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1 **Title**

2 Perceptions of ecosystem services and disservices and willingness-to-pay for urban green space  
3 conservation

4

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22 **Highlights**

23

24 ● An extensive survey with 3000 residents from three major cities in central China was conducted.

25 ● Residents reported an averaged willingness-to-pay (WTP) of 202.4 (CNY/person/year) for urban  
26 green space (UGS) conservation.

27 ● Perceptions of UGS's ecosystem services and disservices had positive and negative causal impacts  
28 on WTP.

29 ● Residents with lower socioeconomic status (SES) and higher frequency of UGS visits had greater  
30 WTP.

31 ● Impacts of perceptions, frequency of visits, and SES on WTP varied between cities.

32        **Abstract**

33

34    While planning and management of urban green space (UGS) remain primarily driven by policymakers  
35    and expert knowledge, increasing attention has been paid to the general public's perception of and  
36    demand for UGS. This study was conducted to provide price-related outcomes to support UGS-related  
37    decision making and achieve an improved understanding of the causal relationships underpinning the  
38    residents' willingness-to-pay (WTP) for UGS conservation. An extensive survey with 3000 urban  
39    residents from three provincial capital cities in central China (i.e., Wuhan, Changsha and Nanchang)  
40    was conducted. We applied structural equation modelling to examine a range of hypothetical causal  
41    relationships among residents' perceptions about ecosystem services/disservices provided by UGS,  
42    frequency of UGS visits, socioeconomic status (SES) and WTP for the conservation of five different  
43    types of UGS. We found that residents had an average WTP of 202.4 CNY or 30.6 USD per year cross  
44    UGS types, with the attached green space having the greatest WTP (223.0 CNY or 33.7 USD per year),  
45    followed by park (215.4 CNY or 32.6 USD year), square (201.7 CNY or 30.5 USD year), suburban  
46    ecological (190.1 CNY or 28.7 USD year) and protective (182.0 CNY or 27.5 USD year) green spaces.  
47    Perceptions of UGS's ecosystem services had a positive causal impact on WTP, while perceptions of  
48    ecosystem disservices would have a negative impact. The frequency of UGS visits was found to amplify  
49    WTP at a limited level. It could further heighten and diminish the perceptions of ecosystem services  
50    and disservices. Participants with higher SES typically had greater perceptions of UGS's ecosystem  
51    services and WTP. Finally, we found that the structure of the causal relationships on WTP varied  
52    between cities, highlighting the importance of considering the fine-level impacts of biophysical  
53    environment jointly. Our results could help urban planners to understand better the ways urban green  
54    space was perceived and anticipate the likely effects of changing spatial patterns of UGS on the benefits  
55    and nuisances experienced by the general public.

56

57    **Keywords:** Urban green space, ecosystem services and disservices, willingness-to-pay, perceptions,  
58    frequency of visit, socioeconomic status

59

60    **1. Introduction**

61

62    Yet rapid urbanisation has put urban ecosystem under the pressure of habitat fragmentation, biodiversity  
63    loss and environmental pollution. Cities depend on urban ecosystems and their components to sustain  
64    long-term supports for life, health, security, social capitals and other important aspects of human well-  
65    being (Bolund and Hunhammar, 1999; Costanza et al., 2006; EEA, 2011; Odum, 1989; Tzoulas et al.,  
66    2007). Understanding the relationships between urban lifestyles and the ecological processes of the  
67    urban ecosystem has, therefore, been regarded as a key challenge of cities striving toward their  
68    sustainable development goals.

70 The urban ecosystem services usually refer to the benefits provided by urban ecosystems and their  
71 components (Andersson et al., 2007; Gómez-Baggethun and Barton, 2013; TEEB, 2010). Urban green  
72 space (UGS) is a crucial component of the urban ecosystem, which plays a fundamental role in securing  
73 storage and controlled release of urban water flows (Bolund and Hunhammar, 1999; Higgens et al.,  
74 1997; Pataki et al., 2011; Zhang and Muñoz Ramírez, 2019). UGS could regulate local temperature by  
75 providing shaded and humid environments (Hardin and Jensen, 2007) to help mitigate urban heat island  
76 effect (Gunawardena et al., 2017), and purify the air through removing particulate matters such as  
77 PM10 (Escobedo et al., 2008; Matos et al., 2019). UGS provides biodiversity hotspot for important bird  
78 and bee species, thereby supports pollination and seed dispersal. Moreover, people could gain physical  
79 and mental health benefits from UGS, as UGS has been served as a popular venue for physical exercises  
80 which also provides tranquillity for improved restfulness, mental health, and cognitive development  
81 (Ko and Son, 2018; Li et al., 2016; Nesbitt et al., 2017; Ngulani and Shackleton, 2019). On the other  
82 hand, some functions of the ecosystem may be economically or socially harmful, or even life-  
83 threatening, and these negative impacts are so-called ecosystem disservices (Dunn et al., 2010;  
84 Escobedo et al., 2011; Lyytimäki et al., 2008). For example, developing plant roots or grazing animals  
85 may damage pavements and vegetation planted for agricultural use or landscaping purposes, leading to  
86 economic loss (Lyytimäki and Sipilä, 2009; Tyrvaainen, 2001). Densely vegetated UGS may provide  
87 shaded and concealed spots for crime, or cause mental stress to some residents walking at night  
88 (Tandogan and Ilhan, 2016). Moreover, UGS could be developed into habitats or shelters of harmful  
89 wild animals and vectors of diseases (e.g. flies, mosquitoes, ticks, fleas and bedbugs) (Dunn et al., 2010;  
90 Li et al., 2018; Zhang et al., 2019a). Being aware of the full repertoire of UGS's ecosystem services  
91 and disservices is thus vital for policymakers to understand the likely consequences of changes in urban  
92 ecosystems.

93

94 When setting goals for urban sustainability, evaluation of public expectation on the capability of the  
95 urban ecosystem is often helpful (Lyytimäki, 2015). Most ecosystem services of UGS can be regarded  
96 as non-marketed goods, and their value can be approximated using the survey-based contingent  
97 valuation methods (Song et al., 2015). Through constructing a hypothetical market of trading for goods  
98 or quality, people's maximum willingness-to-pay (WTP) for improvements in different aspects of the  
99 environment could be investigated. Since it provides price-related outcomes of people's expectation,  
100 such a method has been widely used in business, social, and regional studies (Ao et al., 2010; Kamri,  
101 2013; Lo and Jim, 2010; Platania and Rizzo, 2018; Yang and Zou, 2009). While the shreds of evidence  
102 on the WTP for ecosystem services have been increasingly available (Cheng et al., 2019; Costanza et  
103 al., 2017; Jónsson and Davíðsdóttir, 2016), its applications for the ecosystem services of UGS in China  
104 have been rare, with Jim and Chen (2006), Song et al. (2015) and Lo and Jim (2010) being notable  
105 exceptions. People's perception is known to influence WTP for a variety of goods and services (Barnes-  
106 Mauthe et al., 2015; Kenter et al., 2016). Perception of ecosystem services can be shaped by past  
107 experiences, environmental awareness, and socio-economic status such as gender, age, income, cultural  
108 background, and knowledge level (Coles and Bussey, 2000; Dobbs et al., 2014; Gobster, 1998; Hung,

109 2010; Lyytimäki, 2015; Marisa et al., 2018; Neuvonen et al., 2007; Riechers et al., 2018; Tyrväinen et  
110 al., 2014). Ecosystem disservices often relate to decreased aesthetic, economic and health-related  
111 human well-being and involved in driving the perceived harms and nuisances of nature (von Döhren  
112 and Haase, 2015), which could potentially impact on the way UGS is experienced, used, valued and  
113 managed (Lyytimäki, 2015). Planning and management of UGS in China have been driven by  
114 policymakers and expert knowledge, while the general public's perception of UGS and their WTP for  
115 UGS's ecosystem services have received little attention. This is partly owing to the fact that relevant  
116 information is somewhat limited, though it has been regarded as valuable to understand and take into  
117 account residents' perception and WTP in public administration (Howley, 2011).

