Information Management and Business Review (ISSN 2220-3796)
Vol. 16, No. 3, pp. 107-113, Sep 2024

The Impact of Eco-Friendly Perceptions on Festival Attendees' Decision-Making

Nurakmal Ramli*, Ayu Rohaidah Ghazali, Norhidayah Mohd Rashid, Azzura Nordin, Norol Hamiza Zamzuri
Faculty of Business and Management, Universiti Teknologi MARA Selangor Branch,
Puncak Alam Campus, Malaysia
*nurakm2956@uitm.edu.my
Corresponding Author: Nurakmal Ramli

Abstract: People are becoming increasingly concerned with environment as the society becomes more environmentally conscious and this is on a global basis. Festivalgoers are now very much concerned about the environmental impact of the events they go to, a consumer behavior shift. As a result of that, festival organizers are taking this into account when developing their strategies for future festivals. This research examines the influence of eco-friendly perceptions on the decision-making process among festival visitors. The study used an extended version of the planned behavior model which takes into account attitudes, subjective norms, anticipated positive emotions, expected negative emotions, and perceived behavioral control concerning decision-making. This correlation study focuses on attitudes towards attending eco-friendly events in terms of behavioral intention, subjective norms, positive anticipated emotion, negative anticipated emotion, and perceived behavioral control. 197 data sets were collected through convenience sampling of event management students at UiTM Puncak Alam via different online platforms were used for the analysis. The SPSS was used for the analysis of results through reliability tests, correlations, and regressions. The result indicated that there was a significant relationship between all the variables involved in participating in eco-friendly events. Four independent variables show a significant beta coefficient for subjective norm, positive anticipated emotion, negative anticipated emotions, and perceived behavioral control. Meanwhile, another independent variable, attitude does not significantly influence behavioral intentions. The limitations, recommendations, and implications of the study were suggested for future research.

Keywords: *Decision-making, Extended model of goal-directed behavior, sustainability, eco-friendly, festival*

1. Introduction and Background

Presently, there has been a growing recognition and awareness of environmental concerns worldwide. The increasing awareness that individuals' actions have consequences on their environment has resulted in increased initiatives to decrease carbon footprints. Environmental awareness encompasses not just the daily purchases and consumption of individuals, but also expands to their participation in events. As a result, environmentally conscious individuals are more inclined to attend eco-friendly events as opposed to regular events, which can have a significantly higher detrimental impact on the environment (Kim & Lee, 2023). Kim and Lee (2023) found that persons who have a strong environmental consciousness tend to favor eco-friendly choices. The reason for this is their awareness of the impact their purchase decisions have on the environment, which compels them to adopt sustainable practices and eco-friendly alternatives. Furthermore, the decision to attend an event today is increasingly influenced by a widespread recognition of environmental issues (Song et al., 2012; Kim & Lee, 2023). Therefore, an increased awareness of the environmental effects of attending events necessitates that individuals take sustainability concerns into account when deciding whether or not to participate. Holmes and Mair (2018) suggest that festivals should operate in an environmentally responsible manner, and that festival attendees should be encouraged to live more sustainable lives.

Festivals are distinguished by various features, including on-site or off-site lodging, food vendors, diverse performances, and a large number of attendees (Alonso-Vazquez et al., 2019). Festivals have a significant environmental impact due to several variables, including energy use, waste production, and emissions from transportation. For example, the arrival and departure of numerous visitors to festival locations might result in the release of substantial amounts of carbon emissions. In addition, temporary food and beverage establishments often produce a significant amount of garbage, much of which is not biodegradable. This circumstance necessitates a collaborative endeavor to incorporate sustainable practices in every aspect of festival planning and execution.

Several studies indicate that festival management' delay response to environmental problems and their lack of understanding of the greening process are major barriers (Marumo, 2023; Harris & Schlenker, 2018; Laing & Frost, 2010). On the other hand, the crucial factor is the level of individuals' participation in these activities. Despite the efforts of the organizer to implement green initiatives among participants, these measures will be ineffective unless participants voluntarily engage with them. Marumo (2023) supports this by highlighting that attendees' attitudes and behaviors represent the third major challenge or barrier to festivals adopting green practices. Most festival managers are working to reduce negative environmental impacts (Wong, Wan, & Qi, 2015), and while festival attendees express a willingness to support green initiatives (Viviers, Botha, & Marumo, 2017), the challenge is that attendees attitude and awareness do not translate into actual behavior (Marumo, 2023).

