.920*	*.915*	*.935*	*.912*
Average Variance Explained	*.822*	*.817*	*.816*	*.788*	*.781*	*.757*	*.793*	*.782*	*.828*	*.774*

Discriminant Validity

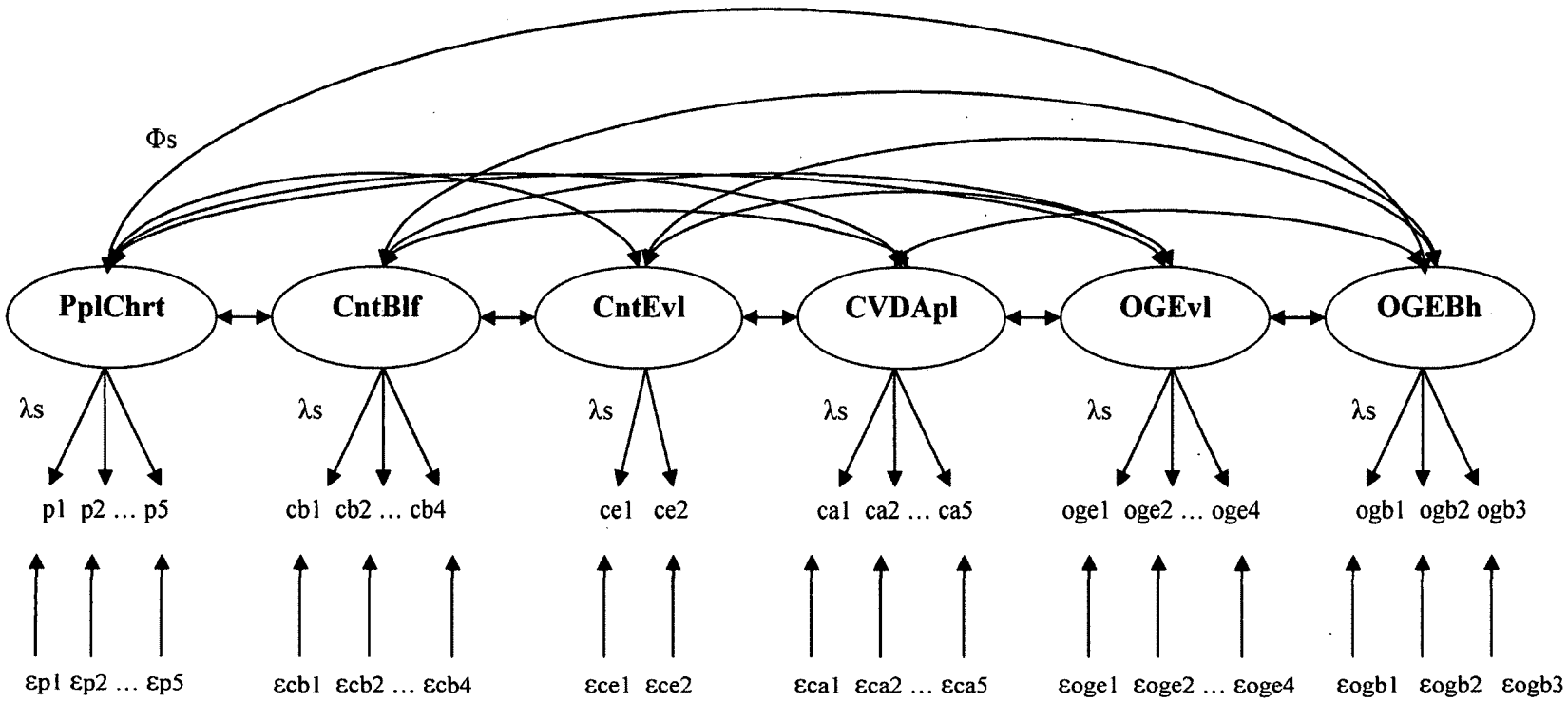
Two approaches were used to examine discriminant validity, which is defined as the degree to which "the indicators of theoretically distinct constructs are not highly interrelated" (Brown 2006, p. 3). The first test is Bagozzi, Yi, and Phillips' (1991) discriminant validity test, whereby the constructs are compared to each other to determine if the 95% (parameter estimate (φ value) ±1.96 * standard error) confidence intervals of the inter-corrections contain a value of 1. If the confidence interval contains one, it means that discriminant validity has not been achieved and, hence, further inspection of item cross-loadings needs to be made. Of the 36 pairs of constructs across the five waves, such an incident was observed for only one pair CntCmpt-CntDscr in the American sample: in wave 2 the 95% confidence interval was [.93-1.01] and in wave 5 the 95% confidence interval was [.92 - 1.00] (Appendix VIII: Table 2).

The second approach is the comparison of AVE and the squared construct correlation (r^2). According to Fornell and Larcker (1981), for constructs to exhibit discriminant validity AVE should be larger than r^2. The comparison of the AVE and r^2 revealed poor discriminant validity of some constructs across the five waves in both national samples (Appendix IX: Tables 3a-b). Specifically, of the 36 pairs of constructs of the initial measurement model in each sample, condition of AVE > r^2 was not met for two constructs of Canada as a destination set (CVDEvl-CVDBhv), three constructs of Country/People of Canada set (CntCmpt-CntDscr and CntDscr-CntEvl), and two OG evaluation related constructs (OGDEvl-OGEEvl). Poor discriminant validity of the identified pairs indicated the necessity for further construct purification. Careful revision resulted in removal of one indicator from Country as a destination set of measures (*proud*

to visit) across all five waves. Each removal of an indicator was followed by CFA analysis with the remaining items and re-calculation of AVE and r^2. The removal decision was also governed by the same two criteria that were used earlier in regards to the convergent validity: 1) at least two indicators per construct to avoid under-identified CFA models and 2) comparability and consistency of the models across all five waves for both national samples to allow for cross-national and cross-wave model comparisons.

While construct purification did improve to some extent the convergent validity, issues related to the discriminant validity were not completely solved. As recommended by Farrell (2010), when discriminant validity is not established, the researchers need to consider the possibility of combining troublesome constructs. In line with Farrell's (2010) recommendation, some initially proposed constructs were replaced with new combined ones. Specifically, in the Canada as a destination set of constructs, Country destination evaluation (CVDEvl) and Country destination behavioural intentions (CVDBhv) were combined into a new construct labeled Country Destination Appeal (CVDApl); in the Country/People set of constructs, Country competence (CntCmpt) and Country Description (CntDscr) were merged to form a new construct Country Beliefs (CntBlf), and, finally, the OG as a destination evaluation (OGDEvl) and OG as an event evaluation (OGEEvl) constructs were merged to make an OG evaluation (OGEvl) construct. This led to the transformation of the original nine-construct model into a final six-construct measurement model (Figure 6-8). Tables 6.4.2 and 6.4.3 present the revised results of discriminant validity test and all pair-wise comparisons of AVE and r^2 for the final constructs for each wave for the Canadian and American samples (Bagozzi et al. 1991).

Figure 6-8. Final Measurement Model



Where,
Φ - variance-covariance matrix of the latent variables,
λ - loadings of the indicators on the latent variables,
ε - errors in measuring the indicators.

Table 6.4.2. Final Measurement Model: Discriminant Validity, 95% Confidence Interval

Country	Canada					USA				
Wave 1	**CVDApl**	**PplChrt**	**CntBlf**	**CntEvl**	**OGEvl**	**CVDApl**	**PplChrt**	**CntBlf**	**CntEvl**	**OGEvl**
PplChrt	.60 - .72					.67 - .79				
CntBlf	.62 - .74	.72 - .80				.68 - .80	.73 - .85			
CntEvl	.57 - .69	.52 - .64	.66 - .78			.64 - .80	.58 - .74	.57 - .73		
OGEvl	.33 - .49	.32 - .48	.34 - .50	.33 - .49		.53 - .69	.35 - .55	.46 - .66	.41 - .61	
OGEBhv	24 - .40	.19 - .35	.24 - .40	.20 - .36	.83 - .87	.29 - .53	.11 - .35	.22 - .46	.12 - .40	.83 - .91
Wave 2	**CVDApl**	**PplChrt**	**CntBlf**	**CntEvl**	**OGEvl**	**CVDApl**	**PplChrt**	**CntBlf**	**CntEvl**	**OGEvl**
PplChrt	.69 - .77					.69 - 81				
CntBlf	.72 - .80	.75 - .83				.76 - .88	.72 - .84			
CntEvl	.69 - .77	.62 - .74	.76 - .84			.71 - .83	62 -.78	.68 - .84		
OGEvl	.44 - .56	.44 - .56	.45 - .61	.43 - .59		.54 - .70	.42 - .62	.45 - .65	.40 - .60	
OGEBhv	.32 - .48	.34 - .50	.34 - .50	.26 - .42	.85 - .89	.37 - .57	.24 - .48	.28 - .52	.22 - .46	.83 - .91
Wave 3	**CVDApl**	**PplChrt**	**CntBlf**	**CntEvl**	**OGEvl**	**CVDApl**	**PplChrt**	**CntBlf**	**CntEvl**	**OGEvl**
PplChrt	.71 - .79					.68 - .80				
CntBlf	.63 - .75	.71 - .79				.74 - .86	.64 - .80			
CntEvl	.65 - .77	.64 - .76	.73 - .81			.72 - .84	.59 - .75	.67 - .83		
OGEvl	.45 - .57	.45 - .57	.44 - .60	.49 - .61		.53 - .69	.46 - .66	.52 - .72	.47 - .67	
OGEBhv	.33 - .49	.33 - .49	.30 - .46	.31 - .47	.80 - .88	.43 - .63	.31 - .55	.41 - .61	.25 - .49	.77 - .89
Wave 4	**CVDApl**	**PplChrt**	**CntBlf**	**CntEvl**	**OGEvl**	**CVDApl**	**PplChrt**	**CntBlf**	**CntEvl**	**OGEvl**
PplChrt	.76 - .84					.78 - 86				
CntBlf	.71 - .79	.78 - .86				.73 - .85	.72 - .84			
CntEvl	.69 - .77	.69 - .77	.75 - .83			.76 - .88	.69 - .85	.69 - .85		
OGEvl	.50 - .62	.49 - .61	.51 - .63	.48 - .60		.60 - .76	.55 - .71	.57 - .73	.37 - .61	
OGEBhv	.36 - .52	.35 - .51	.36 - .52	.33 - .49	.84 - .88	.50 - .70	.39 - .59	.42 - .62	.26 - .50	.81 - .89
Wave 5	**CVDApl**	**PplChrt**	**CntBlf**	**CntEvl**	**OGEvl**	**CVDApl**	**PplChrt**	**CntBlf**	**CntEvl**	**OGEvl**
PplChrt	.69 - .77					.80 - .88				
CntBlf	.72 - .80	.81 - .89				.74 - .86	.83 - .91			
CntEvl	.70 - .78	.65 - .77	.75 - .83			.78 - .90	.66 - .82	.66 - .82		
OGEvl	.50 - .62	.48 - .60	.50 - .62	.47 - .59		.61 - .77	.58 - .74	.63 - .79	.52 - .72	
OGEBhv	.36 - .52	.35 - .51	.40 - .56	.34 - .50	.85 - .89	.39 - .59	.36 - .56	.40 - .60	.27 - .51	.72 - .84

Table 6.4.3.Final Measurement Model: Construct Correlations, Average Variance Explained, and Squared Correlations

a. Canadian Sample

Wave 1		**Squared Correlations**					
		CVDApl	PplChrt	CntBlf	CntEvl	OGEvl	OGEBhv
Correlations	CVDApl	**.77**	.44	.46	.40	.17	.10
	PplChrt	.66	**.74**	.58	.34	.16	.07
	CntBlf	.68	.76	**.54**	.52	.18	.10
	CntEvl	.63	.58	.72	**.77**	.17	.08
	OGEvl	.41	.40	.42	.41	**.79**	.72
	OGEBhv	.32	.27	.32	.28	*.85*	**.82**
Wave 2		**Squared Correlations**					
		CVDApl	PplChrt	CntBlf	CntEvl	OGEvl	OGEBhv
Correlations	CVDApl	**.80**	.53	.58	.53	.25	.16
	PplChrt	.73	**.78**	.62	.46	.25	.18
	CntBlf	.76	.79	**.52**	.64	.28	.18
	CntEvl	.73	.68	.80	**.76**	.26	.12
	OGEvl	.50	.50	.53	.51	**.79**	.76
	OGEBhv	.40	.42	.42	.34	*.87*	**.82**
Wave 3		**Squared Correlations**					
		CVDApl	PplChrt	CntBlf	CntEvl	OGEvl	OGEBhv
Correlations	CVDApl	**.81**	.56	.48	.50	.26	.17
	PplChrt	.75	**.82**	.56	.49	.26	.17
	CntBlf	.69	.75	**.62**	.59	.27	.14
	CntEvl	.71	.70	.77	**.79**	.30	.15
	OGEvl	.51	.51	.52	.55	**.80**	.71
	OGEBhv	.41	.41	.38	.39	.84	**.78**
Wave 4		**Squared Correlations**					
		CVDApl	PplChrt	CntBlf	CntEvl	OGEvl	OGEBhv
Correlations	CVDApl	**.81**	.64	.56	.53	.31	.19
	PplChrt	.80	**.82**	.67	.53	.30	.18
	CntBlf	.75	.82	**.62**	.62	.32	.19
	CntEvl	.73	.73	.79	**.80**	.29	.17
	OGEvl	.56	.55	.57	.54	**.83**	.74
	OGEBhv	.44	.43	.44	.41	*.86*	**.79**
Wave 5		**Squared Correlations**					
		CVDApl	PplChrt	CntBlf	CntEvl	OGEvl	OGEBhv
Correlations	CVDApl	**.82**	.53	.58	.55	.31	.19
	PplChrt	.73	**.79**	.72	.50	.29	.18
	CntBlf	.76	*.85*	**.57**	.62	.31	.23
	CntEvl	.74	.71	.79	**.79**	.28	.18
	OGEvl	.56	.54	.56	.53	**.83**	.76
	OGEBhv	.44	.43	.48	.42	*.87*	**.83**

Note: AVE is **bolded** and presented in the diagonals of the table; paired construct correlations are presented below the diagonals, squared correlations are above the diagonals; underlined numbers indicate construct pairs with poor discriminant validity (AVE>r^2); *italic* numbers indicate pairs with high inter-set correlation (.85 and above)

Table 6.4.3. (cont'd) Final Measurement Model: Construct Correlations, Average Variance Explained, and Squared Correlations

b. American Sample							
Wave 1		**Squared Correlations**					
		CVDApl	PplChrt	CntBlf	CntEvl	OGEvl	OGEBhv
Correlations	CVDApl	**.76**	.53	.55	.52	.37	.17
	PplChrt	.73	**.83**	.62	.44	.20	.05
	CntBlf	.74	.79	**.69**	.42	.31	.12
	CntEvl	.72	.66	.65	**.78**	.26	.07
	OGEvl	.61	.45	.56	.51	**.75**	.76
	OGEBhv	.41	.23	.34	.26	*.87*	**.82**
Wave 2		**Squared Correlations**					
		CVDApl	PplChrt	CntBlf	CntEvl	OGEvl	OGEBhv
Correlations	CVDApl	**.78**	.56	.67	.59	.38	.22
	PplChrt	.75	**.79**	.61	.49	.27	.13
	CntBlf	.82	.78	**.69**	.58	.30	.16
	CntEvl	.77	.70	.76	**.77**	.25	.12
	OGEvl	.62	.52	.55	.50	**.77**	.76
	OGEBhv	.47	.36	.40	.34	*.87*	**.79**
Wave 3		**Squared Correlations**					
		CVDApl	PplChrt	CntBlf	CntEvl	OGEvl	OGEBhv
Correlations	CVDApl	**.76**	.55	.64	.61	.37	.28
	PplChrt	.74	**.79**	.52	.45	.31	.18
	CntBlf	.80	.72	**.68**	.56	.38	.26
	CntEvl	.78	.67	.75	**.77**	.32	.14
	OGEvl	.61	.56	.62	.57	**.77**	.69
	OGEBhv	.53	.43	.51	.37	.83	**.76**
Wave 4		**Squared Correlations**					
		CVDApl	PplChrt	CntBlf	CntEvl	OGEvl	OGEBhv
Correlations	CVDApl	**.78**	.67	.62	.67	.46	.36
	PplChrt	.82	**.81**	.61	.59	.40	.24
	CntBlf	.79	.78	**.72**	.59	.42	.27
	CntEvl	.82	.77	.77	**.71**	.24	.14
	OGEvl	.68	.63	.65	.49	**.79**	.72
	OGEBhv	.60	.49	.52	.38	*.85*	**.78**
Wave 5		**Squared Correlations**					
		CVDApl	PplChrt	CntBlf	CntEvl	OGEvl	OGEBhv
Correlations	CVDApl	**.81**	.71	.64	.71	.48	.24
	PplChrt	.84	**.81**	.76	.55	.44	.21
	CntBlf	.80	*.87*	**.72**	.55	.50	.25
	CntEvl	.84	.74	.74	**.72**	.38	.15
	OGEvl	.69	.66	.71	.62	**.78**	.61
	OGEBhv	.49	.46	.50	.39	.78	**.77**

Note: AVE is **bolded** and presented in the diagonal of the table; paired construct correlations are presented below the diagonal, whereas the numbers above the diagonal are the squared correlations; *italic* numbers indicate pairs with high inter-set correlation (.85 and more).

Overall, results reported in Tables 6.4.2 and 6.4.3 suggest that discriminant validity of the final measurement model was satisfied for all pairs of final constructs in all waves in both national samples with the only exception of CntBlf-CntEvl pair in wave 2 and wave 5.

Nomological Validity

Nomological (or law-like) validity refers to the degree to which a construct behaves with established expectations within a system of theoretically related constructs (Peter, 1981) or "the summated scale makes accurate prediction of other concepts in a theoretically based model" (Hair et al. 1998, p. 118). The inter-construct correlations of the initial measurement model, presented below the diagonal in Table 3 (Appendix IX), supported the relationships reported in prior research and indicated that all nine constructs positively related to one another in the expected manner. The review of construct correlations in the initial measurement model revealed a few pairs with high values of correlation (.85 and above). However construct purification reduced such incidents to minimum: $r \geq .85$ was observed for OGEvl-OGEBhv in all waves but wave 3 and for CntBlf-PplChrt in wave 5 in both national samples (Table 6.4.3). Nevertheless, the final measurement model was judged to have good nomological validity. A note was taken to watch for possible problems in the structural model analysis stage and if the above mentioned two pairs of constructs continue showing poor performance, combining them would be considered as an option (Farrell 2010).

Measurement Model Fit Statistics

Along with the validity analysis, several most widely statistics were used to evaluate the goodness of fit of the initial and final measurement models (Jöreskog and Sörbom 1979; Hair et al. 1998; Kline, 2005). The following statistics were reviewed: 1) Chi-square (χ^2) and Normed Chi-square (χ^2/df), 2) Root Mean Square Error of Approximation (RMSEA), 3) Standardized Root Mean Square Residual (SRMR), and 4) Comparative Model Fit Index (CFI), Normed Fit Index (NFI) and Non-Normed Fit Index (NNFI). The results for the initial measurement model are presented in Table 4 (with additional detailed information in Appendix IX), and the results of model fit test for the final measurement model are presented in Table 6.4.4.

Table 6.4.4. Final Measurement Models Fit Statistics

Waves	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5
Canada (N=543)					
$\chi2$	847.93	693.37	750.41	791.88	860.71
df	215	215	215	215	215
$\chi2$ /(df)	3.94	3.22	3.49	3.68	4.00
RMSEA	.076	.068	.071	.074	.076
RMSEA 90% Conf.Int	.071 - .081	.063 - .073	.066 - .076	.069 - .079	.071 - .081
SRMR	.033	.030	.031	.031	.030
CFI	.98	.99	.99	.99	.98
NFI	.97	.98	.98	.98	.98
NNFI	.97	.98	.98	.98	.98
USA (N=247)					
$\chi2$	558.14	591.61	606.76	599.43	663.47
df	215	215	215	215	215
$\chi2$ /(df)	2.60	2.75	2.82	2.79	3.09
RMSEA	.079	.086	.086	.083	.092
RMSEA 90% Conf.Int.	.071 - .087	.078 -0.094	.078 - .094	.075 - .091	.085 - .100
SRMR	.037	.048	.058	.059	.047
CFI	.98	.98	.98	.98	.98
NFI	.97	.97	.97	.97	.97
NNFI	.98	.98	.98	.98	.98

The Pearson Chi-square (χ^2), the generalized likelihood ratio, is one of the most widely reported fit indexes described in the SEM literature (Kline 2005). However, the interpretation of the χ^2-statistics can be problematic as it a) is sensitive to sample size (Jöreskog 1969) and b) has no upper bound and, hence, is not interpretable in standardized ways (Kline 2005). The effect of large sample sizes may lead to the rejection of the null hypothesis even for a well-fitting model. To avoid this, Kline (2005) suggests using the Normed χ^2, i.e., χ^2/(df). While there is no clear-cut guideline regarding the acceptable value of the Normed χ^2/(df), Kline (2005) recommends a threshold of 3; whereas Browne and Cudeck (1993) suggest values of 5 to be acceptable, with those between 2 and 3 being very good. The Normed χ^2-statistics across the waves fall within the range of 3.22 to 4.00 in the Canadian sample and 2.60 to 3.09 in the American sample, well below the recommended cut-off point of 5.0 (Table 6.4.4).

The RMSEA is a parsimony-adjusted index measure of fit with a built-in correction for model complexity (Kline 2005). The acceptable level for RMSEA varies among researchers. Kline (2005) suggests the threshold of .05 or less to be a good indicator of the model's goodness of fit, while MacCallum, Browne, and Sugawara (1996) consider values below .1 acceptable as well. The RMSEA results of the CFA analysis for the final measurement models are within the range of .068 to .076 in the Canadian sample and .079 to .092 in the American sample. This indicated a good fit for the Canadian sample, but generally a relatively poor fit for the American sample (Table 6.4.4).

Another widely used index is the Standardized RMR, which is standardized summary of the average covariance residuals. According to Kline (2005), values less than 0.10 indicate good model fit. The SRMR of the measurement models across the waves for the Canadian sample were well below this accepted threshold varying from .030 to .031; meanwhile for the American sample, the values of the SRMR varied from .037 to .059, with the SRMR reaching 1.00 in the final, fifth, wave. Overall, these results indicated a good fit for the Canadian sample and an acceptable fit for the American one (Table 6.4.4).

The Bentler Comparative Fit Index (CFI), the Bentler-Bonett Normed Fit Index (NFI), and the Bentler-Bonett Non-Normed Fit Index (NNFI) range from 0 (poor fit) to 1 (perfect fit) and are referred as *incremental fit indexes* and indicate the proportion of improvement of the overall fit of the model relative to a null model in which the observed variables are assumed to be uncorrelated (Kline 2005). The values of .95 for CFI, NFI, and NNFI are recognized to be indicatives of good fit (Hu and Bentler 1999). As it could be inferred from the results reported in Table 6.4.4, all of these indexes were well above the suggested threshold of .95 ranging from .97 to .99 for the Canadian sample and .97 - .98 for the American sample, indicating a good fit for models.

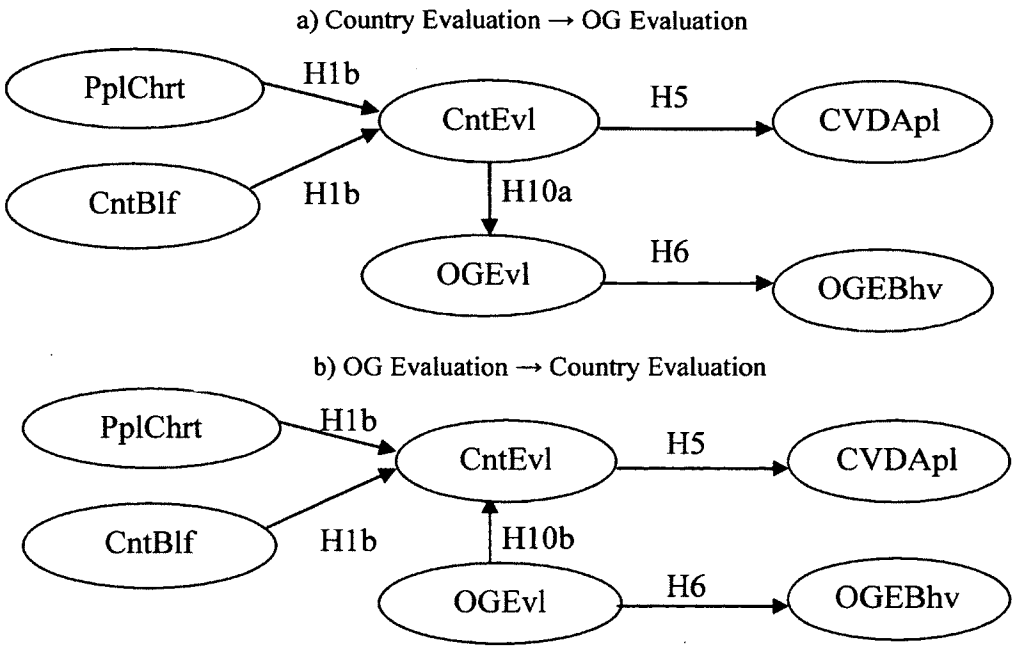
In summary, the measurement model was first evaluated for the convergent, discriminant, and nomological validity of the constructs. The measurement model's initial analysis revealed a need for construct purification. Construct purification led to a removal of four indicators. Each removal of an indicator was governed by a decision to have at least two

indicators per constructs and to secure comparability and consistency of the models across all five waves in both national samples. Removal of the indicators improved convergent validity; however, issues related to the discriminant validity were not completely solved. Governed by Farrell's (2010) recommendation, constructs with unsatisfactory discriminant validity were substituted by new combined ones. Each of these steps was followed by CFA analysis with the remaining items and constructs, re-calculation of CR and AVE, and re-evaluation of convergent, discriminant, and nomological validity. The revised final model, comprised of six instead of nine constructs, was found to satisfy the condition for convergent, discriminant, and nomological validity of the constructs; the model fit statistics for most measures indicated an acceptable to good fit. Therefore, it was decided that the measurement set was appropriate for structural model analysis.

6.4.2 Structural Model Analysis

A sound and well-fitted measurement model allowed proceeding to the two structural models to test the influences of 1) host country evaluation on OG evaluations (Model 1: CntEvl→OGEvl) (Hypothesis H10a) and 2) OG evaluation on country evaluation (Model2: OGEvl→CntEvl) (Hypothesis H10b). The current study tests Hypotheses 10a and 10b in two separate recursive models (Figure 6-9). (Note: detailed structural equation models are presented in Appendix XI).

Figure 6-9. Main Models: Country Evaluation - OG Evaluation



The assumptions of recursive models (i.e., no two variables measured at the same time are specified as causes of each other and no disturbance correlations exist between endogenous variables with direct links) simplify the structural equation modeling analysis, but, at the same time, overlook the implications of the complexities of actual attitude formation and change processes where causal processes are based on cycles of mutual influence (Kline 2005). While one non-recursive model seems more desirable because it does not overlook the complexities of actual attitude formation and change processes where attitude components jointly affect one another in cycles of change, it might generate problems in the estimation of feedback effects. According to Kline (2005), one of the major problems is model identification. Unlike recursive models, non-recursive models are not always identified (given an identified measurement model). According to Kline (2005), for a non-recursive model to be identified, order condition and rank condition need to be met: 1) order condition (i.e., "the number of excluded

variables [from the equation of each endogenous variable] equals or exceeds the total number of endogenous variables minus 1" (p. 160) and 2) rank condition (i.e., "the rank of the reduced matrix is greater than or equal to the total number of endogenous variable" (p. 162). The first condition is a necessary, but the second one is sufficient. If this study had employed a model with a feedback loop between the "country evaluation" and "OG evaluation" endogenous variables, the order condition would have been met, but the rank order would have not been met, leading to unidentified structural model. Even if the model is identified, the estimation of non-recursive models can be susceptible to empirical under-identification (Kline 2005) leading to the difficulty in interpretability of the result. To conclude, non-recursive model was not appropriate in this particular study, and hence, two recursive models were employed. While evaluation components (CntEvl and OGEvl) are at the core of the study, the tested models had additional cognitive (CntCmp and PplChrt) (Hypothesis H1) and conative components (CVDApl and OGBhv) (Hypotheses H5 and H6). These components were added to resemble earlier presented TDI model (Nadeau et al. 2008).

Thus, following hypotheses were tested:

H10a: At any point in time, the OG evaluation will be positively influenced by the host country evaluation.

H10b: At any point in time, the host country evaluation will be positively influenced by the OG evaluation.

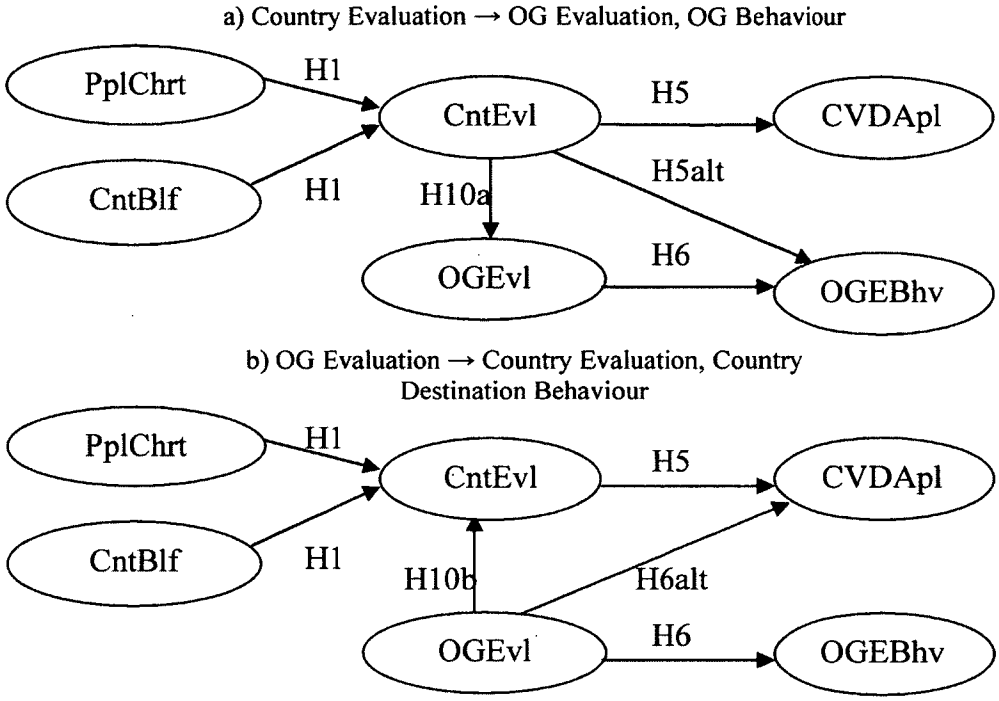
H1b: Evaluation of the host country is positively influenced by beliefs about the host country.

H5: At any point in time, behavioural intentions towards the host country as a destination will be positively influenced by the host country evaluation.

H6: At any point in time, behavioural intentions towards the OG are positively influenced by the OG evaluation.

While the main models tested the conative attitudes within respective set of constructs (i.e., country evaluation influencing behavioural intentions towards country as a destination and the OG evaluations influencing behavioural intentions towards the OG), one additional alternative path was added to each model to test whether the evaluation of one entity influences behavioural intentions towards the other. The rationale for this alternative was driven from Kaplanidou and Vogt's (2007) study, whereby the researchers examined the active sport tourist behaviour regarding the destination based on their [tourists] evaluation of the event. While the respondents of the current are not directly involved with the event and are representative of the overall populations, similar rationale could be also applied to the current model with a question: Would the event (the OG) evaluation influence behavioural intentions towards the host country (Canada) and vise versa? Hence, two alternative models were developed to test whether the evaluations of the influence of the host country evaluations on the behavioural intentions towards the OG (Hypothesis H5alt) and the influence of the OG evaluations on the host country related behavioural intentions (Hypothesis H6alt) (Figure 6-10).

Figure 6-10. Alternative Models: Country Evaluation - OG Evaluation



Model 1: Country Evaluations to OG Evaluations

The first tested structural model (Model 1) examined hypothesis H10a (Figure 6-9a):

> H10a: At any point in time, the OG evaluation will be positively influenced by the host country evaluation.

Model 1 was posited as a recursive model with two latent exogenous constructs: People Characteristics (PplChrt) and Country Beliefs (CntBlf), and four latent endogenous constructs: Country Evaluation (CntEvl), Country Destination Appeal (CVDApl), OG Evaluation (OGEvl), and OG Behavioural Intentions (OGBhv) (Figure 6-9a). The validity of the hypothesized model was assessed by examining the indices of model fit, the proportion of variance accounted for by the dependent constructs, and the number, and proportion of significant structural path coefficients in the hypothesized direction. Results are presented in Tables 6.4.5 - 6.4.7. Figure 6-9a shows the structural model that

was tested for each national sample (543 Canadian and 247 American respondents) in each of the five waves.

Table 6.4.5. Model 1: Structural Model Fit Statistics

Waves	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5
Canada					
$\chi 2$ (df)	977.55	805.79	876.06	943.29	969.00
df	224	224	224	224	224
$\chi 2$ /(df)	4.36	3.60	3.91	4.21	4.33
RMSEA	.082	.074	.077	.081	.080
RMSEA 90% Conf. Int	.077 - .087	.069 - .079	.072 - .082	.076 - .086	.075 - .085
SRMR	.067	.046	.053	.045	.048
CFI	.97	.98	.98	.98	.98
NFI	.97	.98	.98	.98	.98
NNFI	.97	.98	.98	.98	.98
USA					
$\chi 2$ (df)	668.86	659.21	678.42	662.81	717.83
df	224	224	224	224	224
$\chi 2$ /(df)	2.99	2.94	3.03	2.96	3.20
RMSEA	. 088	.091	.092	.086	.095
RMSEA 90% Conf. Int	.080 - .096	.083 - .099	.084 - .099	.078 - .094	.087 - .100
SRMR	.070	.059	.067	.069	0.053
CFI	.97	.98	.98	.98	.98
NFI	.96	.96	.96	.97	.97
NNFI	.97	.97	.98	.98	.97

Model Fit Indices: The Normed χ^2, ranged from 3.60 to 4.36 in the Canadian sample and from 2.99 to 3.20 in the American sample, were below the recommended maximum cut-off point of 5 (Browne and Cudeck 1993); SRMR varied from .045 to .067 in the Canadian sample and from .053 to .070 in the American sample and was well below the maximum recommended cut-off of .10 (Kline 2005); CFI, NFI, and NNFI were well above the recommended minimum of .95 in both countries across all five waves (Kline 2005). The only statistics that showed only a fair fit was RMSEA with values of .074 to .082 in the Canadian sample and of .086 - .095 in the American sample above .08 but still

below .1, the upper limit suggested by MacCallum et al. (1996). The summary of the Model 1 fit statistics is presented in Table 6.4.5.

Average Variance Explained: The proportion of AVE supported a well fitting model. The independent constructs of PplChrt and CntBlf explained from 64% to 80% of variance of CntEvl in the Canadian sample and from 66% to 85% in the American sample across five waves (Table 6.4.6). The independent variable CntEvl explained 13% to 30% of variance in OGEvl in the Canadian sample and for 23% to 42% in the American sample. As well, CntEvl explained from 33% to 57% of variance for CVDApl in the Canadian sample and for 47% to 73% in the American sample. Finally, OGEvl explained 10% to 22% of variance of OGBhv in the Canadian sample and for 17% to 29% in the American sample (Table 6.4.6).

Table 6.4.6. Model 1: Average Variance Explained of the Dependent Constructs (R^2)

Canada						
Independent	**Dependent**	**Wave 1**	**Wave 2**	**Wave 3**	**Wave 4**	**Wave 5**
PplChrt CntBlf	CntEvl	.64	.78	.74	.80	.75
CntEvl	OGEvl	.13	.25	.26	.30	.28
CntEvl	CVDApl	.33	.53	.46	.57	.51
OGEvl	OGBhv	.10	.19	.18	.22	.21
USA						
Independent	**Dependent**	**Wave 1**	**Wave 2**	**Wave 3**	**Wave 4**	**Wave 5**
PplChrt CntBlf	CntEvl	.66	.81	.79	.85	.79
CntEvl	OGEvl	.23	.30	.35	.40	.42
CntEvl	CVDApl	.47	.66	.64	.73	.71
OGEvl	OGBhv	.17	.22	.24	.29	.25

Table 6.4.7. Model 1: Path Coefficients and *t*-values

Canada									
Constructs		**Wave 1**	**Wave 2**	**Wave 3**	**Wave 4**	**Wave 5**	**# of sig. paths**		**Outcome of testing**
Independent	Dependent	Path coef.(t)	Path coef.(t)	Path coef.(t)	Path coef.(t)	Path coef.(t)	99%	95%	
PplChrt	CntEvl	.15* (2.32)	.23** (3.74)	.38** (7.27)	.39** (6.74)	.28** (3.15)	4	1	H1b: supported
CntBlf		.68** (9.83)	.69** (10.14)	.54** (9.85)	.55** (8.97)	.66** (8.58)	5	-	
CntEvl	OGEvl	.46** (9.85)	.57** (12.31)	.59** (13.53)	.61** (14.01)	.60** (13.71)	5	-	H10a: supported
CntEvl	CVDApl	.72** (16.95)	.83** (20.54)	.79** (20.59)	.84** (22.40)	.82** (21.78)	5	-	H5: supported
OGEvl	OGBhv	.85** (20.67)	.87** (21.62)	.83** (20.70)	.86** (22.09)	.87** (22.87)	5	-	H6: supported
# of sig paths	99% (**)	4	5	5	5	5	Notes: ** - highly significant at 99%; * - significant at 95; The hypothesis is deemed supported where there is statistical significance (p<.05) in 3 out of 5 waves		
	95% (*)	1	-	-	-	-			
USA									
Independent	Dependent	Path coef.(t)	Path coef.(t)	Path coef.(t)	Path coef.(t)	Path coef.(t)	99%		**Outcome of testing**
PplChrt	CntEvl	.41** (4.34)	.32** (4.31)	.34** (5.09)	.50** (7.00)	.52** (5.48)	5		H1b: supported
CntBlf		.31** (5.19)	.63** (7.82)	.61** (8.29)	.47** (6.61)	.40** (4.26)	5		
CntEvl	OGEvl	.59** (8.56)	.61** (9.03)	.66** (9.41)	.68** (9.24)	.73** (10.66)	5		H10a: supported
CntEvl	CVDApl	.85** (13.91)	.90** (15.91)	.90** (15.18)	.93** (14.66)	.94** (17.79)	5		H5: supported
OGEvl	OGBhv	.86** (14.39)	.86** (14.08)	.83** (12.28)	.85** (12.41)	.77** (11.66)	5		H6: supported
# of sig. paths	99% (**)	5	5	5	5	5	Notes: ** - highly significant at 99%; * - significant at 95%; The hypothesis is deemed supported where there is statistical significance (p<.05) in 3 out of 5 waves		

Path Coefficients: The significance of each of the paths was examined across the waves for each national sample and is summarized in Table 6.4.7. Both path coefficients from PplChrt and CntBlf to CntEvl were highly significant ($p<.01$) and positive across all five waves in both national samples, confirming the earlier results from the regression analysis for hypothesis H1b, stating that beliefs about host-country/people are positively related to evaluations of country.