118

119 Structural equation modelling (SEM) is a widely applied method of analysing structural relationships  
120 which enables to test hypothetical causal dependencies between a range of variables simultaneously  
121 (Loehlin, 2004; Porritt et al., 2014). SEM composites of two main components: the measurement model  
122 of the relations between latent variables and their indicators, and the structural model showing potential  
123 causal dependencies between endogenous and exogenous variables. Malabe et al. (2000) proposed that  
124 SEM could enable to examine fundamental and theoretical issues at a depth greater than what traditional  
125 statistical methods could achieve. Recent findings have revealed the challenges to studying the  
126 relationships between perceptual, socioeconomic and geographic variables and the use of UGS, because  
127 of interdependencies, lack of conceptual models and empirical evidence (Schindler et al., 2018). While  
128 SEM could serve to narrow down the gaps, as it is an advanced quantitative tool to enable to examine  
129 the soundness of conceptual models composite of hypothetical interdependencies, in particular, the  
130 causal chains, among a range of variables.

131

132 This study was based on first-hand data collected from an extensive survey on residents' perceptions of  
133 and WTP for the ecosystem services of UGS in three provincial capital cities (Wuhan, Changsha, and  
134 Nanchang) in central China. The three cities have been recently centred by several key national  
135 programmes (e.g. the Yangtze River Middle Reaches Megalopolis Development plan released by the  
136 State Council of the People's Republic of China in 2015, and Yangtze River Protection strategy  
137 proposed by the central Chinese government in 2018) aiming to establish a certain number of projects  
138 to promote integrated urban-rural development and to conserve and restore local ecosystems for the  
139 protection of Yangtze River. There is a general need for improved evidence on how the region's urban  
140 ecosystems could be valued so that benefits of potential ecosystem conservation and restoration  
141 practices can be illustrated. A high population density and limited land resource have exerted  
142 tremendous pressure on the establishment of new urban ecosystems in these cities (Zhang et al., 2019b).  
143 It thus is important to understand the exiting demand pattern for ecosystem services to support well-  
144 targeted conservation and restoration plans in these urban areas (Chen, 2010; Shan, 2011).

145

146 Our main objectives were to (i) investigate the differences in residents' WTP for UGS conservation in

147 Chinese megacities, (ii) examine the possible causal relationships among WTP, residents' perception of  
148 UGS's ecosystem services and disservices, UGS use and individual socioeconomic status. SEM was  
149 applied to examine the hypothetical causal relationships driving the WTP. Our analysis focused on the  
150 significance and magnitude of the influence of perception of UGS's ecosystem services and disservices  
151 on WTP, and the capability of residents' UGS visits and socioeconomic status in modifying the  
152 relationships between perceptions and WTP. This paper sought to improve WTP evidence for China and  
153 provide useful information for designing practices to reduce environmental externalities of urban  
154 ecosystems.

155

## 156 **2. Conceptual framework**

157

158 Several conceptual models on the factors influencing the causalities between WTP and UGS were  
159 developed, each of which was tested later by structural equation modelling to investigate its statistical  
160 significance.

161

162 The basic theoretical model (M0) was on the relationships among residents' WTP for UGS improvement  
163 and their perceptions about the ecosystem services and disservices related to UGS. Based on the theory  
164 of planned behaviour model, attitudes are drivers of intention which is necessary to carry out a specific  
165 and reasoned behaviour (Ajzen, 1991). Attitude is closely related to perception by which individuals  
166 produce a meaningful experience of the world based on prior experiences (Pickens, 2005). Previous  
167 studies on the influence of attitudinal factors on the WTP for the conservation of natural resources have  
168 suggested that people have a positive attitude towards natural conservation would be more willing to  
169 pay for it (Bernath and Roschewitz, 2008; Cooper et al., 2004; Lopez-Mosquera et al., 2014). It is likely  
170 that people's perception of UGS's ecosystem services and disservices, which could produce benefits  
171 and nuisances, would positively or negatively impact their attitudes towards UGS and the amount of  
172 money they would pay for UGS's improvement. Thus, we hypothesised that residents' perception of  
173 the ecosystem services of UGS would heighten their WTP for the improvement of UGS (H0a). In  
174 contrast, the perception of the ecosystem disservices would lower their WTP (H0b) (Williams, 2011).  
175 Moreover, as ecosystem services and disservices are often formed based on the same set of ecosystem  
176 characteristics, ecological functions or species groups (Campagne et al., 2018), we hypothesised that  
177 there could be a correlation between perceptions of ecosystem services and disservices (H0c).

178

179 The extended theoretical model (M1) included the impact of frequency of UGS visits on the  
180 relationships between WTP and UGS. Previous UGS use is known to influence the WTP for UGS  
181 conservation. Frequency of visits was selected as it is commonly used as an indicator of accessibility,  
182 which is of spatial planners' interests (Neuvonen et al., 2007; Song et al., 2015). It is also related to the  
183 individual's socioeconomic status and the quality and location of UGS (Akpınar, 2016). Following the  
184 findings by Song et al. (2015), we hypothesised that the frequency of visits could positively impact the

185 WTP for UGS conservation (H1a). With an increased frequency of visits, people might believe that the  
186 activities they perform in UGS are beneficial for their physical and mental health (Lo and Jim, 2010),  
187 and tend to spend more money for improving UGS (Ko and Son, 2018; Obeng and Aguilar, 2018).  
188 However, a higher visiting frequency might expose people to greater risks of mosquito bites, pollen  
189 hypersensitivity, and injuries caused by falling leaves and trunks (Dunn et al., 2010; Lyytimäki, 2015).  
190 Thus, we hypothesised that a higher frequency of visits would heighten some residents' perceived  
191 ecosystem services from UGS (H1b) and may also influence the perception of UGS's ecosystem  
192 disservice (H1c).

193

194 The further extended theoretical model (M2) sought to examine how individual socioeconomic status  
195 (SES) may modify the structure of M1. SES may reflect an individual's capability to access new  
196 knowledge, leverage available resource and filter useful information, which could potentially influence  
197 decision-making. We hypothesised that socioeconomic status (SES), e.g. income, occupation and  
198 education of an individual, could change her/his WTP (H2a). Payment originates from income so that  
199 the amount of income often directly affects residents' ability to pay. It has been widely evidenced that  
200 occupation, education and income could strongly influence people' WTP for the conservation of natural  
201 resources in China (Chen and Jim, 2010; Kamri, 2013; Lo and Jim, 2010; Song et al., 2015). SES is a  
202 determinant of lifestyle which is regarded as a key to distinguish demand and receipt of certain kinds  
203 of ecosystem services and disservices within a population (Lyytimäki et al., 2008), resulting in different  
204 perceptions of UGS's ecosystem services (H2b) and disservices (H2c). It is likely that in large Chinese  
205 cities, people with high SES would have to spend most of their time in office, leaving limited time for  
206 outdoor recreation (Wang, 2019; Zhang, 2019). We thus hypothesised that SES might impact on UGS  
207 visitation rate (H2d).