Therefore, this study aims to understand the fundamental processes that influence festival attendees' decision-making with environmental sustainability. This study uses the extended model of goal-directed behavior as its conceptual framework to explore how green notions influence festival-goers' decision-making. The results obtained from this research will help in understanding the complex and multi-faceted decision-making process among festival attendees, with a focus on environmental sustainability, and give important insights into developing marketing strategies for both destination marketers and festival organizers aimed at creating eco-friendly festivals and achieving sustainable event industry.

2. Literature Review

Extended model of goal-directed behavior: The change in decision-making can be comprehended through an extended model of goal-directed behavior, which is based on the theory of planned behavior and the theory of reasoned action but includes other factors that also influence behaviors. The theory of reasoned action (TRA) in 1975 explains volitional or intentional behaviors. TRA proposes that behavioral intentions are predicted by two major factors: attitude toward behavior and subjective norms. In 1991, Ajzen extended this model to create the theory of planned behavior (TPB), which retains all elements of TRA but includes a new construct: perceived behavioral control. This refers to individual perception of how easy or difficult it is to conduct an action. Perugini and Bagozzi (2001) enhanced the Theory of Planned Behavior (TPB) by introducing positive and negative anticipated emotions, desires, and past behavior, leading to the Model of Goal-Directed Behavior (MGB). The goal-directed behavior theory posits that an individual's behavioral intention, which is the primary and immediate determinant of actual action, is formed through several processes. These processes include motivation (desire towards the behavior), volition (attitude towards the behavior and subjective norm), non-volition (perceived behavioral control), emotion, and habit (Han 2021). The wider model takes into account not only one's attitude and subjective norms when attending events, but also anticipated emotions and perceived behavioral control. When individuals take into consideration their choice's impact on the environment, they are motivated to behave in a way that matches with their environmental values; thus, making them more likely to attend occasions that show their dedication towards sustainability. Through the concepts of the extensive model, event planners can even reach closer to their audiences by describing to them what it means for an eventgoer to invest in attending green events and supporting environmental protection. Therefore, as there has been an increase in sustainable events, understanding and applying principles from the extended model of goal-directed behavior will lead to the creation of memorable event experiences.

Attitude: According to the theory of planned behavior, an individual's attitude refers to their overall evaluation of a given behavior, which can be positive or negative (Ajzen, 1991). This attitude is based on the individual's beliefs about the likely consequences of engaging in that behavior. When individuals believe that performing a particular behavior, such as pro-environmental actions, will lead to positive outcomes that align with their values and convictions, they are more likely to develop a favorable attitude toward that behavior (van Valkengoed, Abrahamse, and Steg, 2022). The positive attitude leads to increased individual intention to engage in the behavior as they view it as environmentally beneficial and fitting their principles and values (Manosuthi et al., 2020; Munerah et al., 2021). In other words, a person is more likely to exhibit pro-environmental behaviors if they have positive attitudes towards them resulting from a cost-benefit analysis made and the personal feeling of right and wrong. Thus, the following hypothesis is proposed:
H1: There is a positive effect between attitude and behavioral intention to participate in eco-friendly festivals.

Subjective Norms and Green Practices: Subjective norms refer to an individual's impression of societal constraints that influence their decision to either engage in or abstain from specified actions (Ajzen, 1991). Subjective norm, in essence, is a crucial factor influenced by normative ideas on influential individuals and the desire to conform to their expectations (Meng et al., 2020; Moon, 2021). The level of compliance motivation with subjective norms is dependent on how individuals perceive the importance of expectations from key individuals. These referents include individuals such as family members, relatives, instructors, supervisors at the workplace, or peers who have influenced an individual's behavior and viewpoint on life (Meng et al., 2020). In the context of green practices, these referents have the power to influence individuals to participate in sustainable practices. The endorsement and encouragement of environmentally friendly practices by these referents can strongly influence an individual's subjective norms and, in turn, their intention to engage in green practices. Therefore, the following hypothesis is proposed:
H2: There is an effect between subjective norms and behavioral intention to participate in eco-friendly festivals.