Of particular interest of the tested structural model, however, was the path between Country Evaluations (CntEvl) and OG Evaluation (OGEvl), reflected in hypothesis H10a. As hypothesized in H10a, the paths coefficients from CntEvl to OGEvl were positive and highly significant ($p<.01$) in all five waves in both national samples, proving strong support for hypothesis H10a. Finally, all paths from OGEvl to OGBhv and from CntEvl to CVDApl were positive and highly significant ($p<.01$) in all five waves for both national samples, supporting, respectively, hypotheses H5 and H6.

Model 1 Alternative: Country Evaluations influencing OG Evaluations and OG Behaviour

An alternative Model 1 (Model 1a) with a new path from Country Evaluations (CntEvl) to OG Behavioural Intentions (OGBhv) was examined. Similar to Model 1, Model 1a was posited as a recursive model with 2 latent exogenous constructs (PplChrt and CntBlf) and 4 latent endogenous constructs (CntEvl, CVDApl, OGEvl, and OGEBhv) (Figure 6-10a). The model fit statistics, the proportion of variance accounted for by the dependent constructs, and proportion of significant structural path coefficients in the hypothesized direction are presented in Tables 6.4.8 - 6.4.11.

Table 6.4.8. Model 1a: Structural Model Fit Statistics

Waves	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5
Canada					
χ2 (df)	971.87	795.64	876.06	937.46	965.45
df	223	223	223	223	223
χ2 /(df)	4.36	3.57	3.93	4.20	4.33
RMSEA	.082	.073	.077	.081	.080
RMSEA 90% Conf. Int	.077 - .087	.068 - .078	.072 - .082	.076 - .086	.075 - .085
SRMR	.068	.048	.053	.044	.048
CFI	.97	.98	.98	.98	.98
NFI	.97	.98	.98	.98	.98
NNFI	.97	.98	.98	.98	.98
USA					
χ2 (df)	637.43	625.41	676.54	662.29	714.53
df	223	223	223	223	223
χ2 /(df)	2.86	2.80	3.03	2.97	3.20
RMSEA	. 085	.090	.092	.087	.095
RMSEA 90% Conf. Int	.077 - .093	.082 - .098	.084 - .100	.079 - .095	.088 - .100
SRMR	.060	.055	.068	.068	.055
CFI	.98	.98	.98	.98	.98
NFI	.96	.96	.96	.97	.97
NNFI	.97	.97	.97	.98	.97

Model Fit Indices: The Normed χ^2, ranged from 3.57 to 4.36 in the Canadian sample and from 2.86 to 3.20 in the American sample, were below the recommended cut-off point of 5 (Browne and Cudeck 1993); SRMR varied from .044 to .068 in the Canadian sample and from .055 to .068 in the American sample and was well below the recommended .10 (Kline 2005); CFI, NFI, and NNFI were well above the recommended .95 in both countries across all five waves (Kline 2005). The RMSEA ranged from .072 to .085 in the Canadian sample and from .082 to .100 in the American sample above the recommended .08 but still below .1 (MacCallum, Browne, and Sugawara 1996). The Model 1a fit statistics is presented below in Table 6.4.8.

Average Variance Explained: The proportion of average variance explained (AVE) supported a well fitting model (Table 6.4.9). Te values of AVE for CntEvl, CVDApl, and OGEvl were close to those reported for Model 1. That is, he independent constructs of PplChrt and CntBlf explained from 64% to 80% of variance of CntEvl in the Canadian sample and from 66% to 85% in the American sample across five waves (Table 6.4.9). The independent variable CntEvl counted for 14% to 31% of variance in OGEvl in the Canadian sample and for 25% to 43% in the American sample. As well, CntEvl counted for 33% to 57% of variance for CVDApl in the Canadian sample and for 47% to 73% in the American sample. However, the addition of the new path from CntEvl to OGEBhv somewhat decreased the values of the variance explained for OGBhv in comparison to Model 1a. The independent variables CntEvl and OGEvl counted for 7% to 18% of variance of OGEBhv in the Canadian sample and for 8% to 27% in the American sample.

Table 6.4.9. Model 1a: Variance Explained of the Dependent Constructs (R^2)

Canada						
Independent	**Dependent**	**Wave 1**	**Wave 2**	**Wave 3**	**Wave 4**	**Wave 5**
PplChrt CntBlf	CntEvl	.64	.78	.74	.80	.75
CntEvl	OGEvl	.14	.26	.26	.31	.28
CntEvl	CVDApl	.33	.53	.46	.57	.51
CntEvl OGEvl	OGBhv	.07	.14	.14	.18	18
USA						
Independent	**Dependent**	**Wave 1**	**Wave 2**	**Wave 3**	**Wave 4**	**Wave 5**
PplChrt CntBlf	CntEvl	.66	.81	.79	.85	.80
CntEvl	OGEvl	.25	.31	.35	.40	.43
CntEvl	CVDApl	.47	.65	.63	.73	.71
CntEvl OGEvl	OGBhv	.08	.16	.20	.27	.20

Table 6.4.10. Model 1a: Path Coefficients and *t*-values

Canada										
Constructs		**Wave 1**	**Wave 2**	**Wave 3**	**Wave 4**	**Wave 5**	**No. of sig. paths**			**Outcome of testing**
Independent	Dependent	Path coef.(t)	Path coef.(t)	Path coef.(t)	Path coef.(t)	Path coef. (t)	99%	95%	90%	
PplChrt	CntEvl	.15* (2.36)	.23** (3.64)	.37** (7.22)	.39** (6.73)	.23** (3.20)	4	1	-	H1b: supported
CntBlf		.68** (9.81)	.69** (10.13)	.54** (9.86)	.55** (8.99)	.66** (8.54)	5	-	-	
CntEvl	OGEvl	.47** (10.01)	.57** (12.53)	.60** (13.69)	.62** (14.15)	.61** (13.81)	5	-	-	H10a: supported
CntEvl	CVDApl	.72** (16.95)	.82** (20.55)	.79** (20.57)	.84** (22.39)	.82** (21.79)	5	-	-	H5: supported
CntEvl	OGBhv	-.08* (-2.41)	-.11** (-3.22)	-.09* (-2.37)	-.09* (-2.44)	-.07† (-1.91)	1	3	1	H5alt: not supported
OGEvl		.89** (19.80)	.94** (20.13)	.89** (18.55)	.92** (19.72)	.91** (20.46)	5	-	-	H6: supported
# of sig paths	99% (**)	4	6	5	5	5	Notes: ** - highly significant at 99%; * - significant at 95%, † - significant at 90%; The hypothesis is deemed supported where there is statistical significance (p<.05) in 3 out of 5 waves			
	95% (*)	2	-	1	1	-				
	90% (†)	-	-	-	-	1				
USA										
Independent	Dependent	Path coef.(t)	Path coef.(t)	Path coef.(t)	Path coef.(t)	Path coef.(t)	99%	95%	90%	**Outcome of testing**
PplChrt	CntEvl	.38** (4.37)	.32** (4.34)	.34** (5.08)	.50** (7.01)	.52** (5.47)	5	-	-	H1b: supported
CntBlf		.48** (5.24)	.63** (7.80)	.61** (8.25)	.47** (6.63)	.40** (4.28)	5	-	-	
CntEvl	OGEvl	.62** (9.04)	.62** (9.29)	.67** (9.50)	.69** (9.28)	.73** (10.81)	5	-	-	H10a: supported
CntEvl	CVDApl	.84** (13.92)	.90** (15.94)	.89** (15.20)	.93** (14.64)	.94** (17.81)	5	-	-	H5: supported
CntEvl	OGBhv	-.31** (-5.46)	-.15* (-2.65)	-.09 (-1.44)	-.05 (-.76)	-.14† (-1.85)	1	1	1	H5alt: not supported
OGEvl		1.06** (14.18)	.96** (12.98)	.89** (10.75)	.88** (10.81)	.88** (9.66)	5	-	-	H6: supported
# of sig paths	99% (**)	6	5	5	5	5	Notes: ** - highly significant at 99%; * - significant at 95%, † - significant at 90%; The hypothesis is deemed supported where there is statistical significance (p<.05) in 3 out of 5 waves			
	95% (*)	-	1	-	-	-				
	90% (†)	-	-	-	-	1				

Path Coefficients: The significance of each of the paths was examined across the waves for each national sample (Table 6.4.10). The review of the path coefficients revealed striking negative significant coefficients from CntEvl to OGBhv in both national samples leading to the conclusion that country evaluation had actually negative influence on behavioural intentions towards the OG. Interestingly, however, in comparison to Model 1, the path coefficients from OGEvl to OGBhv have increased with the introduction of the new path. Importantly, the path coefficients from CntEvl and OGEvl in all five waves were positive and highly significant ($p<.01$) in alternative Model 1a as well, once again providing strong support for hypothesis H10a.

Comparison of Model 1 and Model 1 Alternative

The comparison of the results of the fit statistics for Model 1 and Model 1a (Table 6.3.14) did not revealed any notable differences between the models. The model fit indices of both models were within recommended and acceptable limits. The proportions of variance for all constructs indicated that Model 1 and Model 1a were a good fit as well. The core hypothesis regarding country evaluation positively influencing the OG evaluation was strongly supported in both models. All hypothesized relationships were supported in both models. Most importantly, both models supported the hypothesis that the host country evaluation (CntEvl) will be positively influencing the OG evaluation (OGEvl). The new path CntEvl to OGEBhv added in the alternative model was negative in all five waves in both countries and significant ($p<.05$) in only four out five waves in the Canadian sample and in only two waves in the American sample. Moreover, the

addition of the alternative path led to a decreased values for the average variance explained for OGEvl. Therefore, Model 1 is accepted as the final model.

Table 6.4.11. Comparison of Country → OG Models

Canada							
Constructs		**Model 1**			**Model 1a**		
Independent	Dependent	Path coef.(t)	R^2	# of sig paths	Path coef.(t)	R^2	# of sig paths
PplChrt	CntEvl	.15* - .39** (2.32 - 7.27)	.64 - .80	5	.15* - .39** (2.36 - 7.22)	.64 - .80	5
CntBlf		.54** - .69** (9.83 - 10.14)		5	.54** - .69** (8.54 - 10.13)		5
CntEvl	OGEvl	.46** - .61** (9.85 - 13.71)	.13 - .30	5	.47** - .62** (10.01 - 14.15)	.14 - .31	5
CntEvl	CVDApl	.72** - .84** (16.95 - 22.40)	.33 - .57	5	.72** - .84** (16.95 - 22.39)	.33 - .57	5
CntEvl	OGEBhv	NA			((-.09*) - (-.11**)) ((-1.91) - (-3.22))	.07 - .18	4
OGEvl		.83** - .87** (20.67 - 22.87)	.10 - .22	5	.89** - .94** (18.55 - 20.46)		5
Fit Statistics	χ2 /(df)	3.60 - 4.36			3.57 - 4.36		
	RMSEA	.074 - .082			.073 - .082		
	SRMR	.046 - .067			.044 - .068		
	NNFI	.97 - .98			.97 - .98		
USA							
Constructs		**Model 1**			**Model 1a**		
Independent	Dependent	Path coef.(t)	R^2	No. sig paths	Path coef.(t)	R^2	No. sig paths
PplChrt	CntEvl	.32** - .52** (4.31-7.00)	.66 - .85	5	.32* - .52** (2.36 - 7.22)	.66 - .85	5
CntBlf		.31** - .63** (4.26 - 8.29)		5	.40** - .63** (5.24 - 8.25)		5
CntEvl	OGEvl	59** - .73** (8.56- 10.66)	.23 - .42	5	.62** - .73** (9.04 - 10.81)	.25 - .43	5
CntEvl	CVDApl	.85** - .94** (13.91 - 17.79)	.47 - .73	5	72** - .84** (13.92 - 17.81)	.47 - .73	5
CntEvl	OGEBhv	NA			((-.15*) - (-.31**)) ((-.76) - (-5.46))	.08 - .27	2
OGEvl		.77** - .86** (11.66 - 14.39)	.17 - .29	5	.88** - 1.06** (18.55 - 20.46)		5
Fit Statistics	χ2 /(df)	2.94 - 3.20			2.86 - 3.20		
	RMSEA	.086 - .095			.085 - .095		
	SRMR	.053 - .070			.055 - .068		
	NNFI	.97 - .98			.97 - .98		

Notes: ** - highly significant at 99%; * - significant at 95%; NA- not applicable, the path does not exist in the model; # of sig paths - number of significant paths

Model 2: OG Evaluations to Country Evaluations

The next framework (Model 2) examined the strength and significance of the OG Evaluations on Country Evaluations reflected in hypothesis H10b (Figure 6-9b):

> H10b: At any point in time, the host country evaluation will be positively influenced by the OG evaluation.

Model 2 was posited as a recursive model with 3 latent exogenous constructs: People Characteristics (PplChrt), Country Beliefs (CntBlf), and OG Evaluation (OGEvl), and 3 latent endogenous constructs: Country Evaluation (CntEvl), Country Destination Appeal (CVDApl), and OG Behavioural Intentions (OGBhv) (Figure 6-9b). Figure 6-9b shows the structural model that was tested for each national sample in each of five waves. The model fit statistics, the proportion of variance accounted for by the dependent constructs, and proportion of significant structural path coefficients in the hypothesized direction are presented in Tables 6.4.11 - 6.4.13.

Model Fit Indices: The Normed χ^2, ranged from 3.6 to 4.4 in the Canadian sample and from 3.0 to 3.2 in the American sample, were below the recommended maximum cut-off point of 5 (Browne and Cudeck 1993); SRMR varied from .047 to .069 in the Canadian sample and from .060 to .073 in the American sample and was well below the maximum recommended cut-off of .10 (Kline 2005); CFI, NFI, and NNFI were above the recommended minimum of .95 in both countries across all five waves (Kline 2005). The RMSEA showed an acceptable fit with values of .073 to .081 in the Canadian sample and of .088 - .092 above the recommended .08 but still below acceptable .1 (MacCallum et al. 1996). The summary of the Model 2 fit statistics is presented in Table 6.4.11.

Table 6.4.12. Model 2: Structural Model Fit Statistics

Waves	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5
Canada					
$\chi 2$ (df)	967.66	797.37	869.32	936.77	957.14
df	222	222	222	222	222
$\chi 2$ /(df)	4.36	3.59	3.92	4.22	4.31
RMSEA	.081	.073	.076	.081	.080
RMSEA 90% Conf. Int	.076 - .086	.068 - .078	.071 - .082	.076 - .086	.075 - .085
SRMR	.069	.047	.055	.049	.050
CFI	.97	.98	.98	.98	.98
NFI	.97	.98	.98	.98	.98
NNFI	.97	.98	.98	.98	.98
USA					
$\chi 2$ (df)	660.87	658.97	673.37	655.38	704.60
df	222	222	222	222	222
$\chi 2$ /(df)	2.98	2.97	3.03	2.95	3.17
RMSEA	. 088	.091	.092	.086	.094
RMSEA 90% Conf. Int	.080 - .096	.083 - .099	.083 - .100	.078 - .094	.086 - .100
SRMR	.073	.060	.067	.069	.053
CFI	.97	.98	.98	.98	.98
NFI	.96	.96	.96	.97	.97
NNFI	.97	.97	.97	.98	.97

Average Variance Explained: The proportion of AVE supported a well fitting model. The independent constructs of PplChrt, CntBlf, and OGEvl explained from 63% to 78% of variance of CntEvl in the Canadian sample and from 67% to 82% in the American sample across five waves. The independent variable CntEvl counted for 31% to 53% of variance for CVDApl in the Canadian sample and for 46% to 71% in the American sample. Finally, OGEvl accounted for 69% to 75% of variance of OGBhv in the Canadian sample and for 59% to 75% in the American sample (Table 6.4.12).

Table 6.4.13. Model 2: Variance Explained of the Dependent Constructs (R^2)

Canada						
Independent	**Dependent**	**Wave 1**	**Wave 2**	**Wave 3**	**Wave 4**	**Wave 5**
PplChrt						
CntBlf	CntEvl	.63	.77	.73	.78	.74
OGEvl						
CntEvl	CVDApl	.31	.51	.44	.53	.48
OGEvl	OGBhv	.72	.76	.69	.74	.75
USA						
Independent	**Dependent**	**Wave 1**	**Wave 2**	**Wave 3**	**Wave 4**	**Wave 5**
PplChrt						
CntBlf	CntEvl	.67	.82	.77	.83	.79
OGEvl						
CntEvl	CVDApl	.46	.66	.61	.71	.71
OGEvl	OGBhv	.75	.74	.69	.72	.59

Notes: People Characteristics (PplChrt), Country Beliefs (CntBlf), OG Evaluations (OGEvl), Country Evaluations (CntEvl), Country Destination Appeal (CVDApl), OG Behavioural Intentions (OGEBhv)

Path Coefficients: The significance of each of the paths was examined across the waves for each national sample and is summarized in Table 6.4.13. Of three path coefficients to CntEvl, PplChrt and CntBlf were highly significant ($p<.01$) and positive across all five waves in both national samples, confirming the earlier results from the regression analysis for hypothesis H1, stating that beliefs evaluations of the host-country are directly influenced by the host-country/people beliefs.

Of particular interest of this structural model, however, was the path between OG Evaluation (OGEvl) to Country Evaluations (CntEvl), reflected in hypothesis H10b, stating that at any point in time, evaluations of the host country will be positively influenced by the evaluations of the OG. As hypothesized in hypothesis H10b, the paths from OGEvl to CntEvl were positive and highly significant ($p<.01$) in all five waves in

Table 6.4.14. Model 2: Path Coefficients and *t*-values

Canada										
Constructs		**Wave 1**	**Wave 2**	**Wave 3**	**Wave 4**	**Wave 5**	**# of sig paths**			**Outcome of testing**
Independent	Dependent	Path coef.(t)	Path coef.(t)	Path coef.(t)	Path coef.(t)	Path coef.(t)	99%	95%	90%	
PplChrt	CntEvl	.11† (1.73)	.19** (3.08)	.31** (6.10)	.34** (5.78)	.18* (2.49)	3	1	1	H1b: supported
CntBlf	CntEvl	.64** (9.18)	.66** (9.32)	.49** (8.87)	.51** (8.01)	.61** (7.72)	5	-	-	
OGEvl	CntEvl	.13** (3.22)	.10** (2.68)	.16** (4.38)	.12** (3.36)	.13** (3.56)	5	-	-	H10b: supported
CntEvl	CVDApl	.71** (16.67)	.82** (20.47)	.78** (20.34)	.83** (22.24)	.81** (21.59)	5	-	-	H5: supported
OGEvl	OGBhv	.85** (21.56)	.87** (22.16)	.83** (20.25)	.86** (21.47)	.87** (22.75)	5	-	-	H6: supported
# of sig paths	99% (**)	4	5	5	5	4	Notes: ** - highly significant at 99%; * - significant at 95%, † - significant at 90%; The hypothesis is deemed supported where there is statistical significance (p<.05) in 3 out of 5 waves			
	95% (*)	-	-	-	-	1				
	90% (†)	1	-	-	-	-				
USA										
Independent	Dependent	Path coef.(t)	Path coef.(t)	Path coef.(t)	Path coef.(t)	Path coef.(t)	99%	95%		**Outcome of testing**
PplChrt	CntEvl	.41** (4.72)	.28** (3.86)	.30** (4.42)	.48** (6.50)	.52** (5.51)	5	-		H1b: supported
CntBlf	CntEvl	.31** (3.19)	.58** (7.09)	.54** (6.88)	.43** (5.58)	.26** (2.57)	5	-		
OGEvl	CntEvl	.23** (3.90)	.15** (3.07)	.13* (2.37)	.07 (1.42)	.17** (3.03)	3	1		H10b: supported
CntEvl	CVDApl	.83** (13.84)	.90** (15.92)	.89** (15.20)	.93** (14.85)	.95** (17.83)	5	-		H5: supported
OGEvl	OGBhv	.86** (14.66)	.86** (14.26)	.83** (13.62)	.85** (14.16)	.77** (12.23)	5	-		H6: supported
# of sig paths	99% (**)	5	5	4	4	5	Notes: ** - highly significant at 99%; * - significant at 95%; The hypothesis is deemed supported where there is statistical significance (p<.05) in 3 out of 5 waves			
	95% (*)	-	-	1	-	-				

the Canadian sample; while in the American sample, these paths were positive and highly significant ($p<.01$) in all waves but wave 4 at the close of the VOG. These results provided a strong support to hypothesis H10b.

Similar to the results of Model 1, all paths from OGEvl to OGBhv and from CntEvl to CVDApl were positive and highly significant ($p<.01$) in all five waves for both national samples, supporting, correspondingly, hypotheses H5 and H6.

Model 2 Alternative: OG Evaluations to OG Behaviour and Country Appeal

An alternative model (Model 2a) with a new path from OG Evaluations (OGEvl) to the Country Destination Appeal (CVDApl) was introduced. Similar to Model 2, Model 2a was posited as a recursive model with 3 latent exogenous constructs (PplChrt, CntBlf, and OGEvl) and 3 latent endogenous constructs (CntEvl, CVDApl, and OGEBhv) (Figure 6-10b). The model fit statistics, the proportion of variance accounted for by the dependent constructs, and proportion of significant structural path coefficients in the hypothesized direction are presented in Tables 6.4.15 - 6.4.17.

Model Fit Indices: The Normed χ^2, ranged from 3.57 to 4.31 in the Canadian sample and from 2.81 to 3.17 in the American sample, were well below the recommended maximum cut-off point of 5; SRMR varied from .047 to .064 in the Canadian sample and from .053 to .075 in the American sample and was below the maximum recommended cut-off of .1; CFI, NFI, and NNFI being well above the recommended .95; RMSEA values ranged

from .073 to .081 in the Canadian sample and from .083 to .094 in the American sample were below acceptable .1 (Table 6.4.15). These results indicated a good fit.

Table 6.4.15. Model 2a: Structural Model Fit Statistics

Waves	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5
Canada					
$\chi 2$ (df)	953.08	789.08	858.77	917.74	932.06
df	221	221	221	221	221
$\chi 2$ /(df)	4.31	3.57	3.89	4.15	4.22
RMSEA	.081	.073	.076	.080	.078
RMSEA 90% Conf. Int	.076 - .086	.068 - .078	.071 - .081	.075 - .080	.073 - .084
SRMR	.064	.047	.054	.052	.046
CFI	.98	.98	.98	.98	.98
NFI	.97	.98	.98	.98	.98
NNFI	.97	.98	.98	.98	.98
USA					
$\chi 2$ (df)	637.12	639.98	663.65	620.14	700.40
df	221	221	221	221	221
$\chi 2$ /(df)	2.88	2.90	3.00	2.81	3.17
RMSEA	. 085	.089	.092	.083	.094
RMSEA 90% Conf. Int	.077 - .093	.081 - .097	.084 - .100	.075 - .091	.086 - .100
SRMR	.075	.060	.067	.062	0.053
CFI	.98	.98	.98	.98	.98
NFI	.96	.97	.96	.97	.97
NNFI	.97	.97	.97	.98	.97

Average Variance Explained: The proportion of AVE supported a well fitting model (Table 6.4.16). The independent constructs of PplChrt, CntBlf, and OGEvl explained from 60% to 74% of variance of CntEvl in the Canadian sample and from 57% to 76% in the American sample across five waves. The independent variables CntEvl and OGEvl accounted for 34% to 52% of variance for CVDApl in the Canadian sample and for 48% to 71% in the American sample. OGEvl accounted for 69% to 75% and 60% to 75% of variance explained in OGBhv in Canadian and American samples respectively. The

addition of the new path from OGEvl to CVDApl did not change the values of the variance explained for CVDApl reported for the original Model 2 (Table 6.4.16).

Table 6.4.16. Model 2a: Variance Explained of the Dependent Constructs (R^2)

Canada						
Independent	**Dependent**	**Wave 1**	**Wave 2**	**Wave 3**	**Wave 4**	**Wave 5**
PplChrt CntBlf OGEvl	CntEvl	.60	.74	.71	.73	.70
CntEvl OGEvl	CVDApl	.34	.51	.45	.52	.50
OGEvl	OGEBhv	.72	.76	.69	.74	.75
USA						
Independent	**Dependent**	**Wave 1**	**Wave 2**	**Wave 3**	**Wave 4**	**Wave 5**
PplChrt CntBlf OGEvl	CntEvl	.57	.74	.70	.76	.70
CntEvl OGEvl	CVDApl	.48	.63	.59	.71	.70
OGEvl	OGEBhv	.75	.74	.70	.73	.60

Notes: People Characteristics (PplChrt), Country Beliefs (CntBlf), OG Evaluations (OGEvl), Country Evaluations (CntEvl), Country Destination Appeal (CVDApl), OG Behavioural Intentions (OGEBhv)

Path Coefficients: The significance of each of the paths was examined across the waves for each national sample (Table 6.4.17). The review of the path coefficients in both national samples revealed significant positive relationships between OGEvl and CVDApl indicating that there were significant direct influences of OGEvl on country destination appeal. Interestingly, with the introduction of a new path from OGEvl to CVDApl, the path coefficients from CntEvl to CVDApl decreased in value. Of particular interest of the tested alternative structural model, however, was the path between OG Evaluations (OGEvl) and Country Evaluation (CntEvl) (Table 6.4.17). The results of the analysis revealed positive significant path coefficients between OGEvl and CntEvl in the Canadian sample indicating strong support for hypothesis H10b.

Table 6.4.17. Model 2a: Path Coefficients and *t*-values

Canada										
Constructs		**Wave 1**	**Wave 2**	**Wave 3**	**Wave 4**	**Wave 5**	**#. of sig. paths**			**Outcome of testing**
Independent	Dependent	Path coef.(t)	Path coef.(t)	Path coef.(t)	Path coef.(t)	Path coef.(t)	99%	95%	90%	
PplChrt	CntEvl	.10 (1.57)	.18** (2.83)	.31** (5.77)	.31** (5.10)	.17* (2.31)	3	1	-	H1b: supported
CntBlf	CntEvl	.65** (9.14)	.67** (9.28)	.50** (8.86)	.53** (8.03)	.63** (7.63)	5	-	-	H1b: supported
OGEvl	CntEvl	.10** (9.03)	.07 (1.63)	.13** (3.50)	.07† (1.89)	.09* (2.23)	2	1	1	H10b: supported
CntEvl	CVDApl	.63** (13.92)	.74** (16.65)	.69** (15.43)	.70** (16.67)	.68** (16.28)	5	-	-	H5: supported
OGEvl	CVDApl	.15** (3.90)	.12** (3.08)	.14** (3.41)	.18* (4.76)	.19** (5.22)	4	1	-	H6alt: supported
OGEvl	OGEBhv	.85** (21.57)	.87** (22.18)	.83** (20.26)	.86** (21.47)	.87** (22.74)	5	-	-	H6: supported
# of sig. paths	99% (**)	5	5	6	4	4	Notes: ** - highly significant at 99%; * - significant at 95%, † - significant at 90%; The hypothesis is deemed supported where there is statistical significance (p<.05) in 3 out of 5 waves			
	95% (*)	-	-	-	1	2				
	90% (†)	-	-	-	1	-				
USA										
Independent	Dependent	Path coef.(t)	Path coef.(t)	Path coef.(t)	Path coef.(t)	Path coef.(t)	99%	95%		**Outcome of testing**
PplChrt	CntEvl	.41** (4.44)	.29** (3.68)	.30** (4.04)	.52** (6.28)	.53** (5.14)	5	-		H1b: supported
CntBlf	CntEvl	.30** (2.90)	.59** (6.71)	.55** (6.58)	.49** (5.67)	.30** (2.69)	5	-		H1b: supported
OGEvl	CntEvl	.15* (2.35)	.03 (.58)	.06 (.96)	-.14** (-2.16)	.09 (1.29)	1	1		H10b: not supported
CntEvl	CVDApl	.63** (10.33)	.72** (12.51)	.73** (11.30)	.71** (12.31)	.84** (12.40)	5	-		H5: supported
OGEvl	CVDApl	.29** (5.20)	.25** (4.96)	.20** (3.63)	.32** (6.63)	.14* (2.47)	4	1		H6alt: supported
OGEvl	OGEBhv	.86** (14.63)	.86** (14.28)	.83** (13.66)	.85** (14.20)	.77** (12.24)	5	-		H6: supported
# of sig. paths	99% (**)	5	5	5	5	4	Notes: ** - highly significant at 99%; * - significant at 95%; The hypothesis is deemed supported where there is statistical significance (p<.05) in 3 out of 5 waves			
	95% (*)	1	-	-	-	1				

Meanwhile in the American sample, the path between OGEvl and CntEvl was positive and significant only in wave 1 and either not significant (waves 2, 3, and 5) or significant and negative (wave 4), indicating no support for hypothesis H10b (Table 6.4.17).

Comparison of Model 2 and Model 2 Alternative

The comparison of the results of the fit statistics for Model 2 and Model 2a (Table 6.3.18) did not revealed any notable differences between the models. The model fit indices of both models were within recommended and acceptable limits. The proportions of variance for all constructs indicated that Model 2 and Model 2a were a good fit as well. The core hypothesis regarding OG evaluation positively influencing the host country evaluation (H10b) was strongly supported in Model 2 in both countries. The introduction of the new path from OGEvl to CVDApl in Model 2a indicated significant positive paths from the OG evaluations to host country related behavioural intentions. However, with the new path the hypothesis H10b was strongly supported only in the Canadian sample and not in the American sample. Therefore, Model 2 is accepted as the final model.

Table 6.4.18. Comparison of OG → Country Models

Canada							
Constructs		**Model 2**			**Model 2a**		
Independent	Dependent	Path coef.(t)	R^2	# of sig paths	Path coef.(t)	R^2	# of sig paths
PplChrt	CntEvl	.18* - .34** (1.73 - 6.10)	.63 - .78	4	.17* - .52** (2.31 - 5.77)	.60 - .74	4
CntBlf		.49** - .66** (7.72 - 9.32)		5	.50** - .67** (7.63 - 9.28)		5
OGEvl		.10** - . 16** (2.68 - 4.38)		5	.09* - .13** (2.23- 9.03)		3
CntEvl	CVDApl	.71** - .83** (16.67 - 22.24)	.31 - .53	5	.63** - .74** (13.92 - 16.67)	.34 - .52	5
OGEvl		NA			.12** - .19** (3.08 - 5.22)		5
OGEvl	OGBhv	.83** - .87** (20.25 - 22.75)	.69 - .76	5	.83** - .87** (20.26 - 22.74)	.69 - .76	5
Fit Statistics	$\chi 2$ /(df)	3.59 - 4.36			3.57 - 4.31		
	RMSEA	.073 - .081			.073 - .081		
	SRMR	.047 - .069			.046- .064		
	NNFI	.97 - .98			.97 - .98		
USA							
Constructs		**Model 2**			**Model 2a**		
Independent	Dependent	Path coef.(t)	R^2	# of sig paths	Path coef.(t)	R^2	# of sig paths
PplChrt	CntEvl	.28** - .52** (3.86 - 6.50)	.67 - .83	5	.29** - .53** (3.68 - 6.28)	.57 - .76	5
CntBlf		.31** - .58** (2.57 - 7.09)		5	.30** - .59** (2.69 - 6.71)		5
OGEvl		.13* - .23** (8.56- 10.66)		4	(-.14*) - .15** ((-2.16)- 2.35)		2
CntEvl	CVDApl	.83** - .95** (13.91 - 17.79)	.46 - .71	5	.63** - .84** (10.33 - 12.51)	.48 - .71	5
OGEvl		NA			.14* - .32** (2.47 - 6.63)		5
OGEvl	OGBhv	.77** - .86** (11.23 - 14.66)	.59 - .75	5	.77** - .86** (12.24 - 14.63)	.60 - .75	5
Fit Statistics	$\chi 2$ /(df)	2.95 - 3.17			2.81 - 3.17		
	RMSEA	.086 - .094			.083 - .094		
	SRMR	.053 - .073			.053 - .075		
	NNFI	.97 - .98			.97 - .98		

Notes: ** - highly significant at 99%; * - significant at 95%; NA- not applicable, the path does not exist in the model; # of sig paths - number of significant paths

6.4.3 Summary

In this part of the analysis structural equation modeling (SEM) was used to examine relationship between the host country evaluations and the OG evaluations. Confirmatory Factor Analysis (CFA) was used to test the fit of the model and to verify the factor structure of the observed variables, i.e., the relationship between observed variables and related latent constructs. The initial measurement model comprised of nine constructs was evaluated for the convergent, discriminant, and nomological validity of the constructs. The analysis indicated a need for construct purification, which led to a new revised model, comprised of six instead of nine constructs. CFA of the revised model showed a satisfactory level of convergent, discriminant, and nomological validity of the constructs; the model fit statistics for most measures indicated an acceptable to good fit. Therefore, it was decided that the measurement set was appropriate for structural model analysis.

Two models (initial and alternative) were examined to test the influence of host country evaluation on OG evaluations (CntEvl → OGEvl). The original Model 1 and alternative Model 1a models were posited as recursive models each with two exogenous and four endogenous latent constructs. The validity of the frameworks was assessed by examining the models fit indices, the proportion of variance explained, and the number of significant structural path coefficients in the hypothesized direction for each national sample across all five waves. The structural models fit statistics and the proportions of variance for all construct indicated that Model 1 and Model 1a were a good fit. All hypothesized relationships were supported in both models. Most importantly, both models supported

the hypothesis that the OG evaluations have positive significant influence on host country evaluations. However, the introduction of a new path from CntEvl to OGEBhv indicated a negative influence of country evaluations on OG behavioural intentions. Therefore, Model 1 was chosen as a final model.

Another pair (original and alternative) of models was developed to test the influences of OG evaluation on country evaluation (OGEvl→CntEvl). The original and alternative OGEvl-CntEvl frameworks were posited as recursive models each with three exogenous and three endogenous latent constructs. The structural models fit statistics and the proportions of variance for all construct indicated that Model 2 and Model 2a were a good fit. The hypothesized relationships were supported in Model 2. While Model 2a did not support the hypothesized direct positive relationships between OG evaluations and host country evaluations, it revealed significant positive relationships between OG evaluations and host country destination appeal. Therefore, the original Model 2 was chosen as a final model.

Table 6.4.19 summarizes the SEM analysis for the two final models and allows for comparison. The table contains the range of the path coefficients and the number of significant paths ($p<.05$) across five waves in both countries, the range of variance explained (R^2), and a selected list of model fit indices: is less sensitive to the sample sizes Normed χ^2, widely used RMSEA and SRMR, and the less sensitive to the sample size and model complexity NNFI.

Table 6.4.19. Comparison of Final Models between the National Samples

Model 1							
Constructs		**Canada**			**USA**		
Independent	Dependent	Path coef.(t)	R^2	# of sig paths	Path coef.(t)	R^2	# of sig paths
PplChrt	CntEvl	.15* - .39** (2.32 - 7.27)	.64 - .80	5	.32** - .52** (4.31-7.00)	.66 - .85	5
CntBlf		.54** - .69** (9.83 - 10.14)		5	.31** - .63** (4.26 - 8.29)		5
CntEvl	OGEvl	.46** - .61** (9.85 - 13.71)	.13 - .30	5	59** - .73** (8.56- 10.66)	.23 - .42	5
CntEvl	CVDApl	.72** - .84** (16.95 - 22.40)	.33 - .57	5	.85** - .94** (13.91 - 17.79)	.47 - .71	5
OGEvl	OGEBhv	.83** - .87** (20.67 - 22.87)	.10 - .22	5	.77** - .86** (11.66 - 14.39)	.17 - .29	5
Fit Statistics	χ2 /(df)	3.60 - 4.36			3.57 - 4.36		
	RMSEA	.074 - .082			.073 - .082		
	SRMR	.046 - .067			.044 - .068		
	NNFI	.97 - .98			.97 - .98		
Model 2							
Constructs		**Canada**			**USA**		
Independent	Dependent	Path coef.(t)	R^2	No. sig paths	Path coef.(t)	R^2	No. sig paths
PplChrt	CntEvl	.18* - .34** (1.73 - 6.10)	.63 - .78	4	.28** - .52** (3.86 - 6.50)	.67 - .83	5
CntBlf		.49** - .66** (7.72 - 9.32)		5	.31** - .58** (2.57 - 7.09)		5
OGEvl		.10** - . 16** (2.68 - 4.38)		5	.13* - .23** (8.56- 10.66)		4
CntEvl	CVDApl	.71** - .83** (16.67 - 22.24)	.31 - .51	5	.83** - .95** (13.91 - 17.79)	.46 - .71	5
OGEvl	OGBhv	.83** - .87** (20.25 - 22.75)	.69 - .76	5	.77** - .86** (11.23 - 14.66)	.59 - .75	5
Fit Statistics	χ2 /(df)	3.59 - 4.36			2.95 - 3.17		
	RMSEA	.073 - .081			.088 - .094		
	SRMR	.047 - .069			.053 - .073		
	NNFI	.97 - .98			.97 - .98		

Notes: ** - highly significant at 99%; * - significant at 95%; NA- not applicable, the path does not exist in the model; # of. sig paths - number of significant paths

The comparison of the two final models revealed some interesting differences between the models. First of all, there was a striking difference in variance explained for OGBhv. In both models, the path coefficients from OG evaluations to OG behavioural intentions were significant and positive and above .77 in both national samples across all five waves. However, in Model 2 OGEvl accounted for 69% to 75% of variance of OGBhv in

the Canadian sample and for 59% to 75% in the American sample. This was almost 4 times of what was observed in Model 1, where OGEvl explained 10% to 22% and for 17% to 29% of variance of OGBhv in the Canadian and American samples respectively.

