

Exploring the Green Audience: Behavioral Determinants of Sustainable Live Music Event Participation

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Dedications

I dedicate this work to my parents, who have been the cornerstone of my journey with their unwavering love, encouragement, and belief in me. Their sacrifices, guidance, and unconditional support have shaped the person I am today.

To my brother, who never once let me give up, constantly pushing me forward and reminding me of my strength when I doubted myself.

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To Lucas Veras, thank you for your availability, dedication, and support throughout the development of this study.

And lastly, to all those committed to sustainability—may this research serve as a steppingstone towards a greener and more sustainable future.

Abstract

As sustainability gains prominence across industries, live music events are increasingly adopting environmentally and socially responsible practices. This study investigates the key behavioral determinants influencing consumer intention to attend sustainable live music events, using the Theory of Planned Behavior (TPB) as its foundational model. This research extends the TPB by incorporating two new variables- Environmentalism and Willingness to Pay. A mixed method approach was employed combining quantitative data (N= 338) analyzed through PLS-SEM and qualitative data from structured interviews (N=20), for further insights.

Findings confirm that attitude towards behavior, subjective norms and environmentalism significantly increase the intention to attend sustainable music events, while Perceived Behavioral Control plays a minor role. Moreover, willingness to pay acted as a significant barrier, reinforcing the attitude-behavioral gap in sustainable consumption. Qualitative findings highlighted the role of artist advocacy and social norms in shaping the attendees' perceptions and further behaviors.

This study provides theoretical contributions by extending the TPB to the sustainable live music events field and offers practical implications and further recommendations to event's organizers, emphasizing the need for effective communication, artist engagement and pricing strategies to enhance attendance at sustainable live music events.

Keywords: Sustainable Events, Live music events, Consumer Behavior, Environmentalism, willingness to Pay, Theory of Planned Behavior

M31- Marketing

Q56- Sustainability

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List of abbreviations

UN- United Nations

TBL- Tripple Bottom Line

SDG'S- Sustainable Development Goals

ISO- International Organization for Standardization

NGO'S- Non-Governmental Organizations

PBC- Perceived Behavioral Control

EAW- Environmental awareness

EU- European Union

ESG- Environment, Social and Governance

1. Introduction

As global society struggles with problems such as resource depletion and climate change, the concept of sustainability has been drawing significant amount of attention. The widely held acceptance of this concept emphasizes how important it is to find a balance between the needs of current development and the availability of resources for the future (UN, 1987). This notion has broadened over time to cover a wider variety of issues, such as environmental health, financial prosperity, and social justice (UCLA Sustainability Charter, 2016).

The interdependence of three fundamental pillars—Planet, People, and Profit is underlined by the Triple Bottom Line theory (John Elkington, 2004). Businesses and organizations may ensure that their financial success does not come at the price of social injustice or environmental damage by implementing the TBL framework to align their operations with sustainable values (John Elkington, 1997).

The staging of events has significant global importance, given their potential to boost the economy from a societal and cultural perspective (Mair & Laing, 2012). In the year of 2023, the Global Live Music market achieved 28.1 billions of dollars (Live Music Business Analysis Report, 2024). Likewise, *Taylor Swift's "The Eras Tour"* has made more than \$2 billion in revenue doubling any other tour in history (Forbes, 2024).

Unfortunately, there are drawbacks to live musical events, particularly with relation to the environment, those may include- excessive waste, pollution, and overcrowding (Mair, 2014). Studies by Getz (2010) and Gibson & Wong (2011) have been conducted that demonstrate the environmental and social impacts of live music events for the past decade. Additionally, in an effort to shed new perspectives on the data provided by event planners (such as attendance figures, earnings, sponsorships, etc.), the *Triple Bottom Line* framework, as previously mentioned, has been applied in order to provide a more impartial assessment of these events (Ye et al., 2020).

Sustainable events, or so-called "green events," have gained popularity in an attempt to minimize these negative environmental effects, together with sustainable management solutions (Henderson, 2015). Implementing such procedures provides the event with a further advantage over competitors in the competitive market (Whitfield & Dioko, 2011).

