

## FACTORS INFLUENCING PARK USERS WILLINGNESS TO PAY TO ENJOY PARK AMENITIES IN AMUSEMENT AND MAGIC LAND PARK ABUJA, NIGERIA.

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### Abstract

*A city remains a stressful environment for citizens due to hectic lifestyles, population concentration, noise, climate change and air pollution. Hence, the demand for greenspaces in cities is rapidly increasing due to the benefits they provide. The aim of the study is to investigate the factors influencing park users' willingness to pay to enjoy park amenities focusing mainly on the non-consumptive value in Abuja, Nigeria. Quantitative research approach was adopted through the use of questionnaires and field observation with a total of 400 questionnaires distributed using a simple random sampling, 200 from each park. Data were collated and analyzed using descriptive and correlation analysis. The opinions of the respondents were measured using Likert scale. The findings of the study reveals that park users are willing to pay to improve services rendered to visitors, increases in the maintenance of restrooms, exhibits and facilities to provide higher quality visitor experience. It was also observed that sport activities, adventure and recreational escapades, contact with nature, education, religious activities, perceived price fairness, spending support that is, the cooling effect of the park, followed by the public facilities, then landscape and visitor's satisfaction are the main determinants of visitors' willingness to pay. The study also reveals the relationship between park users and the existing recreational facilities as well as the relationship between park users and the characteristic of users which Correlation analysis was used to evaluate the P-value relationship; where  $P < 0.05$  is moderately significant,  $P < 0.01$  is fairly significant and  $P < 0.001$  is highly significant. Based on this findings, it was recommended that the willingness of park users to pay for park amenities can be seen as a motivation for private developers to invest in the development of park with the sole aim of maximizing profit. Therefore, it will enhance the public and private firms with the necessary funds to effectively manage their venture.*

**Keywords:** Willingness to pay; Urban park; Park users; Place Attachment; Spending Support; Price Fairness.

### Introduction

The need for urban green infrastructure is inevitable for urban livelihood due to the benefits they provide which includes; cooling effects by mitigating against urban heat islands (UHI), which is due to climatic change and also as a result of presence of urban parks cluster trees, water body as well as short ground vegetation. Niemela *et al.* (2010) indicated that besides different services to the ecosystem and environmental advantages, green urban areas provide the effects of cooling. Therefore, urban green spaces and urban parks are recognized as appropriate mitigation elements against UHI. It has been suggested that the negative effects of UHI enhance energy consumption and air pollution as well as decreased people's consolation (Kong *et al.*, 2016).

In urban planning, varieties of roles are played by green infrastructure, from urban parks to nature parks in highly inhabited regions linked into green walkways (Anthony *et al.* (2017). Urban green infrastructure also has impact on human

health by improving air quality, that is, the provision of clean air. Urban trees help in removing a wide range of pollutants from the air which can lead to negative impacts on health such as heart stroke rate, energy consumption, and cancers. The quality of air regulation is especially necessary in regions that are contaminated; connection with nature in this circumstance may foster health benefits to park users which include expanded life span, better recuperation from medical procedure, diminished pressure, emotional wellness (Gobert *et al.*, 2017).

The rapid urbanization rate and growing need for green infrastructures alarms decision makers in cities and forces them to acknowledge the value of natural capital to maintain and improve the well-being of city dwellers (Sukhdev *et al.*, 2014). However, many studies have alluded to the fact that despite the inherent benefits of these parks, they are underutilized in Nigeria owing to the unwillingness of urban residents to pay for it. Consequently, this study set out to investigate the factors influencing park users' willingness to pay

to enjoy park amenities focusing mainly on the non-consumptive value in Abuja, Nigeria. The objectives to be met include: to evaluate park users' willingness to pay in the context of price fairness, to examine the relationship between park users and the existing recreational activities, to assess the relationship between people's willingness to pay and the characteristics of users.