Second, while both models had positive significant path coefficient for the core tested paths, in the path coefficients for the influence of country evaluation on OG evaluation (CntEvl → OGEvl) were much higher in both samples than the path coefficients in the reverse model (CntEvl → OGEvl). While these paths were tested in separate recursive models and there is no evidence of statistical significance/importance of this observation, this finding, nevertheless invites for a speculation on asymmetric nature of the mega-event and country evaluation influences in that the influence of the host country evaluations on the OG might be more consistent, while the opposite might not true. Future research when the effects of the host country and the mega-event on each other are examined in the same (non-recursive) model might shed more light on this situation.

6.5 Summary of Hypothesis Testing

Primary data analysis carried in Chapter 6 was devoted to the examination of the hypotheses (Table 3.2.1) regarding the attitudes of the respondents from two countries on five objects of interest (host country as a destination, host country and its people, host-country products, OG as a destination, and OG as an event), the effects of Expectations Paradigm components on attitudes as well as attitude changes over time. The results of the hypotheses testing are summarized in Table 6.5.1.

Overall, the data analysis provided strong support for the Hypotheses 1 set stating that evaluations of the object of interest are positively influenced by beliefs about that object of interest. The only exception was found for Canada as a destination object of interest, for which built environment and unique experience beliefs had significant positive influence on country as a destination evaluation, while natural environment was found to have no significant influence at all.

The examination of the Expectation Paradigm components led to partial support of Hypotheses H2. In particular, no support was found for the hypothesis H2-i (i.e., the expectations for the national team will influence perceived performance of the national Olympic team). However, strong support was found for the hypotheses H2-ii and H2-iii indicating that the expectations for the VOG quality and Canada's hosting of the OG will influence perceived performance of the national Olympic team.

Strong support was also found for the hypotheses H3a-c that evaluations of the OG as a destination and as an event will be directly influenced by the expectations, perceived performance, and disconfirmation of the expectations for the national team. However, while strong support was found for H3a (i.e., expectations for the national team to have positive influence of OG evaluations), further examination revealed negligible impact of total medal expectations on the evaluations of the OG. It was also hypothesized that the relationships between the Expectations Paradigm components and OG evaluations will be moderated by respondents' self-identification with the national team (NTI). The hypotheses testing revealed smaller effects of the Expectation Paradigm components on

the OG evaluations at higher levels of NTI, providing statistical evidence for NTI moderator effects and supporting Hypotheses H3d.

Similar analyses were conducted to examine the effects of the Expectation Paradigm components on behavioural intentions towards the national team and the OG. No support was found for hypothesis H4a-i (i.e., behavioural intentions towards the national team will be positively influenced by expectations for the national team performance); only negligible support was found for the corresponding hypothesis related to the behavioural intentions towards the OG (H4a-ii). Further analysis, however, revealed that perceived performance is a strong predictor of behavioural intentions towards the national team and the OG (Hypotheses H4b). Finally, examination of the moderating effect of NTI on these relationships provided no support for Hypotheses H4c.

In the next set of hypotheses (H5 and H6), the relationships between evaluations of the host country as a destination and behavioural intentions towards the OG host country were examined. Strong support was found for both hypotheses confirming that evaluations of the object of interest are strong predictors of the behavioural intentions towards that object of interest.

The set of Hypotheses 7 was related to the differences between the two national samples. The analyses of data revealed significant support for the majority of the hypotheses. In particular, statistically significant differences were found between Canadian and American respondents in regards to attitudes towards host country and related objects of

interest (Hypotheses H7a-i, H7a-ii, H7a-ii). However, partial or no support was found for predicted differences between the samples with regards to attitudes towards the OG as a destination and as an event (Hypotheses H7a-iv, H7a-v). No statistical differences were found also for attitudes towards national teams (Hypotheses H7b-i); however, the two national samples were different in their attitudes towards the quality of the VOG and Canada's hosting of the VOG.

In addition, the respondents were divided into three groups by their level of involvement with the OG (IOII). The data analyses revealed significant differences in attitudes (evaluations and behavioural intentions) towards the OG as a destination and as an event across different groups of respondents with low, medium, and high levels of involvement (Hypotheses H7c, H7d). Respondents with higher levels of IOII reported higher mean values for all objects of interest than did respondents with lower levels of IOII.

This study also looked at the effects of the sense-making process on attitudes changes. Strong support was found for Hypothesis H8a (i.e., there will be an increase in mean values of beliefs, evaluations and behavioural intentions regarding all objects of interest between T1 and T2 data collection points) and for Hypothesis H8b (i.e., there will be changes in mean values of beliefs, evaluations and behavioural intentions regarding all objects of interest between T4 and T5 data collection points with directions towards the means values reported at T1 data collection point). The patterns of the attitude changes confirmed that respondents went through an active sense-making process.

Further analysis of the attitude changes in both national samples before/during/after the VOG towards each object of interest revealed significant changes in Canadian respondents' attitudes towards these objects of interest over the course of the VOG, providing support to Hypotheses H9-i (H9a-i, H9b-i, H9c-i, H9d-i, and H9e-i). However, no significant changes in attitudes were found for the American sample (Hypotheses H9a-ii, H9b-ii, H9c-ii, H9d-ii, and H9e-ii). These findings indicate that American respondents were not strongly influenced by the VOG, whereas Canadian respondents were more susceptible to attitude changes over the course of the VOG.

Finally, the last set of hypotheses was related to the examination of the relationships between the host country evaluations and the OG evaluations. Strong support was found for both hypotheses, indicating that the OG evaluations were positively influenced by host country evaluations (Hypothesis H10a) and vice versa (Hypothesis H10b).

More detailed discussion of the impact and managerial implications of these findings, summarized in the Table 6.5.1, is presented in the next chapter.

Table 6.5.1. Research Hypotheses Summary

Hypotheses		Analysis (Section)	Results (Outcome of testing)
Beliefs → Evaluations			
H1a:	Evaluation of the host country as a destination is positively influenced by beliefs about the host country as a destination.	Linear Regressions (Section 6.1)	Partially Supported
H1b:	Evaluation of the host-country/people is positively influenced by beliefs about the host-country/people.		Supported
H1c:	Evaluation of the host-country products is positively influenced by beliefs about the host-country products.		Supported
H1d:	Evaluation of the OG as a destination is positively influenced by the beliefs about the OG as a destination.		Supported
H1e:	Evaluation of the OG as a mega-event is positively influenced by the beliefs about the OG.		Supported
Expectations, Perceived Performance, (Dis)confirmation, and Self-Identification with the National Team			
H2:	At any point in time, perceived performance of the national Olympic team will be positively influenced by expectations for i) the national team, ii) the VOG quality, and iii) Canada's hosting of the OG.	Linear Regressions (Section 6.2.1)	i) Not Supported; ii-iii) Supported
H3a:	At any point in time, evaluations of i) the OG as a destination and ii) the OG as an event will be positively influenced by expectations for the national Olympic team performance.	Multiple Hierarchical Linear Regressions (Section 6.2.2)	Supported, but negligible
H3b:	At any point in time, evaluations of i) the OG as a destination and ii) the OG as an event will be positively influenced by perceived performance of the national Olympic team performance.		Supported
H3c:	At any point in time, evaluations of i) the OG as a destination and ii) the OG as an event will be positively influenced by c) (dis)confirmation of expectations from the national Olympic team performance.		Supported
H3d:	At any point in time, relationships identified in H3a, H3b, and H3c will be moderated by self-identification with the national team.		a) supported/ but negligible; b-c) supported/ smaller effect at higher levels

Table 6.5.1 (cont'd) Research Hypotheses Summary Table

Hypotheses		Analysis (Section)	Results (Outcome of testing)
Expectations, Perceived Performance, (Dis)confirmation, and Self-Identification with the National Team (cont'd)			
H4a:	At any point in time, behavioural intentions towards i) the national team and ii) the OG will be positively influenced by expectations for the national Olympic team performance.	Multiple Hierarchical Linear Regressions (Section 6.2.3)	i) Not Supported; ii) Supported but negligible
H4b:	At any point in time, behavioural intentions towards i) the national team and ii) the OG will be positively influenced by perceived performance of the national Olympic team performance.		Supported
H4c:	At any point in time, relationships identified in H4a and H4b will be moderated by self-identification with the national team.		Not Supported
Evaluation and Behavioural Intentions			
H5:	At any point in time, behavioural intentions towards the host country as a destination are positively influenced by the host country evaluation.	Structural Equation Modeling (Section 6.4)	Supported
H6:	At any point in time, behavioural intentions towards the OG are positively influenced by the OG evaluation.		Supported
Individual OG Involvement (IOII) and Country of Residence (COR)			
H7a:	There will be differences in Canadian and American attitudes towards the i) host country as a destination; ii) host-country/people, iii) host-country products, iv) OG as a destination, and v) OG as an event.	Repeated Measures ANOVA with Doubly Multivariate Design (Section 6.3)	i-iii) Supported; iv) Not Supported; v) Partially Supported
H7b:	There will be differences in Canadian and American attitudes towards i) the national teams, ii) the VOG, and iii) Canada's hosting of the OG.		i) Not Supported; ii-iii) Supported
H7c:	At any point in time, individuals with different levels of IOII will differ in their attitudes towards i) OG as a destination, and ii) OG as an event.		Supported
H7d:	At any point of time, individuals with different levels of IOII will differ in their behavioural intentions towards the national team.		Supported

Table 6.5.1 (cont'd) Research Hypotheses Summary Table

Hypotheses		Analysis (Section)	Results (Outcome of testing)
Sense making			
H8a:	There will be an increase in mean values of beliefs, evaluations and behavioural intentions regarding all objects of interest between T1 and T2 data collection points.	Repeated Measures ANOVA with Doubly Multivariate Design (Section 6.3)	Supported
H8b:	There will be changes in mean values of beliefs, evaluations and behavioural intentions regarding all objects of interest between T4 and T5 data collection points with directions towards the means values reported at T1 data collection point.		Supported
Time Factor			
H9a:	Beliefs, evaluations, and behavioural intentions towards the host country as a tourist destination will differ before/during/after the VOG in i) Canada and ii) USA.	Repeated Measures ANOVA with Doubly Multivariate Design (Section 6.3)	i) Supported; ii) Not Supported
H9b:	Beliefs, evaluations, and behavioural intentions towards the host-country/people will differ before/during/after the VOG in i) Canada and ii) USA.		i) Partially Supported; ii) Not Supported
H9c:	Beliefs, evaluations, and behavioural intentions towards the host-country products will differ before/during/after the VOG in i) Canada and ii) USA.		i) Partially Supported; ii) Not Supported
H9d:	Beliefs, evaluations, and behavioural intentions towards the OG as a tourist destination will differ before/during/after the VOG in i) Canada and ii) USA.		i) Supported; ii) Not Supported
H9e:	Beliefs, evaluations, and behavioural intentions towards the OG as a sport mega-event will differ before/during/after the VOG in i) Canada and ii) USA.		i) Supported; ii) Not Supported
Country → Mega-Event; Mega-Event → Country			
H10a:	At any point in time, the OG evaluation will be positively influenced by the host country evaluation.	Structural Equation Modeling (Section 6.4)	Supported
H10b:	At any point in time, the host country evaluation will be positively influenced by the OG evaluation.		Supported

7 DISCUSSION AND CONCLUSIONS

The purpose of this study was to enrich the understanding of the changes in and the association among attitude components for the host country and the Olympic Games (OG) through a longitudinal study of residents of two countries, the host country and a foreign country, in the context of the XXI Vancouver 2010 Winter Olympic Games. The research draws on previous research on attitudes, in general and specific to the OG and their host countries, and attitude change through the processes of ordinization and sense-making and through the lens of individual association with the involved parties (national team, the mega-event, and the country of residence).

In the research framework guiding the project, a bridge was built between the two separate areas of research on country images and mega-event images. Attitude elements transfers between the host country (as a country, a tourism destination, and a source of products) and the OG (as a tourism destination and as an event) were examined. By employing a true longitudinal design (i.e., five-wave sample comprised of the respondents who participated in all five waves), the study examined the notion of attitude transfer between two entities (host country and mega-event) and contributed to enhanced understanding of the nature of attitude changes through the lenses of ordinization and sense-making theories, on one hand, and also through the lenses of the expectations and individual association, on the other hand. Ordinization and sense-making theories borrowed from psychology informed the investigation of the attitude changes over time and the effects of emotional evanescence. The Expectations Paradigm and the theory of involvement from consumer behaviour and sport-fan literature added another perspective

and directed study into further focused attention on the drivers and nature of the attitude changes. The results and contributions of this study will be discussed in the following sections.

7.1.1 Research Discussion and Theoretical Contribution, and Recommendations

Host-Country and Mega-Event Attitudes: Hosting a mega-event is a major occasion that deeply associates two otherwise separate entities, i.e., a host country (in this study, Canada) and a mega-event (in this study, the Olympic Games). As these two entities are linked, they bring together new experiences with each of them, separately and in combination, leading to revision of previously held attitudes (cognitions, affect, and conations). This process of revision leads to either confirmation of the existing attitudes or their positive/negative disconfirmation, which inevitably initiates the formation of new ones. Attitude formation has been extensively investigated in the country image (CI) and in the mega-event image (MEI) domains mainly from a tourism attraction perspective. However, the great majority of studies look at these entities separately. This study is one of very few attempts to date to investigate the patterns of relationships between host country and mega-event attitudes in a combined "Country – Mega-Event" model. To proceed with the core interest of the study and to investigate the interrelation of host country and mega-event evaluations, each of the attitude components of each of the objects of interests was first examined separately (through regression models linking beliefs, evaluations and behavioural intentions) and then in relation to each other (through structural equation modeling using parsimonious combinations of core evaluations, related beliefs and behavioural intentions for both entities together). Changes

of attitude elements through time for both the mega-event and the host country were examined through Doubly Multivariate Analysis with Repeated Measures design; as well, within the context of various measures of individual association (i.e., national team identification, country of residence, and mega-event involvement) through multiple hierarchical regressions.

The CI research investigates consumer attitudes through three main streams: country as a tourism destination (TDI) (Pike 2002), country and its people (Knight and Calantone 2000; Parameswaran and Pisharodi 2002; Orbaiz and Papadopoulos 2003; Heslop et al. 2004), and country products (Papadopoulos and Heslop 2002). While the relationships among the cognitive, affective, and conative components of attitudes have been extensively examined and established in the each of these streams, this study took a holistic approach and examined the relationships between beliefs, evaluations, and behavioural intentions within the integrated country image (destination, country and its people, and country products) context combined with a new context of the OG.

The findings of the earlier studies that beliefs have a direct influence on evaluations which, in turn, directly influence behavioural intentions have been strongly supported by the current research. Moreover, the study confirmed that consumers tend to have different dimensions of beliefs when dealing with images of country as a destination, country and its people, and products made in a country. When investigating the attitudes towards a host country as a destination, the study revealed three separate sets of beliefs (i.e., built environment, natural environment, and unique experience), which fell along the

functional-psychological continuum of attributes developed by Echtner and Ritchie (1993) and confirmed the similar findings by Nadeau et al. (2008). Similar trends were observed when examining host country and its people, with the respondents differentiating between beliefs about the host-country people characteristics and beliefs about the host country's overall competence and description (Parameswaran and Pisharodi 1994; Knight and Calantone 2000; Heslop et al. 2004; Nadeau et al. 2008). Finally, the country product related analysis revealed that the respondents do form their beliefs from dimensions of products functional qualities like workmanship and attractiveness and availability or market presence of the product (Parameswaran and Pisharodi 1994; Heslop et al. 2004).

The study also looked at attitudes toward the mega-event of interest, the OG. However, in contrast to earlier studies in this stream (Miyazaki and Morgan 2001; Kasimati 2003; Lee et al. 2005; Kaplanidou 2007; Kirkup and Major 2006; Preuss 2007), the current study introduced a new, dimensional, approach by examining the OG from two different perspectives, that of a destination and an event. The premises of the attitude theories that beliefs are predictive of evaluations that lead to behavioural intentions were confirmed for both perspectives. Similar to the CI related findings, the current study established that the respondents differentiated between different aspects of the OG. That is, the respondents' views of the OG as a destination were composed of multiple dimensions, including functional/built environment and experiential perspectives. In agreement with the attitude theories, the belief dimensions associated with each perspective were found to influence the OG destination and event evaluations.

While confirming the finding of previous studies, this research also showed that the components of attitudes change over time. The examination of the attitudes prior/during/after the OG showed clearly that when individuals encounter new situations and/or experiences they revise their attitudes. Change of attitudes towards Canada as a destination in the Canadian sample may serve as one example of such attitude changes: over the course of the OG, Canadians had expressed different views regarding their beliefs, evaluations, and behavioural intentions towards their own country, but most importantly, the highest values were reported right after the OG, when the heightened emotions were caused by outstanding performance of the Canadian Olympic team. Moreover, prior to the last days of the OG, the mean values reported by the Canadian respondents of the OG as a destination and as an event were lower than those reported by the Americans. However, in the last days of the OG, the samples switched positions with the Canadian respondents reporting the highest mean values for all OG-related attitude components. These are just a few examples demonstrating how an event hosting might initiate a change in attitudes over a small period of time.

The traditional approach to examine attitudes only through entity-focused approach to attitude formation does not reflect the unique nature of the OG as a special kind of event that triggers different levels of individual associations, i.e., with national team, the OG themselves, and with the country of residence. This study introduced a new approach that examined the OG attitudes and attitude changes from the perspectives of Expectation Paradigm, social identity theory, and involvement theory.

The study showed that the attitudes towards the OG as a destination and as an event differ among people with different levels of individual association/engagement with the related entities (i.e., country affiliation or country of residence (COR), national team self-identification (NTI), and individual OG involvement (IOII)). The study showed that while both Canadian and American respondents held highly positive attitudes towards both dimensions of the OG, the attitudes of the American respondents were, in general, more positive compared to the attitudes of the Canadians.

In addition to national differences, the level of the individual OG involvement (IOII) also had impact on the attitudes towards the OG and attitude changes during the OG. The study had successfully adopted and adapted Zaichkowsky's (1985) product involvement inventory (PII) to the context of the OG. IOII, the newly introduced measure of individual involvement, allowed for pinpointing differences in attitude formation and attitude changes based on the level of involvement with the OG. The study found that individuals with the higher level of IOII consistently reported higher means for all attitude components of the OG as a destination and as an event that did those with the lower levels of IOII. Interestingly, however, the significant attitude changes were more observable among individuals with the lowest level of IOII.

With regards to the Expectation Paradigm, the study results indicated that the evaluative components of attitudes towards the OG as a destination and as an event were influenced not only by the beliefs held about the OG, but also by expectations for, perceived performance, and disconfirmation of expectations for the Olympic national team's

performance. Moreover, these relationships between the components of the Expectation Paradigm and the OG evaluations were found to be moderated by the respondents' self-identification with the national team (NTI). A somewhat different picture was drawn for the behavioural intentions, i.e., the conative component of attitudes towards the OG. Behavioural intentions towards the OG were also influenced by the expectations for and perceived performances of the national team, but, contrary to the findings regarding the evaluations, these relationships were not moderated by NTI. Moreover, NTI was found to be a strong predictor of the OG behavioural intentions. Similar findings have been reported in sport consumer and/or spectators satisfaction studies, which have suggested the direct role of NTI in behavioural intentions towards the sport team (Madrigal 1995; Van Leeuwen et al. 2002; Caro and Garcia 2007).

These results, which largely confirmed the findings of the existing literature and introduced new perspectives for the study of mega-event images and attitudes, allowed linking the three areas (tourism destination, country, and mega-event) through combined "Country – Mega-Event" models that tested the influence of the evaluations of the host country on the OG and vise versa. In addition to evaluation components, each model had cognitive and conative components. Both "Country – Mega-Event" models were posited as recursive models. In the model form directing the path of effects of host country evaluations on OG evaluations (CntEvl → OGEvl), all paths were significant and positive across the waves in both national samples, suggesting that positive host country evaluations derived from host-country beliefs do indeed generate positive OG evaluations. In the model focusing on OG evaluations effects on host country evaluations

(OGEvl → CntEvl), all path coefficients were positive and significant across all five waves for the host-country Canadian sample and in four of the five waves for the American sample. The existing research dwells on the benefits of the economic, sociocultural, physical, political, and other dimensions of the OG hosting for the host-communities/countries (Ritchie and Lyons 1987; Fredline et al. 2003; Lee et al. 2005; Preuss 2007), but it rarely addresses the issues of the IOC benefits of holding the OG in different host countries.

The comparison of the two tested models disclosed that the path coefficients for the influence of country evaluation on OG evaluation (CntEvl → OGEvl) are much higher in both samples than the path coefficients in the reverse model (CntEvl → OGEvl). While these relationships were tested in separate recursive models and, hence, a direct comparison is not statistically viable, these findings nevertheless invite a thought that the relationship between the host country and the OG might be asymmetric in that the influence of the host country evaluations on the OG might be more consistent, while the opposite might not true. While the current study shows that pairing mega-event and country image was indeed a mutually beneficial large-scale co-branding exercise for the IOC and Canada, this not always could be the case.

The findings of this study were compared to the findings of the study on XXIX Beijing 2008 Summer Olympic Games by Heslop et al. (2010). While there was no direct comparison of the effects of Canada vs. China hosting of the OG, the comparison of two studies provides evidence that perceptions and attitudes towards host countries might be

projected both positively and negatively on the image of the OG and the attitudes towards them. Heslop et al. (2010) reported that despite China's massive efforts to host spotless OG, the very effort of having the "too perfect" OG worked against the intentions to communicate an image of the modern free country (p. 425). According to the Beijing OG study, the overall increase in Americans people-[Chinese]-related views coincided with significant decrease in views of a China and its policies. Even Chinese respondents had reported decreased views of their own country. Moreover, the image of the event itself, the OG, had suffered in the eyes of the Americans after the Beijing Games with the respondents reported decreased views of, among other measures, "pride in attending" and "safety of the event". The researchers found that "Olympic Games themselves fared badly from what might be perceived as a foray into effecting political change and social reform" (p. 427). Overall, the comparison of the findings of these two studies (the current one and the one by Heslop et al. (2010)) suggests that the IOC needs to be very careful when choosing potential hosts for the OG.

Future research with the effects of the host country and the mega-event on each other examined in the same (non-recursive) model might shed more light on this situation. Moreover, the findings reported in this manuscript could be unique to this particular study that involves two close neighbor countries with close economic, political, and sociocultural ties and two countries that happen to be very active participants of the Winter OG throughout its whole history. Whether this asymmetry of influence would be the case when distant and/or culturally different countries or countries with different history of the OG participation are surveyed is a question for future research.

Attitude Change: Attitudes towards different objects of interest (e.g., products, services, brands, places, etc.) have been extensively studied in consumer behaviour literature (Schooler 1965; Bilkey and Nes 1982; Han 1989; Ritchie and Lyons 1990; Balabanis et al. 2001; Reisinger and Turner 2002; Papadopoulos and Heslop 2002; Wang and Chen 2004; Tasci and Garnter 2007; Florek et al. 2008; Jarvis and Blank 2011). The basic premise of the attitude theory that attitudes change over time is well-documented. Changes in attitudes may occur whenever an individual encounters new information or acquires new experiences (e.g., gaining an experience with the foreign product, or communicating with people from the country of the product, reading about or visiting a place, attending an event). Short- or long-term changes in attitudes may occur depending on the intensity of the information flow and the nature of the new experience. However, while recognizing the importance of the attitude changes, rarely have studies in this area of research raised the issue of the patterns of attitude changes.

For the most part, the studies examining consumers' short-term attitudes are related to different events that may cause a strong revision of the attitudes. There are many examples of such events, including major product recalls whereby the consumers are influenced by new information about the defective and harmful features of the products (Folkes 1984; Laufer, Gillespie, McBridge, and Gonzalez 2005; Heslop, Armenakyan, and Jamieson 2008a), a win or loss of a sport-game whereby the spectators are exposed to emotional experiences leading to the short-term attitude change (Madrigal 1995; Trail et al. 2003), or participation in an event whereby consumers acquire new experiences leading to new levels of satisfaction (Kouthouris and Alexandris 2005). The evidence of

long-term attitude changes is also well-presented in the existing literature. Examples of studies of consumers showing long-lasting positive or negative impacts on attitudes and behaviours of information and experiences include, but are not limited to, a history of past product-related crises (Coombs 2004), political crises (Heslop et al. 2008b), economic or war-induced animosity (Klein, Ettenson, and Morris 1998), hosting of a successful mega-event (Jaffe and Nebenzahl 1993; Waitt 2003; Horne and Mansenreiter 2004; Lee et al 2005), etc. These are just a handful of examples that reflect on short- and long-term attitude changes in existing literature employing mainly one or two (pre-post event) data collection designs.

The current study expands on and refines the study of attitude change over time by utilizing a multiple data-collection methodology. The respondents were asked to share their opinions well in advance to the XXI Vancouver 2010 Winter Olympic Games (two months prior), several times during the event, and two months after the event. Such a design provided a solid confirmation of the findings of the previous studies on short- and long-term attitude changes. In addition, it provided a very valuable theoretical contribution regarding the patterns of attitude changes largely ignored in consumer research in general and in mega-event literature in particular.

It has been shown in the existing mega-event literature that the hosting of a mega-event, the OG in particular, leads to improved/poorer attitudes towards the host-communities and/or countries (Jaffe and Nebenzahl 1993; Waitt 2003; Horne and Mansenreiter 2004; Lee et al 2005; Heslop et al. 2010). The current study found that the successful hosting of

a mega-event leads to improved attitudes among both the host country citizens and those in another country. Despite significant differences between the two national samples, there were obvious improvements in the attitudes towards the host country and the OG when comparing the results of respondents' answers in the first and last periods. However, an important theoretical contribution of the current study comes from the opportunity to observe the dynamics of the attitude changes between two extreme data-points. The theories of ordinization brought from psychology studies provided a context for understanding and explaining the patterns of the attitude changes. The study found that respondents experienced a series of attitude changes during the course of the VOG with the majority of the attitude constructs showing mean values increasing from the first wave of data collection up to the fourth wave and then decreasing somewhat in the last wave (but still remaining higher than the initially reported ones). This pattern confirms what is well-known in the ordinization theory but has never been addressed in mega-event studies, especially where both the event and the host locale are jointly measured. Ordinization theory and sense making were used to explain this pattern of changes. The study showed that the respondents went through a sense-making process whereby they had adjusted the newly acquired information and in their search of the explanations and justifications of the results had over time contributed to the emotional evanescence (i.e., the diffusion of the heightened emotional state) that minimized the effects of the OG-related euphoria and amended the mean values in wave five towards the initially reported levels.

These findings of the study advise against overly hasty acceptance of the results of the several mega-event studies in drawing generalized conclusions on the impacts of the mega-events on consumer attitudes. Several studies in this area had used time-frames without a basis in theory of attitude change causes and timing. As can be seen in the current study, the findings of earlier research may have been highly influenced by the choice of data collection time(s). Generalizations of the findings from studies with different data collection points might distort the theoretical conclusions about the consumer attitudes concerning the investigated phenomena and objects of interest. This study points out the need to track emotional responses to the outcomes of competitions or similar events with high emotional impact potential and which are posited as impacting other related attitude objects (such as national teams and host venues). In addition, the pattern of evanescence of such impacts needs more careful study, as what a researcher might pick up and draw conclusions from with a single post-event measure might be highly ephemeral and not reflective of a true picture.

7.1.2 Methodological Issues, Contributions and Recommendations

The current study was designed as an on-line multiple data-collection points study of a sample of respondents from two different countries. These features constitute a true longitudinal study that contributed to the successful accomplishment of the objectives of the study and brought some insights into the methodological topics.

Multiple data-collection points: As discussed earlier, the great majority of mega-event studies with rare exceptions (for example, OLYMPULSE studies by Ritchie and colleagues or Licata et al. 2008) utilized one or two data-collection design approach. This

traditional two-points-in-time approach is not adequate to fully trace changes in cognitive, affective, and conative decisions of an individual over time as these two-points-in-time data are, according to Willet and Sayer (1994), just snapshots that provide only minimal information on individual's attitude change. However, multiple data collection points do not always guarantee a true representation of changes, which is possible only when "both time points and individuals have been sampled representatively" (Willet and Sayers 1994, p. 363). Having multiple data collections and two national samples of respondents who participated in every data-collection wave constituted a true longitudinal study allowing for more insightful examination of the attitude changes over time.

However, as discussed earlier the choice of data-collection point can be a challenge that might influence the conclusions on the study. The mega-event literature reveals that some studies collect respondent data during the event (Custódio and Gouveia 2007) or shortly after the event (Ohmann et al. 2006); while others engage in data collection three weeks prior and six weeks after (Florek et al. 2008), or two months prior and after (Bondonio and Campaniello 2006; Heslop et al. 2010) or two years prior and once during the event (Waitt 2003). Such a highly subjective choice and a dispersion of data-collection points along a time vector can be a major weakness of these studies regarding the generalizability of the results. A fundamental question to be raised concerns the optimal design of studies aimed at capturing the true effects of mega-events on consumers' attitudes.

The current study employed a five-points-in-time design whereby the first and last waves of data collection were conducted, respectively, two months prior and two months after the VOG. The choice of two-month period prior and after the event was chosen after extensive examination of the mega-event related studies and psychology studies. Some may argue that two months prior the mega-event like the OG the environment is already characterized by a heightened emotions and expectations, which could have influenced the results of the first data collection wave. The counter-argument to this point would be that the emotional upsurge could be evidenced only or mainly in the communities that are closely related and/or affected by the OG (e.g., athletes and their families and/or host-city residents). However, the current study examined attitudes of the overall population of the host country. Hence the assumption seemed reasonable that two months prior the OG, the emotional build-up to the start of the OG would be minimal. Sustaining heightened emotional involvement with the OG by casual spectators for such a long period would be very difficult to achieve in the general population. The literature on emotional imbalances and anticipation supports such a premise. The psychology studies on ordinization and sense-making support an assumption that the choice of a two-month period after the OG for final data collection is also well justified. By this time, high levels of emotions related to the anticipation or occurrence of the OG and surrounding festivity can be expected to be diffused and the related sense-making process would have been fully executed. According to psychology research, the sense-making process would lead to emotional evanescence, which would bring emotions back to more normal stable levels, and hence, the long-term effects would be observed as no further adjustment of the attitudes would be necessary. Finally, the two months gaps between the first and second and the fourth

and fifth waves were short enough to reflect on short-memory span for the event, as well as to minimize the potential response bias.

Having multiple data-collection points during the OG allowed for tracing the attitude changes and for identifying the factors that had the strongest effects on attitude changes. As evidenced from the results of the study, sharp positive attitude changes coincided with the best performances of both national teams, but most importantly by the record-breaking performance of the Canadian Olympic team in the last days of the OG. Up until this point, the Canadians' attitudes towards the OG as a destination and as an event while fairly high for a sample of host-country respondents were still lower in mean values than the attitudes of the American respondents. However, the outstanding achievement of the Canadian team was associated with attitudes towards the OG at much higher levels and while in wave 5 these attitudes declined slightly, nevertheless, they stayed much higher than initially recorded means in wave 1.

Finally, having multiple data-collection points over the 17 days of the festivities (the XXI Vancouver 2010 Olympic Games were held from February 12-28, 2010) raised the issue of respondent fatigue. To minimize the potential negative impacts of the respondent fatigue, a shorter version of the study instrument was employed in the middle of the OG in wave 3. The original questionnaire employed in wave 1 was revised based on early results to select a sub-set of items with good promise of convergent and discriminant validity, and some items from each set of objects of interest as well as questions regarding individual involvement with the Olympic Games were dropped.

Using a shorter questionnaire also indicated the usefulness of the parsimonious approach when choosing items/measures for each set of objects of interest. The results of further analysis on all five waves provided additional information of use to future researchers developing measurement instruments. While every item for all five objects of interest had been validated in earlier studies, the factor analysis results of the current study suggested that some of the items (e.g., "[country's] climate", "[country's] wealth", or "[product] riskiness") had poor loadings across all five waves While the current study had dropped these items from the analysis, this finding reminds that the measurements should be used with greater care. Moreover, it would be advisable to devise shorter measurement instruments with careful testing of the validity and reliability.

On-line panel use: Increasing rates of Internet penetration into the daily lives of consumers has contributed to the emergence of on-line panels as an alternative method of conducting consumer research. The current study took a full advantage of this new method to conduct a multiple data-collection research with a sample of respondents in two different countries at a reasonable cost. While there are advantages of using this relatively new method of data-collection (e.g., cost saving, more reliable response data, wider coverage, etc.), the issues around validity of on-line surveys (e.g., coverage bias, volunteer self-recruitment bias, etc.) remain open (van Ryzin 2008; Nantel and Lafrance 2006).

The current study had identified several new concerns in dealing with the on-line panels that have been not recognized or not fully addressed in previous studies. These issues are

mainly related to differences between the participation of the two national samples and to concerns regarding non-differentiated response patterns.

Attrition or drop-outs have been identified as one of the main methodological issues in longitudinal studies, and especially in on-line panels (Twisk and de Vente 2002, van Ryzin 2008). While e-mail deliverability, spam filtering, and web-browsers compatibility as well as panel fatigue are listed as potential reasons for drop-outs, the true reasons are still not clear. While the attrition rates of the current study were within the recognized limits, different panel responsiveness in the two national samples was observed. The response rates to the initial call were 3-5 times higher in the Canadian sample than that of in the American sample. Moreover, the initial number of the contacted Canadian panelists (9,360) was 2.7-times smaller than the initial number of the American panelist (25,388). One of the reasons behind this phenomenon, according van Ryzin (2008), could be the increased adoption of the on-line panel research method. If the increased use of this method is indeed one of the reasons behind this phenomenon, then the higher on-line participation of the Canadian respondents might signify that the Canadian on-line research market had not been saturated yet and still has strong research potential in comparison to the American on-line research market. This is, however, an issue for future research.

Next, there are issues related to response non-differentiation in panel data, which can occur when participants of the survey become habituated to the answer choices and give them routinely without thinking (Krosnick 1991; Tourangeau, Couper, and Conrad 2004).

Such answering patterns have been a recognized problem in almost all types of survey designs but particularly in online surveys (Dillman 2000). However, little has been done to develop any sound strategy of detecting its presence and dealing with it (Krosnick 1991; Tourangeau et al. 2004). To identify the cases with the non-differentiated response pattern, a visual inspection of each case combined with the scrupulous analysis of each case and item was undertaken in the current study. Such an approach to data cleaning could be an acceptable approach for contaminated case identification in small size studies. However, in panel design studies characterized by very high numbers of participants, this approach while still workable is less than optimal.

Yet another issue is the non-differentiated answer pattern treatment. The most radical approach to this issue (i.e., a complete removal of all cases with strong manifestation of the repetitive answer patterns), might not always be a good solution, especially from the perspective of reaching the desired sample size within assigned budget. In order to have a workable size of the final samples, the current study did not adopt the most radical approach of total removal of the cases with non-differentiated answer pattern and employed a rather conservative sensitivity analysis approach. However, whether or not this is an acceptable solution, is a question for more rigorous future research.

Overall, this study provided a strong support for the appropriateness of the chosen time-frame, data collection methodology and data screening. At the same time it should be noted that suitable controls for preventing sample wear-out, non-differentiated answering

patterns, or other data corruption as well as retaining respondents and ensuring balanced and representative samples will lead to more reliable and valid data.

7.1.3 Managerial Contributions and Recommendations

The benefits of the study are significant also from policy-making and managerial points of view. This study provided insight to the importance of mega-event hosting for policy-making, both foreign and domestic. From a foreign policy-making perspective, an examination of foreign attitudes could help in assessing the effectiveness of country-image messages aimed at delivering positive attitudes towards the host country as an attractive destination for tourism and/or investments as well as an origin of modern and high-quality products. From a domestic policy-making perspective, this study assessed attitudes of the people of the host country regarding their country (the host of the OG), the mega-event (VOG) and the quality of Canada's hosting of the mega-event, as well as behavioural intentions towards the national team over the course of the VOG. Finally, this study looked at the image transfer between the host country and the OG rather than dealing with the host city/region.