208

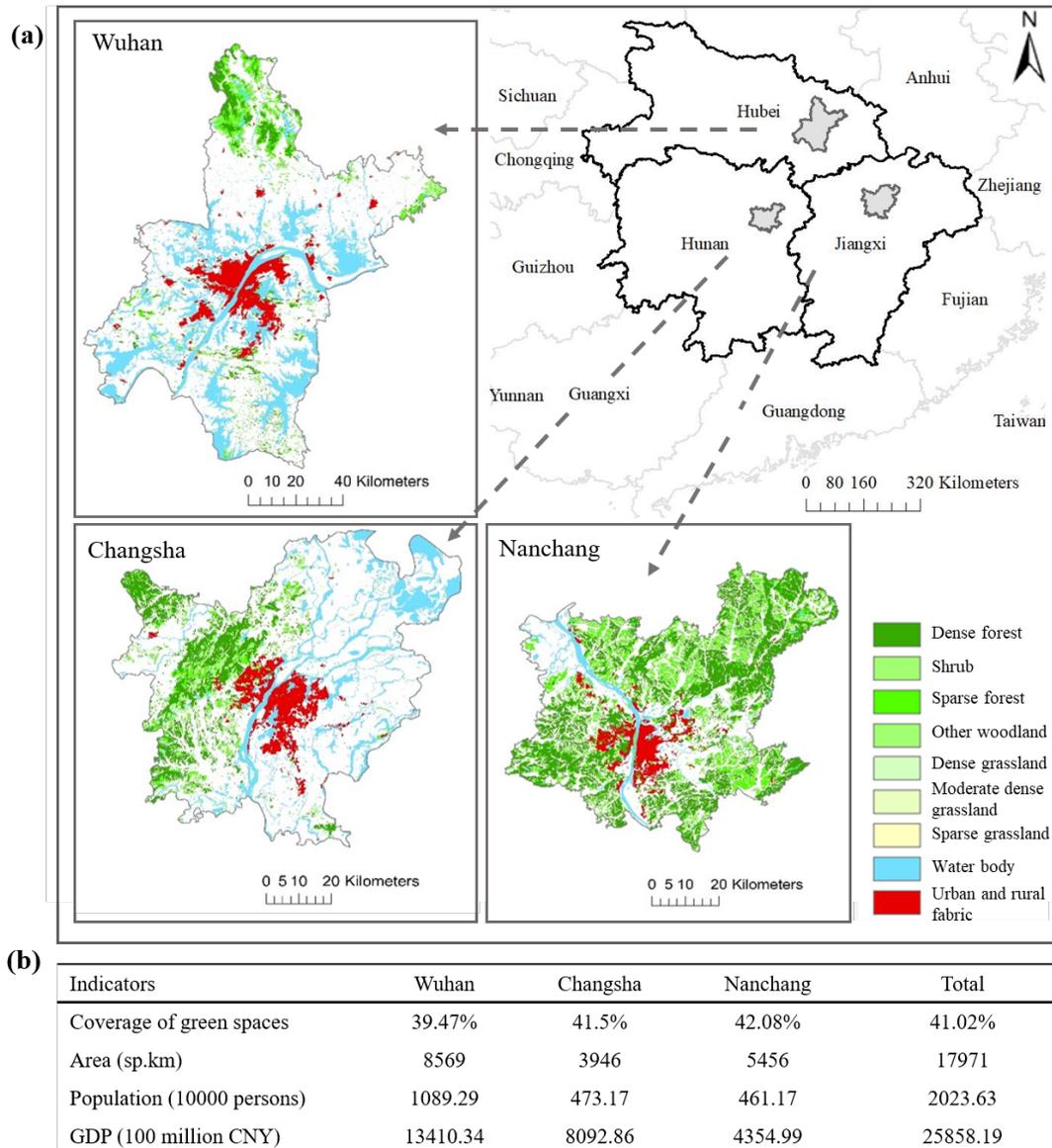
### 209 **3. Material and methods**

210

#### 211 **3.1 Study area**

212

213 The Yangtze River Basin accounts for about 21% of China's total area. As of 2016, it sustained more  
214 than 40% of China's population and produced more than 40% of China's GDP. Moreover, the  
215 population is highly clustered in the Yangtze River Basin, especially in the Yangtze River Delta and  
216 around provincial capital cities. Wuhan, Changsha, and Nanchang are the core cities in the Middle  
217 Reaches of the Yangtze River and typical large cities in the Yangtze River Basin, are selected as the  
218 research areas (Figure 1). As the capitals of the three adjacent provinces in central China, they share  
219 similar socioeconomic and cultural backgrounds and several geographical characteristics with many  
220 other medium-/large-sized cities over the region. They are less hilly, located by rivers, and all have  
221 many lakes and limited green space in the central urban area but the decent extent of vegetation coverage  
222 at the urban fringe.



223

224 Figure 1. Land cover patterns and basic information of the study area: Wuhan, Changsha, and Nanchang.

225

### 226 3.2 Data collection

227

228 An online survey was conducted in November 2018 to investigate the urban residents' perception of  
 229 ecosystem services and disservices urban green space (UGS) could provide in Wuhan, Changsha and  
 230 Nanchang and their willingness-to-pay (WTP) for the conservation of different types of UGS. A  
 231 questionnaire was designed in collaboration with Suzhou Zhongyan Network Technology Co., Ltd., a  
 232 professional online survey service provider maintaining a giant participant pool of around 45 million  
 233 people (who are active users of Tabao.com, the leading online shopping/trading website in China). This  
 234 pool covers almost every city in mainland China. The company adopts strict privacy protection  
 235 regulations for personal information and uses incentives to stimulate participation, which aids the

236 reduction of potential bias. In this study, a total of 3000 completed questionnaires were collected, with  
237 1000 from Wuhan, 1000 from Changsha, 1000 from Nanchang. We sought to achieve a reasonable  
238 representation of the residents in these three cities via controlling the distribution of the socioeconomic  
239 variables of the survey participants. The variables collected were summarised and defined in  
240 supplemental Table S1.

241

242 In the questionnaire, we firstly provided a classification of UGS proposed by the Ministry of Housing  
243 and Urban-Rural Development in China (the ‘Chinese Urban Green Space Classification Standard’, No.  
244 CJJT 85-2017):

245 a) *Park green space [G1]*: which consists of city and district level parks, and other types of  
246 park/garden including zoological garden, botanical garden, historical garden, heritage park,  
247 theme park, etc.

248 b) *Protective green space [G2]*: includes green spaces built to prevent accesses to specific building  
249 or public facilities, such as sanitary equipment, road and railway lines, power stations, etc.

250 c) *Square green space [G3]*: green belts and plants in urban squares.

251 d) *Attached green space [XG]*: which connects to urban construction lands, such as residential,  
252 commercial, industrial and transportation lands, etc.

253 e) *Suburban ecological green space [EG]*: which consists of suburban recreational vegetated areas  
254 (forests, wetland parks) and ecological lands for conservation and green production/business.

255

256 An example photo for each UGS type was provided to the participants for better distinguishing different  
257 UGS types (Figure 2). Then, the participants were asked (i) to rate their perceived capabilities of a  
258 specific type of UGS to provide different ecosystem services (i.e., climate regulation, air quality  
259 regulation, erosion prevention, habitat services, and cultural and amenity services) and ecosystem  
260 disservices (i.e., damage to infrastructure, plant allergies or poisoning, disease transmission, and risk to  
261 human safety) on a scale of 1 to 5, with five being having the most potent capability of providing the  
262 specific services; (ii) to report annual frequency of visits to different types of UGS; (iii) to estimate their  
263 WTP to support the conservation and improvement of different UGS types, and select reasons if they  
264 opt not to pay; and (iv) to provide personal socioeconomic information on gender, age, family members,  
265 education, occupation, and income.

266

267 The list of ecosystem services and disservices were initially selected based on existing articles (Gómez-  
268 Baggethun and Barton, 2013; von Döhren and Haase, 2015; Xie et al., 2017) and then shortlisted for  
269 the ones most relevant to the region by the 50 students taking the 2018/2019 undergraduate course  
270 “Environmental Planning and Management” at Huazhong University of Science and Technology in  
271 Wuhan. Those students mostly come from central China and familiar with study areas. We gave lectures

272 on ecosystem services and disservices beforehand on the same course so that the students could have  
273 basic knowledge on the topic when conducting the shortlisting exercise.