Anticipated Emotion: Anticipated emotions are the emotional responses that are expected to occur after a particular behavior. These responses can be either positive or negative (Maduku, 2024). When someone experiences a high degree of the anticipated psychological benefits of engaging in a certain behavior, they are said to be experiencing positive emotions. On the contrary, individuals experience negative emotions when they anticipate significant psychological harm resulting from not engaging in the behavior. These two heightened emotional expectations have an impact on people's ability to make decisions (Bagozzi et al., 1998). Anticipated emotions serve as the hedonic motive in the decision-making process, facilitating positive results and preventing negative consequences (Song et.al., 2012). For instance, customers who expect to feel good after reaching their sustainable consumption goals are more likely to create positive intentions toward sustainable consumption. Likewise, if individuals expect to experience unpleasant emotions due to their failure to achieve their standards of sustainable consumption, they are more likely to have positive intentions to participate in sustainable consumption to avoid these negative emotions (Maduku, 2024). The role of anticipated emotions is crucial in motivating consumers to engage in sustainable consumption. This is because the emotional consequences of sustainable consumer choices can effectively influence the decision-making process. Research conducted by Haj-Salem et al. (2022), Lu et al. (2020), and Odou and Schill (2020) strongly support the significant role of emotions in shaping consumers' sustainable behavior. As such, this study posits the following hypotheses:
H3: There is a positive effect between positive anticipated emotion and behavioral intention to participate in eco-friendly festivals.
H4: There is a positive effect between negative anticipated emotion and behavioral intention to participate in eco-friendly festivals.

Perceived Behavioral Control: Perceived behavioral control refers to an individual's evaluation of how easy or difficult it is to engage in a particular action. Additionally, it was shown that perceived behavioral control has a direct impact on behavior, as it is closely related to actual behavioral control (Ajzen & Madden, 1986). Perceived behavioral control acknowledges that even if someone has a positive attitude toward behavior and believes that others support it, they might still refrain from the behavior if they perceive significant barriers. Under the context of green practices, prior studies reveal a positive correlation between perceived behavioral control and the intention of environmentally friendly actions, such as recycling, conserving, eating organic food, and buying green products (Paul et al., 2016). Research by Fadilla et. al., (2022) found that perceived behavioral control showed a positive and significant result of green intention. This study demonstrates that perceived behavioral control has a positive and considerable impact on consumers' inclination to purchase or use environmentally friendly products. Hence, this study proposed the following hypothesis in the context of eco-friendly festivals:
H5: There is a positive effect between perceived behavioral control and behavioral intention to participate in eco-friendly festivals.

3. Research Methodology

The variables in this study were measured using a descriptive study technique. The study population comprises students enrolled in the Event Management Program at UiTM Puncak Alam. The samples were acquired using

convenience sampling techniques. The questionnaires were distributed to participants using several online platforms, resulting in a total of 197 completed questionnaires. The instruments utilized in this study were derived from Song et. al (2012) and were measured using a five-point Likert scale, with responses ranging from 1 (strongly disagree) to 5 (strongly agree). The Statistical Package for Social Sciences (Version 28) was employed to conduct descriptive, reliability, correlational, and multiple regression analyses. Multiple regression analysis was used to assess hypothesis testing and the strength of the relationship between variables. In addition, Pearson's correlation analysis was employed to identify the nature and degree of the associations between the variables.

4. Findings and Discussion

Table 1: Demographic profile of respondents

VARIABLE	FREQUENCY	PERCENTAGE
GENDER		
Males	34	17.3%
Females	163	82.7%
Total	**197**	**100%**
AGE		
19-21	63	32.0%
22-24	121	61.4%
>25	13	6.6%
Total	**197**	**100%**
RACE		
Malay	190	96.4%
Chinese	1	0.5%
Other	6	3%
Total	**197**	**100%**

Profile of Respondents: Table 1 shows the demographic profile of the 197 respondents who participated in the study. The data demonstrates a huge gender gap, with females comprising a much larger proportion (82.7%) than males (17.3%). The majority of respondents fall within the 22-24 age range (61.4%), followed by the 19-21 age group (32.0%). The racial composition of the respondents is predominantly Malay (96.4%), with smaller proportions of Chinese (0.5%) and individuals from other racial backgrounds (3%).