The VOG were a unique opportunity to showcase Canada as a strong member of the international community. The showcasing of the modern sports facilities confirmed that Canada's dominance of many winter sports is not an accident, but also most importantly, it demonstrated the technological capacities of the country. The results of the study indicated that the VOG contributed to an upward shift in American respondents' attitudes towards Canada's competencies as well as the character of the people of Canada. This finding is supported by the 2010 Country Brand Index report prepared by Future Brand,

according to which "as host of the Games, Canada not only secured a record number of gold medals but delivered a successful event overall: a fact that must have helped its image as a safe, friendly, fun, world-class country" (p. 7). However, the current study also indicated that there is still a potential area of improvement in communicating Canada's country image to the international community particularly with regards to the dimension of country description. Despite the fact that American respondents did express highly positive attitudes towards Canada's economic and political stability, the same respondents expressed significantly lower opinions on their general knowledge of Canada and Canada's role in international politics. This finding calls for a more proactive approach in stressing the active and prominent role and achievements of Canada in international politics.

Hosting the OG is a powerful tool not only in the international, but also in the domestic arena as it provides a strong appeal to the domestic audience to consolidate the nation and boost national pride through successful hosting and increased economic activity surrounding the OG. The study showed that Canadians' attitudes towards Canada and related objects of interest (country as a destination, country and its people, products) remained stable over the course of the VOG. At the same time, the behavioural attitudes towards the national team and the attitudes towards the quality of Canada's hosting of the event changed and improved as the Canadian team showed outstanding performance. Most importantly, Canadian respondents reported that the "success of the national team during the OG" and "the display of the national flag" had enhanced their pride in their country and was perceived as a positive development of their national identity. These

findings were a clear indication that hosting the OG strengthened by performance of the national team can not only provide grounds for long-term support of the national teams for future OG, but also serve as a good tool to enhance national identity and pride (Ritchie 1984; Waitt 2003). Treating the OG event as a one-off boost would be a significant waste of resources, and it would be advisable to build on the achievements of the successful OG hosting and carry on this spirit of national unity towards upcoming OG.

As discussed earlier, the findings of this study suggest that hosting the OG was indeed beneficial for both involved parties, the IOC and Canada, as improved views of the OG as a destination and as an event as well as Canada as a country were observed in both national samples. However, this mutually beneficial positive image spillover might not always be the case. As demonstrated by Heslop et al. (2010), the "Country – Mega-Event" co-branding exercise might also result in negative spillover damaging the image of one or both participating parties when not everything goes as planned or when the participating parties are on different spectrums of the image continuum. The Olympic Brand is among the strongest brands with its symbol of five intertwined rings over a white field being widely recognized around the globe and representing the unity of the five continents. However, since the 1896 Modern Olympic Games in Athens, OG have been hosted by 23 countries mainly located in Europe and North America with only seven occasions of Olympic hosting in Asia, Oceania, and South America. Meanwhile, communication of the Olympic ideals of integrity, excellence and friendship is vital in the era of global technological achievements that have reshaped modern lifestyle contributing

to the phenomenon of 'global village'. To progress and keep up with the changing environment, the IOC needs to be more proactive in engaging and integrating all capable country-members of international community. While rotating and delegating OG hosting to different countries is very important to the core ideals of the OG (i.e., international community integration), protecting the integrity and brand image of the OG brand is also of paramount importance. Hence, IOC needs to be careful when choosing potential hosts for the OG to protect the integrity of the OG brand. To demonstrate this point regarding the Winter OG, one could look at the result of the 2010 Country Brand Index report. According to the report, Canada, the host of Vancouver 2010 OG ranked number 1 in 2010 report (up from number 2 in 2009), while Russia, the host of Sochi 2014 Winter OG, ranked number 81 (nine points down from 2009) and South Korea, the host of Pyeongchang 2018 Winter OG, is number 44 (down 5 points). The 2010 Country Brand Image Index suggest that there might be potential negative image spillover from the upcoming host-countries (i.e., Russia and South Korea) on the OG brand; hence, it would be advisable to pick the 2022 Winter OG host country from the list of countries with higher country-brand rankings. However, as 2010 Country Brand Index indicates, the images are subject to fluctuations. Hence, rigorous research on the country images and trends in those images of potential OG host countries as well as continuous tracking of the effects of the OG host-country images on the OG brand image is necessary. Alternation of host countries might help to balance out potential negative effects of the host-country image and/or unsuccessful hosting or amplify the positive image spillover. This study contributes to the existing body on the research of "Country – Olympic

Games" co-branding exercise and helps in tracking the effects of OG hosting on both participating parties.

Studies to track long-term effects of mega-event hosting and resulting consumer behaviours could be helpful for product managers as well. Small, but statistically significant, changes in beliefs and evaluations may or may not result in actual behavioural changes. However tracking, for example, tourism revenues for Canada from both domestic and international tourists would provide evidence for the external validity of positive OG hosting effects seen here. While such measures are never free from the effects of other factors that more generally affect tourism or international images, they are nevertheless worth tracking.

The results of this research suggest that countries, even those like Canada that enjoy overall positive attitudes towards the country, its people and products at home and abroad, still benefit from hosting mega-events of such a caliber. The study findings showed that despite positive beliefs and evaluations of Canada's natural and built environments, American respondents still were not as enthusiastic about actual travelling to Canada. While these results could be unique to this particular case where foreign perspective is represented by one country that also happens to have close geographic and cultural proximity, they nevertheless indicate the necessity for more targeted and improved messaging to the international and domestic communities on Canada's potential as a tourism destination to boost summer and winter tourism. Tourist advertising campaigns with Olympic experience reminders could be tailored to each country of

interest for tourism. For example, to attract more tourists from Germany, which is in the top five countries of international travel to Canada (Canadian Tourism Commission 2012), an effective promotional approach could be to highlight the victorious moments of the German team, ranked second in number of gold and total medals, and thus elicit good memories and associations that could potentially attract them to Canada.

The outcomes of the study provide prospects to leverage the opportunities of mega-event hosting for sustained impacts of the successful mega-even hosting. However, such leveraging requires direct efforts to make the most of the potential benefits of the image enhancement through significant ongoing input of resources to tourism promotion in subsequent periods. Campaign themes should build on the key messages that can be derived from the positive image shifts about Canada. For example, Canada as a destination campaigns could not only emphasize the beauty of the natural environment which Canada is already famous for, but also the convenience and infrastructure of its built environment, the welcoming spirit of Canadians, and the vibrant atmosphere of the Vancouver Games that contributed to memorable and exciting experiences and the overall success for the VOG. Campaigns could also be developed to present Canada as a producer of goods/services and highlight the technological/industrial achievements of the Canadian manufactures/researchers and emphasizing their potential, etc.. During a short, post-event "window-of-opportunity", images and attitudes are malleable to permanent upward repositioning and can be the basis for behavioural changes in long-term travel destination choices. For example, within a short post-event window of approximately a year or so the host country and the host cities should take full advantage of the successful

OG hosting and attract not only tourists, but also athletes through promotional and advertising campaigns emphasizing the advantages and exciting experiences of the special facilities built/renovated specifically for the winter OG (e.g., Canadian Tourism Commission has to be proactive in promoting all venues of the VOG: Richmond Olympic oval, Whistler Blackcomb ski resort, the Whistler Sliding Centre, the Whistler Olympic Park, etc.). These opportunities can be seized and used to advantage or wasted if ignored.

Similarly, host-country manufacturers and service providers need to take advantage of the OG hosting opportunity to showcase their goods to the international and domestic markets to highlight the benefits and/or uniqueness of their products/services. Despite widely known Canadian brands (e.g., Cirque du Soleil, BlackBerry, iMAX, Bombardier, etc.), both respondent samples of the current study reported low mean values for the "market presence of the Canadian goods on current market" item. These results suggest that Canadian manufacturers and services providers should be more proactive in educating both the domestic and international markets about existing Canadian products/services.

This study had indicated a few areas where opportunities exist. First of all, the study demonstrated that when prompted by new experiences, consumers adjust their attitudes through the processes of ordinization and sense making. The marketers (i.e., sponsor and advertisers) should try to tailor their promotional programs to ride the wave of emotional evanescence and, depending on the positioning task, either push it further up to sustain and/or direct the positive spillover of good feelings onto their brands/products/services

(e.g., by recruiting Alexandre Bilodeau, the first Canadian Olympic gold-medal winner at home, as a spokesperson for a brand/company that wants to be positioned as a champion) or subdue the effects of negative spillover before the consumers go through the full sense-making process.

Second, as was demonstrated, attitudes are subject to change not only related to the time factor, but also to the level of involvement with the objects of interest. The results of the study suggest that individuals with lower levels of involvement (both, IOII and NTI) are more susceptible to attitude change when exposed to new experiences. Meanwhile, individuals with higher levels of IOII and NTI involvement exhibited more resistance to new information/experiences. These results indicate the necessity for differentiated customer relationship strategies by managers of both the Olympic brand and sports teams. Managers, for example, of the Olympic brand should seize the opportunities brought by successful mega-events to educate those with a lower level of involvement with the OG about the core values of the Olympics (i.e., integrity, friendship, etc.) and recruit new customers while the exciting memories are fresh in mind. At the same time, it is important to keep close ties with already existing and loyal "customers" who have exhibited higher levels of involvement with the OG. Investing in customer appreciation programs, creating fan communities, etc. will guarantee long-term relationships, whereby these individuals not only would show strong support but might be actively engaged in proactive roles of the ambassadors of the OG or the sports teams.

7.1.4 Limitations

While introducing many novels and improvements in methodological approaches, this study also has limitations, particularly those embedded in the chosen methodology. The first limitation goes hand-in-hand with the strength of the study, i.e., the methodological design of working with the same samples of respondents over multiple time periods. Due to the very nature of samples where the same people are asked to share their opinions over a four-month span of time (i.e., two months before and two months after the OG), this study might be subject to potentially problems with internal validity. However, the time gap between the five data collection points is in line with previous studies in the area of sport-event marketing and satisfaction (Trail et al. 2005; Licata et al. 2008; Caro and Garcia 2007). The two-months gaps between the first and second and fourth and fifth data collection points were short enough to reflect on short-memory span for the event, as well as to minimize the potential response bias. It was also long enough to reflect on the effects of sense-making or ordinization process, a phenomenon described in expectations and sport-marketing. According to the ordinization theory, by this time the respondents can be expected to have already went through the sense-making process and the emotional evanescence will minimize the possible effects of Games-related euphoria (Wilson et al. 2003).

The implemented longitudinal study inherited limitations of cross-sectional research (e.g., measurements) as well. One of the limitations in longitudinal research relates to the operationalization of the same concepts over time. One common practice in longitudinal research is to keep the measurements unchanged, which, on its turn, contributes to the

consistency of measurements. This practice was used to reduce any confusion at the stage of data interpretation, e.g., if the measurements have been changed over the time period of the longitudinal research, then any observed changes might either indicate the real changes of the concept or simply reflect the fact of measurement change (Menard, 2008). However, in the case of prolonged longitudinal research, e.g., research on individuals over the life course, it is said that the concept of interest might change over time and, hence, unchanged measurements will lead to an issue of measurement validity (Menard 2008). The proposed time-frame minimized this risk by suggesting short periods of time between different data collection points. In other words, it was assumed that the time intervals between different data collection points were short and, hence, the variables used in the proposed research remain unchanged.

In addition, to reduce the fatigue of the respondents, a shorter version of the study instrument was employed in the middle of the OG (wave 3 - at the point where time periods between the contiguous data collection points were particularly short). The original questionnaire employed in wave 1 was revised, with a selected list of items from each set of objects of interest as well as questions regarding individual involvement with the OG being dropped. While careful attention was paid to the selection of which items to remove, this decision did influence the depth of analyses conducted across the waves since only the items present in all five waves were comparatively analyzed. The successful use of a shorter version of the questionnaire favours a more parsimonious approach when dealing with the longitudinal study and supports the consideration of a shorter questionnaire across all multiple data collection points in future studies.

Another potential limitation of on-line longitudinal study is related to the panel drop-out. Although van Ryzin (2008) and other researchers report low panel attrition rates for on-line panels, the risk of drop out is still sound and valid. As suggested earlier, one way to overcome this shortcoming is to motivate the panel members. To mitigate the possible risk of panel attrition, the study participants were asked to sign an agreement to participate in all five data collection waves and were encouraged by special incentives such as additional system points, prizes draws, etc. Due to the attrition rates in both national samples, the final samples showed overrepresentation of the age groups of 31-65. The comparison of the final samples to the population demographics in respective countries also found a slight over-representation of respondents with an education level of 'university degrees and higher'. However, income levels are often associated with education; a more highly educated sample can be a desirable group to focus on because their higher incomes make them more attractive to advertisers and sponsors, especially those selling expensive durables, like home and personal electronics. Hence, while overrepresentation of this group might be viewed as a limitation of the current study, it might also be considered a strength as it contributes to the managerial implications by focusing and analyzing the attitudes of the core target segment of the OG sponsors and advertisers.

With all survey research there are limitations arising from the measures chosen. This was a complex longitudinal study of relationships of multiple variables combined into one model. The study drew measures from a significant base of foundational research on the OG and country image and, thus, combined the strengths of both areas. While all

variables were carefully drawn from the existing research and had been proven reliable and valid within their own streams, the study could have missed other key beliefs and evaluations measures that would have been essential to this type of research. Nevertheless, further testing of potential measures is highly encouraged. Related to this is the issue of the common method bias, which is "the degree to which correlations are altered (inflated) due to a methods effect" (Meade, Watson, and Kroustalis 2007, p. 1). To fight potential common method bias, which could influence the response process (e.g., comprehension of survey questions, retrieval of information from memory, response reporting, etc.), Podsakoff, MacKenzie, Podsakoff, and Lee (2003) recommend procedural remedies (e.g., approaching different sources, eliminating social desirability, etc.) and, if/when necessary, also statistical remedies (e.g., partial correlation procedure, controlling for the effects of a directly (un)measured latent methods factors, multiple method factors, etc.). To mitigate the effects of this problem, procedural remedies (e.g., minimizing item ambiguity) were undertaken.

Finally, the current study could also invite criticism on the choice of recursive models over non-recursive when examining the influences of the country evaluation on the OG evaluation and vice versa. However, while for the reasons presented earlier non-recursive model was not appropriate in this particular study, acceptable non-recursive models could be developed for future studies of the mutual effects in "Country - Mega-event" studies.

7.1.5 Future Research

The current study had successfully examined the effects of the mega-event hosting on attitudes towards the host country and the mega-event itself and the impact of the sense-making process on attitude formation and changes. However, in the process, this study raised several questions that require future research. First, would the findings of this study be the same if the influences of the mega-event and host country images were examined in a model with a feedback loop? Even though the current study examined the influences of the host country and the mega-event on each other in two separate models, the results hinted at the potential asymmetry of influence in a relationship that theoretically could be an equally beneficial co-branding exercise.

Second, the participants of the current study were drawn from two countries with similar economic, political, and sociocultural structures, as well as comparable history of Winter OG participation. An interesting question to explore, however, would be whether or not the results of this study would be confirmed in different experimental setting with respondent samples drawn from countries with weaker ties. A few potential scenarios for the sample selection could be:

1. two or more countries with different economic, political, and sociocultural structures (i.e., a host country, e.g., Canada, vs. a country with similar economic/political/sociocultural structure, e.g., the USA, vs. a country with a different economic/political/sociocultural structure, e.g., China);

2. countries with different histories of participation in the mega-event of choice (i.e., a country with historically strong participation in the mega-event, e.g., Canada in Winter Olympic Games vs. a country making an entrance, e.g., Armenia);
3. countries with a history of the mega-event hosting (i.e., a country that hosted previous OG, e.g., XX Torino 2006 Winter Olympic Games) vs. a current host country (XXI Vancouver 2010 Winter Olympic Games) vs. a country hosting the next OG (XXII Sochi 2014 Winter Olympic Games).

Third, would the attitudinal shifts and their causes be more evident in local vs. national samples? The current study has contributed to the existing research on the OG by focusing on nation-wide samples instead of local communities, which are most often studied. This study has focused on the notion of emotional evanescence and the effects of the ordinization and the sense-making process on the attitude changes. An interesting area of research would be the comparison of the patterns of the attitudinal shifts in local (host community) vs. national (host country) samples.

Next, future research could explore more fully the effects of individual associations on the attitude formation. The findings of the current study on the effects of certain individual association (i.e., self-identification with the national team (NTI) and individual OG involvement (IOII)) on the formation of attitudes suggest that the involvement could have direct, as well as moderating, effects on evaluations and/or behavioural intentions toward the OG. More research exploring these two levels of influence will shed more light on factors affecting the kinds and extent of attitude changes.

The current study has successfully demonstrated the value of the chosen time-frame (two months prior to, during, two months after the OG) to examine attitudes formation and change in the context of the OG and verified the effects of the sense-making process on attitude formation. However, it would be interesting to see whether or not the attitudes formed two months after the VOG were retained for a longer period or if further declines were revealed. Adding another data-collection point (e.g., a year after the OG) could answer this question.

Overall, this study had demonstrated the value of the on-line panel research method for conducting a multiple data-collection point survey with the same samples of respondents. However, the methodological aspects of the current research raised yet another set of questions to be tackled in future research. An interesting observation of this study was the difference in on-line panel participation behaviour between the Canadian and American samples. As noted earlier, the drop-out rates in the American sample were very high in comparison to the Canadian sample. While the true causes of this behaviour are not evident from this study, this phenomenon, nevertheless, invites a few speculations. First, this phenomenon could be a reflection of the fact that Canadians were more engaged and motivated since Canada was a host country for the 2010 Winter Olympic Games. Another possible explanation could be that this incident signals the difference in the on-line panel research saturation rates in different countries. If this is the case, then the companies specialized in the on-line market research should develop different strategies in panel recruitment. Finally, another question to be asked is whether or not the panel

participation motivation strategies are similarly successful in different countries and/or for different topics of research.

The next important issue to be raised is the issue of the non-differentiated answer patterns. The phenomenon of non-differentiated answers is not unique to the on-line panel and is of concern to almost all surveys employing self-administered questionnaire with the multiple scale measurements. The most common treatment for such cases (i.e., radical approach with complete removal of all corrupted cases) might have resulted in unusably small sample sizes that would have not allowed for meeting the goals of the study. The current study employed a rather conservative approach sensitivity analysis. However, whether or not this is an acceptable solution, is a question for more rigorous future research.

7.1.6 Conclusion

This study had successfully examined attitude formation and changes in the context of the XXI Vancouver 2010 Winter Olympic Games. The study contributes to understanding of the changes in and the association among attitude components for the host-country and the OG through a longitudinal study of residents of two countries, the host-country and a foreign country. This was accomplished through a successful merger of three separate streams of research on destination, country, and mega-event images and through application of theories of ordinization and involvement to the interpretation of the results. The study had successfully answered the "What?", "How?", and "Why?" questions of the theoretical contribution (Whetten 1989).

What? In an effort to draw a holistic picture of mega-event hosting influences on the host country and mega-event images, the current study applied concepts from three different streams of image research (destination, country, and mega-event). The study confirmed the validity and reliability of the carefully selected measures and variables from each stream. However, the study also contributed to the existing theories by adding a new dimension to the OG by treating the OG not only as an event, but also as a destination. Another contribution is the application of the three levels of individual association (i.e., self-identification with the national team (NTI), individual OG involvement (IOII), and country affiliation or country of residence (COR)). While COR has been extensively used in previous studies on destination and country image, it has been less explored in the OG related studies. The other two individual association constructs not previously used in the "Country – Mega-Event" context are borrowed and adapted to the OG related research from the areas of sports fan research (i.e., NTI) and from product involvement (i.e., IOII, developed on Zaichkowsky's (1985) PII). Finally, the study had introduced constructs drawn from expectations paradigm.

How? The study proposed a model that incorporates dimensions used earlier to combine tourism destination image (TDI) and country image (CI) (Nadeau et al. 2008) and TDI and mega-event image (MEI) (Kaplanidou and Vogt 2007) in a one holistic approach combining all three streams of TDI, CI, and MEI into a "Country – Mega-Event" model. The constructs introduced above are incorporated into the model in a logical way and tested for their positioning in the model, including as direct and moderating variables. The resulting model allowed tracking changes not only in attitudes towards ME related

objects of interest (i.e., OG as a destination and as an event, host country image, and host country destination image), but also in expectations and perceived performance of the participating national teams over time in studies of ME. The model also allowed examining the moderating role of individual association measures. The study introduced a conceptualization of sense making and emotional evanescence to guide the research approach and interpret the results.

The patterns around attitude change over time were examined in Repeated Measures ANOVA (RM-ANOVA) employing Doubly Multivariate design. The relationships between the constructs were modeled and tested through multiple hierarchical regressions and structural equation modeling.

The final and most important question is *Why*?. The current study filled gaps in the existing research of TDI, CI, and MEI and tested the existing concepts in a new combined "Country – Mega-Event" context. However, most importantly, it brought a wealth of new theory, including theories of involvement, self-identification, sense-making, and expectations, to bear in studying the areas of country image and the OG image.

While much has been accomplished in this research, it also serves a major role in inviting opportunities for replication and expansion of ideas, methodologies and applications

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9 APPENDICES

Appendix I: Questionnaire

Olympic Study[4]

Thank you for participating in this study, which is intended to provide information which will have an impact on future large scale events.

Questions in the following pages ask for your opinions on several topics. **Please read all instructions carefully** and respond to the questions on the **basis of your first impression**. There are no wrong answers. While you are free to leave some questions blank, you are encouraged to respond to every scale so that we can make the best use of your opinions.

You can choose whether to participate in this study or not. If you volunteer to be in this study, you may withdraw at any time or refuse to answer any questions. You may also refuse to answer some questions and still remain in the study. We hope you will take 20 minutes to complete the questionnaire.

All responses are **anonymous**. Individual responses will NOT be identified. There are no personal identifying pieces of information collected, and your answers will be combined with other respondents in the final reports. Data will only be used and retained for publication purposes.

Completion of this questionnaire signifies your informed consent. Please keep a copy of this information sheet for your records. If you would like to receive a summary of results, you can contact us at the email below in about 8 weeks.

Thank you for your assistance

Sincerely,

John Nadeau	Norm O'Reilly	Louise Heslop	Anahit Armenakyan
Assistant Professor	Associate Professor	Professor	PhD Candidate
School of Business and Economics	David Falk Center for Sport Management	Sprott School of Business	Sprott School of Business
Nipissing University	College of Human Ecology	Carleton University	Carleton University
100 College Drive	Syracuse University	1125 Colonel By Drive	1125 Colonel By Drive
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This research project has been reviewed and has received ethics clearance by the Nipissing University Research Ethics Board. If you have any questions or concerns about your involvement in this study, please contact: Research Services, Nipissing University, North Bay, Ontario, P1B 8L7, tel: 705-474-3461 ext.4198, email: ethics@nipissingu.ca.

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[4] Attached questionnaire represents a version of questionnaire to be distributed at T1-wave of data collection. Slight modification will be applied to T2-T5 versions of the questionnaire.

First, to help us classify your answers, please tell us a little about yourself.

1. Gender: **(Please circle one)** Male Female

2. Indicate your age by **circling** the appropriate range:

<20 years 21-30 31-50 51-65 >65 years

3. Indicate the **highest** level of education you have attained. Please **circle** one

High school College Diploma University degree Graduate Studies

Next, please tell us your opinions about the following.

4. **Panasonic** is a major sponsor of the Olympic Games. Please describe **Panasonic** and their consumer products on the following scales?

Product quality	Low	1	2	3	4	5	6	7	High
Value for money	Low	1	2	3	4	5	6	7	High
Workmanship	Low	1	2	3	4	5	6	7	High
Variety	Low	1	2	3	4	5	6	7	High
Innovativeness	Low	1	2	3	4	5	6	7	High
Your awareness of their brand name	Low	1	2	3	4	5	6	7	High
Durability	Low	1	2	3	4	5	6	7	High
Risky	Low	1	2	3	4	5	6	7	High
Likeability	Low	1	2	3	4	5	6	7	High
Technology level	Low	1	2	3	4	5	6	7	High
Reliability	Low	1	2	3	4	5	6	7	High
Safety	Low	1	2	3	4	5	6	7	High
Knowledge of company's products	Low	1	2	3	4	5	6	7	High
Ease of finding	Low	1	2	3	4	5	6	7	High
Proud to own	Low	1	2	3	4	5	6	7	High
Overall satisfaction	Low	1	2	3	4	5	6	7	High
Attractive	Low	1	2	3	4	5	6	7	High
Worthy	Low	1	2	3	4	5	6	7	High
Overall rating of their product	Poor	1	2	3	4	5	6	7	Good
Rating compared to competing products	Poor	1	2	3	4	5	6	7	Good
Like to purchase their products	Low	1	2	3	4	5	6	7	High
Willingness to purchase their products	Low	1	2	3	4	5	6	7	High
Intend to purchase their products	Low	1	2	3	4	5	6	7	High
Would recommend to others	Low	1	2	3	4	5	6	7	High

5. The **Omega** watch company is a major sponsor of the Olympic Games. Please describe **Omega** and their products on the following scales?

Product quality	Low	1	2	3	4	5	6	7	High
Value for money	Low	1	2	3	4	5	6	7	High
Workmanship	Low	1	2	3	4	5	6	7	High
Variety	Low	1	2	3	4	5	6	7	High
Innovativeness	Low	1	2	3	4	5	6	7	High
Your awareness of their brand name	Low	1	2	3	4	5	6	7	High
Durability	Low	1	2	3	4	5	6	7	High
Risky	Low	1	2	3	4	5	6	7	High
Likeability	Low	1	2	3	4	5	6	7	High
Technology level	Low	1	2	3	4	5	6	7	High
Reliability	Low	1	2	3	4	5	6	7	High
Safety	Low	1	2	3	4	5	6	7	High
Knowledge of company's products	Low	1	2	3	4	5	6	7	High
Ease of finding	Low	1	2	3	4	5	6	7	High
Proud to own	Low	1	2	3	4	5	6	7	High
Overall satisfaction	Low	1	2	3	4	5	6	7	High
Attractive	Low	1	2	3	4	5	6	7	High
Worthy	Low	1	2	3	4	5	6	7	High
Overall rating of their product	Poor	1	2	3	4	5	6	7	Good
Rating compared to competing products	Poor	1	2	3	4	5	6	7	Good
Like to purchase their products	Low	1	2	3	4	5	6	7	High
Willingness to purchase their products	Low	1	2	3	4	5	6	7	High
Intend to purchase their products	Low	1	2	3	4	5	6	7	High
Would recommend to others	Low	1	2	3	4	5	6	7	High

6. We would be interested in your opinions about **Canada** as a vacation destination? We are interested in your general impressions. Please **circle the number** on each of the 1 to 7 scales that most closely resembles your opinion.

Quality of service	Low	1	2	3	4	5	6	7	High
Value for money	Low	1	2	3	4	5	6	7	High
Attractive scenery	Low	1	2	3	4	5	6	7	High
Amount of wilderness	Low	1	2	3	4	5	6	7	High
Variety of activities	Low	1	2	3	4	5	6	7	High
Originality of experience	Low	1	2	3	4	5	6	7	High
Culturally interesting	Low	1	2	3	4	5	6	7	High
Entertainment	Poor	1	2	3	4	5	6	7	Good
Shopping facilities	Poor	1	2	3	4	5	6	7	Good
Sport facilities	Poor	1	2	3	4	5	6	7	Good
Memorability of experience	Low	1	2	3	4	5	6	7	High
Ease of getting around	Low	1	2	3	4	5	6	7	High
Ease of finding places of interest	Low	1	2	3	4	5	6	7	High
Accommodation	Poor	1	2	3	4	5	6	7	Good
Selection of restaurants	Poor	1	2	3	4	5	6	7	Good
Climate	Poor	1	2	3	4	5	6	7	Good
Peaceful	Low	1	2	3	4	5	6	7	High
For the whole family	Poor	1	2	3	4	5	6	7	Good
Safety	Low	1	2	3	4	5	6	7	High
Your knowledge of the destination	Low	1	2	3	4	5	6	7	High
Overall satisfaction	Low	1	2	3	4	5	6	7	High
Proud to visit	Low	1	2	3	4	5	6	7	High
Tourist attractions	Unknown	1	2	3	4	5	6	7	Well-known
Willingness to travel there	Low	1	2	3	4	5	6	7	High
Willingness to recommend to friends	Low	1	2	3	4	5	6	7	High
Overall rating of Canada as a tourist destination	Poor	1	2	3	4	5	6	7	Good
Rating of Canada as a destination compared to other countries	Poor	1	2	3	4	5	6	7	Good

7. How would you describe the country and people of **Canada** on each of the following scales?

Likeability of people	Low	1	2	3	4	4	6	7	High
Industriousness	Low	1	2	3	4	4	6	7	High
Education level	Low	1	2	3	4	4	6	7	High
Wealth	Poor	1	2	3	4	4	6	7	Rich
Friendliness	Low	1	2	3	4	4	6	7	High
Trustworthiness	Low	1	2	3	4	4	6	7	High
Helpful	Low	1	2	3	4	4	6	7	High
Courteous	Low	1	2	3	4	4	6	7	High
Honest	Low	1	2	3	4	4	6	7	High
Fascinating people	Low	1	2	3	4	4	6	7	High
Work ethic	Low	1	2	3	4	4	6	7	High
Individualism	Low	1	2	3	4	4	6	7	High
Political stability	Low	1	2	3	4	4	6	7	High
Skill level of workers	Low	1	2	3	4	4	6	7	High
Technology level of country	Low	1	2	3	4	4	6	7	High
Stability of economy	Low	1	2	3	4	4	6	7	High
Availability of skilled workers	Low	1	2	3	4	4	6	7	High
Appealing culture	Low	1	2	3	4	4	6	7	High
Quality of life	Low	1	2	3	4	4	6	7	High
Role in world politics	Poor	1	2	3	4	4	6	7	Good
Environmental/pollution controls	Few	1	2	3	4	4	6	7	Many
Individual rights and freedoms	Few	1	2	3	4	4	6	7	Many
Enjoy being with people of Canada	Low	1	2	3	4	4	6	7	High
Your knowledge of Canada	Low	1	2	3	4	4	6	7	High
Overall rating of Canada	Poor	1	2	3	4	4	6	7	Good
Overall rating compared to other countries	Poor	1	2	3	4	4	6	7	Good

8. Please rate products made in **Canada** on each of the following scales.

Product quality	Low	1	2	3	4	4	6	7	High
Value for money	Low	1	2	3	4	4	6	7	High
Workmanship	Low	1	2	3	4	4	6	7	High
Variety	Low	1	2	3	4	4	6	7	High
Innovativeness	Low	1	2	3	4	4	6	7	High
Well-known brand names	Low	1	2	3	4	4	6	7	High
Durability	Low	1	2	3	4	4	6	7	High
Risky	Low	1	2	3	4	4	6	7	High
Likeability	Low	1	2	3	4	4	6	7	High
Technology level	Low	1	2	3	4	4	6	7	High
Reliability	Low	1	2	3	4	4	6	7	High
Safety	Low	1	2	3	4	4	6	7	High
Knowledge of country's products	Low	1	2	3	4	4	6	7	High
Ease of finding	Low	1	2	3	4	4	6	7	High
Proud to own	Low	1	2	3	4	4	6	7	High
Overall satisfaction	Low	1	2	3	4	4	6	7	High
Attractive	Low	1	2	3	4	4	6	7	High
Worthy	Low	1	2	3	4	4	6	7	High
Overall rating of products of Canada	Poor	1	2	3	4	4	6	7	Good
Rating of Canadian products compared to those of other countries	Poor	1	2	3	4	4	6	7	Good
Like to purchase Canadian products	Low	1	2	3	4	4	6	7	High
Willingness to purchase Canadian products	Low	1	2	3	4	4	6	7	High
Intend to purchase Canadian products	Low	1	2	3	4	4	6	7	High
Would recommend to others	Low	1	2	3	4	4	6	7	High

9. How would you describe the Olympic Games as a destination on each of the following?

Quality of service	Low	1	2	3	4	4	6	7	High
Value for money	Low	1	2	3	4	4	6	7	High
Attractive facilities	Low	1	2	3	4	4	6	7	High
Variety of activities	Low	1	2	3	4	4	6	7	High
Originality of experience	Low	1	2	3	4	4	6	7	High
Culturally interesting	Low	1	2	3	4	4	6	7	High
Entertainment	Poor	1	2	3	4	4	6	7	Good
Memorability of experience	Low	1	2	3	4	4	6	7	High
Ease of getting around	Low	1	2	3	4	4	6	7	High
Ease of finding something of interest	Low	1	2	3	4	4	6	7	High
Peaceful	Low	1	2	3	4	4	6	7	High
For the whole family	Poor	1	2	3	4	4	6	7	Good
Safety	Low	1	2	3	4	4	6	7	High
Your knowledge of the Olympic Games	Low	1	2	3	4	4	6	7	High
Overall satisfaction with the Olympic Games	Low	1	2	3	4	4	6	7	High
Ease of attending	Low	1	2	3	4	4	6	7	High
Proud to visit	Low	1	2	3	4	4	6	7	High

10. In general, how would you describe the Olympic Games on each of the following?

Likeability	Low	1	2	3	4	5	6	7	High
Attractive	Low	1	2	3	4	5	6	7	High
Worthy	Low	1	2	3	4	5	6	7	High
Educational experience	Low	1	2	3	4	5	6	7	High
International party atmosphere	Low	1	2	3	4	5	6	7	High
Excellent athletic competition	Low	1	2	3	4	5	6	7	High
Hosting the Olympic Games enhances a country's world recognition	Disagree	1	2	3	4	5	6	7	Agree
Hosting the Olympic Games enhances a country's reputation and image	Disagree	1	2	3	4	5	6	7	Agree
The Olympic Games helps nations to understand each other better	Disagree	1	2	3	4	5	6	7	Agree
						5	6	7	
Overall rating of the Olympic Games	Poor	1	2	3	4	5	6	7	Good
Rating of the Olympic Games compared to other competing events	Poor	1	2	3	4	5	6	7	Good
Willingness to travel to the Olympic Games	Low	1	2	3	4	5	6	7	High
Willingness to watch the Olympic Games on TV	Low	1	2	3	4	5	6	7	High
Willingness to read about the Olympic Games	Low	1	2	3	4	5	6	7	High
Willingness to recommend to friends	Low	1	2	3	4	5	6	7	High

11. Overall, how would you judge the **Olympic Games** on following descriptive scales? Please **circle the number** on each of the 1 to 7 scales that most closely resembles your opinion.

Important	1	2	3	4	5	6	7	Unimportant
Of no concern	1	2	3	4	5	6	7	Of concern
Means a lot	1	2	3	4	5	6	7	Means nothing
Useless	1	2	3	4	5	6	7	Useful
Valuable	1	2	3	4	5	6	7	Worthless
Trivial	1	2	3	4	5	6	7	Fundamental
Beneficial	1	2	3	4	5	6	7	Not beneficial
Matter	1	2	3	4	5	6	7	Don't matter
Significant	1	2	3	4	5	6	7	Insignificant
Vital	1	2	3	4	5	6	7	Superfluous
Boring	1	2	3	4	5	6	7	Interesting
Appealing	1	2	3	4	5	6	7	Unappealing
Mundane	1	2	3	4	5	6	7	Fascinating
Essential	1	2	3	4	5	6	7	Nonessential
Undesirable	1	2	3	4	5	6	7	Desirable
Unexciting	1	2	3	4	5	6	7	Exciting
Not needed	1	2	3	4	5	6	7	Needed

12. Overall, what are **your expectations** from your national Olympic team's performance? Please, put a number in the space provided.

I expect my national Olympic team to win	medals.
I expect my national Olympic team to win	**gold** medals.
I expect my national Olympic team to rank	among all teams.

I expect my national team's performance to be	Poor	1	2	3	4	5	6	7	Excellent
I expect the quality of the Vancouver Olympic Games to be	Poor	1	2	3	4	5	6	7	Excellent
I expect Canada's hosting of the Winter Olympic Games to be	Poor	1	2	3	4	5	6	7	Excellent

13. In general, what is your agreement with each of the following statements? Please **circle the number** on each of the 1 to 5 scales that most closely resembles your opinion.

I am a real fan of the Olympic Games	Disagree	1	2	3	4	5	6	7	Agree
Being a fan of my national Olympic team is very important to me	Disagree	1	2	3	4	5	6	7	Agree
The success of my national team during the Olympic Games enhances the national pride I feel for my country	Disagree	1	2	3	4	5	6	7	Agree
The display of my national flag is a positive development for national identity	Disagree	1	2	3	4	5	6	7	Agree
It is important that my national team wins in international sporting competitions like the Olympics	Disagree	1	2	3	4	5	6	7	Agree
I feel a personal sense of achievement when my national team does well	Disagree	1	2	3	4	5	6	7	Agree
I feel proud when my national team plays well	Disagree	1	2	3	4	5	6	7	Agree
I appreciate the beauty inherent in the Olympic Games	Disagree	1	2	3	4	5	6	7	Agree
I enjoy the gracefulness associated with the Olympic Games	Disagree	1	2	3	4	5	6	7	Agree
I am more likely to watch Olympic events when my national team is participating	Disagree	1	2	3	4	5	6	7	Agree
I am likely to purchase my national team's merchandise (e.g., clothing, key-tags, mugs, etc.)	Disagree	1	2	3	4	5	6	7	Agree

Thank you for participating in this study!