274

275 To approximate as much practical information as possible, we used two types of questions to collect  
276 data on WTP and verify the participants' responses, namely, 'bidding game', and 'payment card'  
277 (Bhandari et al., 2016; Loomis et al., 1996). First, the survey participants were asked whether and to  
278 what extent they think a particular type of UGS can generate specific ecosystem services and disservices.  
279 Second, we created a hypothetical situation (e.g., how much would you like to pay for the conservation  
280 of UGS in your city?) and a starting point of 200 CNY/year was provided, and the participants were  
281 asked if they would bid for it. Most previous studies estimated a range of 10 to 210 CNY/year range of  
282 WTP for UGS in China (Chen and Qi, 2018; Jim and Chen, 2006). Such a starting point at the upper  
283 range was selected based on (i) a comparison between the per capita income of the case areas and the  
284 places investigated in the literature, and (ii) the previous estimations that the ecosystem services of UGS  
285 were approximately 99 to 310 CNY/year in the case areas (Wu, 2012; Xiao et al., 2017). For the propose  
286 of reducing the time required to complete the questionnaire, the participants were not allowed to bid for  
287 a WTP lower than the starting point. Third, to reduce the effect of the starting point, no matter whether  
288 they would bid or not, the participants were asked to provide the maximum amount of money they  
289 would pay for local UGS conservation. If they reported not willing to pay for UGS conservation, then  
290 they were asked to either select reasons from a list or explain their reasons directly.

291



292

293 Figure 2. Five types of urban green space used in this study. (a)Park green space [G1], (b) Protective  
 294 green space [G2], (c)Square green space [G3], (d)Attached green space [XG], (e)Suburban ecological  
 295 green space [EG].

296

### 297 3.3 Data analysis

298

299 Following the two-step approach for practical structural equation modelling (SEM) recommended by  
 300 Anderson and Gerbing (1988), a confirmatory factor analysis (CFA) was conducted firstly with IBM  
 301 SPSS AMOS (version 23). This step was to test whether measurement models of perceptions of UGS's  
 302 ecosystem services and disservices and socio-economic status (SES), or the relationships among the  
 303 latent and manifest variables, were consistent with our hypothesis. Perceptions of UGS's ecosystem  
 304 services or disservices were measured as constructs of perceived capabilities of UGS to provide specific  
 305 benefits or cause difference nuisances, as listed in Table 1. SES was measured as a construct of  
 306 education, income and occupation. The categorical occupation data were transformed into ordinal  
 307 rankings according to the Chinese occupational prestige scores estimated by Zong et al. (2016).

308

309 **Table 1** Reliability and confirmatory factor analysis

<b>Scales (n=3000)</b>	<b>Mean (S.D.)</b>	<b><math>\beta</math></b>
<b>Perceived UGS's ecosystem services (<math>\alpha=0.821</math>, CR=0.769, AV=0.403)</b>		
I think UGS has regulated the climate of the city	4.10(1.02)	0.75
I think UGS has removed air pollutants	4.02(1.05)	0.65
I think UGS has regulated of water flows and avoided soil erosion	3.95(0.99)	0.64
I think UGS has provided refugia and habitats for plants and animals	3.85(1.04)	0.51
I think UGS has provided cultural and amenity services	4.08(0.95)	0.60
<b>Perceived UGS's ecosystem disservices (<math>\alpha=0.728</math>, CR=0.692, AV=0.360)</b>		
I think UGS has caused damages to infrastructure	2.10(1.00)	0.58
I think UGS has caused plant allergies or poisoning	1.94(0.87)	0.60
I think UGS has provided habitats for disease vectors	2.09(0.92)	0.61
I think UGS has increased the risks of crime and mental diseases	1.91(0.88)	0.61
<b>Socioeconomic status (<math>\alpha=0.591</math>, CR=0.696, AV=0.463)</b>		
Monthly income	7.28(3.00)	0.90
Occupation category	4.57(1.91)	0.68
Education level	3.88(0.52)	0.34

$\alpha$ : reliability (Cronbach's  $\alpha$ ); S.D: standard deviation;  $\beta$ : standardised regression weight; CR: composite reliability; AV: average variance

310

311 In the second step, SEM was performed. SEM is a special form of multivariate analysis and was used  
312 to examine the hypothetical causality among multiple variables and how their inter-relationships may  
313 play a role in determining a particular outcome, or the WTP in this study. The hypothetical causal  
314 relationships were illustrated using a path diagram and analysed for the standardised partial regression  
315 coefficients, which can be interpreted as the magnitude of direct causal influence. In this study, SEM  
316 was conducted using the IBM SPSS AMOS (version 23). First, we built a basic model (M0) to examine  
317 the hypothetical causal relationships between residents' perception of UGS's ecosystem services and  
318 disservices, and their impacts on the WTP for improvement on UGS. Second, how the frequency of  
319 visits would modify the path structure of M0 was investigated in an extended model (M1). Third,  
320 participants' SES was included to achieve a final model (M2) of perception, experience, SES and WTP.  
321 An acceptable outcome from SEM practices should both satisfy the theoretical expectations and meet  
322 the adequate levels of several specific GOF measures. We refined the models by adding or removing  
323 paths to keep the GOF measures at their adequate or recommended levels (see supplemental Table S2

324 for the GOF outcomes of CFA and SEM; c.f. Lopez-Mosquera et al. (2014), for interpretation of the  
 325 GOFs suggested for the predictive validity and reliability of the constructs of perceptions and SES; c.f.  
 326 Li et al. (2017) for the references supporting the adequate levels of the list of GOF measures).

327

## 328 4. Results

329

### 330 4.1 Descriptive analysis of survey outcome

331

#### 332 4.1.1 Socioeconomic status of the survey participants

333

334 Among the 3000 survey participants, balanced gender distribution was achieved with a slightly higher  
 335 number of male participants (Table 2). Most participants aged between 21 and 45 (66.4%) and had three  
 336 members in the family (56.3%). While gender, age and family size did not show a noticeable difference  
 337 between the three cities. The other characteristics, however, could be distinguished. Regarding  
 338 education level, 86.6% of the participants in Wuhan stated a university degree or higher, followed by  
 339 84.5% in Changsha, and 81.7% in Nanchang. Most participants were blue-collar or white-collar workers  
 340 (46.0%). Participants' income mostly fell within a range between 4000 and 8999 CNY per month.

341

342 **Table 2.** Socioeconomic characteristics of survey participants.

Socioeconomic variables		Number of participants			Chi-square test	
		Wuhan	Changsha	Nanchang	Cramer's V	Probability
Gender	Male	510	502	519	0.014	0.749
	Female	490	498	481		
Age	16-20	67	52	42	0.026	0.400
	21-45	659	659	673		
	46-55	207	220	203		
	>56	67	69	82		
Number of family members	<=3	682	695	643	0.034	0.131
	4	200	184	222		
	>=5	118	121	135		
Education	<=Junior middle school	11	16	38	0.064	0.000

	Senior middle school	123	139	145		
	College	798	794	758		
	>=Master	68	51	59		
	Student	81	68	72		
	Housewife & Retiree	29	36	44		
	Freelance worker	75	82	111		
	Blue- or white-collar worker	462	458	460		
	Governmental officer	31	54	39		
Occupation	Specialist (Engineer, doctor, lawyer, professor, etc.)	82	92	93	0.094	0.000
	Middle-level manager	163	148	102		
	General entrepreneurs	52	40	31		
	Senior officials and business manager	25	22	48		
	<=999	39	42	33		
	1000-1999	44	24	34		
	2000-2999	18	26	31		
	3000-3999	46	70	90		
	4000-4999	120	142	100		
	5000-5999	125	132	141		
Income (CNY per month)	6000-6999	104	91	115	0.109	0.000
	7000-7999	114	124	128		
	8000-8999	120	144	117		
	9000-9999	70	70	86		
	10000-12999	82	66	59		
	13000-14999	63	31	27		
	15000-19999	32	26	22		
	>=20000	23	12	17		