### **Study Area**

Abuja is Nigeria's capital metropolis situated in the country's Federal Capital Territory (FCT) center. It is an arranged city and was constructed during the 1980s, substituting Lagos as the capital on 12 December 1991 as the most crowded town in the nation. Aso Rock, a 400-meter (1,300 ft.) stone monument left by water disintegration, defines the geography of Abuja. The Executive Palace, National Assembly, Supreme Court, and most of the city extends to the rock's south. The city of Abuja had a populace of 776,298 at the 2006 census, making it one of Nigeria's ten most populous cities. Abuja has expanded by 139.7 percent somewhere in the range of 2000 and 2010, making it the quickest developing city on the planet, according to United Nations.

Magic land Amusement Park is located at No. 1 Kukwaba hills, constitution avenue, Wuye, Abuja. It is suitable for kids as it is for adults. There are pubs, restaurants and bars in the park. It is also fitted with a play area for kids with lots of different types of arcade games. There are also a variety of attractions in the park including a roller coaster, bumper cars, happy worm, and many more. Except on Mondays, the park is open regularly. The Magic land Amusement Park is a great place on the park's grounds to have a picnic or throw a birthday party for a child. In the restaurants, you could also eat local dishes. Enjoy water slides and amazing rides for children and adults alike.

Maitama amusement park is situated at Ibrahim Babangida road, Maitama Abuja. This park is one of the best parks in Abuja with super quality services that sets them apart from other amusement park. The park provides a wide variety of fun stuff to do. A world class leisure facility, the park provides the ultimate quick getaway together for kids, adults and everyone in between. The services offered include; children fun themes, food, and other spectacular attraction, thereby making it number one stop for vacation and holiday visit.

### **Impacts of Urban Parks**

Urban parks are raw buffers to support the metropolitan environment as they contribute in influencing the life of urban dwellers positively as they are main for aesthetic gratification. There are environmental, social, personal, and health repayments for the people active in dense populated areas are coupled with parks. Parks improve the socio-economic setting of built-up communities and furthermore enhance the trait of their mean surroundings, as observed by (Gifty *et al.*, 2019). Therefore, inner-city untrained places are increasingly standard as a valuable aspect in gathering the requirements of a healthy, sustainable urban culture. Urban parks have been recorded for shared purposes which serve, in stipulations of meeting spots and zones for amusement, hobby and relaxation, and their facility price along with position to characteristic of life, artistic amusement, an assembly of safety and liberty from urban blasting and toxic waste. There is a resilient link between weak environmental and health dominance (Tidball, 2012).

Urban green spaces can contribute to urban health and well-being through enhanced environmental quality, additional opening up to health lifestyles, and opportunities to get closer to nature (Doughlas *et al.*, 2017).

### **Benefits of Urban Parks**

The importance of environmental resource management and development alongside the growing awareness of the quality of life has improved accordingly. Parks are commonly used as a venue of nature enjoyment and rest as well as a social space of different performance of events. Parks do not necessarily mean areas that are used for local residents only for fun and entertainment, but they also serve the purpose of a tourist destination for non-residents visitors. Nonetheless, urban parks offer a wide range of benefits ranging from physical, emotional, ecological, aesthetic, political, economic, cultural, historical, recreational, etc. (Park and Song, 2018)

However, Nature and green spaces directly add to general wellbeing by minimizing anxiety and psychological illnesses (Thompson *et al.*, 2012), expanding physical activity (Richardson *et al.*, 2012), minimizing health disparities (Richardson *et al.*, 2012), and improving the understanding of value of life and self-reported overall wellbeing,

(Stigsdotter *et al.*, 2010). Indirect health impacts are transmitted by providing arenas and incentives for physical activity (Boutcher and Boutcher, 2017), the living environment fulfilment and social connection and various recreational modes (Getz, 2016). City parks are crucial to maintain and improve public health in view of the rapid growth of urbanization.

#### **Factors Influencing Willingness to Pay**

Price fairness may be characterized as adequate user ratings and emotions, irrespective of whether the alteration (or lost alteration) amongst the seller's price and the other party's comparable price is equitable, permissible or justified (Tuzovic, *et al.*, 2013).