Presently, there are numerous sustainable music festivals including Munich Streetlife Festival in Germany and Boom Festival in Portugal (Tölkes & Butzmann, 2018). Moreover, the events

that are currently adapting and implementing sustainable practices to their staging, may be the most popular. One of the most recent instances of this continuous ecological adaption is Coldplay's Music of the Sphere World Tour, which includes recyclable materials on their wristbands and an all-electric route.

The manner in which individuals decide how their resources—money, time, and effort—can be allocated when it comes to purchasing is referred to as consumer behavior. Since these are limited resources, it is really important to study what can be the motivations and variables that are behind of their behaviors (Agyeman, 2014; Lopes et al., 2024).

Ajzen's Theory of Planned Behavior has been successfully applied to explain and predict behavior in multiple behavioral domains including sustainability, however, still lack thereof regarding sustainable events (Ajzen, 2020). The theory intends to measure the degree of intention someone has on performing the behavior in question. The individual's intention has three determinants: attitude towards the behavior, Subjective Norms, and Perceived Behavioral Control (Ajzen, 1991). The current iteration of the theory states that the intention to engage in the behavior is provided by a positive attitude and a supportive subjective norm; nevertheless, a concrete intention does not develop until perceived control over the conduct is strong enough (Ajzen, 2020). The original TPB has been extended to address green consumer behaviors (Tölkes & Butzmann, 2018; Ahmad et al., 2016).

In recent years, consumers have become more environmentally aware, acquiring more ESG claimed products (Adams et al., 2024), even choosing sustainable products over regular ones (Nielsen, 2023). Accordingly, to a PwC 2024, consumers are increasingly trying to act more sustainably, since 85% of them has felt directly the consequences of climate change in their lives. What's more, 46% said they are buying more sustainable products in order to reduce their impact on the environment (PwC, 2024).

The degree to which sustainability and sustainable development influence consumers' purchase decisions can potentially be determined using a variety of factors. Environmental awareness refers to a person's knowledge, attitudes, and behaviors about sustainability and environmental concerns (Suárez et al, 2016). Environmental concern is a profound worry about the condition of the present environment (Gökşen, 2014; Tadesse, 2009).

Nevertheless, as per a McKinsey and Nielsen study, the primary adverse consequence of this expected behavior is the price. What's more, despite being the more environmentally conscious and aware generation (Am et al., 2023), generation-Z customers are deprioritizing purchasing sustainable items due to premium pricing (Gen Z Cares About Sustainability More Than Anyone Else – and Is Starting to Make Others Feel the Same Way, 2024).

As previously stated, prior studies have concentrated on the managerial aspects of setting on live music events (Ye et al., 2020), such as putting sustainable practices into effect. The magnitude of the live music events market (Statista, 2023) and the contemporary society's emphasis on sustainability (Am et al., 2023) make it possible to investigate the reasons and motivations for attendance, as Hwang et al. (2024) did with regard to major sporting events. Compared to other categories, there is a shortage of literature on studying consumer behavior live music events.

The primary goal of the current study is to comprehend the driving forces and motivations behind people's attendance at sustainable live music events and promoted as including sustainable practices on its staging.

By offering both quantitative and qualitative research, the current study aims to address the following research questions. The research question posed by the quantitative section is, "What are the key behavioral determinants that influence attendance at sustainable live music events?" The qualitative aspect of the current study will be centered on "“What are the participants' perceptions and notions in relation to live music events with sustainable practices?” research question.

Ajzen's Theory of Planned Behavior (Ajzen's, 1991) as the guiding framework, this study will investigate how attitudes toward sustainable events, social norms, perceived control, and environmental awareness shape consumer intentions to participate in these events. Additionally, Willingness to pay (the role of price) as a potential barrier will be examined to understand its influence on the intention-behavior relationship.

The TPB theory is expanded in the current study by including two more variables—willingness to pay and environmentalism—making it more relevant to the sphere of sustainable live music events.

A conceptual model that can be separated into two sections has been developed. The first is the impact of the independent variables (consumer behavior: attitude towards behavior, subjective norms, perceives behavioral control and environmentalism; and willingness to pay on intention. The second component consists of the individual's intention, which is determined by the independent factors and will affect whether the behavior in question will be fulfilled or not.

Using a mixed methodology, this study aims to provide general data regarding the participants intention of attending these events by applying a quantitative study, while providing more personal and detailed insights based on qualitative data.