Table 2: Descriptive Statistics

Variables	Cronbach's Alpha	Mean	Std. Dev.
Attitude	0.965	3.7728	0.74667
Subjective Norm	0.973	3.7449	0.78000
Positive Anticipated Emotion	0.980	3.6853	0.75925
Negative Anticipated Emotion	0.986	3.5774	0.85269
Perceived Behavioral Control	0.974	3.6650	0.76311
Behavioral Intention	0.973	3.7234	0.77401

Descriptive Statistics: Table 2 presents the descriptive statistics for the study variables. Cronbach's alpha result shows that all variables score between the range of 0.986 and 0.965. Cronbach's alpha coefficients are higher than the generally accepted standard of 0.70 implying that all the variables examined in this study had excellent internal consistency. These results show that the tools used to measure attitudes, subjective norms, anticipated positive and negative emotions, perceived behavioral control, and behavioral intentions are accurate and give consistent results, which supports the study's findings. Next, the mean analysis shows that attitude has the highest mean score (3.7728), meanwhile perceived behavioral control has the lowest score (3.6650). The mean results indicate a generally positive disposition toward the attitude, with moderate levels of subjective norm, positive anticipated emotion, negative anticipated emotion, perceived behavioral control, and behavioral intention.

Table 3: Correlations

	Attitude	Subjective Norm	Positive Anticipated Emotion	Negative Anticipated Emotion	Perceived Behavioral Control	Behavioral Intention
Attitude	1					
Subjective Norm	0.819**	1				
Positive Anticipated Emotion	0.809**	0.850**	1			
Negative Anticipated Emotion	0.669**	0.792**	0.816**	1		
Perceived Behavioral Control	0.796**	0.848**	0.875	0.856**	1	
Behavioral Intention	0.793**	0.867**	0.887**	0.830**	0.896**	1

***. Correlation is significant at the 0.01 level (2-tailed).*

Table 3 shows the relationship between five independent variables (attitude, subjective norm, positive anticipated emotion, negative anticipated emotion, perceived behavioral control) and behavioral intention. The results reveal that all variables are significantly positively correlated with each other. Behavioral intention has the strongest correlation with perceived behavioral control (r = 0.896), followed closely by positive anticipated emotion (r = 0.887). Subjective norms exhibit a substantial positive correlation with behavioral intention (r = 0.867), indicating that people's intentions to participate in behavior are strongly influenced by their felt social pressure and control over the conduct. The correlations show that improvements in attitude, subjective norm, positive and negative anticipated emotions, and perceived behavioral control all lead to an increase in behavioral intention. The relationship between attitude and negative anticipated emotion has the lowest correlation (r = 0.669), despite it still being quite significant.

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.931a	0.866	0.863	0.28669

The study employed multiple regression analysis to determine which independent variables best predicted behavioral intention to attend eco-friendly events. Table 4 presents the summary of regression models between independent variables and the behavior intention. The R^2 value is 0.866 which indicates that 86.6% of the variance in dependent variables can be explained by the independent variables. This means that 13.40 % of the variance of independent variables is not included in the study.

Table 5: Regression Coefficients Analysis

	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta	t	Sig.	Result
(Constant)	0.072	0.110		0.656	0.512	
Attitude	0.052	0.054	0.050	0.966	0.335	H1not supported
Subjective Norm	0.218	0.060	0.220	3.661	<0.001	H2 supported
Positive Anticipated Emotion	0.291	0.065	0.285	4.454	<0.001	H3 supported
Negative Anticipated Emotion	0.103	0.050	0.114	2.071	0.040	H4 supported
Perceived Behavioral Control	0.327	0.070	0.322	4.696	<0.001	H5 supported

Based on Table 5, the result shows significance values for subjective norm, positive anticipated emotion, and perceived behavioral control are all less than 0.001 which means that these factors are highly significant

predictors of the dependent variable. This implies that these variables have a strong and statistically significant impact on the outcome being studied. Negative anticipated emotion has a significance value of 0.040 which is less significant as compared to subjective norm; positive anticipated emotion; and perceived behavioral control but still, it carries statistical significance on the outcome. On the contrary, attitude with a significance value of 0.335 does not significantly impact the dependent variable in this regression model. As a result, attitude may not be necessary in forecasting the outcome and cannot be considered a statistically significant predictor under these conditions.