Equity and injustice are the result of the place value function and the real cost of payment (Dekhili, & Achabou, 2013). The idea of justice in the context of the NBT, based on two theoretical foundations of the theory of exchange and the theory of adaptation as presented by (Dekhili, 2013). They argue that fair costs have little appeal to the public, but unfair costs lead to serious hostility and displacement. In the connection among justice and willingness to pay (WTP), Barber *et al.*, (2014) empirically investigated the effect of equity in the willingness to pay on public services. They found that willingness to pay (WTP) was positively associated with the equality of the proposed fee. Schröder and Mieg (2008) suggest that when people ask for the measure of money they are willing to spend on public services, they rely upon their understanding of equity and impartiality. (That is, Do I have to pay for it, or would it be advisable for someone else to charge more than I have to pay for it?). Additionally, they found that the apparent definition predicted WTP fundamentally, and the definition centred on the definition raises the level of WTP over equality (Schröder & Mieg, 2008). Also, Crompton and Lamb (1986) have contended that fairness is strongly associated with equity and value.

#### **Spending Support**

Aid for spending applies to the extent to which an individual supports the use of costs and is used in several ways, such as cost goals (Parry *et al.*, 2010), recognized cost advantage and cost priorities (Kyle *et al.*, 2008). It was also contended that recognition of the potential tax benefits (for example, enhancing the natural surroundings, preserving natural attractions and

improving service quality) will grow the reaction of tourists. They found that filling is the best indicator of supporting consumption costs. Chung *et al.*, (2011) established that it was more likely that park visitors would charge user fees if current service levels were maintained, rather than developing new service programs.

It is also recommended that tariffs be used in night camps to provide current users with the current level of service. Regarding spending priorities, 12 potential cost items were listed and the amount of tax income aid from the respondent was calculated. The topics are divided into three aspects: improvement of infrastructure and services, environmental protection and literacy in the environment. The results are consistent with the findings of Chung *et al.*, (2011). People tend to better support expected costs, including environmental and education costs, than services.

#### **Place Attachment**

The word place attachment used by Adavi and Lieberg (2012) depict the various emotional moods that people express in terms of landscape and environment. They show that the emotional / emotional dimension is the centre of attachment, but they find that attachment to a place involves interaction with emotional, mental and behavioral forms. Low and Altman therefore propose that commitment to a position is not just an emotional aspect, but requires knowledge and practice as well. With regard to emotional, mental and social magnitudes, some researchers also argue that people connect with a location (Joshi, 2019).

They also described four procedures related to the advancement of spatial appendages, process of biological, ecological, psychology and socio culture that spread to the main components of local attachment (Larson *et al.*, 2018). Although the emotional aspect is included in this environment's conceptualization, he points out that identity is an individual psychological construct (Jorgensen & Stedman, 2001).

#### **Environmental Characteristics**

According to Sukhu (2015), several price studies indicate that visitor's characteristics can influence WTP. The difference in these indicators depends on the characteristics of demography, psychology or behavior. Psychological variables include age, gender, race, income, marital status, education and geography, activities, interests, relationships, and lifestyle. Therefore, stable and controlled environmental characteristics can effectively control people in a better environment

than people with poor environmental characteristics (Sukhdev, 2014).

### **Gender Usability**

According to a current Swedish survey, women were more active than men when they visited city parks (Sang et al., 2016). The use of urban parks and other forms of connections with ecosystems often depends on particular cultural values and personal reasons (Palliwooda et al., 2017; Gupta et al., 2017). In order to examine how different types of urban activity vary among demographic and socio-cultural groups, more research is needed and can be seen in other geographic and urban areas.

The use of the space can directly affect the use of urban parks and the willingness to pay for urban parks and green spaces. To organize the relationship among man and nature, sex is important (Cummings et al., 2014). Gender has been shown in a number of research to increase incentive to visit City Park activity patterns in urban parks, (Mak, 2019), approaches of security and green space use (Colley and Creig, 2019). Age can have a significant impact on biodiversity awareness and interaction, in particular, and can We believe that parks using short-term prospects will work to provide solutions that meet the needs and desires of visitors, which are clearly defined to increase the likelihood of direct business. Visitors WTPM is an important financial result, which is often associated with the cost of a client purchasing a product or service (Homburg et al., 2009).