This thesis is structured into 5 main chapters, each addressing different aspects of the research. The first chapter provides an overview of the existing literature on sustainability, sustainable or green events and their management, including a few real-life examples; consumer behavior, regarding the individuals' environmentalism (environmental awareness and concern); and prices strategies often practiced on sustainable goods and services, offering the theoretical foundation for the study. Additionally, it will provide the theoretical model and consequently the hypotheses that were drawn from it.

The second chapter outlines the research methodology, explaining the data collection and analysis techniques used to investigate consumer motivations for attending live sustainable music events. The third chapter presents the findings of the study, while the fourth discusses these results in the context of the broader literature. Finally, the fifth chapter concludes the thesis by summarizing the key insights, offering recommendations for future research, and discussing the practical implications for event organizers seeking relevant data in order to understand further their consumers, and adapt their offerings.

2. Literature Review

2.1.Sustainability

“Meeting the needs of the present without compromising the ability of future generations to meet their own needs” (UN, 1987) is the definition of sustainability that has mostly been accepted globally; Furthermore, Sustainability is also the integration of social justice, environmental health, and economic prosperity, in order to create a more diverse, healthy, and resilient future for generations to come (UCLA Sustainability Charter, 2016).

Triple Bottom Line

The 3P's concept -Planet, People, and Profit- or the “Triple Bottom Line” (TBL) theory (John Elkington, 2004), reinterprets the concept of sustainability so that it has a more relevant connection to businesses, rather than viewing it as merely harmful environmental actions (John Elkington, 1997).

The most widely recognized model for explaining sustainability and the TBL is the interconnected sphere model, shown on Figure 1 usually referred to as the Venn diagram representation (Correia, 2019). One way to conceptualize sustainability is as the intersection of the three dimensions (Dalibozhko & Krakovetskaya, 2018).



Figure 1- The interconnection of the elements of the Triple Bottom Line concept developed by Dalibozhko, Anastasiia & Krakovetskaya, Inna. (2018).

The economic dimension of TBL, or profit, is concerned with the value that the organization creates and extends beyond its financial performance, such as sales growth, cash flow, shareholder value, etc., likewise, including the business's operational and economic effects on society (Chabowski et al., 2011). Since the recession of 2008, consumers have grown increasingly concerned about economic sustainability as it puts financial stability and employment at risk, according to Choi and Ng (2011).

The Planet pillar of the triple bottom line revolves around having a positive impact on the environment, or more specifically, trying to reduce environmental harm. (The Triple Bottom Line: What It Is & Why It's Important, 2020) (Chatterjee et al. 2023). Concrete examples of this pillar include initiatives to conserve biodiversity, lower carbon footprints, and efficient resource use (Sun & Yin, 2024). Academic investigations have prioritized this aspect over the social and economic dimensions, which are commonly misinterpreted as the notion of sustainability (Seuring & Müller, 2008; James et al., 2015).

The social, or People, pillar is the final and third component. This pillar makes the case that maintaining a healthy and well-kept society is necessary to achieve a sustainable society (Purvis et al, 2019). Examples are population well-fare, community support and sufficient basic live conditions (Sun & Yin, 2024). Murphy (2012) concludes that this pillar is the least researched and is typically combined with the other two.

Numerous scholars have additionally identified and explored certain synergies that comes as a result from TBL theory pillars coexisting. High levels of biodiversity, scenic beauty, and environmental quality, for instance, enable sustainable tourism that generates income for local communities through the tourism industry (e.g., Gurung 2008); Sustainable construction enables a reduction in the use of nonrenewable energy resources, leading to economic savings (e.g., Vitalis et al. 2011).

As a consequence of these synergies, managers now perceive sustainability as a business case — that is, as a circumstance in which financial performance is bolstered while simultaneously addressing social and environmental concerns (Yip et al., 2023).

Finally, to provide a more comprehensible quantification of the effects of the multiple efforts and ongoing synergies that have occurred or will occur to put these principles into practice, the United Nations subsequently developed a framework, the Sustainable Development Goals (SDG'S), with an end goal in 2030 (United Nations, 2024).