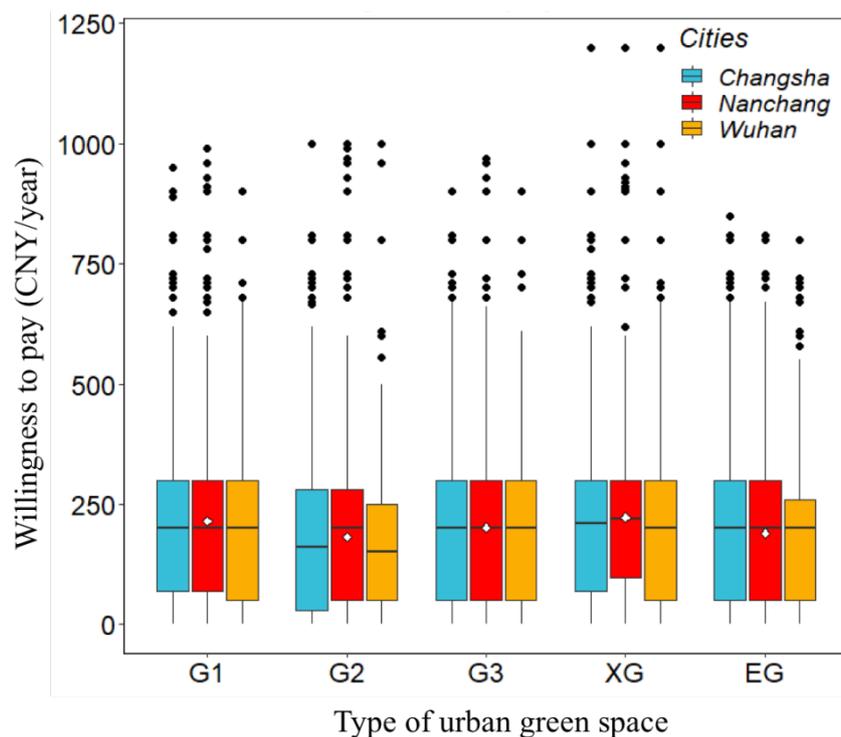
343

#### 344 4.1.2 Willingness-to-pay for urban green space conservation

345

346 While most of the survey participants (90.7%) reported a WTP greater than zero, the average WTP for  
347 UGS conservation was 202.4 CNY or 30.6 USD per year cross UGS types. Apparent differences in the  
348 WTPs for UGS types were observed, with the attached green space having the greatest WTP (223.0  
349 CNY or 33.7 USD per year), followed by park (215.4 CNY or 32.6 USD per year), square (201.7 CNY  
350 or 30.5 USD per year), suburban ecological (190.1 CNY or 28.7 USD per year) and protective (182.0  
351 CNY or 27.5 USD per year) green spaces. In the same type of UGSs, there were also significant  
352 differences in WTP of respondents in three cities (Figure 3). Participants in Nanchang reported  
353 relatively higher WTP for protective green spaces (184.9 CNY or 27.9 USD per year), square green  
354 space (212.4 CNY or 32.1 USD per year) and attached green space (234.9 CNY or 35.5 USD per year).  
355 Participants from Changsha had relatively higher WTP for park green space (222.9 CNY or 33.7 USD  
356 per year) and suburban ecological green space (202.0 CNY or 30.5 USD per year). Finally, participants  
357 in Wuhan had the lowest averaged WTP across UGS types (185.5 CNY or 28.0 USD per year).

358



359

360 Figure 3. Willingness-to-pay on different types of urban green space distinguished between cities

361

#### 362 4.1.3 Perceived ecosystem services and disservices of urban green space

363

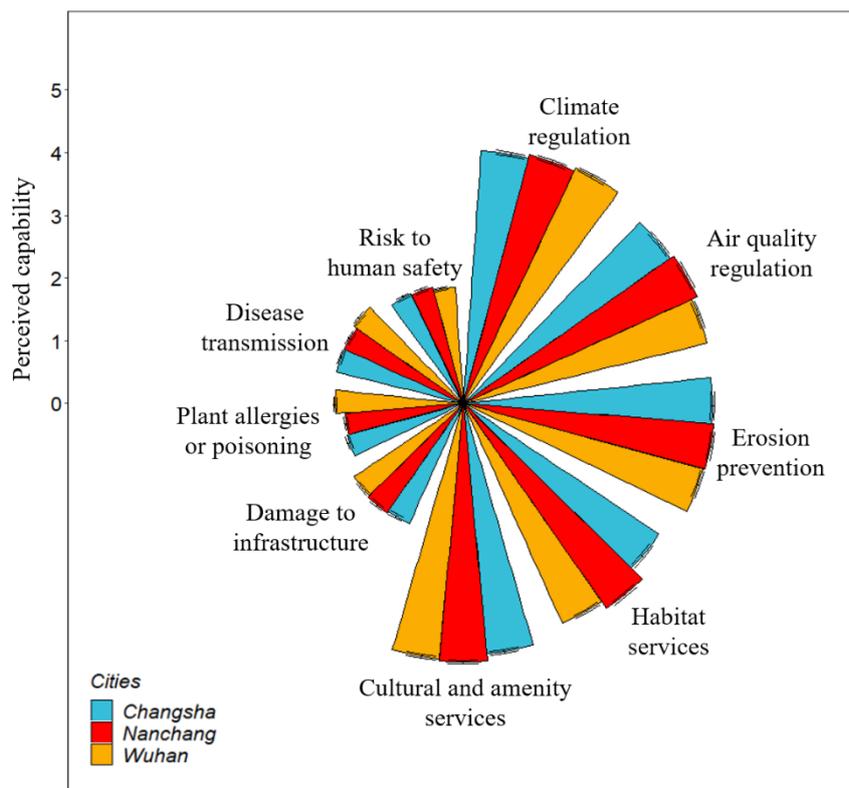
364 The survey participants perceived high capabilities of UGS in the study areas (an overall score of 4.00

365 out of 5, Figure 4) to provide several most common types of urban ecosystem services. Climate  
 366 regulation had the highest score (4.10), followed by cultural and amenity services (4.08), air quality  
 367 regulation (4.02), erosion prevention (3.95) and habitat services (3.85). Such a ranking of UGS's  
 368 ecosystem service capabilities applied for all the three cities. For the city-specific capabilities of  
 369 providing individual ecosystem services, climate regulation was scored the highest (4.16) by  
 370 participants from Wuhan, and habitat provision had the lowest score (3.73) given by the participants  
 371 from Changsha.

372

373 On the other hand, most participants perceived that UGS had low or minimal capabilities (scored 1 or  
 374 2, out of 5) to provide the selected four types of ecosystem disservices, with damage to infrastructure  
 375 being scored the highest (2.10), followed by disease transmission (2.09), plant allergies or poisoning  
 376 (1.94), and risk to human safety (1.91). Among the three cities, participants from Wuhan scored  
 377 relatively higher for disease transmission (2.13) and plant allergies or poisoning (2.03), while those  
 378 from Changsha and Nanchang scored relatively higher for risk to human safety (1.94) and damage to  
 379 infrastructure (2.12), respectively.

380



381

382

383 Figure 4. Perceived UGS's capability to provide different ecosystem services and disservices

384

385 **4.1.4 Frequency of urban green space visits**

386

387 Most survey participants reported past use of UGS (99.4%). The reported frequencies of UGS visits  
388 were significantly different among the types of UGSs (Table 3). The UGS type with the highest average  
389 visit rate was attached green space (119.14 times per person per year), followed by protective green  
390 space (86.47 times), square green space (33.66 times), park green space (26.94 times), and suburban  
391 ecological green space (12.01 times). Such a ranking was the same for all the three cities. Participants  
392 in Nanchang reported relatively higher overall UGS visit rate, summed across UGS types.