Appendix II: Measures and Items

Construct	Q #	Measure		Items	Scale	Reference
Country Destination	6	Beliefs	Built environment	a) Quality of service	Low (1) -High (7)	Echtner & Ritchie, 1993
				b) Value for money	Low (1) -High (7)	Baloglu & McCleary, 1999
				e) Variety of activities	Low (1) -High (7)	Nadeau et al., 2008
				g) Culturally interesting	Low (1) -High (7)	Nadeau et al., 2008
				h) Entertainment	Poor (1) -Good (7)	Baloglu & McCleary, 1999
				i) Shopping facilities	Poor (1) -Good (7)	Echtner & Ritchie, 1993
				j) Sport facilities	Poor (1) -Good (7)	Echtner & Ritchie, 1993
				l) Ease of getting around	Low (1) -High (7)	Echtner & Ritchie, 1993
				m) Ease of finding places of interest	Low (1) -High (7)	Nadeau et al., 2008
				n) Accommodation	Poor (1) -Good (7)	Echtner & Ritchie, 1993
				o) Selection of restaurants	Poor (1) -Good (7)	Echtner & Ritchie, 1993
				r) For the whole family	Poor (1) -Good (7)	Echtner & Ritchie, 1993
				s) Safety	Low (1) -High (7)	Baloglu & McCleary, 1999
				w) Tourist attractions	Unknown (1) -Known (7)	Echtner & Ritchie, 1993
			Natural environment	c) Attractive scenery	Low (1) -High (7)	Baloglu & McCleary, 1999
				d) Amount of wilderness	Low (1) -High (7)	Echtner & Ritchie, 1993
				q) Peaceful	Low (1) -High (7)	Nadeau et al., 2008
				p) Climate	Poor (1) -Good (7)	Echtner & Ritchie, 1993
			Distinctiveness	f) Originality of experience	Low (1) -High (7)	Echtner & Ritchie, 1993
				k) Memorability of experience	Low (1) -High (7)	Echtner & Ritchie, 1993
				t) Your knowledge of the destination	Low (1) -High (7)	Heslop et al., 2004
		Evaluations		u) Overall satisfaction	Low (1) -High (7)	Parameswaran & Pisharodi, 1994
				v) Proud to visit	Low (1) -High (7)	Heslop et al., 2004
				z) Overall rating of Canada as a tourist destination	Poor (1) -Good (7)	Parameswaran & Pisharodi, 1994
				aa) Rating of Canada as a destination compared to other countries	Poor (1) -Good (7)	Heslop et al., 2004
		Conations	Visit	x) Willingness to travel there	Low (1) -High (7)	Heslop et al., 2004
			Recommend	y) Willingness to recommend to friends	Low (1) -High (7)	Lee & Ganesh, 1999

Construct	Q #	Measure		Items	Scale	Reference
Country /People	7	Beliefs	Country competence	d) Wealth/Rich	Poor (1) -Rich (7)	Heslop et al., 2004
				n) Skill level of workers	Low (1) -High (7)	Parameswaran & Pisharodi, 1994
				o) Technology level of country	Low (1) -High (7)	Heslop et al., 2004
				q) Availability of skilled workers	Low (1) -High (7)	Nadeau et al., 2008
			Country description	m) Political stability	Low (1) -High (7)	Heslop et al., 2004
				p) Stability of economy	Low (1) -High (7)	Heslop et al., 2004
				r) Appealing culture	Low (1) -High (7)	Heslop et al., 2009
				s) Quality of life	Low (1) -High (7)	Heslop et al., 2004
				t) Role in world politics	Poor (1) -Good (7)	Heslop et al., 2004
				u) Environmental/pollution controls	Low (1) -High (7)	Heslop et al., 2004
				v) Individual rights and freedoms	Low (1) -High (7)	Heslop et al., 2004
				y) Your knowledge of [country]	Low (1) -High (7)	Heslop et al., 2004
			People competence	b) Industriousness - hardworking	Low (1) -High (7)	Heslop et al., 2009
				c) Education level	Low (1) -High (7)	Heslop et al., 2009
				k) Work ethic	Low (1) -High (7)	Heslop et al., 2009
			People description	a) Likeability of people	Low (1) -High (7)	Knight & Calantone, 2000
				e) Friendliness	Low (1) -High (7)	Knight & Calantone, 2000
				f) Trustworthiness	Low (1) -High (7)	Heslop et al., 2004
				g) Helpful	Low (1) -High (7)	Nadeau et al., 2008
				h) Courteous	Low (1) -High (7)	Nadeau et al., 2008
				i) Honest	Low (1) -High (7)	Heslop et al., 2004
				j) Fascinating People	Low (1) -High (7)	Heslop et al., 2004
				l) Individualism	Low (1) -High (7)	Heslop et al., 2004
		Evaluations		w) Alignment with your home country	Weak (1) -Strong (7)	Heslop et al., 2004
				x) Enjoy being with people of Canada	Low (1) -High (7)	Nadeau et al., 2008
				z) Overall rating of Canada	Low (1) -High (7)	Parameswaran & Pisharodi, 1994
				aa) Rating of Canada compared to other countries	Low (1) -High (7)	Heslop et al., 2004

Construct	Q #	Measure	Items	Scale	Reference
Country Product	8	Beliefs	a) Product quality	Low (1) -High (7)	Heslop et al., 2004
			b) Value for money	Low (1) -High (7)	Heslop et al., 2004
			c) Workmanship	Low (1) -High (7)	Heslop et al., 2004
			d) Variety	Low (1) -High (7)	Heslop et al., 2004
			e) Innovativeness	Low (1) -High (7)	Heslop et al., 2004
			g) Durability	Low (1) -High (7)	Heslop et al., 2004
			h) Risky	Low (1) -High (7)	Heslop et al., 2004
			i) Likeability	Low (1) -High (7)	Heslop et al., 2004
			j) Technology level	Low (1) -High (7)	Heslop et al., 2004
			k) Reliability	Low (1) -High (7)	Heslop et al., 2004
			l) Safety	Low (1) -High (7)	Parameswaran & Pisharodi, 1994
			n) Ease of finding	Low (1) -High (7)	Parameswaran & Pisharodi, 1994
			q) Attractive	Low (1) -High (7)	Heslop et al., 2004
			r) Worthy	Low (1) -High (7)	Heslop et al., 2004
		Country product familiarity	f) Awareness of brand names	Low (1) -High (7)	Heslop et al., 2004
			m) Knowledge of country's products	Low (1) -High (7)	Heslop et al., 2004
		Evaluations	o) Proud to own	Low (1) -High (7)	Heslop et al., 2004
			p) Overall satisfaction	Low (1) -High (7)	Heslop et al., 2004
			s) Overall rating of products of Canada	Poor (1) -Good (7)	Parameswaran & Pisharodi, 1994
			t) Rating of Canadian products compared to those of other countries	Poor (1) -Good (7)	Heslop et al., 2004
		Conations	u) Like to purchase Canadian products	Low (1) -High (7)	Nadeau et al., 2008
			v) Willingness to purchase Canadian products	Low (1) -High (7)	Heslop et al., 2004
			w) Intend to purchase [country's] products	Low (1) -High (7)	Parameswaran & Pisharodi, 1994
			x) Would recommend to others	Low (1) -High (7)	Lee & Ganesh, 1999

Construct	Q #	Measure		Items	Scale	Reference
Olympics as a Destination	9	Beliefs	Built environment	a) Quality of service	Low (1) -High (7)	Echtner & Ritchie, 1993
				b) Value for money	Low (1) -High (7)	Baloglu & McCleary, 1999
				c) Attractive facilities	Low (1) -High (7)	Baloglu & McCleary, 1999
				d) Variety of activities	Low (1) -High (7)	Nadeau et al., 2008
				g) Entertainment	Low (1) -High (7)	Nadeau et al., 2008
				i) Ease of getting around	Low (1) -High (7)	Echtner & Ritchie, 1993
				j) Ease of finding places of interest	Low (1) -High (7)	Nadeau et al., 2008
				l) For the whole family	Poor (1) -Good (7)	Echtner & Ritchie, 1993
				m) Safety	Low (1) -High (7)	Baloglu & McCleary, 1999
				p) Ease of attending	Low (1) -High (7)	Nadeau et al., 2008
			Natural environment	k) Peaceful	Low (1) -High (7)	Nadeau et al., 2008
			Experience	e) Originality of experience	Low (1) -High (7)	Echtner & Ritchie, 1993
				f) Culturally interesting	Low (1) -High (7)	Nadeau et al., 2008
				h) Memorability of experience	Low (1) -High (7)	Echtner & Ritchie, 1993
			Familiarity	n) Your knowledge of Olympic Games	Low (1) -High (7)	Heslop et al., 2004
		Evaluations		o) Overall satisfaction	Low (1) -High (7)	Parameswaran & Pisharodi, 1994
				v) Proud to visit	Low (1) -High (7)	Heslop et al., 2004
	10	Conations		l) Willingness to travel to the Olympic Games	Low (1) -High (7)	Heslop et al., 2004
				o) Willingness to recommend to friends	Low (1) -High (7)	Lee & Ganesh, 1999
				m) Willingness to watch the Olympic Games on TV	Low (1) -High (7)	Heslop et al., 2009
				n) Willingness to read about the	Low (1) -High (7)	Heslop et al. 2009
				o) Willingness to recommend to friends	Low (1) -High (7)	Lee & Ganesh, 1999

Construct	Q #	Measure	Items	Scale	Reference
Olympics as a Mega-Event	11	Beliefs	a) Likeability	Low (1) -High (7)	Heslop et al., 2004
			b) Attractive	Low (1) -High (7)	Heslop et al., 2004
			c) Worthy	Low (1) -High (7)	Heslop et al., 2004
			d) Educational experience	Disagree (1) -Agree (7)	Neirotti et al., 2001
			e) International party atmosphere	Disagree (1) -Agree (7)	Neirotti et al., 2001
			f) Excellent athletic competition	Disagree (1) -Agree (7)	Neirotti et al., 2001
			g) Enhance the host country's recognition	Disagree (1) -Agree (7)	Ritchie & Lyons, 1990
			h) Enhance the host country's reputation/image	Disagree (1) -Agree (7)	Ritchie & Lyons, 1990
			i) Olympic Games help nations to understand each other better	Disagree (1) -Agree (7)	Ritchie & Lyons, 1990
		Evaluations	j) Overall rating of the Olympic Games	Poor (1) -Good (7)	Parameswaran & Pisharodi, 1994
			k) Rating of the Olympic Games compared to other competing events	Poor (1) -Good (7)	Heslop et al., 2004
		Conations	l) Willingness to travel to the Olympic Games	Low (1) -High (7)	Heslop et al., 2004
			m) Willingness to watch the Olympic Games on TV	Low (1) -High (7)	Zaichkowsky, 1985
			n) Willingness to read about the	Low (1) -High (7)	Zaichkowsky, 1985
			o) Willingness to recommend to friends	Low (1) -High (7)	Lee &Ganesh, 1999

Construct	Q #	Measure	Items			Scale	Reference
Event Involvement	11	Involvement	importan	...	unimportant	7-point bipolar adjectives	Zaichkowsky, 1985
			of no concern	...	of concern		
			means a lot	...	means nothing		
			useless	...	useful		
			valuable	...	worthless		
			trivial	...	fundamental		
			beneficial	...	not beneficial		
			matter	...	doesn't matter		
			significant	...	insignificant		
			vital	...	superfluous		
			boring	...	interesting		
			appealing	...	unappealing		
			mundane	...	fascinating		
			essential	...	nonessential		
			undesirable	...	desirable		
			unexciting	...	exciting		
			not needed	...	needed		

Construct	Q #	Measure	Items*	Scale	Reference
Expectations (T1-T3) / Perceived Performance (T2/T3) / (Dis)confirmation	12	National Team	a) I expect my national Olympic team to win ....medals	blank form	new
			b) I expect my national Olympic team to win ... gold medals	blank form	new
			c) I expect my national Olympic team to rank ....among all teams	blank form	new
			d) T1: I expect my national team's performance to be	Poor (1) - Excellent (7)	new
			d) T2-5: I am satisfied with my national team's performance	Disagree (1) - Agree (7)	new
			g) T2-5: Compared with my expectations, my national Olympic team is performing	Worse (1) - Better (7)	new
		Vancouver Games	e) T1: I expect the quality of the Vancouver Olympic Games to be	Poor (1) - Excellent (7)	new
			e) T2-5: I am satisfied with the quality of the Vancouver Olympic Games to be	Disagree (1) - Agree (7)	new
			h) T2-5: Compared with my expectations, the quality of the Vancouver Olympic Games is	Worse (1) - Better (7)	new
		Canada as a host	f) T1: I expect Canada's hosting of the Winter Olympic Games to be	Poor (1) - Excellent (7)	new
			f) T2-5: I am satisfied with Canada's hosting of the Winter Olympic Games	Disagree (1) - Agree (7)	new
			i) T5: Compared with my expectations, Canada's hosting of the Vancouver Olympic Games is/was	Worse (1) - Better (7)	new

*Items are for T1 and T2/T3 data collection waves.
Note: Questionnaires at T2 and T3 are identical

Construct	Q #	Measure	Items	Scale	Reference
Self-Identification / Involvement / Conations	13	With national team / national identity	a) Being a fan of my national Olympic team is very important to me	Disagree (1) -Agree (7)	Trail et al. (2005)
			b) The success of my national team during the Olympic Games has enhanced the national pride I feel for my country	Disagree (1) -Agree (7)	Ohmann et al., 2006
			c) The display of my national flag is a positive development for the national identity	Disagree (1) -Agree (7)	Ohmann et al., 2006
			d) It is important that my national team wins in international sporting competitions like the Olympics	Disagree (1) -Agree (7)	Trail et al. (2005)
			e) I feel a personal sense of achievement when my national team does well	Disagree (1) -Agree (7)	Trail et al. (2005)
			f) I feel proud when my national team plays well	Disagree (1) -Agree (7)	Trail et al. (2005)
		Conations	g) I am more likely to watch Olympic events when my national team is participating	Disagree (1) -Agree (7)	Trail et al. (2005)
			h) I am likely to purchase my national team's merchandise (e.g., clothing, key-tags, mugs, etc.)	Disagree (1) -Agree (7)	Trail et al. (2005)

Appendix III(a): Demographic Profile of Canadian Respondents and Comparison to Labour Force Statistics for Canada

Geographic Location	Initial Samples (Percentage)						Final Sample	Statistics Canada
	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	5-wave Sample		
SS (Numbers)	1,506	1,054	1,028	1,041	910	681	543	%
Alberta	8.23	8.63	9.05	8.84	9.01	9.25	9.02	10.75
British Columbia	10.09	10.44	10.70	10.85	10.22	10.28	11.05	13.44
Manitoba	5.51	5.60	5.45	6.34	5.60	6.02	5.71	3.53
New Brunswick	2.52	2.28	2.63	2.59	2.75	2.35	2.58	2.26
Newfoundland and Labrador	1.20	1.23	1.46	1.25	1.32	1.17	1.47	1.54
Nova Scotia	1.93	2.28	2.24	2.11	1.98	2.50	2.76	2.84
Ontario	39.97	40.32	39.98	40.35	41.65	42.14	42.54	38.71
Prince Edward Island	1.00	1.04	1.07	1.15	0.88	1.03	1.10	0.42
Quebec (English)	26.63	25.62	24.71	23.54	23.41	22.91	21.36	23.52
Saskatchewan	2.92	2.28	2.63	2.98	2.75	2.35	2.39	2.98

SS – Sample Size

Age	Initial Samples (Percentage)						Final Sample	Statistics Canada
	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	5-wave Sample		
SS (Numbers)	1,506	1,054	1,028	1,041	910	681	543	%
Under 20	2.32	2.37	2.24	2.02	1.87	2.20	2.39	9.66
21-30	13.01	12.14	11.87	11.62	11.65	12.33	11.60	16.55
31-50	40.64	39.94	39.30	38.81	37.03	37.44	39.23	35.24
51-65	27.69	28.65	29.38	30.26	29.78	29.52	29.50	22.98
Over 65	16.00	16.89	17.22	17.29	19.67	18.36	16.94	15.57
I prefer not to answer	.20	.00	.00	.00	.00	.15	.18	*NA*

SS – Sample Size; *NA* – not available

APPENDIX IV (a) (cont'd): DEMOGRAPHIC PROFILE OF CANADIAN RESPONDENTS AND COMPARISON TO LABOUR FORCE STATISTICS FOR CANADA

Education Completed	Initial Samples (Percentage)						Final Sample	Statistics Canada
	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	5-wave Sample		
SS (Numbers)	1,506	1,054	1,028	1,041	910	681	543	%
High School	26.29	25.52	25.00	26.80	28.48	27.46	25.41	35.89
College Diploma	30.54	30.55	31.23	30.64	29.80	29.81	30.20	41.71
University Degree	29.88	30.46	30.06	29.11	28.81	29.81	31.12	15.43
Graduate Studies	11.89	11.86	12.16	12.20	11.70	11.45	11.97	6.97
I prefer not to answer	1.39	1.33	1.46	1.25	1.21	1.47	1.29	*NA*

SS – Sample Size; *NA* – not available

Gender	Initial Samples (Percentage)						Final Sample	Statistics Canada
	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	5-wave Sample		
SS (Numbers)	1,506	1,054	1,028	1,041	910	681	543	%
Male	55.78	56.17	56.81	55.24	56.59	57.56	58.93	49.24
Female	44.02	43.83	43.19	44.76	43.41	42.49	40.88	50.76
I prefer not to answer	.33	.00	.00	.00	.00	.15	.18	*NA*

SS – Sample Size; *NA* – not available

Appendix III(b): Demographic Profile of American Respondents and Comparison to Labour Force Statistics For the USA

Geographic Location		Initial Sample (Percentage)						Final Sample	USA Census Bureau
Region	State	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	5-wave Sample		
SS (Numbers)		1,518	800	715	665	638	317	247	%
East North Central	Illinois	4.28	4.75	4.62	4.66	4.86	5.05	4.45	4.41
	Indiana	1.98	1.63	1.68	1.95	2.35	2.84	1.62	2.16
	Michigan	3.43	4.25	4.06	3.61	3.92	5.05	5.67	3.53
	Ohio	3.10	2.63	3.22	3.46	2.82	3.79	2.83	4.03
	Wisconsin	2.64	2.38	2.94	3.16	2.82	3.47	4.45	1.91
	Total	*15.42*	*15.63*	*16.50*	*16.84*	*16.77*	*20.19*	*19.02*	*16.05*
East South Central	Alabama	1.32	1.00	0.84	1.80	0.94	0.95	.81	1.58
	Kentucky	0.92	0.88	1.40	1.20	1.10	1.26	.81	1.44
	Mississippi	0.40	0.63	0.70	0.75	0.78	1.58	1.62	1.01
	Tennessee	2.37	2.50	1.96	2.11	2.51	3.15	2.83	2.02
	Total	*5.01*	*5.00*	*4.90*	*5.86*	*5.33*	*6.94*	*6.07*	*6.05*
Middle Atlantic	New Jersey	3.03	3.50	3.36	3.16	2.66	2.52	3.24	2.99
	New York	7.64	8.00	7.69	7.67	7.99	7.26	7.69	6.74
	Pennsylvania	6.46	6.25	6.57	5.86	6.90	7.26	6.07	4.36
	Total	*17.13*	*17.75*	*17.62*	*16.69*	*17.55*	*17.03*	*17.00*	*14.10*
Mountain	Arizona	2.17	2.00	2.24	2.56	2.66	2.52	3.24	1.82
	Colorado	1.84	1.75	1.54	1.80	1.10	1.26	1.62	1.53
	Idaho	0.33	0.38	0.42	0.30	0.16	0.00	.00	0.46
	Montana	0.20	0.25	0.14	0.30	0.31	0.32	.00	0.32
	New Mexico	0.46	0.38	0.28	0.45	0.78	0.63	.40	0.65
	Nevada	1.32	1.13	1.26	1.20	1.25	1.26	1.62	0.71
	Utah	0.72	0.88	1.12	1.20	1.25	1.58	2.02	0.79
	Wyoming	0.26	0.25	0.28	0.30	0.31	0.63	.81	0.18
	Total	*7.31*	*7.00*	*7.27*	*8.12*	*7.84*	*8.20*	*9.71*	*6.46*
New England	Connecticut	0.92	1.38	1.40	1.50	1.72	1.89	2.43	1.21
	Massachusetts	2.31	2.63	2.10	2.11	2.19	2.84	3.24	2.26
	New Hampshire	0.79	0.88	0.84	0.90	0.63	0.32	.40	0.44
	Rhode Island	0.33	0.38	0.42	0.30	0.31	0.32	.40	0.37
	Vermont	0.07	0.00	0.00	0.00	0.00	0.00	.00	0.22
	Maine	0.20	0.00	0.14	0.00	0.16	0.00	.00	0.45
	Total	*4.61*	*5.25*	*4.90*	*4.81*	*5.02*	*5.36*	*6.47*	*4.95*
Pacific	California	7.64	7.00	8.25	7.37	6.43	7.26	7.69	12.04
	Hawaii	0.53	0.38	0.14	0.30	0.47	0.32	.40	0.43
	Oregon	1.91	3.13	2.24	2.86	2.04	3.15	3.24	1.22
	Washington	2.70	2.00	2.24	2.41	2.51	2.84	3.64	2.09
	Total	*12.78*	*12.50*	*12.87*	*12.93*	*11.44*	*13.56*	*14.97*	*15.78*

Appendix III(b) (cont'd): Demographic Profile of American Respondents and Comparison to Labour Force Statistics for the USA

Geographic Location		Initial Sample (Percentage)						Final Sample	USA Census Bureau
Region	State	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	5-wave Sample		
SS (Numbers)		1,518	800	715	665	638	317	247	%
South Atlantic	Delaware	0.26	0.25	0.28	0.15	0.31	0.00	.00	0.28
	Florida	7.11	6.75	5.73	6.92	7.52	4.73	5.26	5.68
	Georgia	2.37	2.63	2.38	1.35	2.04	1.58	1.21	2.91
	Maryland	1.25	0.63	1.12	1.05	0.63	0.32	.40	1.88
	North Carolina	3.75	4.00	4.62	4.96	3.92	4.42	4.45	2.86
	South Carolina	1.38	1.25	1.12	1.20	1.57	0.95	.40	1.43
	Virginia	2.24	2.13	1.82	1.50	1.41	1.26	.81	2.52
	West Virginia	0.59	1.00	1.12	1.05	1.41	1.58	1.62	0.64
	Total	*18.97*	*18.63*	*18.18*	*18.20*	*18.81*	*14.83*	*14.15*	*18.19*
West North Central	Iowa	0.92	0.88	1.26	1.50	0.94	0.95	1.21	1.04
	Kansas	0.72	0.75	0.56	0.30	0.47	0.32	.40	0.96
	Minnesota	2.04	1.25	1.82	1.50	1.57	1.89	2.02	1.75
	Missouri	2.50	2.63	2.24	2.11	2.51	0.95	.81	1.99
	North Dakota	0.46	0.50	0.28	0.45	0.31	0.63	.40	0.23
	Nebraska	0.72	0.88	0.56	0.45	0.63	0.63	.81	0.61
	South Dakota	0.20	0.25	0.28	0.15	0.16	0.32	.40	0.27
	Total	*7.58*	*7.13*	*6.99*	*6.47*	*6.58*	*5.68*	*6.05*	*6.84*
West South Central	Arkansas	0.99	1.13	0.84	1.20	1.25	0.95	1.21	0.95
	Louisiana	0.92	0.75	0.70	0.90	0.63	0.95	.81	1.59
	Oklahoma	1.19	1.38	1.54	0.90	1.41	0.95	.81	1.23
	Texas	8.04	7.88	7.69	7.07	7.21	5.36	3.64	7.41
	Total	*11.13*	*11.13*	*10.77*	*10.08*	*10.50*	*8.20*	*6.47*	*11.17*
Grand Total		99.94	100.00	100.00	100.00	99.84	99.91	99.91	99.57

Geographic Location by Regions	Initial Sample (Percentage)						Final Sample	USA Census Bureau
	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	5-wave Sample		
SS (Numbers)	1,518	800	715	665	638	317	247	%
East North Central	15.42	15.63	16.5	16.84	16.77	20.19	19.02	16.05
East South Central	5.01	5.00	4.90	5.86	5.33	6.94	6.07	6.05
Middle Atlantic	17.13	17.75	17.62	16.69	17.55	17.03	17.00	14.10
Mountain	7.31	7.00	7.27	8.12	7.84	8.20	9.71	6.46
New England	4.61	5.25	4.90	4.81	5.02	5.36	6.47	4.95
Pacific	12.78	12.5	12.87	12.93	11.44	13.56	14.97	15.78
South Atlantic	18.97	18.63	18.18	18.2	18.81	14.83	14.15	18.19
West North Central	7.58	7.13	6.99	6.47	6.58	5.68	6.05	6.84
West South Central	11.13	11.13	10.77	10.08	10.5	8.20	6.47	11.17

APPENDIX III(b) (cont'd): Demographic Profile of American Respondents and Comparison to Labour Force Statistics for the USA

Age	Initial Samples (Percentage)						Final Sample	USA Census Bureau
	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	5-wave Sample		
SS (Numbers)	1,518	800	715	665	638	317	247	%
Under 20	1.87	1.63	1.12	1.35	.63	.95	.81	7.75
21-30	14.72	11.75	13.01	10.38	10.66	9.15	7.29	18.82
31-50	37.53	38.75	38.18	40.75	40.28	42.90	44.13	37.29
51-65	29.58	32.75	30.77	32.03	33.07	33.12	32.79	22.66
Over 65	16.15	15.13	16.92	15.49	15.36	13.88	14.98	13.49
I prefer not to answer	.14	.00	.00	.00	.00	.00	.00	*NA*

SS – Sample Size; *NA* – not available

Education Completed	Initial Samples (Percentage)						Final Sample	USA Census Bureau
	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	5-wave Sample		
SS (Numbers)	1,518	800	715	665	638	317	247	%
High School	36.43	36.00	35.10	36.99	35.79	37.54	36.84	37.70
College Diploma	23.39	22.63	25.45	23.31	23.55	23.97	23.48	32.36
University Degree	21.81	24.25	21.82	22.41	22.45	23.03	23.08	19.13
Graduate Studies	16.73	15.88	16.08	16.09	16.64	13.88	15.79	10.91
I prefer not to answer	1.65	1.25	1.54	1.20	1.57	1.58	.81	*NA*

SS – Sample Size; *NA* – not available

Gender	Initial Samples (Percentage)						Final Sample	USA Census Bureau[5]
	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	5-wave Sample		
SS (Numbers)	1,518	800	715	665	638	317	247	%
Male	48.68	49.63	48.67	49.77	48.90	47.00	48.58	48.50
Female	51.25	50.38	51.33	50.23	51.10	53.00	51.42	51.50
I prefer not to answer	.07	.00	.00	.00	.00	.00	.00	*NA*

SS – Sample Size; *NA* – not available

[5] It is important to note, that the numbers presented in column "The U.S. Census Bureau" represent adjusted for the online representation approximations, where the adjustments are driven from several corresponding tables of the U.S. Census Bureau (2000) and Labor Force Current Population Survey (2009).

Appendix IV: Response Nondifferentiation Effect

	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Final Sample
Canada (Numbers)						
Initial Samples	1506	1054	1028	1041	910	681
Anomalies removed	1482	1054	1028	1041	910	671
After 95 per cent cut off	1456	1039	1003	982	883	634
After 90 per cent cut off	1436	1022	976	941	855	595
After 85 per cent cut off	1410	1004	945	907	827	566
After 80 per cent cut off	1380	972	912	851	783	526
USA (Numbers)						
Initial Samples	1518	800	715	665	638	317
Anomalies removed	1446	800	715	665	638	308
After 95 per cent cut off	1376	768	682	627	590	264
After 90 per cent cut off	1348	755	662	615	566	254
After 85 per cent cut off	1313	734	643	592	533	237
After 80 per cent cut off	1279	709	610	573	513	222

Note: These tables represent a sensitivity analysis of the effects of the removal of the cases with 80, 85, 90, or 95 per cents of repetitive answer patterns. For example, after excluding cases with anomalies (i.e., those with number of gold medals expectations exceeding the number of total medals), the removal of the cases with 80 per cents of repetitive answer patterns would have resulted in reduction of the sample size of, let say, Canadian sample in wave 2 from 1054 to 972.

Appendix V: Final Sample Sizes after All Data Cleaning Steps

Actions taken	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Final Sample
Canada (Numbers)						
Initial Sample	1506	1054	1028	1041	910	681
Anomalies removed	1482	1054	1028	1041	910	595
90% non-differentiated answer pattern cases removed	1436	1022	976	941	855	595
Missing values cases removed	1396	997	970	916	835	543
Final sample	**1396**	**997**	**970**	**916**	**835**	**543**
USA (Numbers)						
Initial Sample	1518	800	715	665	638	317
Anomalies removed	1446	800	715	665	638	308
90% non-differentiated answer pattern cases removed	1348	755	662	615	566	254
Missing values cases removed	1331	751	662	613	559	247
Final sample	**1331**	**751**	**662**	**613**	**559**	**247**

Appendix VI: Individual OG Involvement Categorization

Following procedures used in Zaichkowsky's original study (1985), individual OG involvement was assessed to determine three levels of involvement, i.e., low, medium, and high involvement. The resulting measure was labeled Individual OG Involvement Index (IOII). All 7-point scale ratings of the 17 adjective items were summed resulting in possible scores ranging from a low of 17 to a high of 119. Table 1 presents the determinative cut-off points for IOII categories across all four waves. Low IOII scorers for wave 1 were defined as those falling in the first quartile of the distributions with scores below 68 in the Canadian and below 79 in the American samples. High IOII scorers were defined as those in the top quartile of the distributions with weighted average scores above 99 for Canadians and 105 for Americans. Medium IOII scorers were those in the middle 50% of the distribution between low and high score cut-off points.

Table 1. Number of Respondents in IOII Category in Respondent Countries

Waves / IOII Categories	Wave 1		Wave 2		Wave 4		Wave 5	
	CAN	USA	CAN	USA	CAN	USA	CAN	USA
1st quartile cut off point	<=68	<=79	<=70	<=80	<=81	<=85	<=77	<=85
4th quartile cut off point	>=99	>=105	>=102	>=107	>=109	>=110	>=105	>=108
Low	146	64	137	65	138	65	136	65
Medium	257	118	265	119	284	120	269	114
High	140	65	141	63	121	62	138	68

Notes: Samples sizes: Canada = 543; USA = 247

The same procedure was executed for each wave. As could be noted from the cut-off points reported in Table 1, in comparison to the Americans, Canadian respondents were more responsive to the OG and reported increased involvement levels as the OG

progressed. Particularly high is the increase in the cut-off point for the 1st quartile from wave two to wave four, which could also be a reflection on the Canadian team's performance.

However, Table 1 does not reflect any changed on individual level of IOII classification and potential migration of a respondent across IOII categories. The results reported in Table 2 indicate an overall stability of the IOII categories across the waves. Migration was noticed mostly for the adjacent categories and seemed to be a result of a respondent to be on the borderline of the cut-off point from the beginning. Overall, the results presented in Table 2 strongly suggest that IOII categories derived from wave 1 were relatively stable and, hence, $IOII_{w1}$ could be used a measure of the mega-event involvement level for the rest of the waves without jeopardizing the quality of the analysis. The decision to use $IOII_{w1}$ for the rest of the waves had another benefit as well, i.e., the opportunity to use $IOII_{w1}$ for wave 3, for which no IOII data were collected.

Table 2. Migration of Respondents across IOII Categories

IOII Wave 1		Wave 2			Wave 4			Wave 5		
		Low	Med	High	Low	Med	High	Low	Med	High
Canada (N=543)										
Low	146	**104** (71.2%)	38 (26.0%)	4 (2.7%)	**97** (66.4%)	42 (28.8%)	7 (4.8%)	**105** (71.9%)	34 (23.39%)	7 (4.8%)
Med	257	29 (11.3%)	**182** (70.8%)	46 (17.9%)	36 (14.0%)	**189** (73.5%)	32 (12.5%)	24 (9.3%)	**187** (72.8%)	46 (17.9%)
High	140	4 (2.9%)	45 (32.1%)	**91** (65.0%)	5 (3.6%)	53 (37.9%)	**82** (58.6%)	7 (5.0%)	48 (34.3%)	**85** (60.71%)
USA (N=247)										
Low	64	**43** (67.2%	20 (31.3%)	1 (1.6%)	**42** (65.6%)	19 (29.7%)	3 (4.7%)	**39** (60.9%)	22 (34.4%)	3 (4.7%)
Med	118	18 (15.3%)	**78** (66.0%)	22 (18.6%)	19 (16.1%)	**80** (67.8%)	19 (16.1%)	24 (20.3%)	**75** (63.6%)	19 (16.1%)
High	65	65 (6.2%)	21 (32.3%)	**40** (61.5%)	4 (6.2%)	21 (32.3%)	**40** (61.5%)	2 (3.1%)	17 (26.2%)	**46** (70.8%)

Notes: **Bold** numbers indicate the number of respondents who stayed in the same IOII category

Appendix VII: Beliefs as Predictors of Evaluations

Table 1. Results for Country as a Destination Evaluation Regressions

Models		ANOVAs				Model Summaries		
		SS	df	MS	F	R^2	Adj. R^2	Sd. Err. Est.
Wave 1	Regression	650.82	3	216.94	877.97**	.77	.77	.50
	Residual	194.22	786	.25				
	Total	845.04	789					
Wave 2	Regression	698.10	3	232.70	1,001.90**	.79	.79	.48
	Residual	182.56	786	.23				
	Total	880.66	789					
Wave 3	Regression	671.79	3	223.93	1,108.58**	.81	.81	.45
	Residual	158.77	786	.20				
	Total	830.55	789					
Wave 4	Regression	707.44	3	235.81	1,159.43**	.82	.81	.45
	Residual	159.86	786	.20				
	Total	867.30	789					
Wave 5	Regression	755.46	3	251.82	1,117.74**	.81	.81	.48
	Residual	177.08	786	.23				
	Total	932.54	789					

Regression Coefficients

Models		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	β	t
Wave 1	(Constant)	-.228†	.13		-1.77
	CVDBltEnv	.623	.04	**.524****	16.17
	CVDNtEnv	.044	.04	.035	1.14
	CVDUnExp	.383	.03	.381**	14.04
Wave 2	(Constant)	-.335*	.14		-2.38
	CVDBltEnv	.596	.03	**.520****	17.60
	CVDNtEnv	.117	.03	.087**	3.64
	CVDUnExp	.349	.03	.343**	11.42
Wave 3	(Constant)	-.111	.13		-.84
	CVDBltEnv	.637	.03	**.548****	20.14
	CVDNtEnv	.028	.03	.021	0.88
	CVDUnExp	.375	.03	.382**	13.73
Wave 4	(Constant)	.092	.12		.77
	CVDBltEnv	.672	.04	**.594****	19.04
	CVDNtEnv	.011	.03	.009	.36
	CVDUnExp	.321	.03	.332**	10.08
Wave 5	(Constant)	-.164	.12		-1.33
	CVDBltEnv	.591	.04	**.503****	16.03
	CVDNtEnv	.049	.03	.040	1.52
	CVDUnExp	.402	.03	.401**	13.19

Notes: Dependent variable: Country Vacation Destination Evaluation (CVDEvl);
Predictors: CVD Built Environment (CVDBltEnv), CVD Natural Environment (CVDNtEnv), CVD Unique Experience (CVDUnExp); SS - Sum of Squares, MS - Mean Square;
** - highly significant ($p<.01$), † - significant ($p<.1$); Numbers in ***bold*** indicate the highest standardized betas.

Table 2. Results for Country and People of Canada Evaluation Regressions

Models		ANOVAs				Model Summaries		
		SS	df	MS	F	R^2	Adj. R^2	Sd. Err. Est.
Wave 1	Regression	324.05	3	108.02	190.20**	.42	.42	.75
	Residual	446.36	786	.57				
	Total	770.41	789					
Wave 2	Regression	350.52	3	116.84	263.09**	.50	.50	.67
	Residual	349.07	786	.44				
	Total	699.59	789					
Wave 3	Regression	341.42	3	113.81	266.97**	.50	.50	.65
	Residual	335.07	786	.43				
	Total	676.49	789					
Wave 4	Regression	355.47	3	118.49	308.80**	.54	.54	.62
	Residual	301.60	786	.38				
	Total	657.08	789					
Wave 5	Regression	387.33	3	129.11	267.85**	.51	.50	.69
	Residual	378.86	786	.48				
	Total	766.19	789					

Regression Coefficients

Models		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	β	t
Wave 1	(Constant)	1.828**	.17		10.48
	PplChrt	.299	.04	.295**	7.91
	CntCmpt	.072	.04	.075†	1.86
	CntDscr	.355	.04	**.361****	9.18
Wave 2	(Constant)	1.606**	.16		10.01
	PplChrt	.361	.04	**.365****	10.34**
	CntCmpt	.136	.04	.148**	3.85
	CntDscr	.275	.04	.287**	7.65
Wave 3	(Constant)	1.554**	.165		9.43
	PplChrt	.365	.04	**.355****	10.36
	CntCmpt	.165	.04	.181**	4.78
	CntDscr	.260	.04	.270**	7.01
Wave 4	(Constant)	1.619**	.150		10.81
	PplChrt	.396	.04	**.403****	11.19
	CntCmpt	.162	.03	.187**	5.09
	CntDscr	.212	.04	.230**	6.12
Wave 5	(Constant)	1.414**	.165		8.56
	PplChrt	.383	.04	**.359****	9.25
	CntCmpt	.138	.04	.147**	3.90
	CntDscr	.277	.04	.282**	7.11

Notes: Dependent variable: Country Evaluation (CntEvl); Predictors: People Characteristics (PplChrt), Country Competence (CntCmpt), Country Description (CntDscr); SS - Sum of Squares, MS - Mean Square, ** - highly significant (p<.01); † - significant (p<.1); Numbers in ***bold*** indicate the highest standardized betas.