Figure 2-United Nations Sustainable Development Goals (SDG'S) developed by United Nations (2012)

2.2.Sustainable event

“ An event that is planned, coordinated, and carried out in a way that reduces any potential negative effects and creates a positive legacy for the host community and all parties involved is considered sustainable, or "green." ” (UNEP, 2009). Furthermore, Laing and Frost (2010) defines it as any gathering that follows sustainable management guidelines and/or has a sustainability policy.

Originally centered on environmental issues, the concept of a "Green Event" has subsequently grown to address social and economic challenges as well. (Holmes et al.,2015). Nevertheless, they continue to prioritize the environmental side, and on top of it, implementing green initiatives is essential to maintaining their competitive advantage as well as their success (Laing & Frost, 2010) (Whitfield & Dioko, 2012).

The largest and most prevalent framework for environmentally friendly events is *the ISO 20121- Event sustainability management systems*. This certification serves as a standard for sustainable event planning and execution, helping businesses to smoothly incorporate sustainability into all aspects of their operations Moreover, the criteria determined on the

regulations pays close attention to social, economic, and environmental facets, and are essential for events that hope to leave a positive and long-lasting legacy (ISO 20121:2024, 2024).

Naturally, alternative frames exist. “*Guidelines on organizing sustainable meetings and events at the Commission*” approved also in 2024 by the European Union, it provides a wide range of advice on how to make events, regardless of size, more environmentally friendly, including an initiatives checklist and concrete examples (Guidelines for Sustainable Meetings and Events, 2024). But it's crucial to remain aware that *ISO* is a certification and requires accreditation; as opposite regarding the *EU* standards provide additional framework for assisting and directing the creation of more sustainable events (Boggia et al., 2018).

Initially, the greening aspect was focused on more harmful industries, such as petrochemical and automotive. Furthermore, there are still challenges associated with event management despite the fact that the volume of research on the services sector, particularly the events industry, has grown recently (Ahmad et al., 2016). Rather than focusing on the attendees, the organizers' perspective shapes the researchers' problems and discoveries. This study aims towards helping with that as well (Ahmad et al., 2016) (Tsai et al., 2022).

2.2.1. Examples of sustainable events

Boom Festival, a music festival that is completely sustainable and a benchmark in the industry, has been held annually in the Portuguese countryside since 1997. Accordingly, to the festival's webpage, not only sustainability (everything we do is performed with the intention of having a beneficial effect on the environment), but with social awareness (generate social welfare-including socially conscious initiatives that support economic equity, the environment, and funding for regional non-governmental organizations) and interdependence (Nature is a part of us, and we are a part of each other are all part of the event's vision and positioning. Finally, the Portuguese event has won various awards throughout the years including- International Greener Festival, as Outstanding Greener Festival Award as of 2024 (Team, 2024).

Concerning bigger-scale events, such as *Rock in Rio Lisbon*, is officially ISO 20121 certified, being the first large music festival to accomplish it (Por Um Mundo Melhor, 2022). Likewise, there is a sustainable plan in motion to achieve their goals by 2030 (for instance: Encourage persons from disadvantaged social and economic backgrounds to apply for internships at the festival; - lessen the generation of waste by doing away with primary packaging and promoting the circular economy). It is crucial to emphasize that, given the scope of the event and the large number of stakeholders engaged, achieving all the goals becomes more and more challenging

(Kim, Kim, & Choi, 2022), fortunately it is evident that the management and organizers of these type of events are aiming for sustainable values and principles.

Likewise, the cause why Coldplay's *Music of the Spheres World Tour* is so widespread, isn't just as a result of its elements or songs; Their innovative and engaging ways to achieve their sustainable objectives and how they are implemented, is considered undoubtedly another proof of their green achievements (Aswad, 2023). Electric bicycles & dance floors that power their performances; fluorescent wristbands made of recyclable materials are just a few elements that attendees can utilize to be entertain themselves alongside to move further with the British group sustainable objectives (Music of the Spheres World Tour: Sustainability, 2024).

From the start of their World Tour, they started providing updates on a regular basis on their sustainability report. In this report, they outline not only what they have been accomplishing, but additionally the figures and contributions from the most recent version, along with a list of all the NGOs and other partners they now work with (Music of the Spheres World Tour: Sustainability, 2024). The reality that they lack the accreditations previously described in section 2.2. is crucial, since it makes it challenging for them to be regarded as fully sustainable. Notwithstanding all of their achievements and outcomes thus far, there is no arguing that they are paving the way for a more feasible and sustainable future for live music events (Aswad, 2023) (Keenan, 2024).