393

394 **Table. 3** Frequency of visits in different types of urban green space (UGS)

UGS types	Averaged annual frequency (Standard deviation)	Numbers of samples grouped in different ranges of visit frequency					
		0	1-40	41-80	81-120	121-160	≥161
G1	26.94 (44.00)	35	2500	265	66	44	90
G2	86.47 (130.02)	162	1663	301	136	66	672
G3	33.66 (54.03)	34	2348	314	104	53	147
XG	119.14 (157.47)	48	1530	287	151	74	910
EG	12.01 (13.82)	111	2690	199	0	0	0

395

396 **4.2 Possible causal relations influencing the willingness-to-pay**

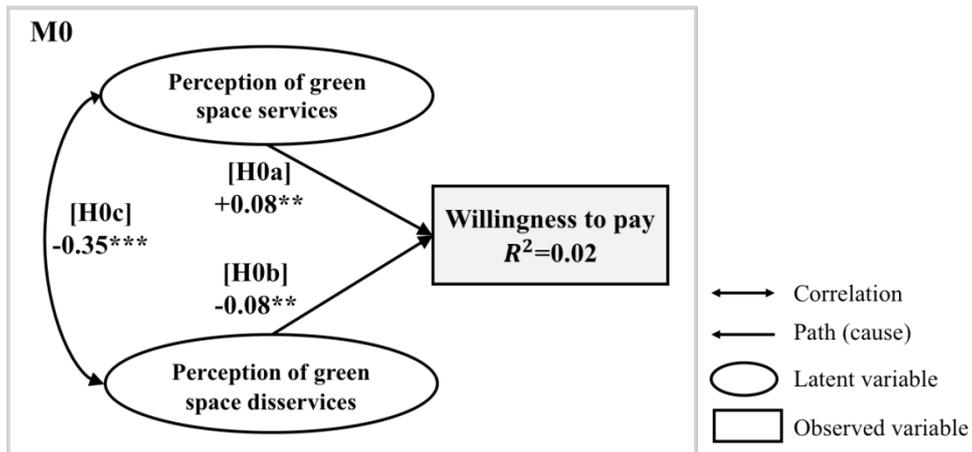
397

398 **4.2.1 The impact of perceived ecosystem services and disservices**

399

400 All the hypothetical causal relationships in the M0 model were found to be significant, and their  
401 coefficients are presented in the path diagram in Figure 5. Perceived ecosystem services (H0a) and  
402 disservices (H0b) were found to be positive and negative causes of WTP. However, the magnitudes of  
403 these effects were found to be at low levels. Variance in WTP could be explained at a limited level (R  
404 squared = 0.02). A significant and negative correlation between perceived UGS's ecosystem services  
405 and disservices was identified (H0c).

406



407

408 Figure 5. The possible causal relationships between perception and willingness-to-pay

409

410 **4.2.2 The effects of the frequency of visits**

411

412 In the M1 model, the hypothetical influence of the frequency of UGS visits on amplifying WTP (H1a)

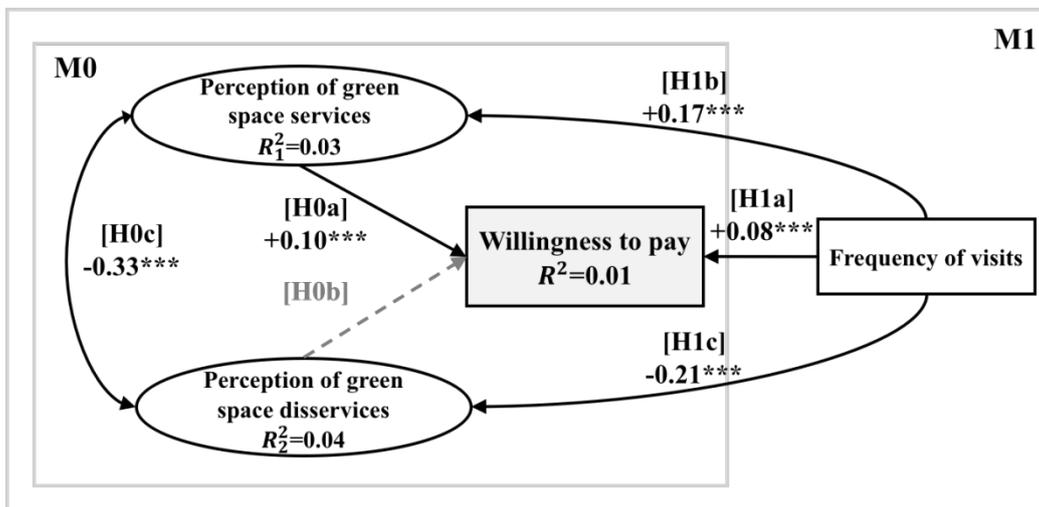
413 was found significant, albeit limited (coefficient = +0.08, Figure 6). The frequency of UGS visits could

414 heighten the perceived ecosystem services of UGS (coefficient= +0.17) (H1b) while diminishing the

415 perceived ecosystem disservices (coefficient=-0.21) (H1c). The inclusion of frequency of visits changed

416 the hypothetical negative influence of perceived ecosystem disservices on WTP into negligible [H0b].

417



418

419 Figure 6. The possible causal relationships between perception, frequency of visits and willingness-to-

420 pay. The dashed path indicates removed hypothetical relationship leading to failed GOF measures.

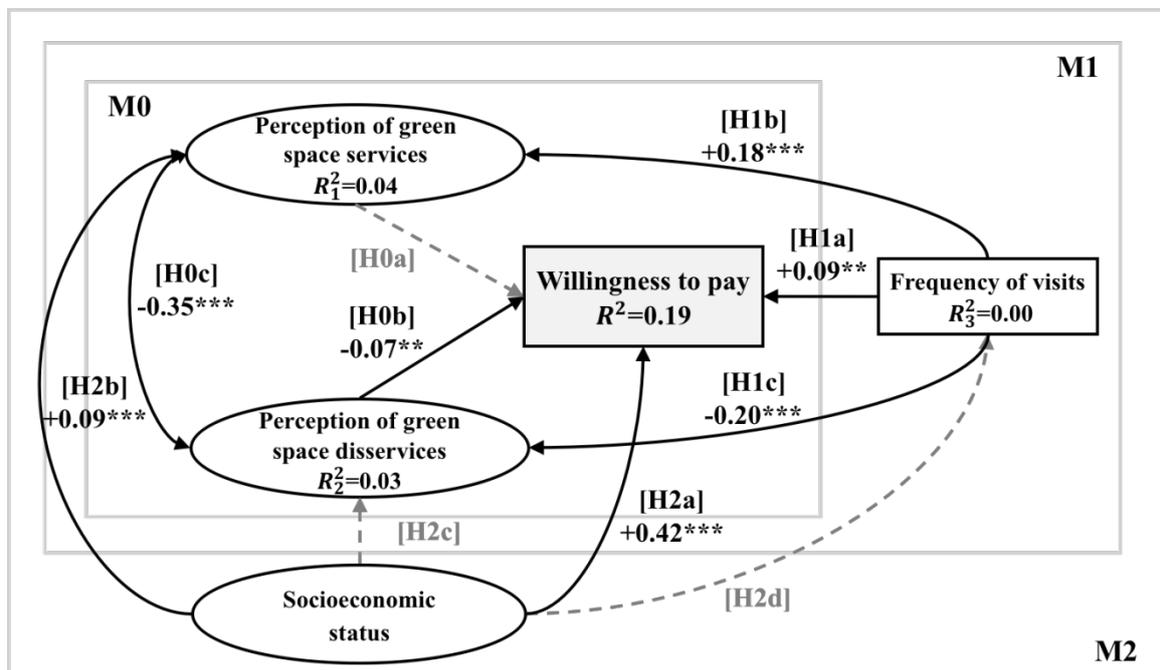
421

422 **4.2.3 The role of individual socioeconomic status**

423

424 In the M2 model, individual socioeconomic status (SES) were found to relate to perception and WTP,  
 425 and the inclusion of SES could improve the model's explanatory power for WTP to 19% (Figure 7).  
 426 SES is a latent variable of three indicators, namely, income, occupation category and education level.  
 427 According to the standardised regression weights achieved in CFA (Table 1), increase in the explanatory  
 428 power of model on WTP could attribute mostly to income and occupation category, as SES explained  
 429 90% and 68% of their total variances. A higher SES was found causal to increased WTP (coefficient =  
 430 +0.42) (H2a) and heightened individual's perceived ecosystem services of UGS (coefficient= +0.09)  
 431 (H2b). Besides, the hypothetical influence of SES on the frequency of UGS visits was found  
 432 insignificant.