The standardized coefficients (Beta) also show how strongly each predictor affects the dependent variable. The strongest effect is perceived behavioral control (β = 0.322) indicating that people's perception of their ability to perform certain behaviors has more consequences than others as a result of it. Next, followed by positive anticipated emotion (β = 0.285), indicating that the expectation of positive experiences is a major motivator. Subjective norm (β = 0.220) also indicates considerable effect showing how much social pressures or norms affect behavior significantly. This finding is consistent with other research that indicates perceived behavioral control and subjective norms are important variables that influence festival attendees to participate in green practices (Fadilla et.al. 2022) However, although negative anticipated emotion (β = 0.114) has a statistically significant effect it is lower than other predictors. Therefore, this study determines that Hypotheses H2, H3, H4, and H5 have been supported, indicating that subjective norm, positive anticipated emotion, negative anticipated emotion, and perceived behavioral control are significant predictors of the dependent variable. However, this model does not support Hypothesis H1, which suggests that attitude is a significant predictor. This finding contradicts a study by Paul et.al. (2016) that indicates attitude was the strongest predictor of intention to purchase green products.

5. Conclusion and Recommendations

The study highlights the relationships between attitude, subjective norm, positive anticipated emotion, negative anticipated emotion, and perceived behavioral control and how these relationships affect people's behavioral intentions to attend environmentally friendly events. The findings of this study demonstrate that all five of the independent variables are significantly correlated. However, only four of the variables which are the subjective norm, positive anticipated emotion, negative anticipated emotion, and perceived behavioral control are significant predictors of the behavioral intention to participate in the green practices in festivals. The most effective predictor of behavioral intention among these variables is perceived behavioral control. This emphasizes the importance of individuals' perceived ease or difficulty in carrying out the activity, implying that when people feel more capable of attending environmentally friendly activities, their intention to do so increases dramatically. These insights are valuable for event organizers and policymakers aiming to enhance participation in eco-friendly events, as they highlight the importance of fostering a supportive social environment, enhancing positive emotional expectations, and reinforcing individuals' confidence in their ability to attend such events. This study focused exclusively on the participants specifically UiTM students' viewpoint and did not include all participants at eco-friendly festivals. Future research should include a more diverse group of individuals, including festival managers and exhibitors. The information can offer a comprehensive view that organizers can utilize to develop efficient marketing and operational plans. Furthermore, implementing a longitudinal study design would enable a comprehensive analysis of eventgoers' motivations over time, allowing for the identification of the most relevant factors that determine their decision to attend an eco-friendly event.

References

Alonso-Vazquez, M., Packer, J., Fairley, S., & Hughes, K. (2019). The role of place attachment and festival attachment in influencing attendees' environmentally responsible behaviors at music festivals. *Tourism Recreation Research*, *44*(1), 91-102.

Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, *50*(2), 179-211.

Ajzen, I., & Madden, T. J. (1986). Prediction of goal-directed behavior: attitudes, intentions and perceived behavioral control. Journal of Experimental Social Psychology, 22(5), 453e474

Bagozzi, R. P., & Pieters, R. (1998). Goal-directed emotions. *Cognition & Emotion*, *12*(1), 1-26.

Fadilla, F. O., Raida, H. A., Haq, D. U., & Muwarni, I. A. (2022). Predicting Intention to Use Tumbler in Music Festival Using Extended Theory of Planned Behavior. *Journal of Research in Marketing (ISSN: 2292-9355)*, *12*(2), 905-917

Haj-Salem, N., Ishaq, M. I., & Raza, A. (2022). How anticipated pride and guilt influence green consumption in the Middle East: The moderating role of environmental consciousness. *Journal of Retailing and Consumer Services*, *68*, 103062.

Han, H. (2021). Consumer behavior and environmental sustainability in tourism and hospitality: A review of theories, concepts, and latest research. *Sustainable Consumer Behaviour and the Environment*, 1-22.