2.3.Theory of Planned Behavior

The Theory of Planned behavior quantifies an individual's Intention when carrying out a behavior. In this instance, *Intention* refers to the degree of effort or intensity with which a person is willing to carry out an action (Conner and Sparks 2005; Ajzen 1985, 1991). Generally, a behavior should be more likely to be carried out if it has a strong intent of being carried out. It should be evident, nevertheless, that a behavioral purpose cannot manifest itself in conduct unless the activity is controlled by willpower—that is, the individual has the free will to choose whether or not to engage in the behavior (Ajzen, 1991).

The intention to carry out a behavior is contingent on three independent variables, according to Ajzen's TPB: *Attitude towards the behavior*, *Subjective norm* and *Perceived behavior Control*. According to the theory's present formulation, a positive attitude and a supporting subjective norm provide the motivation to engage in the activity; nevertheless, a concrete intention to carry out the behavior *doesn't arise until perceived control over how one acts is strong enough* (Ajzen, I. 2020).

2.3.1. Attitude towards a Behavior

Attitude towards behavior refers to the extent to which an individual has a positive or negative assessment or appraisal of the behavior under consideration. It is influenced by the individual's own behavior beliefs, which provide a link between the intended action and anticipated outcomes (Ajzen, 1991; Fishbein, M., & Ajzen, I. 1975). According to Liu et al., (2022) and Kumar et al., (2022), consumers are more likely to engage in recycling of products when they hold positive attitudes toward it.

Similar to this, individuals frequently adopt positive attitudes about particular behaviors when they believe such behaviors would likely provide favorable results (Garas et al., 2023). According to Kumar et al. (2022), customers' favorable attitudes of environmentally friendly clothing strongly affect their propensity to purchase it. Zheng and Chi's (2015) research found that those who have a favorable attitude toward consumer environmentalism are more likely to support the idea of sustainable clothing consumption. Putting otherwise, the attitude towards the behavior is established by these accessible beliefs as well as the subjective values of the anticipated results and experiences (Behavioral Beliefs, 2024).

2.3.2. Subjective Norms

The capacity to comply to pressure from external sources of influence, or the Subjective Norms, is the second determinant of the Planned Behavior Theory (Ajzen, 1991). The desire to comply with perceived social pressures and the expectation that significant individuals would approve or disapprove of one's actions determine how strong the subjective norm could present itself (Ajzen, 2020). For instance, Koay et al. (2022) found that customers' intentions to buy used clothing rise when they believe that their peers and social groups support doing so.

Subjective norms are directedly based on the Normative Beliefs, which fall into two categories: Injunctive and Descriptive Beliefs. Injunctive are constituted by the likelihood or expectation that a certain referent person or group (such as friends, relatives, coworkers) will accept or disapprove of engaging in the behavior in question (Ajzen, 2020).

Regarding Descriptive, these beliefs are based on observed actions rather than what individuals ought to perform (Rivis and Sheeran, 2003). Individuals are more inclined to participate in a certain activity themselves when they witness other doing so (Koay et al., 2024). Similarly, Hwang et al. (2024) state that subjective norms—a combination of the two kinds of beliefs—

have become a significant factor in relation to environmentally conscious actions during athletic events.

2.3.3. Perceived Behavior Control

The term "perceived behavioral control" describes how someone perceives the ease or difficulty of doing a specific activity (Ajzen, 1991). PBC is based on control factors, which, in addition to acting as a facilitator or inhibitor of the current behavior, directly affect how easy it is to have that behavior (Shang et al., 2024). Examples of these factors include skills and abilities; the availability or lack of time, money, and other resources; other people's cooperation; and so, forth Ajzen, 2020) As a consequence, those who exhibit greater control over the relevant factors, will typically have strong intention to carry the action (Koay et al., 2024).

Likewise, past research's (Hsu et al., 2017) (Ajzen, 1991) (Chaturvedi, Kulshreshtha, & Tripathi, 2020, p. 405) reveals that PBC is a rather strong component in the process leading to the desired behavior, however intertwined with social norms (Zheng & Chi, 2015, p. 70). Nevertheless, lack of awareness and accessibility are the two main control factors that still influence more pro-environmental behaviors (Shang et al., 2024) (Hwang et al., 2024) (Wojdyla, W., & Chi, T. 2024).