433



434

435 Figure 7. The possible causal relationships between perception, frequency of visits, socioeconomic  
 436 status and willingness-to-pay. The dashed paths indicate removed hypothetical relationships leading to  
 437 failed GOF measures.

438

#### 439 4.2.4 The structural differences between models for the three cities

440

441 The city-specific models were slightly different from each other (Table 4). Regarding the city-specific  
 442 M0 models, the influence of perceived ecosystem services and disservices of UGS on WTP did not hold  
 443 for all the cities. For Wuhan, only the perceived ecosystem services of UGS was causal to WTP, and  
 444 the effect was moderate (+0.21) and stronger its overall effect in M0. For Changsha, only the impact of  
 445 perceived ecosystem disservices of UGS on WTP was found influential (-0.25). While for Nanchang,  
 446 neither of them was significant. In the city-specific M1 models, the frequency of UGS visits seemed  
 447 incapable of causing changes in WTP in Changsha. In the city-specific M2 models, we further identified

448 a marginal negative influence of the SES on the frequency of UGS visits (coefficients = -0.12) for  
 449 Changsha.

450

451 **Table.4** Main coefficients of path and correlations: comparison between the city-specific models

Model	Hypothesis	Paths			Covariances			
					Total	Wuhan	Changsha	Nanchang
<b>M0</b>	H0a	PES	→	WTP	+0.08***	+0.21***	/	/
	H0b	PED	→	WTP	-0.08***	/	-0.25***	/
	H0c	PES	↔	PED	-0.35***	-0.29***	-0.38***	-0.43***
<b>M1</b>	H0a	PES	→	WTP	+0.10***	+0.20***	/	/
	H0b	PED	→	WTP	/	/	-0.19***	/
	H0c	PES	↔	PED	-0.33***	-0.27***	-0.38***	-0.41***
	H1a	FV	→	WTP	+0.08***	+0.08*	/	+0.17***
	H1b	FV	→	PES	+0.17***	+0.17***	+0.17***	+0.20***
	H1c	FV	→	PED	-0.21***	-0.16***	-0.22***	-0.19***
<b>M2</b>	H0a	PES	→	WTP	/	0.13***	/	/
	H0b	PED	→	WTP	-0.07***	/	-0.18***	/
	H0c	PES	↔	PED	-0.35***	-0.26***	-0.36***	-0.41***
	H1a	FV	→	WTP	+0.09***	+0.10**	/	+0.17***
	H1b	FV	→	PES	+0.18***	+0.18***	+0.18***	+0.20***
	H1c	FV	→	PED	-0.20***	-0.16***	-0.23***	-0.20***
	H2a	SES	→	WTP	+0.42***	+0.41***	+0.33***	+0.50***
	H2b	SES	→	PES	+0.09***	+0.13***	+0.12**	/
	H2c	SES	→	PED	/	/	/	/
H2d	SES	→	FV	/	/	-0.12***	/	

452 PES: perceived ecosystem services; PED: perceived ecosystem disservices; WTP: willingness-to-pay; FV: frequency of visits;  
 453 SES: socio-economic status.

454 \*\*\* P<0.001 \*\* P<0.01 \* P<0.05;

455

## 456 **5. Discussion**

457

### 458 **5.1 Willingness-to-pay and reasons not to pay**

459

460 This study applied contingent valuation method (CVM) and, for the first time in big cities in central  
461 China, estimated the WTP for the improvement and conservation of UGS (including the park, protective  
462 space, square, attached, and suburban ecological green spaces). The resulted WTP of 202.4 CNY/year  
463 was higher than but comparable to many relevant studies conducted in China. For example, Song et al.  
464 (2015) estimated an average WTP of 81.8 CNY per year for the conservation of UGS in Jinan city. Lo  
465 and Jim (2010) found that people in Hongkong had a WTP of 77.4 HKD per household for UGS  
466 conservation (approx. 75.7 CNY using the exchange rate in 2010). The annual average WTP for forest  
467 parks' conservation was found to be 13.8 CNY in Fuzhou city (Chen and Qi, 2018). Jim and Chen  
468 (2006) reported a slightly higher annual WTP of 208.8 CNY in Guangzhou city. The WTP estimated in  
469 our study was also higher than many relevant studies conducted in other countries, which mostly fall  
470 within a range equivalent to 10 to 2010 CNY per year (Lopez-Mosquera et al., 2014; Majumdar et al.,  
471 2011). It should be noted that the changing inflation or exchange rates may also cause the differences  
472 between WTP estimations on these studies. It seemed that residents in central China had relatively  
473 stronger WTP for protecting urban ecosystems, both domestically and internationally, which was likely  
474 to be a consequence of China's recent political foci on environmental and ecological conservation (e.g.,  
475 Ecological Redline Policy, Yangtze River Protection Strategy, Construction of Ecological Civilization,  
476 *etc.*).

477

478 Only 9.3% of respondents stated not willing to pay for UGS conservation, and this rate was lower than  
479 several other studies. For example, 79% of the respondents stated a zero value for WTP for urban green  
480 areas in Valencia (Spain) (Saz-Salazar and Rausell-Köster (2008), 66% of respondents were found not  
481 willing to pay for an urban park in Pamplona (Spain) (Lopez-Mosquera et al., 2014). In results not  
482 shown here, the main reasons for not paying for UGS conservation were that 'I don't think the  
483 improvement on UGS needs to be paid' (selected by 44% of the participants gave reasons), 'I have paid  
484 enough taxes and administrative fees, and these should already cover the charges for the improvement  
485 on UGS' (selected by 29%), 'I don't think the payment can be used effectively' (selected by 12%), 'I  
486 am not interested in issues with UGS' (selected by 9%), and 'I have no money to pay for UGSs (selected  
487 by 6%)'. The main reasons were similar to those found in Lopez-Mosquera et al. (2014) in which  
488 respondents opted not to pay for UGS conservation felt that they had already spent enough tax or  
489 expressed concerns about how their money would be used.

490

491 When looking at the provisioning of ecosystem services of UGS in general, human well-being  
492 (including economic, social, and personal well-being) is based on benefits derived from the people's

493 actual use of ecosystem services and goods (Burkhard et al., 2012). Such an actual use of ecosystem  
494 goods and services is the demand side of this supply-demand chain (EEA, 2010). Without personal  
495 beneficiaries, ecosystem functions and processes are not services (Fisher et al., 2009). Our results on  
496 WTP for UGS conservation contributed to improved understanding of the relationships among the  
497 variables which may influence the demand side, or the personal use, of UGS's ecosystem services.  
498 Other important factors shaping the personal use may include spatial pattern of UGS and the  
499 accessibility to those areas (Arcaute et al., 2018; Li et al., 2015).

500

## 501 **5.2 Perception, urban green space use and socioeconomic status as drivers of willingness-to-pay**

502

503 Previous studies which explored the impacts of perception and were related to ecosystem services were  
504 limited to cultural ecosystem services or the valuation of green spaces (Aoshima et al., 2018; Ko and  
505 Son, 2018; Riechers et al., 2016). This study added novel evidence into this field with a more  
506 comprehensive classification of UGS types and more detailed categories of ecosystem services  
507 associated with UGS. Another original contribution was that we adopted an integrated view to jointly  
508 consider UGS's capabilities of providing ecosystem services and delivering ecosystem disservices. Our  
509 results could help urban managers and planners to understand better the ways UGS was perceived and  
510 anticipate the likely effects of changing UGS spatial patterns on the benefits and nuisances experienced  
511 by the general public (Lyytimäki, 2015; Villa et al., 2014).