Table 3. Results for Products Made in Canada Evaluation Regressions

Models		ANOVAs				Model Summaries		
		SS	df	MS	F	R^2	Adj. R^2	Sd. Err. Est.
Wave 1	Regression	636.32	2	318.16	878.69**	.69	.69	.60
	Residual	284.96	787	.36				
	Total	921.28	789					
Wave 2	Regression	659.03	2	329.51	1,135.42**	.74	.74	.54
	Residual	228.40	787	.29				
	Total	887.42	789					
Wave 3	Regression	645.29	2	322.64	870.46**	.69	.69	.61
	Residual	291.71	787	.37				
	Total	937.00	789					
Wave 4	Regression	724.90	2	362.45	1,580.32**	.80	.80	.48
	Residual	180.50	787	.23				
	Total	905.40	789					
Wave 5	Regression	770.79	2	385.40	1,530.19**	.80	.79	.50
	Residual	198.22	787	.25				
	Total	969.01	789					

Regression Coefficients

Models		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	β	t
Wave 1	(Constant)	.852**	.11		7.64
	PrdBlf	.759	.03	**.726****	23.73
	MrkPrs	.126	.03	.132**	4.32
Wave 2	(Constant)	.770**	.10		7.60
	PrdBlf	.772	.03	**.756****	27.71
	MrkPrs	.123	.02	.135**	4.95
Wave 3	(Constant)	.988**	.11		8.94
	PrdBlf	.823	.03	**.798****	25.23
	MrkPrs	.037	.03	.041	1.29
Wave 4	(Constant)	.584**	.09		6.49
	PrdBlf	.825	.03	**.809****	31.50
	MrkPrs	.101	.02	.107**	4.16
Wave 5	(Constant)	.417**	.09		4.44
	PrdBlf	.876	.03	**.822****	31.28
	MrkPrs	.085	.03	.087**	3.29

Notes: Dependent variable: Product Evaluation (PrdEvl); Predictors: Product Beliefs (PrdBlf), Market Presence (MrkPrs); SS - Sum of Squares, MS - Mean Square, ** - highly significant (p<.01); Numbers in ***bold*** indicate the highest standardized betas.

Table 4. Results for OG as a Destination Evaluation Regressions

Models		ANOVAs				Model Summaries		
		SS	df	MS	F	R^2	Adj. R^2	Sd. Err. Est.
Wave 1	Regression	1,203.41	2	601.71	830.12**	.68	.68	.85
	Residual	570.45	787	.72				
	Total	1,773.87	789					
Wave 2	Regression	1,204.15	2	602.08	1,076.42**	.73	.73	.75
	Residual	440.20	787	.56				
	Total	1,644.35	789					
Wave 3	Regression	1,154.03	2	577.02	1,426.98**	.78	.78	.64
	Residual	318.23	787	.40				
	Total	1,472.27	789					
Wave 4	Regression	1,150.03	2	575.02	1,163.84**	.75	.75	.70
	Residual	388.83	787	.49				
	Total	1,538.87	789					
Wave 5	Regression	1,183.98	2	591.99	1,209.13**	.75	.75	.47
	Residual	385.32	787	.49				
	Total	1,569.30	789					

Regression Coefficients

Models		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	β	t
Wave 1	(Constant)	-.340*	.14		-2.49
	OGDBltEnv	.599	.04	**.466****	14.73
	OGDUnExp	.461	.04	.410**	12.95
Wave 2	(Constant)	-.446**	.13		-3.51
	OGDBltEnv	.619	.04	**.495****	16.40
	OGDUnExp	.465	.03	.409**	13.57
Wave 3	(Constant)	-.022	.11		-.21
	OGDBltEnv	.539	.03	**.466****	15.87
	OGDUnExp	.489	.03	.460**	15.67
Wave 4	(Constant)	-.078	.12		-.65
	OGDBltEnv	.553	.04	**.464****	14.44
	OGDUnExp	.477	.03	.439**	13.66
Wave 5	(Constant)	-.097	.12		-.84
	OGDBltEnv	.609	.04	**.511****	16.33
	OGDUnExp	.423	.03	.397**	12.68

Notes: Dependent variable OG Vacation Destination Evaluation (OGDEvl); Predictors: OG Destination Built Environment (OGDBltEnv), OG Unique Experience (OGDUnExp); SS - Sum of Squares, MS - Mean Square, ** - highly significant (p<.01); * - highly significant (p<.05); Numbers in ***bold*** indicate the highest standardized betas.

Table 5. Results for OG as an Event Evaluation Regressions

Models		ANOVAs				Model Summaries		
		SS	df	MS	F	R^2	Adj. R^2	Sd. Err. Est.
Wave 1	Regression	1,345.71	1	1,345.71	2,649.71**	.77	.77	.71
	Residual	400.20	788	.51				
	Total	1,745.91	789					
Wave 2	Regression	1,294.94	1	1,294.94	2,974.32**	.79	.79	.66
	Residual	343.07	788	.44				
	Total	1,638.01	789					
Wave 3	Regression	1,185.06	1	1,185.06	2,525.99**	.76	.76	.68
	Residual	369.69	788	.47				
	Total	1,554.74	789					
Wave 4	Regression	1,147.86	1	1,147.86	3,186.88**	.80	.80	.60
	Residual	283.82	788	.36				
	Total	1,431.68	789					
Wave 5	Regression	1,242.28	1	1,242.28	3,337.16**	.81	.81	.61
	Residual	293.34	788	.37				
	Total	1,535.62	789					

Regression Coefficients

Models		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	β	t
Wave 1	(Constant)	-.004	.11		-.04
	OGEBIf	.989	.02	.878**	51.48
Wave 2	(Constant)	-.217	.11		-2.02
	OGEBIf	1.014	.02	.889**	54.54
Wave 3	(Constant)	.161	.11		1.46
	OGEBIf	.957	.02	.873**	50.26
Wave 4	(Constant)	.113	.10		1.08
	OGEBIf	.992	.02	.895**	56.45
Wave 5	(Constant)	.164†	.10		1.66
	OGEBIf	.977	.02	.899**	57.77

Notes: Dependent variable: OG Event Evaluation (OGEEvl); Predictors: OG Event Beliefs (OGEBIf); SS - Sum of Squares, MS - Mean Square, ** - highly significant ($p<.01$); † - significant ($p<.1$);

Appendix VIII: Expectation Paradigm

Table 1. Results for National Team Perceived Performance Regressions on Expectations

Models		ANOVAs				Model Summaries		
		SS	df	MS	F	R^2	Adj. R^2	Sd. Err. Est.
Wave 2	Regression	187.95	3	62.65	44.80**	.15	.14	1.18
	Residual	1,099.10	786	1.40				
	Total	1,287.04	789					
Wave 3	Regression	147.41	3	49.14	31.09**	.11	.10	1.26
	Residual	1.242.09	786	1.58				
	Total	1.389.50	789					
Wave 4	Regression	163.17	3	54.39	76.63**	.23	.22	.84
	Residual	557.85	786	.71				
	Total	721.02	789					
Wave 5	Regression	199.90	3	66.63	88.85**	.25	.25	.87
	Residual	589.48	786	.75				
	Total	789.37	789					

Regression Coefficients

Models		Unstandardized Coefficients		St. Coefficients	
		B	Std. Error	β	t
Wave 2	(Constant)	2.824**	.22		12.65
	ExpTM	.001	.00	.033	1.00
	ExpVOG	.257	.06	**.240****	4.13
	ExpCH	.169	.06	.153**	2.63
Wave 3	(Constant)	2.742**	.19		19.93
	ExpTM	.002	.00	.059†	1.73
	ExpVOG	.107	.06	.114†	1.91
	ExpCH	.198	.06	**.216****	3.60
Wave 4	(Constant)	4.520**	.13		34.03
	ExpTM	-.003	.00	.059*	-2.56
	ExpVOG	.183	.04	**.257****	4.17
	ExpCH	.169	.04	.239**	3.85
Wave 5	(Constant)	3.707**	.17		21.73
	ExpTM	-.003	.00	-.079*	-2.57
	ExpVOG	.328	.06	**.382****	5.63
	ExpCH	.111	.06	.128†	1.89

Notes: Dependent variable: National Team Perceived Performance (PPNT); Predictors: Expectations for Total Medals (ExpTM), Expectations for VOG quality (ExpVOG), Expectations for Canada's OG Hosting (ExpCH); SS - Sum of Squares, MS - Mean Square; ** - highly significant (p<.01), * - highly significant (p<.05), † - significant (p<.1); Numbers in **bold** indicate the highest standardized betas.

Table 2. Results for OG Destination Evaluations Regressions on Expectations for Total Medals Moderated by National Team Involvement

Models			ANOVAs				Model Summaries		
			SS	df	MS	F	R^2	Adj. R^2	Sd. Err. Est.
Wave 1	B1	Regression	23.45	1	23.45	10.56**	.01	.01	1.49
		Residual	1,750.42	788	2.22				
		Total	1,773.87	789					
	B2	Regression	937.39	2	468.69	440.97**	.53	.53	1.06
		Residual	836.48	787	1.06				
		Total	1,773.87	789					
	B3	Regression	949.40	3	316.47	301.70**	.54	.53	1.05
		Residual	824.47	786	1.05				
		Total	1,773.87	789					
Wave 2	B1	Regression	11.12	1	11.11	5.36*	.01	.01	1.44
		Residual	1,633.23	788	2.07				
		Total	1,644.35	789					
	B2	Regression	841.22	2	420.61	412.16**	.52	.51	1.01
		Residual	803.13	787	1.02				
		Total	1,644.35	789					
	B3	Regression	841.88	3	280.63	274.87**	.52	.51	1.01
		Residual	802.47	786	1.02				
		Total	1,644.35	789					
Wave 3	B1	Regression	5.68	1	5.68	3.05†	.00	.00	1.36
		Residual	1,466.59	788	1.00				
		Total	1,472.27	789					
	B2	Regression	686.02	2	343.01	343.34**	.47	.47	1.00
		Residual	786.25	787	1.00				
		Total	1,472.27	789					
	B3	Regression	693.66	3	231.22	233.42**	.47	.47	1.00
		Residual	778.61	786	.99				
		Total	1,472.27	789					
Wave 4	B1	Regression	2.94	1	2.94	1.51	.00	.00	1.39
		Residual	1,535.92	788	1.95				
		Total	1,538.87	789					
	B2	Regression	829.21	2	414.61	459.80**	.54	.54	.95
		Residual	709.65	787	.90				
		Total	1,538.87	789					
	B3	Regression	834.86	3	278.29	310.70**	.54	.54	.95
		Residual	704.01	786	.90				
		Total	1,538.87	789					
Wave 5	B1	Regression	13.02	1	13.02	6.59*	.01	.01	1.41
		Residual	1,556.28	788	1.98				
		Total	1,569.30	789					
	B2	Regression	843.80	2	421.90	457.67**	.54	.54	.96
		Residual	725.50	787	.92				
		Total	1,569.30	789					
	B3	Regression	850.31	3	283.44	309.86**	.54	.54	.96
		Residual	718.99	786	.92				
		Total	1,569.30	789					

Table 2. (cont'd) Results for OG Destination Evaluations Regressions on Expectations for Total Medals Moderated by National Team Involvement

Regression Coefficients						
Models			Unstandardized Coefficients		St. Coefficients	
			B	Std. Error	β	t
Wave 1	B1	(Constant)	4.859**	.09		53.98
		ExpTM	.006**	.00	.115	.001
	B2	(Constant)	5.099**	.06		81.20
		ExpTM	.000	.00	-.002	-.08
		NTIC	.688**	.02	.727	29.32
	B3	(Constant)	5.105**	.06		81.80
		ExpTM	.000	.00	.005	.20
		NTIC	.786**	.04	.831	21.14
		ExpTM_NTIC	-.003	.00	-.133	-3.38
Wave 2	B1	(Constant)	5.180**	.08		67.75
		ExpTM	.004*	.00	.082	2.32
	B2	(Constant)	5.278**	.05		98.18
		ExpTM	.001	.00	.021	.84
		NTIC	.665**	.02	.713	28.52
	B3	(Constant)	5.281**	.05		97.98
		ExpTM	.001	.00	.020	.81
		NTIC	.682**	.03	.731	21.65
		ExpTM_NTIC	.000	.00	-.027	-.80
Wave 3	B1	(Constant)	5.378**	.07		73.20
		ExpTM	.003†	.00	.062	1.75
	B2	(Constant)	5.488**	.05		101.65
		ExpTM	.000	.00	-.009	-.35
		NTIC	.632**	.02	.684	26.10
	B3	(Constant)	5.477**	.05		101.58
		ExpTM	.000	.00	.005	.20
		NTIC	.709**	.04	.767	19.32
		ExpTM_NTIC	-.003**	.00	-.027	-2.78
Wave 4	B1	(Constant)	5.518**	.08		70.00
		ExpTM	.003	.00	.044	1.23
	B2	(Constant)	5.598**	.05		104.28
		ExpTM	.000	.00	-.003	-.12
		NTIC	.697**	.02	.734	30.27
	B3	(Constant)	5.596**	.05		104.58
		ExpTM	.000	.00	.001	.05
		NTIC	.760**	.03	.800	22.42
		ExpTM_NTIC	-.002*	.00	-.090	-2.51
Wave 5	B1	(Constant)	5.329**	.07		74.01
		ExpTM	.004*	.00	.091	2.57
	B2	(Constant)	5.455**	.05		110.49
		ExpTM	.000	.00	.005	.20
		NTIC	.689**	.02	.733	30.02
	B3	(Constant)	5.454**	.05		110.88
		ExpTM	.001	.00	.014	.58
		NTIC	.747**	.03	.794	23.69
		ExpTM1_NTIC	-.002*	.00	-.090	-2.67

Notes: Dependent variable: OG Destination Evaluation (OGDEvl); Predictors: Expectations for Total Medals (ExpTM), National Team Involvement Centered (NTIC); SS - Sum of Squares, MS - Mean Square; ** - highly significant (p<.01), * - highly significant (p<.05), † - significant (p<.1); B - Block

Table 3. Results for OG Destination Evaluations Regressions on National Team Expectations /Perceived Performance Moderated by National Team Involvement

Models			ANOVAs				Model Summaries		
			SS	df	MS	F	R^2	Adj. R^2	Sd. Err. Est.
Wave 1	B1	Regression	317.00	1	317.00	171.46**	.18	.18	1.36
		Residual	1,456.87	788	1.85				
		Total	1,773.87	789					
	B2	Regression	955.26	2	477.63	459.19**	.54	.54	1.02
		Residual	818.61	787	1.04				
		Total	1,773.87	789					
	B3	Regression	962.08	3	320.69	310.50**	.54	.54	1.02
		Residual	811.79	786	1.03				
		Total	1,773.87	789					
Wave 2	B1	Regression	235.46	1	235.46	131.69**	.14	.14	1.34
		Residual	1,408.89	788	1.79				
		Total	1,644.35	789					
	B2	Regression	868.17	2	434.09	440.14**	.53	.53	.99
		Residual	803.13	787	.99				
		Total	1,644.35	789					
	B3	Regression	869.52	3	289.84	294.02**	.53	.53	.99
		Residual	774.83	786	.99				
		Total	1,644.35	789					
Wave 3	B1	Regression	257.09	1	257.09	166.72**	.17	.17	1.24
		Residual	1,215.18	788	1.54				
		Total	1,472.27	789					
	B2	Regression	756.77	2	378.39	416.20**	.51	.51	.95
		Residual	715.50	787	.91				
		Total	1,472.27	789					
	B3	Regression	780.30	3	260.10	295.44**	.53	.53	.94
		Residual	691.97	786	.88				
		Total	1,472.27	789					
Wave 4	B1	Regression	387.30	1	387.30	265.02**	.25	.25	1.21
		Residual	1,151.57	788	1.46				
		Total	1,538.87	789					
	B2	Regression	876.64	2	438.32	520.91**	.57	.57	.92
		Residual	662.22	787	.84				
		Total	1,538.87	789					
	B3	Regression	882.24	3	278.29	352.02**	.57	.57	.91
		Residual	656.63	786	.84				
		Total	1,538.87	789					
Wave 5	B1	Regression	359.56	1	359.56	234.21**	.23	.23	1.24
		Residual	1,209.74	788	1.54				
		Total	1,569.30	789					
	B2	Regression	887.50	2	443.75	512.23**	.57	.56	.93
		Residual	681.80	787	.87				
		Total	1,569.30	789					
	B3	Regression	893.40	3	297.80	346.31**	.57	.57	.93
		Residual	675.90	786	.86				
		Total	1,569.30	789					

Table 3. (cont'd) Results for OG Destination Evaluations Regressions on National Team Expectations/ Perceived Performance Moderated by National Team Involvement

Regression Coefficients						
Models			Unstandardized Coefficients		St. Coefficients	t
			B	Std. Error	β	
Wave 1	B1	(Constant)	5.093**	.05		105.28
		ExpNT	.545**	.04	.423	13.09
	B2	(Constant)	5.095**	.04		140.40
		ExpNT	.146**	.04	.113	4.15
		NTIC	.638**	.03	.675	24.77
	B3	(Constant)	5.129**	.06		132.81
		ExpNT	.119**	.04	.093	3.28
		NTIC	.627**	.03	.663	24.07
		ExpNT_NTIC	-.041*	.02	-.068	-2.57
Wave 2	B1	(Constant)	5.310**	.05		111.61
		PPNT	.428**	.04	.378	11.48
	B2	(Constant)	5.311**	.04		150.31
		PPNT	.157**	.03	.139	5.30
		NTIC	.620**	.02	.665	25.33
	B3	(Constant)	5.324**	.04		143.84
		PPNT	.152**	.03	.135	5.08
		NTIC	.615**	.03	.659	24.73
		PPNT_NTIC	-.018	.02	-.030	-1.17
Wave 3	B1	(Constant)	5.475**	.04		123.92
		PPNT	.430**	.03	.418	12.91
	B2	(Constant)	5.475**	.03		161.38
		PPNT	.237**	.03	.230	8.83
		NTIC	.566**	.02	.612	23.44
	B3	(Constant)	5.517**	.03		160.44
		PPNT	.211**	.03	.205	7.84
		NTIC	.543**	.02	.587	22.43
		PPNT_NTIC	-.071**	.01	-.133	-5.17
Wave 4	B1	(Constant)	5.589**	.04		129.96
		PPNT	.733**	.05	.502	16.28
	B2	(Constant)	5.592**	.03		171.33
		PPNT	.291**	.04	.199	7.51
		NTIC	.607**	.03	.640	24.12
	B3	(Constant)	5.622**	.04		162.49
		PPNT	.235**	.04	.161	5.30
		NTIC	.597**	.03	.629	23.46
		PPNT_NTIC	-.046*	.02	-.075	-2.59
Wave 5	B1	(Constant)	5.464**	.03		123.94
		PPNT	.675**	.04	.479	15.30
	B2	(Constant)	5.463**	.03		164.97
		PPNT	.263**	.04	.187	7.11
		NTIC	.610**	.03	.649	24.69
	B3	(Constant)	5.494**	.04		110.88
		PPNT	.220**	.04	.156	5.43
		NTIC	.601**	.03	.639	24.13
		PPNT_NTIC	-.047**	.02	-.071	-2.62

Notes: Dependent variable: OG Destination Evaluation (OGDEvl); Predictors: National Team Expectations(w1) (ExpNT)/Perceived Performance (w2-5) (PPNT), National Team Involvement Centered (NTIC); SS - Sum of Squares, MS - Mean Square; ** - highly significant (p<.01), * - highly significant (p<.05), † - significant (p<.1); B - Block

Table 4. Results for OG Destination Evaluations Regressions on Disconfirmation of Expectations Moderated by National Team Involvement

Models			ANOVAs				Model Summaries		
			SS	df	MS	F	R^2	Adj. R^2	Sd. Err. Est.
Wave 2	B1	Regression	189.70	1	189.70	102.76**	.11	.11	1.36
		Residual	1,454.65	788	1.85				
		Total	1,644.35	789					
	B2	Regression	846.70	2	423.35	417.70**	.52	.51	1.01
		Residual	797.65	787	1.01				
		Total	1,644.35	789					
	B3	Regression	849.90	3	283.30	280.29**	.52	.52	1.01
		Residual	794.45	786	1.01				
		Total	1,644.35	789					
Wave 3	B1	Regression	136.45	1	136.45	80.49**	.09	.09	1.30
		Residual	1,335.82	788	1.85				
		Total	1,644.35	789					
	B2	Regression	709.83	2	354.92	366.35**	.48	.48	.98
		Residual	762.44	787	0.97				
		Total	1,472.27	789					
	B3	Regression	748.18	3	249.39	270.72**	.51	.51	.96
		Residual	724.09	786	0.92				
		Total	1,472.27	789					
Wave 4	B1	Regression	157.63	1	157.63	157.63**	.17	.17	1.28
		Residual	1,282.34	788	1.85				
		Total	1,644.35	789					
	B2	Regression	849.02	2	424.51	484.29**	.55	.55	.94
		Residual	689.85	787	0.88				
		Total	1,538.87	789					
	B3	Regression	866.96	3	288.99	338.06**	.56	.56	.93
		Residual	671.90	786	0.86				
		Total	1,538.87	789					
Wave 5	B1	Regression	272.19	1	272.19	165.36**	.17	.17	1.28
		Residual	1,297.11	788	1.85				
		Total	1,644.35	789					
	B2	Regression	873.43	2	436.72	493.91**	.56	.56	.94
		Residual	695.87	787	0.88				
		Total	1,569.30	789					
	B3	Regression	888.29	3	296.10	341.75**	.56	.56	.93
		Residual	681.01	786	0.87				
		Total	1,569.30	789					

Table 4. (cont'd) Results for OG Destination Evaluations Regressions on Disconfirmation Moderated by National Team Involvement

Regression Coefficients						
Models			Unstandardized Coefficients		St. Coefficients	t
			B	Std. Error	β	
Wave 2	B1	(Constant)	5.312**	.05		109.90
		DiscNT	.462**	.05	.340	10.14
	B2	(Constant)	5.312**	.04		148.29
		DiscNT	.091*	.04	.067	2.47
		NTIC	.642**	.03	.688	25.46
	B3	(Constant)	5.331**	.04		142.39
		DiscNT	.088*	.04	.065	2.41
		NTIC	.632**	.03	.678	24.59
		DiscNT_NTIC	-.028†	.02	-.045	-1.78
Wave 3	B1	(Constant)	5.475**	.05		118.19
		DiscNT	.308**	.03	.304	8.97
	B2	(Constant)	5.474**	.04		156.33
		DiscNT	.134**	.03	.132	4.97
		NTIC	.599**	.03	.647	24.33
	B3	(Constant)	5.528**	.04		157.29
		DiscNT	.128**	.03	.127	4.89
		NTIC	.562**	.03	.607	22.76
		DiscNT_NTIC	-.090**	.01	-.167	-6.45
Wave 4	B1	(Constant)	5.594**	.05		123.24
		DiscNT	.544**	.04	.408	12.56
	B2	(Constant)	5.593**	.03		167.91
		DiscNT	.166**	.04	.125	4.76
		NTIC	.648**	.03	.682	26.00
	B3	(Constant)	5.643**	.04		162.86
		DiscNT	.113**	.04	.085	3.09
		NTIC	.617**	.03	.650	24.23
		DiscNT_NTIC	-.075**	.02	-.124	-4.58
Wave 5	B1	(Constant)	5.464**	.05		119.71
		DiscNT	.551**	.04	.416	12.86
	B2	(Constant)	5.463**	.03		163.30
		DiscNT	.198**	.03	.150	5.79
		NTIC	.634**	.02	.674	26.08
	B3	(Constant)	5.510**	.04		157.49
		DiscNT	.168**	.04	.127	4.84
		NTIC	.609**	.03	.648	24.56
		DiscNT_NTIC	-.070**	.02	-.106	-4.14

Notes: Dependent variable: OG Destination Evaluation (OGDEvl); Predictors: Disconfirmation of Expectations for National Team (DiscNT), National Team Involvement Centered (NTIC); SS - Sum of Squares, MS - Mean Square; ** - highly significant ($p<.01$), * - highly significant ($p<.05$), † - significant ($p<.1$); B - Block.

Table 5. Results for OG Event Evaluations Regressions on Expectations for Total Medals Moderated by National Team Involvement

Models			ANOVAs				Model Summaries		
			SS	df	MS	F	R^2	Adj. R^2	Sd. Err. Est.
Wave 1	B1	Regression	26.72	1	26.72	12.25**	.01	.01	1.48
		Residual	1,719.19	788	2.18				
		Total	1,745.91	789					
	B2	Regression	908.45	2	454.22	454.22**	.52	.52	1.03
		Residual	837.47	787	1.06				
		Total	1,745.91	789					
	B3	Regression	914.83	3	304.95	304.95**	.52	.52	1.03
		Residual	831.08	786	1.06				
		Total	1,745.91	789					
Wave 2	B1	Regression	12.58	1	12.58	6.10*	.01	.01	1.44
		Residual	1,625.43	788	2.06				
		Total	1,638.01	789					
	B2	Regression	864.13	2	432.07	439.39**	.53	.53	.99
		Residual	773.88	787	.98				
		Total	1,638.01	789					
	B3	Regression	864.81	3	280.63	288.27**	.53	.53	.99
		Residual	773.20	786	.98				
		Total	1,638.01	789					
Wave 3	B1	Regression	24.48	1	24.48	12.61**	.02	.01	1.39
		Residual	1,530.26	788	1.94				
		Total	1,554.75	789					
	B2	Regression	666.07	2	333.03	294.93**	.43	.43	1.06
		Residual	888.68	787	1.13				
		Total	1,554.75	789					
	B3	Regression	669.17	3	223.06	197.98**	.43	.43	1.06
		Residual	885.58	786	1.13				
		Total	1,554.75	789					
Wave 4	B1	Regression	1.42	1	1.42	.78	.00	.00	1.35
		Residual	1,430.26	788	1.82				
		Total	1,431.68	789					
	B2	Regression	769.88	2	384.94	457.77**	.54	.54	.92
		Residual	661.80	787	.84				
		Total	1,431.68	789					
	B3	Regression	774.68	3	258.23	308.93**	.54	.54	.91
		Residual	657.00	786	.84				
		Total	1,431.68	789					
Wave 5	B1	Regression	10.52	1	10.52	5.44*	.01	.01	1.39
		Residual	1,525.09	788	1.94				
		Total	1,535.62	789					
	B2	Regression	793.55	2	396.78	420.80**	.52	.52	.97
		Residual	742.07	787	.94				
		Total	1,535.62	789					
	B3	Regression	795.15	3	265.05	281.35**	.52	.52	.97
		Residual	740.47	786	.94				
		Total	1,535.62	789					

Table 5. (cont'd) Results for OG Event Evaluations Regressions on Expectations for Total Medals Moderated by National Team Involvement

Regression Coefficients						
Models			Unstandardized Coefficients		St. Coefficients	t
			B	Std. Error	β	
Wave 1	B1	(Constant)	5.135**	.09		57.57
		ExpTM	.006**	.00	.124	3.50
	B2	(Constant)	5.371**	.06		85.48
		ExpTM	.000	.00	.008	.32
		NTIC	.676**	.02	.720	28.79
	B3	(Constant)	5.376**	.06		85.79
		ExpTM	.001	.00	.013	.52
		NTIC	.747**	.04	.796	20.02
		ExpTM_NTIC	-.002	.00	-.098	-2.46
Wave 2	B1	(Constant)	5.355**	.08		70.21
		ExpTM	.004*	.00	.088	2.47
	B2	(Constant)	5.455**	.05		103.37
		ExpTM	.001	.00	.025	1.03
		NTIC	.673**	.02	.724	29.43
	B3	(Constant)	5.458**	.05		103.15
		ExpTM	.001	.00	.025	1.01
		NTIC	.690**	.03	.742	22.34
		ExpTM_NTIC	.000	.00	-.028	-.83
Wave 3	B1	(Constant)	5.358**	.08		71.40
		ExpTM	.007**	.00	.125	3.55
	B2	(Constant)	5.466**	.06		95.22
		ExpTM	.003*	.00	.058	2.14
		NTIC	.614**	.03	.646	23.84
	B3	(Constant)	5.459**	.06		94.93
		ExpTM	.004*	.00	.067	2.43
		NTIC	.663**	.04	.697	16.93
		ExpTM_NTIC	-.002†	.00	-.069	-1.66
Wave 4	B1	(Constant)	5.834**	.08		76.70
		ExpTM	.002	.00	.032	.89
	B2	(Constant)	5.511**	.05		114.04
		ExpTM	-.001	.00	-.015	-.62
		NTIC	.672**	.02	.734	30.23
	B3	(Constant)	5.910**	.05		114.33
		ExpTM	-.001	.00	-.011	-.46
		NTIC	.730**	.03	.797	22.30
		ExpTM_NTIC	-.002*	.00	-.086	-2.40
Wave 5	B1	(Constant)	5.610**	.07		78.69
		ExpTM	.004*	.00	.083	2.33
	B2	(Constant)	5.732**	.05		114.78
		ExpTM	.000	.00	-.002	-.07
		NTIC	.669**	.02	.719	28.82
	B3	(Constant)	5.731**	.05		114.81
		ExpTM	.000	.00	.003	.11
		NTIC	.698**	.03	.750	21.80
		ExpTM1_NTIC	-.001	.00	-.045	-1.30

Notes: Dependent variable: OG Event Evaluation (OGEEvl); Predictors: Expectations for Total Medals (ExpTM), National Team Involvement Centered (NTIC); SS - Sum of Squares, MS - Mean Square; ** - highly significant (p<.01), * - highly significant (p<.05), † - significant (p<.1); B - Block

Table 6. Results for OG Event Evaluations Regressions on National Team Expectations/ Perceived Performance Moderated by National Team Involvement

Models			ANOVAs				Model Summaries		
			SS	df	MS	F	R^2	Adj. R^2	Sd. Err. Est.
Wave 1	B1	Regression	369.03	1	369.03	211.20**	.21	.21	1.32
		Residual	1,376.89	788	1.75				
		Total	1,745.91	789					
	B2	Regression	945.02	2	472.51	464.32**	.54	.54	1.01
		Residual	800.89	787	1.02				
		Total	1,745.91	789					
	B3	Regression	960.28	3	320.09	320.24**	.55	.55	1.00
		Residual	785.64	786	1.00				
		Total	1,745.91	789					
Wave 2	B1	Regression	278.15	1	278.15	161.18**	.17	.17	1.31
		Residual	1,359.86	788	1.73				
		Total	1,638.01	789					
	B2	Regression	905.85	2	452.92	486.84**	.55	.55	.96
		Residual	732.17	787	.93				
		Total	1,638.01	789					
	B3	Regression	914.20	3	304.73	330.91**	.56	.56	.96
		Residual	723.81	786	.92				
		Total	1,638.01	789					
Wave 3	B1	Regression	346.43	1	346.43	225.92**	.22	.22	1.24
		Residual	1,208.32	788	1.53				
		Total	1,554.75	789					
	B2	Regression	788.18	2	394.09	404.60**	.51	.51	.99
		Residual	766.56	787	.97				
		Total	1,554.75	789					
	B3	Regression	825.25	3	275.08	296.39**	.53	.53	.96
		Residual	729.50	786	.93				
		Total	1,554.75	789					
Wave 4	B1	Regression	456.30	1	456.30	368.65**	.32	.32	1.11
		Residual	975.38	788	1.24				
		Total	1,431.68	789					
	B2	Regression	857.20	2	428.60	587.15**	.60	.60	.85
		Residual	574.48	787	.73				
		Total	1,431.68	789					
	B3	Regression	862.67	3	287.56	397.21**	.60	.60	.85
		Residual	569.02	786	.72				
		Total	1,431.68	789					
Wave 5	B1	Regression	443.59	1	443.59	320.09**	.29	.29	1.18
		Residual	1,092.03	788	1.39				
		Total	1,535.62	789					
	B2	Regression	882.01	2	441.00	531.00**	.57	.57	.91
		Residual	653.61	787	.83				
		Total	1,535.62	789					
	B3	Regression	887.95	3	295.98	359.20**	.58	.58	.91
		Residual	647.67	786	.82				
		Total	1,535.62	789					

Table 6. (cont'd) Results for OG Event Evaluations Regressions on National Team Expectations /Perceived Performance Moderated by National Team Involvement

Regression Coefficients						
Models			Unstandardized Coefficients		St. Coefficients	t
			B	Std. Error	β	
Wave 1	B1	(Constant)	5.386**	.05		114.51
		ExpNT	.588**	.04	.460	14.53
	B2	(Constant)	5.387**	.04		150.09
		ExpNT	.209**	.04	.163	6.00
		NTIC	.607**	.03	.646	23.79
	B3	(Constant)	5.439**	.04		143.15
		ExpNT	.169**	.04	.132	4.72
		NTIC	.590**	.03	.628	23.00
		ExpNT_NTIC	-.062**	.02	-.103	-3.91
Wave 2	B1	(Constant)	5.493**	.05		117.54
		PPNT	.465**	.04	.412	12.70
	B2	(Constant)	5.494**	.03		160.11
		PPNT	.195**	.03	.173	6.78
		NTIC	.617**	.02	.664	25.98
	B3	(Constant)	5.527**	.04		154.49
		PPNT	.183**	.03	.162	6.33
		NTIC	.604**	.02	.650	25.17
		PPNT_NTIC	-.045**	.01	-.074	-3.01
Wave 3	B1	(Constant)	5.560**	.04		126.19
		PPNT	.499**	.03	.472	15.03
	B2	(Constant)	5.559**	.04		158.32
		PPNT	.318**	.03	.301	11.43
		NTIC	.532**	.03	.560	21.30
	B3	(Constant)	5.613**	.04		158.96
		PPNT	.285**	.03	.270	10.31
		NTIC	.503**	.03	.529	20.21
		PPNT_NTIC	-.090**	.01	-.162	-6.32
Wave 4	B1	(Constant)	5.883**	.04		148.62
		PPNT	.796**	.04	.565	19.20
	B2	(Constant)	5.885**	.03		193.59
		PPNT	.396**	.04	.281	10.96
		NTIC	.550**	.02	.600	23.44
	B3	(Constant)	5.915**	.03		183.64
		PPNT	.340**	.04	.241	8.24
		NTIC	.539**	.02	.589	22.77
		PPNT_NTIC	-.045**	.02	-.077	-2.75
Wave 5	B1	(Constant)	5.731**	.04		136.83
		PPNT	.750**	.04	.537	17.89
	B2	(Constant)	5.730**	.03		176.73
		PPNT	.375**	.04	.269	10.32
		NTIC	.556**	.02	.598	22.98
	B3	(Constant)	5.762**	.03		167.60
		PPNT	.331**	.04	.237	8.35
		NTIC	.547**	.02	.588	22.43
		PPNT_NTIC	-.047**	.02	-.072	-2.69

Notes: Dependent variable: OG Event Evaluation (OGEEvl); Predictors: (Constant), : National Team Expectations(w1) (ExpNT)/Perceived Performance (w2-5) (PPNT), National Team Involvement Centered (NTIC); SS - Sum of Squares, MS - Mean Square; ** - highly significant (p<.01), * - highly significant (p<.05), † - significant (p<.1); B -Block

Table 7. Results for OG Event Evaluations Regressions on Disconfirmation of Expectations Moderated by National Team Involvement

Models			ANOVAs				Model Summaries		
			SS	df	MS	F	R^2	Adj. R^2	Sd. Err. Est.
Wave 2	B1	Regression	215.00	1	215.00	119.06**	.13	.13	1.35
		Residual	1,423.01	788	1.81				
		Total	1,638.01	789					
	B2	Regression	873.91	2	436.95	450.05**	.53	.53	.99
		Residual	764.10	787	.97				
		Total	1,638.01	789					
	B3	Regression	887.24	3	295.75	309.62**	.54	.54	.98
		Residual	750.78	786	.96				
		Total	1,638.01	789					
Wave 3	B1	Regression	184.51	1	184.51	106.11**	.12	12	1.32
		Residual	1,370.23	788	1.74				
		Total	1,554.75	789					
	B2	Regression	709.87	2	354.94	330.63**	.46	.46	1.04
		Residual	844.87	787	1.07				
		Total	1,554.75	789					
	B3	Regression	771.96	3	257.32	258.38**	.50	.50	1.00
		Residual	782.78	786	1.00				
		Total	1,554.75	789					
Wave 4	B1	Regression	325.36	1	325.36	231.74**	.23	.23	1.18
		Residual	1,106.32	788	1.40				
		Total	1,431.68	789					
	B2	Regression	820.77	2	410.38	528.67**	.57	.57	.88
		Residual	689.85	787	0.78				
		Total	1,431.68	789					
	B3	Regression	841.70	3	280.57	373.79**	.59	.59	.87
		Residual	589.98	786	0.75				
		Total	1,431.68	789					
Wave 5	B1	Regression	312.12	1	312.12	201.02**	.20	.20	1.24
		Residual	1,223.50	788	1.55				
		Total	1,535.62	789					
	B2	Regression	843.92	2	421.96	480.10**	.55	.54	.94
		Residual	691.70	787	0.88				
		Total	1,535.62	789					
	B3	Regression	865.79	3	288.60	338.65**	.56	.56	.92
		Residual	669.83	786	0.85				
		Total	1,535.62	789					

Table 7. (cont'd) Results for OG Event Evaluations Regressions on Disconfirmation of Expectations Moderated by National Team Involvement

Regression Coefficients						
Models			Unstandardized Coefficients		St. Coefficients	
			B	Std. Error	β	t
Wave 2	B1	(Constant)	5.496**	.05		114.96
		DiscNT	.492**	.05	.362	10.91
	B2	(Constant)	5.496**	.04		156.76
		DiscNT	.120**	.04	.089	3.34
		NTIC	.643**	.03	.691	26.05
	B3	(Constant)	5.536**	.04		152.09
		DiscNT	.115**	.04	.085	3.22
		NTIC	.623**	.03	.670	24.94
		DiscNT_NTIC	-.056**	.02	-.093	-3.74
Wave 3	B1	(Constant)	5.560**	.05		118.51
		DiscNT	.358**	.04	.344	10.30
	B2	(Constant)	5.559**	.04		150.80
		DiscNT	.192**	.03	.184	6.76
		NTIC	.573**	.03	.603	22.12
	B3	(Constant)	5.627**	.04		154.00
		DiscNT	.185**	.03	.177	6.76
		NTIC	.526**	.03	.553	20.49
		DiscNT_NTIC	-.114**	.01	-.206	-7.90
Wave 4	B1	(Constant)	5.887**	.04		139.65
		DiscNT	.613**	.04	.477	15.22
	B2	(Constant)	5.887**	.03		187.80
		DiscNT	.267**	.03	.208	8.12
		NTIC	.592**	.02	.647	25.26
	B3	(Constant)	5.941**	.03		182.96
		DiscNT	.209**	.03	.163	6.13
		NTIC	.559**	.02	.611	23.44
		DiscNT_NTIC	-.081**	.02	-.139	-5.28
Wave 5	B1	(Constant)	5.731**	.04		129.28
		DiscNT	.590**	.04	.451	14.20
	B2	(Constant)	5.730**	.03		171.79
		DiscNT	.258**	.03	.197	7.57
		NTIC	.596**	.02	.641	24.60
	B3	(Constant)	5.787**	.04		166.78
		DiscNT	.221**	.03	.169	6.44
		NTIC	.566**	.03	.608	23.01
		DiscNT_NTIC	-.084**	.02	-.130	-5.07

Notes: Dependent variable: OG Event Evaluation (OGEEvl); Predictors: Disconfirmation of Expectations for the National Team (DiscNT), National Team Involvement Centered (NTIC); SS - Sum of Squares, MS - Mean Square; ** - highly significant (p<.01), * - highly significant (p<.05), † - significant (p<.1); B - Block.