### **Research Design**

This study adopted the quantitative research approach through the use of well-structured questionnaire and field observation. Questionnaires was distributed at random among the park users. A total of 400 questionnaires was distributed using a simple random sampling, 200 from each park. Correlation analysis was used to evaluate the P-value relationship; where  $P < 0.05$  is moderately significant,  $P < 0.01$  is fairly significant and  $P < 0.001$  is highly significant. Analyzed data was presented through the use of tables and charts.

### **Results and Discussion**

#### **Analyzing Park Users' Willingness to Pay in The Context of Price Fairness (WTP)**

In this study, the perception about park user's willingness to pay in the context of price fairness was measured by a 5 point Likert scale where 1 is

therefore have a significant impact on cities where certain species occur. For example, different groups are currently respecting and using modern urban green spaces (Colley and Craig, 2019).

#### **Visitors Satisfaction and willingness to Pay for Services rendered to Them**

Visitors satisfaction is one of the most important issues in determining willingness to pay for a specific service, two experimental studies (the laboratory experience and practical experience) show the presence of a solid, positive impact of visitor agreement on the willingness to pay and endorse a non-linear, functional framework based on the theory of dissatisfaction (i.e. an inverse S-shaped form). The second study also explored the complex dimensions of relationships and showed the strong influence of aggregate satisfaction without satisfactory satisfaction (Frey *et al.*, 2013). This is a service provider who believes service companies do a good job in a particular transaction (Homburg, et al., 2009). with the same logic as the visitor, who believes that over time will provide the best service.

strongly disagree through 5 strong agree. Perceived price fairness was measure using four items as follows and also presented in the table 1 For visitors' satisfaction, visitors were asked to indicate their level of satisfaction using five items as follows; as shown in table 1 For spending support, visitors were asked to specify their level of support for spending fee revenue for three items as follows as depicted in the table 2, I am ready to pay to improve services rendered to visitors through the extension of visit and expansion of informational resources, I am willing to pay to increase, do they perceive the price request to be fair, if they are willing to pay continuously to access the park and also, if they are willing to pay in order to develop the park as shown in table 3. maintenance of restrooms, exhibits and facilities to provide higher quality visitor experience and I am ready to pay for updates and expansion of written materials, handouts and maps for easy customer access to park amenities. Lastly, willingness to pay (WTP) was measured by asking visitors that in terms of services and facilities rendered in the parks, From the analysis and results reeled out in table 1, the study was helpful to evaluate park user's willingness to pay in the context of price fairness. It was observed that perceived price fairness was established to positively influence willingness to

pay, thus, as respondents perceived that the user fees are fair, they will be more likely to pay in form of donations in order to develop the park. Also, it emerges that about (63.5%) are willing to pay continuously to access the park. (49%) of the visitors were more likely to pay to improve the services rendered to visitors, increase the maintenance of restrooms, exhibits and facilities. They are also willing to pay for updates and expansion of written materials, maps and for easy customer access. Thus, spending support was established to positively influence willingness to pay. It was also revealed that visitor's satisfaction was also established because majority of respondents (28.2%) find the time spent in

travelling to and from the park to be enjoyable. Also, (25.5%) of the respondents think that their experience in the park is worth the money they spend. In terms, of place attachment, it was found to negatively influence people's willingness to pay because majority of the visitors were neutral about the statements for both groups. In essence, park user's willingness to pay in the context of price fairness was perceived to be positive.

**Analyzing The Relationship Between Park Users and The Existing Recreational Facilities**

The relationship between park users and the existing recreational facilities was measured by a five point Likert scale as follows