Harris, R., & Schlenker, K. (2018). An Exploratory Study of "best practice" in environmentally sustainable event management in Australian public events. *Event Management*, *22*(6), 1057-1071.

Holmes, K., & Mair, J. (2018). Events, festivals, and sustainability: the Woodford Folk Festival, Australia. *The Palgrave Handbook of Sustainability: Case Studies and Practical Solutions*, 583-597.

Kim, N., & Lee, K. (2023). Environmental consciousness, purchase intention, and actual purchase behavior of eco-friendly products: the moderating impact of situational context. *International Journal of Environmental Research and Public Health*, *20*(7), 5312.

Laing, J., & Frost, W. (2010). How green was my festival: Exploring challenges and opportunities associated with staging green events. *International Journal of Hospitality Management*, *29*(2), 261-267.

Lu, H., Zou, J., Chen, H., & Long, R. (2020). Promotion or inhibition? Moral norms, anticipated emotion and employee's pro-environmental behavior. *Journal of Cleaner Production*, *258*, 120858.

Maduku, D. K. (2024). How environmental concerns influence consumers' anticipated emotions towards sustainable consumption: The moderating role of regulatory focus. *Journal of Retailing and Consumer Services*, *76*, 103593.

Manosuthi, N., Lee, J. S., & Han, H. (2020). Predicting the revisit intention of volunteer tourists using the merged model between the theory of planned behavior and norm activation model. *Journal of Travel & Tourism Marketing*, *37*(4), 510-532

Marumo, E. M. (2023). *A green rewards program framework for a South African arts festival* (Doctoral dissertation, North-West University (South Africa).

Meng, B., Chua, B. L., Ryu, H. B., & Han, H. (2020). Volunteer tourism (VT) traveler behavior: Merging norm activation model and theory of planned behavior. *Journal of Sustainable Tourism*, *28*(12), 1947-1969.

Moon, S. J. (2021). Investigating beliefs, attitudes, and intentions regarding green restaurant patronage: An application of the extended theory of planned behavior with moderating effects of gender and age. *International Journal of Hospitality Management*, *92*, 102727.

Munerah, S., Koay, K. Y., & Thambiah, S. (2021). Factors influencing non-green consumers' purchase intention: A partial least squares structural equation modeling (PLS-SEM) approach. *Journal of Cleaner Production*, *280*, 124192.

Paul, J., Modi, A., & Patel, J. (2016). Predicting green product consumption using the theory of planned behavior and reasoned action. *Journal of retailing and consumer services*, *29*, 123-134.

Perugini, M., & Bagozzi, R. P. (2001). The role of desires and anticipated emotions in goal-directed behaviors: Broadening and deepening the theory of planned behavior. *British journal of social psychology*, *40*(1), 79-98.

Odou, P., & Schill, M. (2020). How anticipated emotions shape behavioral intentions to fight climate change. *Journal of Business Research*, *121*, 243-253.

Shi, J., & Jiang, Z. (2023). Willingness to pay a premium price for green products: does a reference group matter? *Environment, Development and Sustainability*, *25*(8), 8699-8727.

Song, H. J., Lee, C. K., Kang, S. K., & Boo, S. J. (2012). The effect of environmentally friendly perceptions on festival visitors' decision-making process using an extended model of goal-directed behavior. *Tourism Management*, *33*(6), 1417-1428.

van Valkengoed, A. M., Abrahamse, W., & Steg, L. (2022). To select effective interventions for pro-environmental behavior change, we need to consider determinants of behavior. *Nature human behavior*, *6*(11), 1482-1492.

Viviers, P., Botha, K., & Marumo, E. (2017). Attendees‟ attitudes towards supporting green practices at two Afrikaans arts festivals. *African Journal of Hospitality, Tourism and Leisure*, *6*(2), 1-25.

Wong, I. A., Wan, Y. K. P., & Qi, S. (2015). Green events, value perceptions, and the role of consumer involvement in festival design and performance. *Journal of Sustainable Tourism*, *23*(2), 294-315.

Ye, Y. (John), Su, C. H. (Joan), Tsai, C. H. (Ken), & Hung, J. L. (2020). Motivators of attendance at eco-friendly events. *Journal of Convention & Event Tourism*, *21*(5), 417–437.