Table 8. Results for National Team Behavioural Intentions Regressions on Expectations for Total Medals Moderated by National Team Involvement

Models			ANOVAs				Model Summaries		
			SS	df	MS	F	R^2	Adj. R^2	Sd. Err. Est.
Wave 1	B1	Regression	48.00	1	48.00	18.56**	.02	.02	1.61
		Residual	2,037.63	788	2.59				
		Total	2,085.63	789					
	B2	Regression	1,355.26	2	677.63	730.178**	.65	.65	.96
		Residual	730.37	787	.93				
		Total	2,085.63	789					
	B3	Regression	1,355.53	3	451.84	486.44**	.65	.65	.96
		Residual	730.10	786	.93				
		Total	2,085.63	789					
Wave 2	B1	Regression	4.89	1	4.89	1.99	.00	.00	1.57
		Residual	1,939.29	788	2.46				
		Total	1,944.18	789					
	B2	Regression	1,111.01	2	555.51	524.73**	.57	.57	1.03
		Residual	833.16	787	1.06				
		Total	1,944.18	789					
	B3	Regression	1,111.32	3	370.44	349.60**	.57	.57	1.03
		Residual	832.86	786	1.06				
		Total	1,944.18	789					
Wave 3	B1	Regression	.812	1	.812	.342	.00	.00	1.54
		Residual	1,870.11	788	2.37				
		Total	1,870.92	789					
	B2	Regression	1,055.31	2	527.65	509.14**	.56	.56	1.02
		Residual	815.61	787	1.04				
		Total	1,870.92	789					
	B3	Regression	1,055.87	3	351.96	339.42**	.56	.56	1.02
		Residual	815.05	786	1.04				
		Total	1,870.92	789					
Wave 4	B1	Regression	.005	1	.005	.002	.00	.00	1.59
		Residual	1,993.20	788	2.53				
		Total	1,993.21	789					
	B2	Regression	1,101.23	2	550.61	485.81**	.55	.55	1.06
		Residual	891.98	787	1.13				
		Total	1,993.21	789					
	B3	Regression	1,103.69	3	258.23	325.08**	.55	.55	1.06
		Residual	889.52	786	1.13				
		Total	1,993.21	789					
Wave 5	B1	Regression	4.57	1	4.57	1.75	.00	.00	1.62
		Residual	2,060.46	788	2.62				
		Total	2,065.03	789					
	B2	Regression	1,225.83	2	612.92	574.79**	.59	.59	1.03
		Residual	839.20	787	1.07				
		Total	2,065.03	789					
	B3	Regression	1,226.20	3	408.73	382.99**	.59	.59	1.03
		Residual	838.84	786	1.07				
		Total	2,065.03	789					

Table 8. (cont'd) Results for National Team Behavioural Intentions Regressions on Expectations for Total Medals Moderated by National Team Involvement

Regression Coefficients						
Models			Unstandardized Coefficients		St. Coefficients	
			B	Std. Error	β	t
Wave 1	B1	(Constant)	3.826**	.10		39.39
		ExpTM	.009**	.00	.152	4.31
	B2	(Constant)	4.113**	.06		70.09
		ExpTM	.001	.00	.023	1.06
		NTIC	.823**	.02	.802	37.53
	B3	(Constant)	4.114**	.06		70.05
		ExpTM	.001	.00	.024	1.10
		NTIC	.837**	.04	.816	23.94
		ExpTM_NTIC	.000	.00	-.018	-.54
Wave 2	B1	(Constant)	3.981**	.08		47.78
		ExpTM	.002	.00	.050	1.41
	B2	(Constant)	4.094**	.06		74.77
		ExpTM	-.001	.00	-.015	-.64
		NTIC	.767**	.02	.757	32.32
	B3	(Constant)	4.092**	.06		74.52
		ExpTM	-.001	.00	-.015	-.62
		NTIC	.756**	.03	.746	23.56
		ExpTM_NTIC	.000	.00	.017	.54
Wave 3	B1	(Constant)	4.240**	.08		51.11
		ExpTM	.001	.00	.021	.59
	B2	(Constant)	4.378**	.06		79.61
		ExpTM	-.003*	.00	-.058	-2.45
		NTIC	.787**	.03	.755	31.90
	B3	(Constant)	4.375**	.06		79.30
		ExpTM	-.003*	.00	-.054	-2.26
		NTIC	.808**	.04	.775	21.52
		ExpTM_NTIC	-.001	.00	-.027	-.74
Wave 4	B1	(Constant)	4.507**	.09		50.19
		ExpTM	.000	.00	-.002	-.04
	B2	(Constant)	4.599**	.06		76.43
		ExpTM	-.003*	.00	-.049	-2.04
		NTIC	.805**	.03	.745	31.17
	B3	(Constant)	4.598**	.06		76.45
		ExpTM	-.003†	.00	-.046	-1.94
		NTIC	.846**	.04	.783	22.22
		ExpTM_NTIC	-.001	.00	-.052	-1.48
Wave 5	B1	(Constant)	4.333**	.08		52.30
		ExpTM	.002	.00	.047	1.32
	B2	(Constant)	4.486**	.05		84.47
		ExpTM	-.002†	.00	-.044	-1.93
		NTIC	.835**	.03	.774	33.84
	B3	(Constant)	4.486**	.05		84.44
		ExpTM	-.002*	.00	-.046	-1.99
		NTIC	.822**	.03	.762	24.13
		ExpTM1_NTIC	.001	.00	.019	.58

Notes: Dependent variable: NT Behavioural Intentions (NTBhv); Predictors: Expectations for Total Medals (ExpTM), National Team Involvement Centered (NTIC); SS - Sum of Squares, MS - Mean Square; ** - highly significant (p<.01), * - highly significant (p<.05), † - significant (p<.1); B- Block.

Table 9. Results for National Team Behavioural Intentions Regressions on National Team Expectations/Perceived Performance Moderated by National Team Involvement

Models			ANOVAs				Model Summaries		
			SS	df	MS	F	R^2	Adj. R^2	Sd. Err. Est.
Wave 1	B1	Regression	280.48	1	280.48	122.44**	.13	.13	1.51
		Residual	1,805.15	788	2.29				
		Total	2,085.63	789					
	B2	Regression	1,354.23	2	677.12	728.60**	.64	.64	.96
		Residual	731.39	787	.93				
		Total	2,085.63	789					
	B3	Regression	1,358.94	3	452.98	489.96**	.65	.65	.96
		Residual	726.68	786	.92				
		Total	2,085.63	789					
Wave 2	B1	Regression	211.98	1	211.98	96.43**	.11	.11	1.48
		Residual	1,732.19	788	2.20				
		Total	1,944.18	789					
	B2	Regression	1,118.12	2	559.06	532.63**	.57	.57	1.02
		Residual	826.05	787	1.05				
		Total	1,944.18	789					
	B3	Regression	1,123.92	3	374.64	358.99**	.58	.58	1.02
		Residual	820.26	786	1.04				
		Total	1,944.18	789					
Wave 3	B1	Regression	88.57	1	88.57	39.16**	.05	.05	1.50
		Residual	1,782.35	788	2.26				
		Total	1,870.92	789					
	B2	Regression	1,049.37	2	524.68	502.62**	.56	56	1.02
		Residual	821.55	787	1.04				
		Total	1,870.92	789					
	B3	Regression	1,051.62	3	350.54	336.29**	56	56	1.02
		Residual	819.30	786	1.04				
		Total	1,870.92	789					
Wave 4	B1	Regression	279.22	1	279.22	128.37**	.14	.14	1.47
		Residual	1,713.99	788	2.18				
		Total	1,993.21	789					
	B2	Regression	1,097.93	2	548.97	482.58**	.55	.55	1.06
		Residual	895.27	787	1.14				
		Total	1,993.21	789					
	B3	Regression	1,100.88	3	366.96	323.23**	.55	.55	1.06
		Residual	892.33	786	1.14				
		Total	1,993.21	789					
Wave 5	B1	Regression	273.22	1	273.22	120.16**	.13	.13	1.50
		Residual	1,791.81	788	2.27				
		Total	2,065.03	789					
	B2	Regression	1,222.72	2	611.36	571.21**	.59	.59	1.03
		Residual	842.32	787	1.07				
		Total	2,065.03	789					
	B3	Regression	1,224.36	3	408.12	381.58**	.59	.59	1.03
		Residual	840.67	786	1.07				
		Total	2,065.03	789					

Table 9. (cont'd) Results for National Team Behavioural Intentions Regressions on National Team Expectations/Perceived Performance Moderated by National Team Involvement

Regression Coefficients						
Models			Unstandardized Coefficients		St. Coefficients	t
			B	Std. Error	β	
Wave 1	B1	(Constant)	4.162**	.05		77.29
		ExpNT	.512**	.05	.367	11.07
	B2	(Constant)	4.164**	.03		121.40
		ExpNT	-.005	.03	-.004	-.16
		NTIC	.828**	.02	.808	33.99
	B3	(Constant)	4.135**	.04		113.16
		ExpNT	.016	.03	.012	.48
		NTIC	.838**	.02	.817	33.97
		ExpNT_NTIC	.034*	.02	.052	2.26
Wave 2	B1	(Constant)	4.066**	.05		77.09
		PPNT	.406**	.04	.330	9.82
	B2	(Constant)	4.068**	.04		111.59
		PPNT	.082**	.03	.067	2.68
		NTIC	.742**	.03	.732	29.38
	B3	(Constant)	4.041**	.04		106.11
		PPNT	.092**	.03	.075	2.99
		NTIC	.752**	.03	.742	29.42
		PPNT_NTIC	.038*	.02	.057	2.36
Wave 3	B1	(Constant)	4.277**	.05		79.93
		PPNT	.252**	.04	.218	6.26
	B2	(Constant)	4.276**	.04		117.64
		PPNT	-.015	.03	-.013	-.52
		NTIC	.785**	.03	.753	30.34
	B3	(Constant)	4.263**	.04		113.93
		PPNT	-.007	.03	-.006	-.24
		NTIC	.792**	.03	.760	30.10
		PPNT_NTIC	.022	.02	.036	1.47
Wave 4	B1	(Constant)	4.501**	.05		85.78
		PPNT	.622**	.05	.374	11.33
	B2	(Constant)	4.504**	.04		118.68
		PPNT	.051	.05	.031	1.13
		NTIC	.786**	.03	.727	26.83
	B3	(Constant)	4.481**	.04		111.11
		PPNT	.092†	.05	.055	1.77
		NTIC	.793**	.03	.734	26.76
		PPNT_NTIC	.033	.02	.048	1.61
Wave 5	B1	(Constant)	4.413**	.05		82.26
		PPNT	.588**	.05	.364	10.96
	B2	(Constant)	4.412**	.04		119.87
		PPNT	.037	.04	.023	.89
		NTIC	.819**	.03	.759	29.78
	B3	(Constant)	4.395**	.04		112.22
		PPNT	.060	.05	.037	1.32
		NTIC	.824**	.03	.764	29.66
		PPNT_NTIC	.025	.02	.033	1.24

Notes: Dependent variable: NT Behavioural Intentions (NTBhv); Predictors: National Team Expectations(w1) (ExpNT)/Perceived Performance (w2-5) (PPNT), National Team Involvement centered (NTIC); SS - Sum of Squares, MS - Mean Square; ** - highly significant (p<.01), * - highly significant (p<.05), † - significant (p<.1); B- Block.

Table 10. Results for the Olympic Games Behavioural Intentions Regressions on Expectations for Total Medals Moderated by National Team Involvement

Models			ANOVAs				Model Summaries		
			SS	df	MS	F	R^2	Adj. R^2	Sd. Err. Est.
Wave 1	B1	Regression	55.93	1	55.93	20.01**	.03	.02	1.6\
		Residual	2,202.79	788	2.80				
		Total	2,258.73	789					
	B2	Regression	1,289.64	2	644.82	523.66**	.57	.57	1.11
		Residual	969.08	787	1.23				
		Total	2,258.73	789					
	B3	Regression	1,292.71	3	430.90	350.61**	.57	.57	1.11
		Residual	966.01	786	1.23				
		Total	2,258.73	789					
Wave 2	B1	Regression	15.09	1	15.09	5.62**	.01	.01	1.64
		Residual	2,115.42	788	2.68				
		Total	2,130.51	789					
	B2	Regression	1,179.91	2	589.95	488.42**	.55	.55	1.10
		Residual	950.60	787	1.21				
		Total	2,130.51	789					
	B3	Regression	1,180.13	3	393.38	325.33**	.55	.55	1.10
		Residual	950.39	786	1.21				
		Total	2,130.51	789					
Wave 3	B1	Regression	13.29	1	13.29	5.16**	.01	.01	1.60
		Residual	2,027.85	788	2.57				
		Total	2,041.13	789					
	B2	Regression	1,060.01	2	530.01	425.14**	.52	.52	1.12
		Residual	981.12	787	1.25				
		Total	2,041.13	789					
	B3	Regression	1,060.62	3	353.54	283.41**	.52	.52	1.12
		Residual	980.51	786	1.25				
		Total	2,041.13	789					
Wave 4	B1	Regression	9.67	1	9.67	3.91*	.00	.00	1.57
		Residual	1,947.80	788	2.47				
		Total	1,957.47	789					
	B2	Regression	1,105.88	2	552.94	511.00**	.56	.56	1.04
		Residual	851.59	787	1.08				
		Total	1,957.47	789					
	B3	Regression	1,106.05	3	368.68	340.36**	.56	.56	1.04
		Residual	851.42	786	1.08				
		Total	1,957.47	789					
Wave 5	B1	Regression	22.19	1	22.19	8.49**	.01	.01	1.62
		Residual	2,059.48	788	2.61				
		Total	2,081.67	789					
	B2	Regression	1,130.35	2	565.17	467.55**	.54	.54	1.10
		Residual	951.32	787	1.21				
		Total	2,081.67	789					
	B3	Regression	1,131.31	3	377.10	311.88**	.54	.54	1.10
		Residual	950.36	786	1.21				
		Total	2,081.67	789					

Table 10. (cont'd) Results for the Olympic Games Behavioural Intentions Regressions on Expectations Moderated by National Team Involvement

Regression Coefficients						
Models			Unstandardized Coefficients		St. Coefficients	t
			B	Std. Error	β	
Wave 1	B1	(Constant)	4.168**	.10		41.28
		ExpTM	.009**	.00	.157	4.47
	B2	(Constant)	4.448**	.07		65.80
		ExpTM	.002	.00	.037	1.56
		NTIC	.799**	.03	.749	31.65
	B3	(Constant)	4.451**	.07		65.88
		ExpTM	.002†	.00	.040	1.69
		NTIC	.849**	.04	.795	21.09
		ExpTM_NTIC	-.001	.00	-.060	-1.58
Wave 2	B1	(Constant)	4.585**	.09		52.69
		ExpTM	.004*	.00	.084	2.37
	B2	(Constant)	4.701**	.06		80.38
		ExpTM	.001	.00	.020	.85
		NTIC	.787**	.03	.742	31.05
	B3	(Constant)	4.699**	.06		80.11
		ExpTM	.001	.00	.021	.86
		NTIC	.777**	.03	.733	22.69
		ExpTM_NTIC	.000	.00	.014	.43
Wave 3	B1	(Constant)	4.641**	.09		53.72
		ExpTM	.005*	.00	.081	2.27
	B2	(Constant)	4.778**	.06		79.22
		ExpTM	.000	.00	.006	.22
		NTIC	.785**	.03	.720	28.98
	B3	(Constant)	4.775**	.06		78.91
		ExpTM	.001	.00	.009	.35
		NTIC	.806**	.04	.740	19.56
		ExpTM_NTIC	-.001	.00	-.027	-.70
Wave 4	B1	(Constant)	4.884**	.09		55.02
		ExpTM	.005*	.00	.070	1.98
	B1	(Constant)	4.976**	.06		84.63
		ExpTM	.001	.00	.023	.96
		NTIC	.803**	.03	.750	31.83
	B2	(Constant)	4.976**	.06		84.56
		ExpTM	.002	.00	.023	.99
		NTIC	.814**	.04	.760	21.84
		ExpTM_NTIC	.000	.00	-.014	-.40
Wave 5	B1	(Constant)	4.748**	.08		57.32
		ExpTM	.005**	.00	.103	2.91
	B1	(Constant)	4.894**	.06		86.55
		ExpTM	.001	.00	.017	.69
		NTIC	.796**	.03	.735	30.28
	B2	(Constant)	4.893**	.06		86.52
		ExpTM	.001	.00	.020	.81
		NTIC	.818**	.04	.755	22.56
		ExpTM1_NTIC	-.001	.00	-.030	-.89

Notes: Dependent variable: OG Behavioural Intentions (OGEBhv); Predictors: Expectations for Total Medals (ExpTM), National Team Involvement Centered (NTIC); SS - Sum of Squares, MS - Mean Square; ** - highly significant (p<.01), * - highly significant (p<.05), † - significant (p<.1); B- Block.

Table 11. Results for the Olympic Games Behavioural Intentions Regressions on National Team Expectations/Perceived Performance Moderated by National Team Involvement

Models			ANOVAs				Model Summaries		
			SS	df	MS	F	R^2	Adj. R^2	Sd. Err. Est.
Wave 1	B1	Regression	310.03	1	310.03	125.37**	.14	.14	1.57
		Residual	1,948.70	788	2.47				
		Total	2,258.73	789					
	B2	Regression	1,288.31	2	644.16	522.40**	.57	.57	1.11
		Residual	970.42	787	1.23				
		Total	2,258.73	789					
	B3	Regression	1,288.35	3	429.45	347.85**	.57	.57	1.11
		Residual	970.37	786	1.23				
		Total	2,258.73	789					
Wave 2	B1	Regression	226.10	1	226.10	93.56**	.11	.11	1.55
		Residual	1,904.41	788	2.42				
		Total	2,130.51	789					
	B2	Regression	1,187.25	2	593.62	495.28**	.57	.57	1.09
		Residual	943.26	787	1.20				
		Total	2,130.51	789					
	B3	Regression	1,187.27	3	395.76	329.78**	.57	.57	1.09
		Residual	943.24	786	1.20				
		Total	2,130.51	789					
Wave 3	B1	Regression	186.57	1	186.573	79.274**	.09	.09	1.54
		Residual	1,854.56	788	2.35				
		Total	2,041.13	789					
	B2	Regression	1,074.98	2	537.49	437.82**	.53	. .53	1.11
		Residual	966.16	787	1.23				
		Total	2,041.13	789					
	B3	Regression	1,075.03	3	358.34	291.54**	.53	.53	1.11
		Residual	966.11	786	1.23				
		Total	2,041.13	789					
Wave 4	B1	Regression	303.64	1	303.64	144.67**	.16	.15	1.45
		Residual	1,653.84	788	2.10				
		Total	1,957.47	789					
	B2	Regression	1,108.66	2	554.33	513.97**	.57	.57	1.04
		Residual	848.81	787	1.08				
		Total	1,957.47	789					
	B3	Regression	1,108.69	3	369.56	342.23**	.57	.57	1.04
		Residual	848.78	786	1.08				
		Total	1,957.47	789					
Wave 5	B1	Regression	337.78	1	337.78	152.63**	.16	.16	1.49
		Residual	1,743.89	788	2.21				
		Total	2,081.67	789					
	B2	Regression	1,143.20	2	571.60	479.34**	.55	.55	1.09
		Residual	938.47	787	1.19				
		Total	2,081.67	789					
	B3	Regression	1,143.83	3	381.28	319.55**	.55	.55	1.09
		Residual	937.84	786	1.19				
		Total	2,081.67	789					

Table 11. (cont'd) Results for Olympic Games Behavioural Intentions Regressions National Team Expectations/Perceived Performance Moderated by National Team Involvement

Regression Coefficients						
Models			Unstandardized Coefficients		St. Coefficients	t
			B	Std. Error	β	
Wave 1	B1	(Constant)	4.532**	.06		80.99
		ExpNT	.539**	.05	.370	11.20
	B2	(Constant)	4.533**	.04		114.74
		ExpNT	.045	.04	.031	1.17
		NTIC	.790**	.03	.741	28.17
	B3	(Constant)	4.530**	.04		107.29
		ExpNT	.047	.04	.032	1.17
		NTIC	.791**	.03	.742	27.77
		ExpNT_NTIC	.003	.02	.005	.19
Wave 2	B1	(Constant)	4.736**	.06		85.63
		PPNT	.419**	.04	.326	9.67
	B2	(Constant)	4.737**	.04		121.63
		PPNT	.086**	.03	.067	2.62
		NTIC	.764**	.03	.720	28.32
	B3	(Constant)	4.739**	.04		116.05
		PPNT	.085*	.03	.066	2.57
		NTIC	.763**	.03	.719	27.83
		PPNT_NTIC	-.002	.02	-.003	-.13
Wave 3	B1	(Constant)	4.789**	.05		87.74
		PPNT	.366**	.04	.302	8.90
	B2	(Constant)	4.788**	.04		121.47
		PPNT	.109**	.03	.090	3.50
		NTIC	.755**	.03	.693	26.90
	B3	(Constant)	4.790**	.04		117.89
		PPNT	.108**	.03	.089	3.40
		NTIC	.754**	.03	.692	26.37
		PPNT_NTIC	-.003	.02	-.005	-.20
Wave 4	B1	(Constant)	5.017**	.05		97.34
		PPNT	.649**	.05	.394	12.03
	B2	(Constant)	5.020**	.04		135.86
		PPNT	.082†	.04	.050	1.87
		NTIC	.779**	.03	.728	27.32
	B3	(Constant)	5.022**	.04		127.67
		PPNT	.078	.05	.047	1.55
		NTIC	.778**	.03	.727	26.91
		PPNT_NTIC	-.003	.02	-.005	-.17
Wave 5	B1	(Constant)	4.923**	.05		93.02
		PPNT	.654**	.05	.403	12.35
	B2	(Constant)	4.922**	.04		126.69
		PPNT	.146**	.04	.090	3.36
		NTIC	.754**	.03	.696	25.99
	B3	(Constant)	4.933**	.04		119.23
		PPNT	.132**	.05	.081	2.76
		NTIC	.751**	.03	.693	25.60
		PPNT_NTIC	-.015	.02	-.020	-.73

Notes: Dependent variable: OG Behavioural Intentions (OGEBhv); Predictors: National Team Expectations(w1)(ExpNT)/ Perceived Performance(w2-5)(PPNT), National Team Involvement Centered (NTIC); SS - Sum of Squares, MS - Mean Square; ** - highly significant (p<.01), * - highly significant (p<.05), † - significant (p<.1); B-Block.

Appendix IX: Initial Measurement Model

Table 1a. Initial Measurement Model: Confirmatory Factor Loadings, Composite Reliability, and Average Variance Explained for the Canadian Sample

Constructs	Indicators	Wave 1		Wave 2		Wave 3		Wave 4		Wave 5	
		Sd. Loadings.	Sd. Error Variance	Sd. Loadings	Sd. Error Variance	Sd. Loadings	Sd. Error Variance	Sd. Loadings	Sd. Error Variance	Sd. Loadings	Sd. Error Variance
Canada as a Destination											
Destination Evaluation (CVDEvl)	Overall satisfaction	.91	0.17	.93	.14	.93	.14	.94	.12	.94	.12
	Proud to visit	.74	0.45	.78	.39	.77	.41	.85	.28	.82	.33
	Overall rating of Canada as a tourist destination	.90	0.19	.89	.21	.92	.15	.90	.19	.91	.17
	Rating of Canada as a destination compared to other countries	.84	0.29	.84	.29	.86	.26	.88	.23	.87	.24
Composite Reliability (CR)		*.912*		*.920*		*.927*		*.940*		*.936*	
Average Variance Explained (AVE)		*.723*		*.743*		*.761*		*.798*		*.785*	
Destination Behaviour (CVDBhv)	Willingness to travel there	.92	.15	.94	.12	.94	.12	.92	.15	.94	.12
	Willingness to recommend to friends	.94	.12	.96	.08	.97	.06	.93	.14	.960	.08
Composite Reliability (CR)		*.928*		*.949*		*.954*		*.922*		*.949*	
Average Variance Explained (AVE)		*.865*		*.903*		*.912*		*.856*		*.903*	
Country/People of Canada											
People Character. (PplChrt)	Likeability of people	.90	.19	.92	.15	.93	.14	.92	.15	.90	.19
	Friendliness	.89	.21	.89	.21	.91	.17	.91	.17	.89	.21
	Trustworthiness	.79	.38	.83	.31	.89	.21	.88	.23	.86	.26
	Helpful	.86	.26	.88	.23	.90	.19	.91	.17	.91	.17
	Courteous	.87	.24	.88	.23	.91	.17	.91	.17	.87	.24
Composite Reliability (CR)		*.936*		*.945*		*.959*		*.958*		*.948*	
Average Variance Explained (AVE)		*.745*		*.775*		*.825*		*.821*		*.785*	

Table 1a. (cont'd) Initial Measurement Model: Confirmatory Factor Loadings, Composite Reliability, and Average Variance Explained for the Canadian Sample

Constructs	Indicators	Wave 1		Wave 2		Wave 3		Wave 4		Wave 5	
		Sd. Loadings.	Sd. Error Variance	Sd. Loadings	Sd. Error Variance	Sd. Loadings	Sd. Error Variance	Sd. Loadings	Sd. Error Variance	Sd. Loadings	Sd. Error Variance
Country/People of Canada (cont.)											
Country Competence (CntCmpt)	Technology level of country	.81	.34	.77	.41	.82	.33	.87	.24	.84	.29
	Availability of skilled workers	.74	.45	.74	.45	.82	.33	.82	.33	.79	.38
Composite Reliability (CR)		*.751*		*.726*		*.804*		*.833*		*.799*	
Average Variance Explained(AVE)		*.602*		*.570*		*.672*		*.715*		*.665*	
Country Description (CntDscr)	Political stability	.63	.60	.54	.71	.69	.52	.70	.51	.68	.54
	Stability of economy	.69	.52	.67	.55	.77	.41	.77	.41	.74	.45
	Quality of life	.82	.33	.82	.33	.83	.31	.85	.28	.84	.29
	Environmental/ pollution controls	.36	.87	.45	.80	.43	.82	.47	.78	.46	.79
	Individual rights and freedoms	.65	.58	.64	.59	.64	.59	.64	.59	.70	.51
Composite Reliability (CR)		*.774*		*.766*		*.810*		*.821*		*0.819*	
Average Variance Explained (AVE)		*.420*		*.405*		*.470*		*.487*		*0.483*	
Country Evaluation (CntEvl)	Overall rating of Canada	.92	.15	.90	.19	.94	.12	.92	.15	.92	.15
	Overall rating compared to other countries	.82	.33	.84	.29	.84	.29	.86	.26	.86	.26
Composite Reliability (CR)		*.863*		*.862*		*.885*		*.884*		*.884*	
Average Variance Explained (AVE)		*.759*		*.758*		*.795*		*.793*		*.793*	

Table 1a. (cont'd) Initial Measurement Model: Confirmatory Factor Loadings, Composite Reliability, and Average Variance Explained for the Canadian Sample

Constructs	Indicators	Wave 1		Wave 2		Wave 3		Wave 4		Wave 5	
		Sd. Loadings.	Sd. Error Variance	Sd. Loadings	Sd. Error Variance	Sd. Loadings	Sd. Error Variance	Sd. Loadings	Sd. Error Variance	Sd. Loadings	Sd. Error Variance
OG as a Destination											
OG Dest. Evaluation (OGDEvl)	Proud to visit	.85	.28	.84	.29	.87	.24	.88	.23	.86	.26
	Overall satisfaction with the OG	.95	.10	.93	.14	.92	.15	.94	.12	.95	.10
Composite Reliability (CR)		*.896*		*.879*		*.890*		*.906*		*.902*	
Average Variance Explained (AVE)		*..813*		*.785*		*.802*		*.829*		*.821*	
OG as an Event											
OG Event Evaluation (OGEEvl)	Overall rating of the OG	.98	.04	.97	.06	.98	.04	.98	.04	.98	.04
	Rating of the OG compared to other competing events	.90	.19	.91	.17	.9	.19	.92	.15	.93	.14
Composite Reliability (CR)		*.939*		*.939*		*.939*		*.949*		*.954*	
Average Variance Explained (AVE)		*.885*		*.885*		*.885*		*.903*		*.913*	
OG Event Behavioural Intentions (OGEBhv)	Willingness to watch on TV	.91	.17	.91	.17	.89	.21	.90	.19	.93	.14
	Willingness to read about	.92	.15	.88	.23	.85	.28	.86	.26	.88	.23
	Willingness to recommend to friends	.89	.21	.92	.15	.91	.17	.91	.17	.91	.17
Composite Reliability (CR)		*.933*		*.933*		*.914*		*.920*		*.933*	
Average Variance Explained (AVE)		*.822*		*.705*		*.781*		*.793*		*.822*	

Table 1b. Initial Measurement Model: Confirmatory Factor Loadings, Composite Reliability, and Average Variance Explained for the American Sample

Constructs	Indicators	Wave 1		Wave 2		Wave 3		Wave 4		Wave 5	
		Sd. Load.	Sd. Error	Sd. Load.	Sd. Error	Sd. Load.	Sd. Error	Sd. Load.	Sd. Error	Sd. Load.	Sd. Error
Canada as a Destination											
Destination Evaluation (CVDEvl)	Overall satisfaction	.92	.15	.93	.14	.91	.17	.93	.14	.94	.12
	Proud to visit	.84	.29	.85	.28	.85	.28	.85	.28	.88	.23
	Overall rating of Canada as a tourist destination	.88	.23	.92	.15	.90	.19	.88	.23	.92	.15
	Rating of Canada as a destination compared to other countries	.82	.33	.81	.34	.87	.24	.83	.31	.89	.21
Composite Reliability (CR)		*.923*		*.931*		*.934*		*.928*		*.949*	
Average Variance Explained (AVE)		*.750*		*.772*		*.779*		*.763*		*.824*	
Destination Behaviour (CVDBhv)	Willingness to travel there	.89	.21	.91	.17	.89	.21	.88	.23	.91	.17
	Willingness to recommend to friends	.95	.10	.94	.12	.96	.08	.94	.12	.97	.06
Composite Reliability (CR)		*.917*		*.922*		*.923*		*.906*		*.939*	
Average Variance Explained (AVE)		*.847*		*.856*		*.857*		*.829*		*.885*	
People and Country of Canada											
People Character. (PplChrt)	Likeability of people	.89	.21	.87	.24	.89	.21	.91	.17	.92	.15
	Friendliness	.92	.15	.92	.15	.89	.21	.9	.19	.91	.17
	Trustworthiness	.89	.21	.80	.36	.85	.28	.86	.26	.84	.29
	Helpful	.93	.14	.92	.15	.88	.23	.91	.17	.93	.14
	Courteous	.93	.14	.92	.15	.92	.15	.91	.17	.89	.21
Composite Reliability (CR)		*.961*		*.949*		*.948*		*.954*		*.954*	
Average Variance Explained (AVE)		*.832*		*.787*		*.786*		*.807*		*.807*	

Table 1b. (cont'd) Initial Measurement Model: Confirmatory Factor Loadings, Composite Reliability, and Average Variance Explained for the American Sample

Constructs	Indicators	Wave 1		Wave 2		Wave 3		Wave 4		Wave 5	
		Sd. Load.	Sd. Error	Sd. Load.	Sd. Error	Sd. Load.	Sd. Error	Sd. Load.	Sd. Error	Sd. Load.	Sd. Error
People and Country of Canada (cnt)											
Country Competence (CntCmpt)	Technology level of country	.86	.26	.85	.28	.85	.28	.90	.19	.86	.26
	Availability of skilled workers	.87	.24	.85	.28	.88	.23	.90	.19	.87	.24
Composite Reliability (CR)		*.856*		*.839*		*.856*		*.895*		*.856*	
Average Variance Explained (AVE)		*.748*		*.723*		*.748*		*.810*		*.748*	
Country Description (CntDscr)	Political stability	.74	.45	.83	.31	.82	.33	.81	.34	.81	.34
	Stability of economy	.78	.39	.79	.38	.86	.26	.81	.34	.85	.28
	Quality of life	.84	.29	.82	.33	.80	.36	.87	.24	.85	.28
	Environmental/ pollution controls	.51	.74	.55	.70	.41	.83	.53	.72	.53	.72
	Individual rights and freedoms	.56	.69	.69	.52	.56	.69	.58	.66	.58	.66
Composite Reliability (CR)		*.821*		*.858*		*.828*		*.849*		*.852*	
Average Variance Explained (AVE)		*.487*		*.553*		*.507*		*.537*		*.544*	
Country Evaluation (CntEvl)	Overall rating of Canada	.92	.15	.94	.12	.93	.14	.87	.24	.93	.14
	Overall rating compared to other countries	.84	.29	.81	.34	.82	.33	.82	.33	.76	.42
Composite Reliability (CR)		*.874*		*.869*		*.869*		*.833*		*.837*	
Average Variance Explained (AVE)		*.776*		*.770*		*.769*		*.715*		*.721*	

Table 1b. (cont'd) Initial Measurement Model: Confirmatory Factor Loadings, Composite Reliability, and Average Variance Explained for the American Sample

Constructs	Indicators	Wave 1		Wave 2		Wave 3		Wave 4		Wave 5	
		Sd. Load.	Sd. Error	Sd. Load.	Sd. Error	Sd. Load.	Sd. Error	Sd. Load.	Sd. Error	Sd. Load.	Sd. Error
OG as a Destination											
OG Dest. Evaluation (OGDEvl)	Proud to visit	.87	.24	.87	.24	.81	.34	.82	.33	.86	.26
	Overall satisfaction with the OG	.96	.08	.93	.14	.91	.17	.93	.14	.91	.17
Composite Reliability (CR)		*.912*		*.895*		*.852*		*.869*		*.879*	
Average Variance Explained (AVE)		*.839*		*.811*		*.742*		*.769*		*.784*	
OG as an Event											
OG Event Evaluation (OGEEvl)	Overall rating of the OG	.97	.06	.97	.06	.96	.08	.99	.02	.97	.06
	Rating of the OG compared to other competing events	.87	.24	.90	.19	.94	.12	.94	.12	.94	.12
Composite Reliability (CR)		*.918*		*.934*		*.949*		*.965*		*.954*	
Average Variance Explained (AVE)		*.849*		*.875*		*.903*		*.932*		*.912*	
OG Event Behavioural Intentions (OGEBhv)	Willingness to watch on TV	.90	.19	.89	.21	.88	.23	.88	.23	.87	.24
	Willingness to read about	.87	.24	.84	.29	.84	.29	.84	.29	.89	.21
	Willingness to recommend to friends	.94	.12	.94	.12	.88	.23	.94	.12	.88	.23
Composite Reliability (CR)		*.930*		*.620*		*.901*		*.917*		*.912*	
Average Variance Explained (AVE)		*.817*		*.794*		*.751*		*.788*		*.744*	

Table 2a. Initial Measurement Model: Discriminant Validity, 95% Confidence Interval for the Canadian Sample