**Table 1. Relationship Between Park Users and The Existing Recreational Facilities in Amusement and Magic Land Park**

S/NO	Variable	Amusement park		Wonderland park	
		No of respondents	Percent (%)	No of respondents	Percent (%)
1	I am pleased with the sport activities				
	Strongly disagree	20			
	Disagree	24	10.3%	20	10.4%
	Neutral	58	12.3%	23	12%
	Agree	20	29.7%	58	30.2%
2	I am pleased with the adventure and recreational escapades				
	Strongly disagree	0			
	Disagree	34	0.00%	12	6.2%
	Neutral	41	17.4%	23	12%
	Agree	45	21%	62	32.3%
3	I am pleased with contact with nature/Eco-friendliness				
	Strongly disagree	2	1%	12	6.2%
	Disagree	36	18.5%	39	20.3%
	Neutral	49	25.1%	63	32.8%
	Agree	31	15.9%	37	19.3%
4	I am pleased with the educational activities				
	Strongly disagree				
	Disagree	9	4.6%	13	6.8%
	Neutral	22	11.3%	38	19.8%
	Agree	49	25.1%	54	28.1%
5	I am pleased with the religious activities				
	Strongly disagree				
	Disagree	18	9.2%	16	8.3%
	Neutral	52	26.7%	34	17.7%
	Agree	60	30.8%	69	35.9%
6	I am pleased with the cultural activities				
	Strongly disagree				
	Disagree	22	11.3%	28	14.6%
	Neutral	16	8.2%	36	18.8%
	Agree	67	34.4%	55	28.6%
	Strongly agree	21	10.8%	30	15.6%
		63	32.3%	40	20.8%

Source: Field Survey, 2019

The relationship between park users and the existing recreational facilities was measured by a five-point Likert scale table as shown in table 1 above. It implies that the statement "I am satisfied with the sporting activities" (10.3%) of the respondents totally disagreed and (34.9%) totally agreed. This means that most visitors are happy with the sporting activities and therefore find it a reason to visit the amusement park. While the respondents in Magic Land Park (10.4%) strongly disagreed and (28.6%) agreed strongly. This means that this assertion is positive to most respondents in the study area. I am satisfied with the adventure and leisure escapades "On the basis of this claim, the majority (35.9%) of the respondents agreed strongly and as such considered it to be a reason for visiting the park, "I am pleased with contact with nature/Eco- "I am pleased with the religious activities" (9.2%) of the respondents disagreed strongly with this argument and (30.8%) neutral. This indicates that this claim is positive for the majority of respondents. Although (8.3%) of respondents in Magic Land Park disagreed strongly, (35.9%) disagreed. This means that this statement is neutral to most of the visitors.

"I am pleased with the cultural activities" As shown in table 1, the respondent's plurality (34.4%) were positive about this argument and (8.2%) disagreed, and While the respondents in Magic Land Park (28.6%) were positive on this topic, (18.8%) disagreed, and (20.8%) agreed intensely to the claim.

### **The Relationship Between Park Users and Existing Recreational Facilities**

The relationship between park users and the existing recreational activities was measured using correlation analysis where  $P < 0.05$  is

friendliness" As shown in table 1, it is noted that only (1%) of the respondent in the study strongly disagreed with this claim, and (36.9%) agreed totally. This means that most respondents in the study area are firmly in agreement with the claim and see it as such a justification to visit the study area. While the respondents in Magic Land Park (32.8%) were neutral, (6.2%) strongly disagreed. The respondent's "I am pleased with the educational activities" (4.6%) strongly disagreed with this statement and (31.3%) agreed intensely. This shows that most visitors agreed strongly with this assertion and considered it to be a justification for the park. While the respondents in Magic Land Park (6.8%) strongly disagreed and (20.8%) agreed strongly. This means that this statement is favorable to most respondents in the study area. moderately significant,  $P < 0.01$  is fairly significant and  $P < 0.001$  is highly significant. It implies that the consequence of the park user association and the existing recreational facilities as depicted in table 2.

The association coefficient of sport activities (1.000), the value of P (0.000), the correlation coefficient of adventure and outdoor escapades (0.623\*\*), the value of P (0.000), educational activities (0.370\*\*), value of P (0.000), correlation coefficient of religious activities (0.405\*\*), value of P (0.000), correlation coefficient of cultural activities (0.173\*), value of P (0.017), coefficient of correlation of sports activities (1.000), value of P (0.000), correlation coefficient of adventure and leisure escapades (0.620), value of P (0.000), correlation coefficient of nature/Eco-friendliness (0.463), value of P (0.000), educational activities (0.517), value of P (0.000), correlation coefficient between religious activities (0.299), value of P (0.000), correlation coefficient between cultural activities (0.589), value of P (0.000).