512

513 While most SEM studies focused on model fit measures solely, neglecting the R-squared would cause  
514 readers being misinformed about the predictive power of variables. The WTP for UGS conservation  
515 was found weakly predicted (low R-squared values) by the simple models with the perception of  
516 ecosystem (dis)services or/and frequency of UGS visits for the WTP (in M0 and M1). However, when  
517 taking into account individual's socioeconomic status (in M2), the R-squared achieved 0.19 which is  
518 comparable to 0.13 - 0.28 for the WTP for marine biodiversity in Barbados (Schuhmann et al., 2013),  
519 0.16 - 0.18 for the WTP for environmental management in China (Zhai and Suzuki, 2008) and 0.14 -  
520 0.16 for the WTP for risk reduction of road transportation in Spain (Lera-López et al., 2012). Moreover,  
521 gender, age and the number of family members were not included because they were found not to be  
522 predictors of socioeconomic status in the confirmatory factor analysis. These variables were found only  
523 weakly associated with WTPs for different UGS types (Spearman's  $Rho < 0.29$  in all cases).

524

525 A high proportion of respondents of the survey participants (97.4%) had UGS visiting experience,  
526 suggesting a good level of development of accessible green infrastructure in the study area. Similar to  
527 Neuvonen et al. (2007) and Jim and Chen (2006), the attached green space was found to be the most  
528 accessible UGS type. By contrast, suburban ecological green space received low visit rates as they were  
529 usually distant from urban centres and lacked visitor supporting facilities. The averaged frequency of  
530 park green space visits was about twice a month, which was lower compared with findings of other

531 cities, for example, Song et al. (2015) reported 47% of respondents in Jinan visited UGS weekly. In line  
532 with previous studies (Jim and Chen, 2006; Song et al., 2015), our analysis disclosed that the frequency  
533 of UGS visits could be a determinant of the WTP of UGS conservation. Finally, SES was found to  
534 positively influence WTP, which accorded well with the findings in Mandeville (USA) (Lorenzo et al.,  
535 2000) and Jinan (Wang and Zhang, 2009). However, the magnitude of the relationship between the SES  
536 and WTP seemed to differ geographically, and its impacting factors remained unclear, for which future  
537 studies are recommended.

538

### 539 **5.3 Implications, limitations and recommendations**

540

541 Several implications for promoting WTP for UGS conservation and management could be suggested.  
542 Practices towards the enhancement of residents' knowledge on the benefits UGS could provide  
543 (perception of ecosystem services) may be an effective way to promote WTP for UGS conservation.  
544 Mitigating the health risks related to UGS and, thus, preventing residents from ecosystem disservices  
545 could be further useful. The quality of the UGS which was frequently accessed by residents with  
546 relatively lower SES could be prioritised, as such places were more likely to be associated with higher  
547 perceived ecosystem disservices. Besides, the urban design aimed at improving the accessibility of UGS  
548 would be beneficial as it may increase the frequency of UGS visits and, thereby, promote WTP.

549

550 Several limitations of SEM and the present study merit attention as they serve to guide the interpretation  
551 of results and the appropriate use of the analytic approach. Based on these limitations, several  
552 recommendations could be drawn. First, although SEM helped to suggest one explanation for the causal  
553 relationships among variables, this does not infer that other potential explanations, which could fit the  
554 data equally well or even better, are not possible. This issue has been extensively discussed in the  
555 literature. Readers interested in this, as well as other shortcomings of SEM, are referred to the discussion  
556 by Tomarken and Waller (2003); Tomarken and Waller (2005).

557

558 Second, while we aimed at compiling a large sample size for an understudied region, the direct and  
559 straightforward CVM was used to get WTP outcomes to approximate values of UGS's ecosystem  
560 services. There is a continuous debate over the suitability of CVM for environmental planning, as the  
561 method is prone to many sources of bias related to information, starting point, instrument, hypothesis,  
562 and strategic response (Brookshire, 1976; Moser and Dunning, 1986). For example, in this study, the  
563 starting point of 200 CNY/year seemed to be too optimistic, as most participants reported a WTP lower  
564 than it. A more comprehensive pre-testing of starting points per region and UGS type might be helpful  
565 in the future study to reduce the potential bias. However, CVM remains a widely used approach to  
566 achieve a monetary estimation of ecosystem services (Harrison et al., 2018), because it captures rich  
567 socioeconomic information relevant to designing conservation policies, in particular when WTP  
568 outcomes are viewed as attitudes rather than as economic preferences (García-Llorente et al., 2011). It

569 is further argued that CVM is useful in increasing the ‘visibility’ of nature in valuation and helpful in  
570 detecting and communicating changes in the provision of ecosystem services (Castro et al., 2016).  
571 Future studies may find the decision tree approach proposed by Harrison et al. (2018) useful in guiding  
572 the selection of monetary techniques for estimating economic values for ecosystem services.

573

574 Third, although consistent with current GOF recommendations, the relatively low R-squared value for  
575 WTP suggested a need to improve methods for WTP estimation further to include a more  
576 comprehensive set of predictors and use methods allow exploration of non-linear relations. Future  
577 research is encouraged towards an improved understanding of the impacts of biophysical environment  
578 on the WTP. For example, studies on whether/how the spatial characteristics such as landscape  
579 composition and configuration at a fine level (e.g., the district level) would impact the WTP for UGS  
580 conservation are needed, as these factors are known to influence the actual visitation pattern in UGS  
581 (Li et al., 2015). Moreover, further investigations on the individual-level perceptual drivers of WTP are  
582 helpful to build a complete picture of the mechanisms underpinning residents’ perception. This could  
583 include comprehensive studies covering one or more aspects on determinants of the ‘unwillingness to  
584 pay’ for UGS conservation and its relationships to WTP, for example, the price-related value of UGS  
585 (Depietri et al., 2016; Wang, 2000), the influence of payment methods on WTP (Ma, 1999), how media  
586 could be used to heighten perception (Lyytimäki, 2014), and how stakeholders could get involved in  
587 the promotion of WTP and implementation of UGS conservation practices (Luyet et al., 2012).

588

589 Last but not least, the causal models on residents’ perceptions, frequency of UGS visits, SES and WTP  
590 for the conservation of UGS developed in this study are transferable to future studies with related  
591 purposes in other cities in China and the world. However, the conclusions drawn from the present SEM  
592 practice may be only applicable to the large cities in central China. The three cities explore in this study  
593 are typical large cities in the Yangtze River Basin (a region covers 17 provincial-level divisions) with  
594 relatively higher population and GDP and priorities being put onto the conservation and improvement  
595 of local ecosystems. As the capitals of the three adjacent provinces in the Middle Reaches of the Yangtze  
596 River, they share a number of geographical characteristics with many other cities over the region. Future  
597 studies were encouraged to adopt an improved WTP estimation method, as suggested previously, to  
598 cover a broader range of the cities both inside and outside the region to help understand the  
599 geographically varying relationships between the WTP and its determinants.

600

## 601 **6. Conclusions**

602

603 Urban residents from central China perceived high levels of ecosystem services and low levels of  
604 ecosystem disservices provided by UGS. Most of the participants (90.7%) reported that they were  
605 willing to pay for UGS conservation at relatively high levels (202.4 CNY or 30.6 USD/person/year).  
606 Perception, use of UGS and socioeconomic status could contribute to a causal model of WTP, but the

607 model's explanatory power was found to be low. The structure (paths and coefficients) of the causal  
608 model varied between the three cities, suggesting that other city-specific factors were likely to impact  
609 individual WTP.

610

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612

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616

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