Wave 1	CVDEvl	CVDBhv	PplChrt	CntCmpt	CntDscr	OGDEvl	OGEEvl	OGEBhv
CVDBhv	.90 - .94							
PplChrt	.63 - .75	.54 - .66						
CntCmpt	.61 - .73	.53 - .69	.66 - .78					
CntDscr	.58 - .70	.54 - .66	.65 - .77	.79 - .91				
CntEvl	.59 - .71	.53 - .65	.52 - .64	54 - .70	.76 - .84			
OGDEvl	.33 - .49	.29 - .45	.32 - .48	.29 - .49	.36 - .52	.31 - .47		
OGEEvl	.32 - .48	.27 - .43	.29 - .45	.29 - .45	.33 - .49	.30 - .46	.86 - .90	
OGEBhv	.24 -.40	.24 - .40	.19 - .35	.18 - .38	.26 - .42	.20 - .36	.79 - .87	.77 - .85
Wave 2	**CVDEvl**	**CVDBhv**	**PplChrt**	**CntCmpt**	**CntDscr**	**OGDEvl**	**OGEEvl**	**OGEBhv**
CVDBhv	.92 - .96							
PplChrt	.72 - .80	.65 - .73						
CntCmpt	.66 - .78	.60 - .72	.68 - .80					
CntDscr	.65 - .77	.66 - .78	.72 - .80	.83 - .95				
CntEvl	.71 - .79	.64 - .76	.62 - .74	.65 - .77	.81 - .89			
OGDEvl	.41 - .57	.38 - .54	.46 - .59	.45 - .61	.47 - .63	.41 - .57		
OGEEvl	.41 - .57	.37 - .53	.39 - .55	.41 - .57	.43 - .59	.40 - .56	.90 - .94	
OGEBhv	.32 - .48	.31 - .47	.34 - .50	.31 - .51	.35 - .51	.26 - .42	.86 - .90	.80 - .88
Wave 3	**CVDEvl**	**CVDBhv**	**PplChrt**	**CntCmpt**	**CntDscr**	**OGDEvl**	**OGEEvl**	**OGEBhv**
CVDBhv	.91 - .95							
PplChrt	.72 - .80	.67 - .75						
CntCmpt	.64 - .76	.56 - .68	.65 - .77					
CntDscr	.59 - .71	.54 - .66	.67 - .79	.84 - .92				
CntEvl	.68 - .76	.60 - .72	.64 - .76	.64 - .76	.77 - .85			
OGDEvl	.49 - .61	.42 - .58	.49 - .61	.45 - .61	.47 - .63	.50 - .62		
OGEEvl	.44 - .56	.36 - .52	.39 - .55	.42 - .58	.39 - .55	.45 - .57	0.95	
OGEBhv	.34 - .50	.31 - .47	.33 - .49	.29 - .45	.31 - .47	.31 - .47	0.86	.77 -0.85
Wave 4	**CVDEvl**	**CVDBhv**	**PplChrt**	**CntCmpt**	**CntDscr**	**OGDEvl**	**OGEEvl**	**OGEBhv**
CVDBhv	.92 - .96							
PplChrt	.78 - .86	.69 - .77						
CntCmpt	.68 - .80	.59 - .71	.71 - .79					
CntDscr	.65 - .77	.60 - .72	.75 - .83	.80 - .88				
CntEvl	.71 - .79	.62 - .74	.69 - .77	.65 - .77	.77 - .85			
OGDEvl	.48 - .60	.43 - .59	.48 - .60	.45 - .61	.47 - .63	.44 - .60		
OGEEvl	.50 - .62	.45 - .57	.47 - .59	.42 - .58	.49 - .61	.46 - .58	.90 - .94	
OGEBhv	.36 - .52	.38 - .54	.35 - .51	.33 - .49	.36 - .52	.33 - .49	.83 - .91	.79 - .87
Wave 5	**CVDEvl**	**CVDBhv**	**PplChrt**	**CntCmpt**	**CntDscr**	**OGDEvl**	**OGEEvl**	**OGEBhv**
CVDBhv	.91 - .95							
PplChrt	.72 - .80	.62 - .74						
CntCmpt	.66 - .78	.59 - .71	.67 - .79					
CntDscr	.71 - .79	.64 - .76	.79 - .87	.75 - .87				
CntEvl	.71 - .79	.65 - .77	.65 - .77	.62 - .74	.79 - .87			
OGDEvl	.52 - .64	.47 - .59	.49 - .61	.43 - .59	.47 - .63	.48 - .60		
OGEEvl	.49 - .61	.45 - .57	.45 - .57	.40 - .56	.49 - .61	.43 - .59	.91 - .95	
OGEBhv	.37 - .53	.36 - .52	.35 - .51	.34 - .50	.41 - .57	.34 - .50	.86 - .90	.80 -.88

Table 2b. Initial Measurement Model: Discriminant Validity, 95% Confidence Interval for the American Sample

Wave 1	**CVDEvl**	**CVDBhv**	**PplChrt**	**CntCmpt**	**CntDscr**	**OGDEvl**	**OGEEvl**	**OGEBhv**
CVDBhv	.89 - .97							
PplChrt	.68 - .80	.60 - .76						
CntCmpt	.66 - .82	.55 - .75	.71 - .83					
CntDscr	.71 - .83	.61 - .77	.76 - .88	.91 - .99				
CntEvl	.65 - .81	.57 - .73	.58 - .74	.52 - .72	.68 - .84			
OGDEvl	.54 - .70	.45 - .65	.32 - .56	.45 - .65	.45 - .65	.36 - .60		
OGEEvl	.45 - .65	.40 - .60	.29 - .53	.38 - .62	.41 - .61	.36 - .60	.81 - .89	
OGEBhv	.29 - .53	.27 - .51	.11 - .35	.24 - .48	.19 - .43	.12 - .40	.75 - .87	.80 - .88
Wave 2	CVDEvl	CVDBhv	PplChrt	CntCmpt	CntDscr	OGDEvl	OGEEvl	OGEBhv
CVDBhv	.91 - .95							
PplChrt	.69 - .81	.63 - .79						
CntCmpt	.78 - .90	.65 - .81	.71 - .83					
CntDscr	.72 - .84	.62 - .78	.69 - .81	.93 - 1.01				
CntEvl	.71 - .83	.65 - .81	.62 - .78	.64 - .80	.77 - .89			
OGDEvl	.57 - .73	.52 - .72	.40 - .60	.46 - .66	.39 - .63	.41 - .61		
OGEEvl	.46 - .66	.42 - .62	.38 - .58	.43 - .63	.35 - .59	.32 - .56	.90 - .94	
OGEBhv	.37 - .57	.39 - .59	.24 - .48	.31 - .55	.26 - .50	.22 - .46	.86 - .90	.80 - .88
Wave 3	CVDEvl	CVDBhv	PplChrt	CntCmpt	CntDscr	OGDEvl	OGEEvl	OGEBhv
CVDBhv	.85 - .93							
PplChrt	.69 - .81	.59 - .75						
CntCmpt	.66 - .82	.61 - .77	.60 - .76					
CntDscr	.69 - .81	.63 - .79	.69 - .81	.86 - .94				
CntEvl	.70 - .82	.63 - .79	.59 - .75	.60 - .76	.72 - .84			
OGDEvl	.62 - .78	.52 - .72	.51 - .71	.51 - .71	.63 - .79	.51 - .71		
OGEEvl	.49 - .69	.39 - .59	.43 - .63	.41 - .61	.50 - .70	.43 - .63	.88 - .96	
OGEBhv	.43 - .63	.41 - .61	.31 - .55	.35 - .59	.38 - .62	.25 - .49	.75 - .87	.75 - .87
Wave 4	CVDEvl	CVDBhv	PplChrt	CntCmpt	CntDscr	OGDEvl	OGEEvl	OGEBhv
CVDBhv	.94 - .98							
PplChrt	.79 - .87	.73 - .85						
CntCmpt	.73 - .85	.62 - .78	.65 - .81					
CntDscr	.73 - .85	.65 - .81	.76 - .88	.87 - .95				
CntEvl	.77 - .89	.70 - .86	.69 - .85	.65 - .81	.75 - .87			
OGDEvl	.70 - .82	.62 - .78	.61 - .77	.64 - .80	.63 - .79	.48 - .68		
OGEEvl	.56 - .72	.49 - .69	.51 - .67	.50 - .70	.47 - .67	.33 - .57	.86 - .94	
OGEBhv	.49 - .69	.49 - .69	.39 - .59	.41 - .61	.35 - .59	.27 - .51	.79 - .91	.79 - .87
Wave 5	CVDEvl	CVDBhv	PplChrt	CntCmpt	CntDscr	OGDEvl	OGEEvl	OGEBhv
CVDBhv	.90 - .94							
PplChrt	.81 - .89	.70 - .82						
CntCmpt	.75 - .87	.61 - .77	.76 - .88					
CntDscr	.71 - .83	.61 - .77	.81 - .89	.92 - 1.00				
CntEvl	.80 - .92	.68 - .84	.67 - .83	.64 - .80	.69 - .85			
OGDEvl	.66 - .82	.56 - .72	.63 - .79	.64 - .80	.63 - .79	.53 - .73		
OGEEvl	.58 - .74	.45 - .65	.54 - .70	.59 - .75	.60 - .76	.49 - .69	.85 - .93	
OGEBhv	.39 - .59	.33 - .57	.36 - .56	.40 - .64	.36 - .60	.28 - .52	.71 - .83	.69 - .81

Note: The underlined interval indicates the pair with poor discriminant validity

Table 3a. Initial Measurement Model: Construct Correlations, Average Variance Explained, and Squared Correlations for the Canadian Sample

Wave 1		Squared Correlation								
		CVD Evl	CVD Bhv	Ppl Chrt	Cnt Cmpt	Cnt Dscr	Cnt Evl	OGD Evl	OGE Evl	OGE Bhv
Correlation	CVDEvl	**.72**	.85	.48	.45	.41	.42	.17	.16	.10
	CVDBhv	.92	**.87**	.36	.37	.36	.35	.14	.12	.10
	PplChrt	.69	.60	**.74**	.52	.50	.34	.16	.14	.07
	CntCmpt	.67	.61	.72	**.60**	.72	.38	.15	.14	.08
	CntDscr	.64	.60	.71	.85	**.42**	.64	.19	.17	.12
	CntEvl	.65	.59	.58	.62	.80	**.76**	.15	.14	.08
	OGDEvl	.41	.37	.40	.39	.44	.39	**.81**	.77	.69
	OGEEvl	.40	.35	.37	.37	.41	.38	.88	**.89**	.66
	OGEBhv	.32	.32	.27	.28	.34	.28	.83	.81	**.82**
Wave 2		**Squared Correlation**								
		CVD Evl	CVD Bhv	Ppl Chrt	Cnt Cmpt	Cnt Dscr	Cnt Evl	OGD Evl	OGE Evl	OGE Bhv
Correlation	CVDEvl	**.74**	.88	.58	.52	.50	.56	.24	.24	.16
	CVDBhv	.94	**.90**	.48	.44	.52	.49	.21	.20	.15
	PplChrt	.76	.69	**.78**	.55	.58	.46	.26	.22	.18
	CntCmpt	.72	.66	.74	**.57**	.79	.50	.28	.24	.17
	CntDscr	.71	.72	.76	.89	**.41**	.72	.30	.26	.18
	CntEvl	.75	.70	.68	.71	.85	**.76**	.24	.23	.12
	OGDEvl	.49	.46	.51	.53	.55	.49	**.79**	.85	.77
	OGEEvl	.49	.45	.47	.49	.51	.48	.92	**.88**	.71
	OGEBhv	.40	.39	.42	.41	.43	.34	.88	.84	**.82**
Wave 3		**Squared Correlation**								
		CVD Evl	CVD Bhv	Ppl Chrt	Cnt Cmpt	Cnt Dscr	Cnt Evl	OGD Evl	OGE Evl	OGE Bhv
Correlation	CVDEvl	**.76**	.86	.58	.49	.42	.52	.30	.25	.18
	CVDBhv	.93	**.91**	.50	.38	.36	.44	.25	.19	.15
	PplChrt	.76	.71	**.82**	.50	.53	.49	.30	.22	.17
	CntCmpt	.70	.62	.71	**.67**	.77	.49	.28	.25	.14
	CntDscr	.65	.60	.73	.88	**.47**	.66	.30	.22	.15
	CntEvl	.72	.66	.70	.70	.81	**.79**	.31	.26	.15
	OGDEvl	.55	.50	.55	.53	.55	.56	**.80**	.86	.67
	OGEEvl	.50	.44	.47	.50	.47	.51	.93	**.89**	.66
	OGEBhv	.42	.39	.41	.37	.39	.39	.82	.81	**.78**

Table 3a. (cont'd) Initial Measurement Model: Construct Correlations, Average Variance Explained, and Squared Correlations for the Canadian Sample

Wave 4		Squared Correlation								
		CVD Evl	CVD Bhv	Ppl Chrt	Cnt Cmpt	Cnt Dscr	Cnt Evl	OGD Evl	OGE Evl	OGE Bhv
Correlation	CVDEvl	**.80**	.88	.67	.55	.50	.56	.29	.31	.19
	CVDBhv	.94	**.86**	.53	.42	.44	.46	.26	.26	.21
	PplChrt	.82	.73	**.82**	.56	.62	.53	.29	.28	.18
	CntCmpt	.74	.65	.75	**.71**	.71	.50	.28	.25	.17
	CntDscr	.71	.66	.79	.84	**.49**	.66	.30	.30	.19
	CntEvl	.75	.68	.73	.71	.81	**.79**	.27	.27	.17
	OGDEvl	.54	.51	.54	.53	.55	.52	**.83**	.85	.76
	OGEEvl	.56	.51	.53	.50	.55	.52	.92	**.90**	.69
	OGEBhv	.44	.46	.43	.41	.44	.41	.87	.83	**.79**
Wave 5		**Squared Correlation**								
		CVD Evl	CVD Bhv	Ppl Chrt	Cnt Cmpt	Cnt Dscr	Cnt Evl	OGD Evl	OGE Evl	OGE Bhv
Correlation	CVDEvl	**.79**	.86	.58	.52	.56	.56	.34	.30	.20
	CVDBhv	.93	**.90**	.46	.42	.49	.50	.28	.26	.19
	PplChrt	.76	.68	**.79**	.53	.69	.50	.30	.26	.18
	CntCmpt	.72	.65	.73	**.66**	.66	.46	.26	.23	.18
	CntDscr	.75	.70	.83	.81	**.48**	.69	.30	.30	.24
	CntEvl	.75	.71	.71	.68	.83	**.79**	.29	.26	.18
	OGDEvl	.58	.53	.55	.51	.55	.54	**.82**	.86	.77
	OGEEvl	.55	.51	.51	.48	.55	.51	.93	**.91**	.71
	OGEBhv	.45	.44	.43	.42	.49	.42	.88	.84	**.82**

Note: Average Variance Explained (AVE) is **bolded** and presented in the diagonals of the table; paired construct correlations are below the diagonals; squared correlations are above the diagonals; underlined numbers indicate construct pairs with poor discriminant validity (VE > r^2).

Table 3b. Initial Measurement Model: Construct Correlations, Average Variance Explained, and Squared Correlations for the American Sample

Wave 1		Squared Correlation								
		CVD Evl	CVD Bhv	Ppl Chrt	Cnt Cmpt	Cnt Dscr	Cnt Evl	OGD Evl	OGE Evl	OGE Bhv
Correlation	CVDEvl	**.75**	.86	.55	.55	.59	.53	.38	.30	.17
	CVDBhv	.93	**.85**	.46	.42	.48	.42	.30	.25	.15
	PplChrt	.74	.68	**.83**	.59	.67	.44	.19	.17	.05
	CntCmpt	.74	.65	.77	**.75**	.90	.38	.30	.25	.13
	CntDscr	.77	.69	.82	.95	**.49**	.58	.30	.26	.10
	CntEvl	.73	.65	.66	.62	.76	**.78**	.23	.23	.07
	OGDEvl	.62	.55	.44	.55	.55	.48	**.84**	.72	.66
	OGEEvl	.55	.50	.41	.50	.51	.48	.85	**.85**	.71
	OGEBhv	.41	.39	.23	.36	.31	.26	.81	.84	**.82**

Wave 2		Squared Correlation								
		CVD Evl	CVD Bhv	Ppl Chrt	Cnt Cmpt	Cnt Dscr	Cnt Evl	OGD Evl	OGE Evl	OGE Bhv
Correlation	CVDEvl	**.77**	.86	.56	.71	.61	.59	.42	.31	.22
	CVDBhv	.93	**.86**	.50	.53	.49	.53	.38	.27	.24
	PplChrt	.75	.71	**.79**	.59	.56	.49	.25	.23	.13
	CntCmpt	.84	.73	.77	**.72**	.94	.52	.31	.28	.18
	CntDscr	.78	.70	.75	.97	**.55**	.69	.26	.22	.14
	CntEvl	.77	.73	.70	.72	.83	**.77**	.26	.19	.12
	OGDEvl	.65	.62	.50	.56	.51	.51	**.81**	.85	.77
	OGEEvl	.56	.52	.48	.53	.47	.44	.92	**.88**	.71
	OGEBhv	.47	.49	.36	.43	.38	.34	.88	.84	**.79**

Wave 3		Squared Correlation								
		CVD Evl	CVD Bhv	Ppl Chrt	Cnt Cmpt	Cnt Dscr	Cnt Evl	OGD Evl	OGE Evl	OGE Bhv
Correlation	CVDEvl	**.78**	.79	.56	.55	.56	.58	.49	.35	.28
	CVDBhv	.89	**.86**	.45	.48	.50	.50	.38	.24	.26
	PplChrt	.75	.67	**.79**	.46	.56	.45	.37	.28	.18
	CntCmpt	.74	.69	.68	**.75**	.81	.46	.37	.26	.22
	CntDscr	.75	.71	.75	.90	**.51**	.61	.50	.36	.25
	CntEvl	.76	.71	.67	.68	.78	**.77**	.37	.28	.14
	OGDEvl	.70	.62	.61	.61	.71	.61	**.74**	.85	.66
	OGEEvl	.59	.49	.53	.51	.60	.53	.92	**.90**	.66
	OGEBhv	.53	.51	.43	.47	.50	.37	.81	.81	**.75**

Table 3b. (cont'd) Initial Measurement Model: Construct Correlations, Average Variance Explained, and Squared Correlations for the American Sample

Wave 4		Squared Correlation								
		CVD Evl	CVD Bhv	Ppl Chrt	Cnt Cmpt	Cnt Dscr	Cnt Evl	OGD Evl	OGE Evl	OGE Bhv
Correlation	CVDEvl	**.76**	.92	.69	.62	.62	.69	.58	.41	.35
	CVDBhv	.96	**.83**	.62	.49	.53	.61	.49	.35	.35
	PplChrt	.83	.79	**.81**	.53	.67	.59	.48	.35	.24
	CntCmpt	.79	.70	.73	**.81**	.83	.53	.52	.36	.26
	CntDscr	.79	.73	.82	.91	**.54**	.66	.50	.32	.22
	CntEvl	.83	.78	.77	.73	.81	**.71**	.34	.20	.15
	OGDEvl	.76	.70	.69	.72	.71	.58	**.77**	.81	.72
	OGEEvl	.64	.59	.59	.60	.57	.45	.90	**.93**	.69
	OGEBhv	.59	.59	.49	.51	.47	.39	.85	.83	**.79**

Wave 5		Squared Correlation								
		CVD Evl	CVD Bhv	Ppl Chrt	Cnt Cmpt	Cnt Dscr	Cnt Evl	OGD Evl	OGE Evl	OGE Bhv
Correlation	CVDEvl	**.82**	.85	.72	.66	.59	.74	.55	.44	.24
	CVDBhv	.92	**.88**	.58	.48	.48	.58	.41	.30	.20
	PplChrt	.85	.76	**.81**	.67	.72	.56	.50	.38	.21
	CntCmpt	.81	.69	.82	**.75**	.92	.52	.52	.45	.27
	CntDscr	.77	.69	.85	.96	**.54**	.59	.50	.46	.23
	CntEvl	.86	.76	.75	.72	.77	**.72**	.40	.35	.16
	OGDEvl	.74	.64	.71	.72	.71	.63	**.78**	.79	.59
	OGEEvl	.66	.55	.62	.67	.68	.59	.89	**.91**	.56
	OGEBhv	.49	.45	.46	.52	.48	.40	.77	.75	**.77**

Note: Average Variance Explained (AVE) is **bolded** and presented in the diagonal of the table; paired construct correlations are below the diagonal; squared correlations are above the diagonals; underlined numbers indicate construct pairs with poor discriminant validity (VE > r^2).

Table 4. Initial Measurement Models Fit Statistics

Waves	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5
Canada (N=543)					
$\chi 2$ (df)	830.44	763.91	859.45	916.96	938.64
df	288	288	288	288	288
$\chi 2$ /(df)	2.88	2.65	2.98	3.18	3.26
RMSEA	.059	.055	.061	.063	.065
RMSEA 90% Conf.Int	.055 - .064	.050 - .059	.056 - .065	.058 - .068	.061 - .070
SRMR	.038	.038	.040	.038	.039
CFI	.99	.99	.99	.99	.99
NFI	.98	.98	.98	.98	.98
NNFI	.99	.99	.99	.99	.99
USA (N=247)					
$\chi 2$	645.89	627.35	640.97	673.71	668.79
df	288	288	288	288	288
$\chi 2$ /(df)	2.24	2.18	2.23	2.34	2.32
RMSEA	.071	.066	.071	.070	.072
RMSEA 90% Conf.Int.	.064 - .078	.058 -0.073	0.063 - 0.078	0.062 - 0.077	.064 - .072
SRMR	.042	.047	.049	.044	.043
CFI	.98	.98	.99	.99	.99
NFI	.97	.97	.97	.98	.98
NNFI	.98	.98	.98	.99	.98

Note: Measurement model for Wave 2 in the American sample produced a "not positive definite" warning

Appendix X: Final Measurement Model

Table 1a. Final Measurement Model: Confirmatory Factor Loadings, Composite Reliability, and Average Variance Extracted for the Canadian Sample

Constructs	Indicators	Wave 1		Wave 2		Wave 3		Wave 4		Wave 5	
		Sd. Loadings.	Sd. Error Variance	Sd. Loadings	Sd. Error Variance	Sd. Loadings	Sd. Error Variance	Sd. Loadings	Sd. Error Variance	Sd. Loadings	Sd. Error Variance
Canada as a Destination											
Destination Appeal (CVDApl)	Overall satisfaction	.91	.17	.93	.14	.92	.15	.94	.12	.94	.12
	Overall rating of Canada as a tourist destination	.88	.23	.87	.24	.90	.19	.90	.19	.90	.19
	Rating of Canada as a destination compared to other countries	.82	.33	.82	.33	.85	.28	.88	.23	.86	.26
	Willingness to travel there	.88	.23	.92	.15	.91	.17	.88	.23	.91	.17
	Willingness to recommend to friends	.90	.19	.94	.12	.93	.14	.89	.21	.92	.15
Composite Reliability (CR)		*.944*		*.954*		*.956*		*.954*		*.958*	
Average Variance Explained (AVE)		*.772*		*.805*		*.814*		*.807*		*.822*	
Country/People of Canada											
People Character. (PplChrt)	Likeability of people	.90	.19	.92	.15	.93	.14	.92	.15	.90	.19
	Friendliness	.89	.21	.89	.21	.91	.17	.91	.17	.89	.21
	Trustworthiness	.79	.38	.82	.33	.89	.21	.88	.23	.86	.26
	Helpful	.86	.26	.89	.21	.90	.19	.91	.17	.91	.17
	Courteous	.87	.24	.88	.23	.91	.17	.91	.17	.87	.24
Composite Reliability (CR)		*.936*		*.945*		*.959*		*.958*		*.949*	
Average Variance Explained (AVE)		*.745*		*.775*		*.825*		*.821*		*.785*	
Country Beliefs (CntBlf)	Technology level of country	.76	.42	.72	.48	.80	.36	.82	.33	.76	.42
	Availability of skilled workers	.69	.52	.69	.52	.78	.39	.77	.41	.72	.48
	Stability of economy	.68	.54	.65	.58	.74	.45	.72	.48	.69	.52
	Quality of life	.80	.36	.82	.33	.82	.33	.83	.31	.84	.29
Composite Reliability (CR)		*.823*		*.813*		*.866*		*.866*		*.840*	
Average Variance Explained (AVE)		*.539*		*.522*		*.617*		*.618*		*.569*	

Table 1a. (cont'd) Final Measurement Model: Confirmatory Factor Loadings, Composite Reliability, and Average Variance Explained for the Canadian Sample

Constructs	Indicators	Wave 1		Wave 2		Wave 3		Wave 4		Wave 5	
		Sd. Loadings.	Sd. Error Variance	Sd. Loadings	Sd. Error Variance	Sd. Loadings	Sd. Error Variance	Sd. Loadings	Sd. Error Variance	Sd. Loadings	Sd. Error Variance
Country/People of Canada (cont.)											
Country Evaluation (CntEvl)	Overall rating of Canada	.93	.14	.89	.21	.93	.14	.93	.14	.92	.15
	Overall rating compared to other countries	.82	.33	.85	.28	.85	.28	.86	.26	.86	.26
Composite Reliability (CR)		*.869*		*.862*		*.885*		*.890*		*.884*	
Average Variance Explained (AVE)		*.769*		*.757*		*.794*		*.802*		*.793*	
Olympic Games											
OG Evaluation (OGEvl)	Proud to visit	.80	.36	.81	.34	.84	.29	.84	.29	.83	.31
	Overall satisfaction with the OG	.89	.21	.89	.21	.89	.21	.91	.17	.92	.15
	Overall rating of the OG	.95	.10	.95	.10	.95	.10	.96	.08	.96	.08
	Rating of the OG compared to other competing events	.90	.19	.90	.19	.89	.21	.92	.15	.93	.14
Composite Reliability (CR)		*.936*		*.938*		*.940*		*.950*		*.951*	
Average Variance Explained (AVE)		*.786*		*.790*		*.798*		*.825*		*.830*	
OG Event Behavioural Intentions (OGEBhv)	Willingness to watch on TV	.91	.17	.91	.17	.89	.21	.90	.19	.93	.14
	Willingness to read about	.92	.15	.88	.23	.85	.28	.86	.26	.89	.21
	Willingness to recommend to friends	.89	.21	.92	.15	.91	.17	.91	.17	.91	.17
Composite Reliability (CR)		*.933*		*.930*		*.914*		*.920*		*.935*	
Average Variance Explained (AVE)		*.822*		*.816*		*.781*		*.793*		*.828*	

Table 1b. Final Measurement Model: Confirmatory Factor Loadings, Composite Reliability, and Average Variance Explained for the American Sample

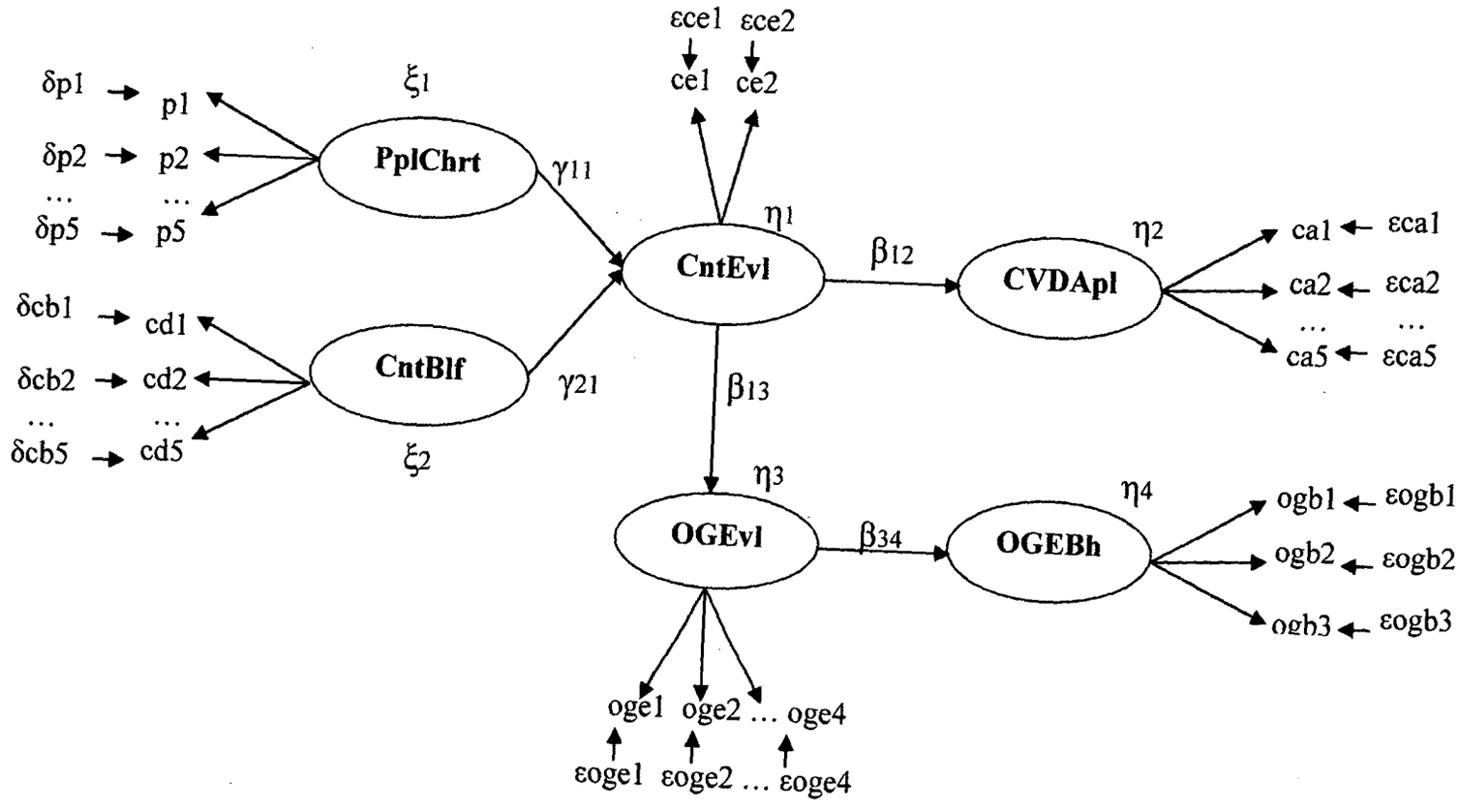
Constructs	Indicators	Wave 1		Wave 2		Wave 3		Wave 4		Wave 5	
		Sd. Loadings	Sd. Error Variance	Sd. Loadings	Sd. Error Variance	Sd. Loadings	Sd. Error Variance	Sd. Loadings	Sd. Error Variance	Sd. Loadings	Sd. Error Variance
Canada as a Destination											
Destination Appeal (CVDApl)	Overall satisfaction	.92	.15	.93	.14	.90	.19	.92	.15	.95	.10
	Overall rating of Canada as a tourist destination	.88	.23	.91	.17	.89	.21	.88	.23	.92	.15
	Rating of Canada as a destination compared to other countries	.82	.33	.80	.36	.86	.26	.84	.29	.88	.23
	Willingness to travel there	.84	.29	.86	.26	.83	.31	.85	.28	.85	.28
	Willingness to recommend to friends	.89	.21	.90	.19	.88	.23	.92	.15	.89	.21
Composite Reliability (CR)		*.940*		*.945*		*.941*		*.946*		*.954*	
Average Variance Explained (AVE)		*.758*		*.777*		*.761*		*.779*		*.808*	
Country/People of Canada											
People Character. (PplChrt)	Likeability of people	.89	.21	.87	.24	.89	.21	.91	.17	.92	.15
	Friendliness	.92	.15	.92	.15	.89	.21	.90	.19	.91	.17
	Trustworthiness	.89	.21	.80	.36	.85	.28	.86	.26	.84	.29
	Helpful	.92	.15	.92	.15	.88	.23	.91	.17	.93	.14
	Courteous	.93	.14	.92	.15	.92	.15	.91	.17	.89	.21
Composite Reliability (CR)		*.960*		*.949*		*.948*		*.954*		*.954*	
Average Variance Explained (AVE)		*.828*		*.787*		*.786*		*.807*		*.807*	
Country Description (CntDscr)	Technology level of country	.86	.26	.86	.26	.83	.31	.89	.21	.85	.28
	Availability of skilled workers	.85	.28	.84	.29	.84	.29	.88	.23	.85	.28
	Stability of economy	.76	.42	.78	.39	.83	.31	.77	.41	.83	.31
	Quality of life	.86	.26	.83	.31	.80	.36	.86	.26	.86	.26
Composite Reliability (CR)		*.901*		*.897*		*.895*		*.913*		*.911*	
Average Variance Explained (AVE)		*.695*		*.686*		*.681*		*.725*		*.718*	

Table 1b. (cont'd) Final Measurement Model: Confirmatory Factor Loadings, Composite Reliability, and Average Variance Explained for the American Sample

Constructs	Indicators	Wave 1		Wave 2		Wave 3		Wave 4		Wave 5	
		Sd. Loadings	Sd. Error Variance	Sd. Loadings	Sd. Error Variance	Sd. Loadings	Sd. Error Variance	Sd. Loadings	Sd. Error Variance	Sd. Loadings	Sd. Error Variance
Country/People of Canada (cont.)											
Country Evaluation (CntEvl)	Overall rating of Canada	.92	.15	.94	.12	.93	.14	.86	.26	.94	.12
	Overall rating compared to other countries	.84	.29	.81	.34	.82	.33	.83	.31	.75	.44
Composite Reliability (CR)		*.874*		*.869*		*.869*		*.833*		*.838*	
Average Variance Explained (AVE)		*.776*		*.770*		*.769*		*.714*		*.723*	
Olympic Games											
OG Evaluation (OGEvl)	Proud to visit	.82	.33	.83	.31	.76	.42	.74	.45	.79	.38
	Overall satisfaction with the OG	.90	.19	.89	.21	.87	.24	.88	.23	.87	.24
	Overall rating of the OG	.91	.17	.91	.17	.94	.12	.97	.06	.95	.10
	Rating of the OG compared to other competing events	.84	.29	.87	.24	.93	.14	.94	.12	.92	.15
Composite Reliability (CR)		*.924*		*.929*		*.930*		*.936*		*.935*	
Average Variance Explained (AVE)		*.754*		*.767*		*.771*		*.787*		*.782*	
OG Event Behavioural Intentions (OGEBhv)	Willingness to watch on TV	.91	.17	.89	.21	.89	.21	.88	.23	.87	.24
	Willingness to read about	.87	.24	.84	.29	.84	.29	.84	.29	.89	.21
	Willingness to recommend to friends	.93	.14	.93	.14	.88	.23	.93	.14	.88	.23
Composite Reliability (CR)		*.930*		*.917*		*.903*		*.915*		*.912*	
Average Variance Explained (AVE)		*.817*		*.788*		*.757*		*.782*		*.774*	

Appendix XI: Final Structural Equation Models

a) Country Evaluation → OG Evaluation



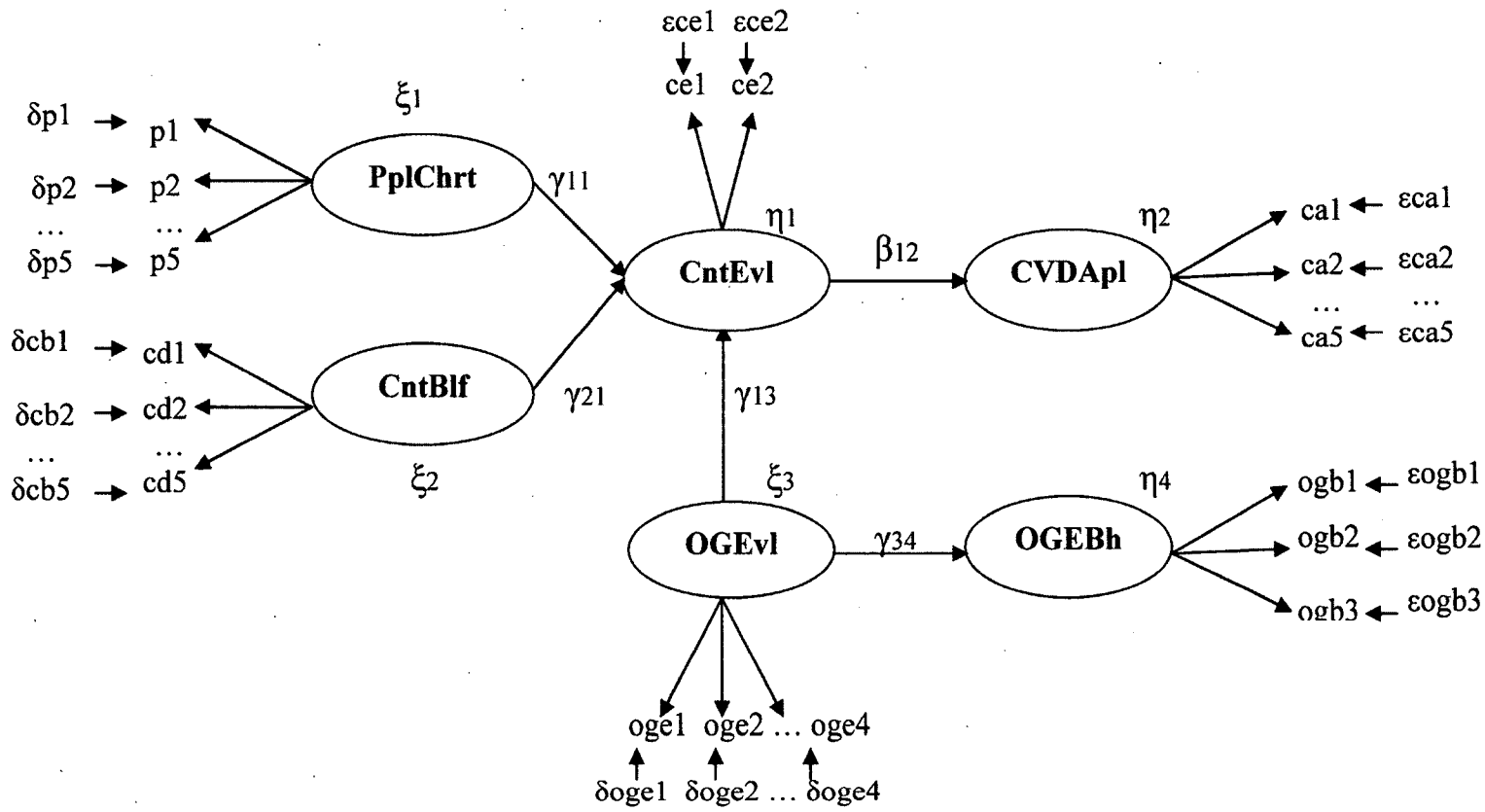
Where,

ξ/η - latent exogenous/endogenous variable;

δ/ε - error terms in measuring the indicators for exogenous/endogenous latent variable;

γ/β - structural path from an exogenous/endogenous variable to an endogenous variable.

b) OG Evaluation → Country Evaluation



Where,
ξ/η - latent exogenous/endogenous variable;
δ/ε - error term in measuring the indicators for exogenous/endogenous latent variable;
γ/β - structural path from an exogenous/endogenous variable to an endogenous variable.