**Table 2 Correlation Analysis of the Relationship Between Park Users and The Existing Recreational Facilities**

S/NO	Variable	Amusement park		Magic land park	
		Spearman correlation coefficient	People's willingness to pay (P value)	Spearman correlation coefficient	People's willingness to pay (P value)
1	I am pleased with the sport activities	1.000	.000	1.000	.000
2	I am pleased with the adventure and recreational escapades	.623**	.000	.620**	.000
3	I am pleased with contact with nature/Eco-friendliness	.527**	.000	.463**	.000
4	I am pleased with the educational activities	.370**	.000	.517**	.000
5	I am pleased with the religious activities	.405**	.000	.299**	.000
6	I am pleased with the cultural activities	.173*	.017	.589**	.000

Source: Field Survey, 2019

The results depict in table 2 that in Amusement park, variables 1,2,3,4 and 5 are highly significant with the existing recreational facilities whereas variable 6 is not significantly correlated with the existing recreational facilities. It also implies that variables 1(sport activities), 2(adventure and recreational escapades), 3(nature/Eco-friendliness), 4(educational) and 5(religious activities) contributes highly between park users and the existing recreational facilities while variable 6(cultural activities) do not contribute in the study area whereas in Magic land park, variable 1,2,3,4,5 and 6 are highly significant with the existing recreational facilities and as such they contribute highly between park users and the existing recreational facilities in the study area.

**Table 3: Relationship Between People's Willingness to Pay and The Characteristics of Users.** The relationship between people's willingness to pay and the characteristics of users was measured using correlation analysis where  $P < 0.05$  is moderately significant,  $< 0.01$  is fairly significant and  $< 0.001$  is highly significant as illustrated in table3.

*Factors Influencing Park Users Willingness to Pay to Enjoy Park Amenities in Amusement and Magic Land Park Abuja, Nigeria.*

**Table 3: Relationship Between People’s Willingness to Pay and demographic variable**

S/NO	Demographic Variable	Amusement park		Magic land park	
		Pearson Correlation Coefficient	People’s Willingness To Pay (P Value)	Pearson Correlation Coefficient	People’s Willingness to Pay (P Value)
1	Gender	1.000	.000	1.000	.000
2	Age	.054	.450	-.148*	.041
3	Marital Status	.578**	.000	.543**	.000
4	Educational Level	.150*	.036	.088	.229
5	Occupation	-.246**	.001	-.340**	.000
6	Level of Income	-.277**	.001	-.217*	.012
7	Frequency of visit	-.197*	.016	-.199*	.010
8	Mode of Transport to Park	.000	1.000	.204**	.009
9	Time Taken to reach desired park	.138	.054	.090	.214
10	Comfortability to reach desired park	-0.74	.304	.090	.212
11	Reasons for visit	.102	.157	.066	.361

Source: Field Survey, 2019

The data reeled out from the analysis and presented in table 3 shows the relationship between park usability variables and the willingness of people to pay. The result of the correlation of park usability and the willingness of individuals to pay in Amusement Park is: sex correlation coefficient (1), P value (0.000), correlation coefficient of age (0.054), value of P (0.450), correlation coefficient of marital status (0.578 \*\*), value of P (0.000), correlation coefficient of educational rate (0.150\*), value of P (0.036), occupational level correlation analysis (0-.246\*\*), value of P (0.001), Income

level correlation analysis (-0.277\*\*), value of P (0.001), visit frequency correlation analysis (-0.197\*), value of P (0.016), means of transport correlation analysis (0.000), value of P (1.000), Time taken to get to the preferred park correlation analysis (0.138), value of P (0.054), relaxed correlation analysis (-0.74), value of P (0.304), reasons for visit correlation analysis (0.102), value of P (0.157) while in Magic Park, sex correlation coefficient (1), value of P (0.000), age correlation analysis (-0.148\*), value of P (0.041), marital status correlation analysis (0.543 \*\*), educational