In summary, a concrete intention that will result in a particular behavior execution depends on a combination of a favorable attitude and a supporting social norm, as well as a perceived behavioral control that is sufficiently strong based on the individual's perspective (Ajzen, 2020). In Figure 3, it can be identified a layout of the Planned Behavior Theory produced by the author with all of the factors and predicted effects.

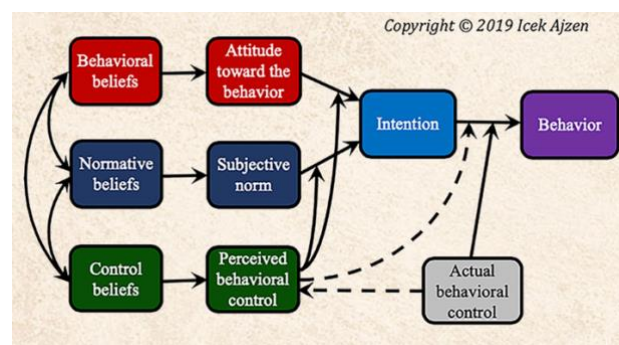


Figure 3- Theory of Planned Behavior layout developed by Ajzen, 2019

Frequently usage of the Planned Behavior Theory to sustainability, on past research can be observed, as shown on Table 1. Purchasing green products in general (Ferguson et al., 2017) or, "Climate Change Awareness and Pro-Environmental Intentions in Sports Fans" (Hwang, Lee, & Jang, 2024) can be detected in this section. Even though, there is currently few research applying this theory, in the sustainable events field, there is still a lack of study, particularly with regard to what motivates customers to attend these kinds of events (desired behavior). This dissertation aims to add to the current state of knowledge in relation to this topic and continuing investigation.

Table 1-Published Scientific Articles with TPB theory applied in its Methodology

Article	Year	Author	Journal	Methodology	Sample Size	Subject	Key Insight
"Pro-environmental purchase intention towards eco-friendly apparel: augmenting the theory of planned behavior with perceived consumer effectiveness and environmentalism concern"	2022	Kumar, N., Garg, P. and Singh, S	Journal of Global Fashion Marketing, Vol. 13 No. 2, pp. 134-150	Mutiple-item latent construct-based questionnaire	650	Textit industry in India	High subjective norms and PBC increase moral obligation to apply sustain ability into fashion
Factors influencing purchase intention towards environmentally friendly apparel: An empirical study of US consumers	2015	Zheng, Y.; Chi, T.	Int. 1, Fash. Des. Technol. Educ. 2015,8,	Survey	187	Textit industry in the US	High attitude towards behavior and PBC within US Gen-Z; No relevant impact of Subjective
Understanding the influences on Green Purchases Intention with Moderation by Sustainability Awareness	2024	Shang, W., Zhu, R., Liu, W., & Liu, Q.	Sustainability, 16(11), 4688.	Online five-point Likerty Scale questionnaire	419	Green Purchase in China	TPB variables have significant ans positive impact on green purchasing intention among university intentions
Developing an extended Theory of Planned Behavior model to predict consumer's intention to visit green hotels	2014	Chen, M., & Tung, P.	International Journa of Hospitality Management, 36, 221-230.	Online questionnaire	559	Lodging and Hotel Industry	Consumers environmental concern affect indirectly their attitude, subjective norms and PBC
Influence on student intention and behavior toward environmentally sustainability	2013	Swaim, J. A., Maloni, M. J., Napshin, S. A., & Henley, A. B.	Journal of Business Ethics, 124(3),465-484.	Vignette and survey	178	Superior Education	TPB variables are positive into increasing the intention for sustainale behavior if environmentalism concern is high
Climate change awareness and Pro-Environmental Intentions in Sports Fans: Applying the Extended Theory of Planned Behavior fos sustainable spectating	2024	Hwang, S., Lee, J., & Jang, D.	Sustainability, 16(8), 3246.	Purposed Sample selection on Prolific questionnaire	431	Events Industry	High attitude, subjective norms and PBC based on high climate change consequences awareness
Motivating Pro-Sustainable Behavior: The Potential of Green Events-A Case-Study from the Munich Streetlife - Festival	2018	Tölkes, C., & Butzmann, E.	Sustainability, 10(10), 3731.	Onsite Questionnaire	471	Events Industry	Attitude, Subjective Norms ans PBC are directly linked with sustainable learning
Going green: The impact of green events on environmental practices intentions	2023	Universiti Malaysia Terengganu.	IRep - Nottingham Trent University.	Purposed sample dselection and questionnaire	376	Events Industry	Attitude and Subjective Norms have a positive effect alongside with environmental concern and media power
The effects of social networking services on tourists Intentions to visit Mega-Events during Riyadh Season: A Theory of Planned Behavior Model	2022	Al-Khaldy, D. a. W., Hassan, T. H., Abdou, A. H., Abdelmoaty, M. A., & Salem, A. E.	Sustainability, 14(21), 14481.	Survey	319	Events Industry	Subjective norms and PBC relate to higher intention; attitude with no impact

