

The research was prepared within the framework of the Academic Fund Program at the National Research University Higher School of Economics (HSE) in 2018 (grant №18-02-0002) and by the Russian Academic Excellence Project "5-100".

Aleksandra Sazhina, alexandra.perm@gmail.com

Residents' coproduction activities as the basis of place marketing development: the case of the Football World Cup in Volgograd

Summary: coproduction is a practice that encourages active interaction between customers and producers in creating products, services or events. The coproduction concept is just starting to put into practice in the framework of place marketing development in order to increase the competitive struggles of the cities (Kotler, Asplund, Rein, Heider, 2005). The new types of interaction between residents and authorities include participation of residents as volunteers in organization and carrying out of different city events and activities, mass collaboration or crowdsourcing, crowdfunding, recommendations to external stakeholders, couchsurfing, and slum tourism.

The need to use the coproduction concept in place marketing is related to the following reasons – on the one hand the growing dissatisfaction of residents with the quality of city services provided, and, on the other, the commitment of the authorities to increase the quality of these services; the reduction of the city budget financing; the decentralization of governance as well as the delegation of authority to the lower government levels (Knyazeva, Shevtsova, 2007).

Purpose: to develop and verify empirically a theoretical model of the residents' willingness level to participate in coproduction.

Design/methodology/approach: the need to develop a theoretical model of coproduction for place marketing development is explained by the following background. First, the model will describe coproduction methods for place marketing development; second, the model will allow assessing the willingness of residents to participate in coproduction and will be the basis for developing a program to include residents in coproduction.

The author developed the following conceptual model for assessing the willingness of residents to participate in the coproduction of mega events (Figure 1):

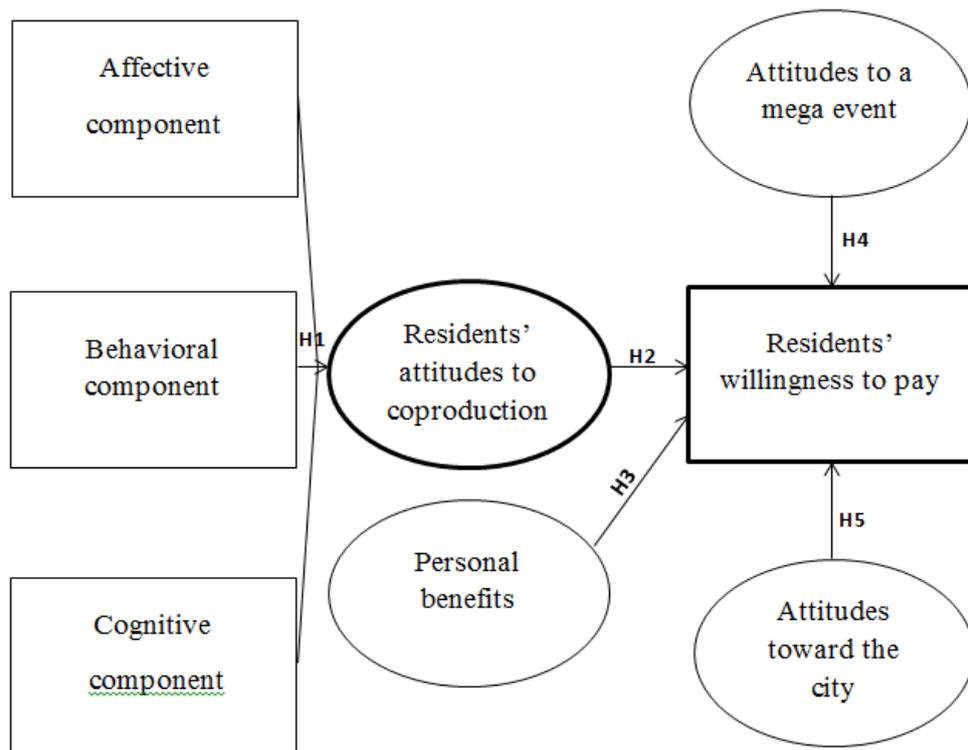


Figure 1. Conceptual model for assessing the willingness of residents to participate in the coproduction of mega events

Hypothesis 1. There is a positive correlation between the cognitive, affective and behavioral components and attitude to the coproduction of mega events.

Hypothesis 2. There is a positive correlation between the attitude to the coproduction of mega events and the residents' willingness of to pay for public goods (generated by activities related to the organization and carrying out of mega events).

Hypothesis 3. The existence of residents' personal benefits of coproduction in the place marketing has a positive effect on the willingness of residents to pay for public goods (generated by activities related to the organization and carrying out of mega events).

Hypothesis 4. There is a positive correlation between the attitude to a mega event and the willingness of residents to pay for public goods (generated by activities related to the organization and carrying out of mega events).

Hypothesis 5. There is a positive correlation between attitudes toward the city and the willingness of residents to pay for public goods (generated by activities related to the organization and carrying out of mega events).

To determine the willingness level of residents to participate in the coproduction of mega events and identify factors affecting the willingness level, the author conducted a survey of residents of the city of Volgograd (N = 619), which hosted one of the Football World Cup stages. In the course of preparation for the survey, the scale of measuring attitudes towards coproduction

of mega events, the validity of which was justified by a high indicator of the Alpha Cronbach coefficient (over 0.8).

For processing the results of the study statistical packages SPSS-22 as well as Smart PLS were used. The following types of analysis were carried out: descriptive statistics, reliability analysis (calculation of the Alpha Cronbach coefficient) and structural modeling which allow revealing the influence of model variables on each other.

To test the conceptual model of the willingness level of residents to participate in the coproduction of mega events and to identify the most significant factors affecting the willingness of residents to participate in the coproduction of mega events a multiple linear regression analysis was conducted.

Findings: The study revealed that the real willingness to support the activities of coproduction as “willingness to pay for public goods created by the coproduction activities of mega events” is influenced by two key factors - attitude to the city and attitude to a certain mega event. These factors are predictors of “willingness to pay” and are fundamental in predicting the activities of residents in coproduction. Residents who are willing to participate in the coproduction are ready to become active participants of place marketing development.

The regression analysis (table 1) confirmed that the willingness level of residents to participate in the coproduction of mega events in the place marketing is influenced significantly by the attitude of residents to coproduction, attitude to mega event, as well as attitude to the city in which the mega event is held.

Table 1 Regression equation coefficients

	The mega event (N=619)	
	Coefficient	Standard error
Cognitive component of the attitude to coproduction of mega events in the place marketing	0,612**	0,196
Affective component of the attitude to coproduction of mega events in the place marketing	0,993**	0,456
Behavioral component of the attitude to coproduction of mega events	1,31**	0,406
Attitude to mega event	0,63***	0,27
Attitude to city	0,67**	0,01
Personal benefits	0,215**	0,11

** significance of coefficient at the level of 0.05

*** significance of coefficient at the level of 0.01

Originality/value based on the research conducted by the author, a conceptual model for assessing the attitude of residents to the coproduction of mega events has been developed and verified empirically. The model is an analytical framework that allows analyzing consistently and determining the conditions for the involvement of residents in the organization and carrying out of mega events in the place marketing.

Keywords: coproduction, residents, mega events, place marketing