rate correlation analysis (0.088), value of P (0.229), occupational correlation analysis (-0.340\*\*), value of P (0.000), income correlation analysis level (-0.217\*), value of P (0.012), visit frequency correlation analysis (-0.199\*), value of P (0.010), park correlation analysis mode (0.204\*), value of P (0.009), Time required to reach the target park correlation analysis (0.090), value of P (0.214), coefficient of comfort correlation (0.090), P value (0.212), reasons for visit correlation analysis (0.066), value of P (0.361). These results specify that variables 2,8,10 and 11 are not significantly correlated with willingness to pay in Amusement Park in table 3, while variables 1,3,5 and 6 are highly significant. Variables 4 and 9 are also moderately significant and variable 7 is relatively important. These result implies that variables 7(frequency of visit) contributes fairly to willingness to pay whereas variables 4(educational level) and 9(time taken to reach desired park) contributes moderately to park user's willingness to pay while variables 1(gender), 3(marital status), 5(occupation) and 6(level of income) contributes highly to park user's willingness to pay and variables 2(age), 8(mode of transportation), 10(comfortability to reach desired park) and 11(reasons for visit) do not contribute to visitor's willingness to pay in the study area while in Magic land park, variables 4,9,10 and 11 are not significantly correlated with willingness to pay, while variables 1,2,3 and 5 are highly significant and variables 6,7 and 8 are fairly significant. The result specifies that variable 4(educational level), 9(time taken to get to the preferred park), 10(comfortability to get to preferred park) and 11(reasons for visit) do not contribute to visitor's willingness to pay while variables 1(gender), 2(age), 3(marital status) and 5(occupation) contribute to park user's willingness to pay and variables 6(level of income), 7(frequency of visit) and 8(means of transport to the area) contributes fairly to park user's willingness to pay in the study area.

### Summary of Findings

The study shades light on the factors influencing parks users' willingness to pay to enjoy the park amenities focusing mainly on the non-consumptive

use value in Abuja, Nigeria. The study reveals park users' willingness to pay in the context of price fairness whereby descriptive analysis was used through the use of tables and charts. It also reveals the relationship between park users and the existing recreational facilities as well as the relationship between park users and the characteristic of users which Correlation analysis was used to evaluate the P-value relationship; where  $P < 0.05$  is moderately significant,  $P < 0.01$  is fairly significant and  $P < 0.001$  is highly significant. From the research carried out in both parks (Amusement and Magic land park, Abuja), female individuals visit the park than male individuals and most of the visitors are within the age 21-30 years. Majority of the park users are middle income earners. However, the main reason why the parks were visited was the cooling effect of the park, followed by the public facilities, then landscape. It was also revealed that gender, marital status, occupation and level of income contributes highly to park users' willingness to pay. Also, sport activities, adventures and recreational escapades, contact with nature/Eco-friendliness, education and religious activities contributes highly to park users' willingness to pay. Perceived price fairness, spending support and visitors' satisfaction was found to positively influence willingness to pay. Also, majority of park users are willing to pay continuously to access the park as well as to improve the services rendered to visitors.

### Conclusion

Significantly, it is established from the research findings that there are a lot of benefit derived from urban parks, i.e. it is evident that parks enhance human and social well-being. This can either be directly (for example, by making us more physically active) or indirectly (by improving opportunities for nature interaction and recreational activities through their high biodiversity). Local cooling has also been identified as one of the main purpose of establishment of green spaces. Thus, these advantages offer the strongest arguments in favor of urban parks that are scientifically supported. For other health-related advantages, namely contributions to reducing stress and improving self-

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reported health and mental health; and indirect health effects through reduced noise and cooling, and expanded lifespan as evidently accumulated during this study. City parks have also been shown to be hotspots for biodiversity in urban areas, as metropolitan resident uses more residential parks and green spaces. Nevertheless, this has the potential not only to attract nature-interested recreational seekers and visitors, but also to use parks as natural education and interpretation areas. However, the willingness of park users to pay for park amenities can be seen as a motivation for private developers to invest in the development of park with the sole aim of maximizing profit. Therefore, it will enhance the public and private firms with the necessary funds to effectively manage their venture.

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