Source: author

2.4.Environmentalism

The means by which that individuals and companies decide how to allocate their available resources—money, time, and effort—when it comes to purchasing is referred to as consumer behavior. To meet and satisfy their needs, consumers employ a decision-making process when

they shop and buy goods or services (Agyeman, 2014). This process constitutes on various stages – identification of need, seek alternate options, explore available options, purchase selection and post-purchase appraisal. Recently, green intention and environmentalism concern and awareness have been affecting the stages of the individual's decision making (Nguyen, Nguyen, & Hoang, 2019).

Environmental concern, even though having clear differences on its practical behaviors according to different social groups, is generally the great concern for the environment, its resources, current conditions and crisis (Gökşen, 2014) (Tadesse, 2009). Sang and Bekhet (2014) also contributes indicating that this concerns can also reveal their desire to contribute to the solution or support its resolution.

An individual's beliefs and attitudes toward environmental protection, as well as their level of knowledge regarding environmental issues, are reflected in their level of environmental awareness (Liang et al., 2024). Numerous studies have shown that having a high EAW is not just determined by purchasing environmentally friendly products; it also depends on engaging in everyday sustainable behaviors (such as recycling and using less water) and having environmental knowledge (Suárez et al, 2016). Furthermore Shelest et al., 2017 discussed that environmental awareness can be a significant variable towards a higher intention of pro-sustainable behaviors.

2.5.Willingness to Pay

One of the most important variables influencing customer perceptions of goods available on the market is price. Given that price is a measure of "a sacrifice," it is negatively correlated to the intention to buy - as higher costs often equate to reduced possibilities for purchases (Levrini & Santos, 2021). Scholars such as Nevin and Houston (1980), Mitchell (2010) and Kara et al. (2009) have clarified that price is not invariably seen by consumers as an economic expenditure, but rather as a multifaceted factor influencing their purchasing choice. They contend that cost may be an indicator of a product's quality and that it conveys prestige and elegance.

Sustainable products generally present higher prices compared to the conventional ones, revealing a setback to consumers sustainable purchasing intentions and pro-environmental behavior (Wilken et al., 2024). However, individuals that presents high environmental concern and awareness, are willing to pay premium prices, considering they are opting for the more environmentally friendly choice.

The substantial price increase results in the "attitude-behavior gap" phenomenon, where in relation to those with high environmental awareness and concern (section 2.4) do not align with

their purchasing behavior (Johnstone & Tan, 2015). Thus, it is imperative to understand the dynamics between the cost of consumer decision-making, environmental concerns and their desired behavior (Lopes et al., 2024).

2.6. Conceptual Model

The theoretical model's constructs are shown in the existing framework in Figure 4, in order to answer the following research questions:

Quantitative study: "What are the key behavioral determinants that influence attendance at sustainable live music events?"

Qualitative study: "What are the participants' perceptions and notions in relation to live music events with sustainable practices?"

One dependent and five independent variables compose the framework. The attendees' behavior factors—the Theory Planned Behavior variables (Attitude toward Behavior, Subjective Norms, and Perceived Behavior Control) (Ajzen, 1991) and individual environmentalism (Shelest et al., 2017)—alongside willingness to pay as the last independent variable (Johnstone & Tan, 2015). These independent variables are correlated with a person's intention to participate in a certain action—in this case, attending to a sustainable music event or using sustainable practices.

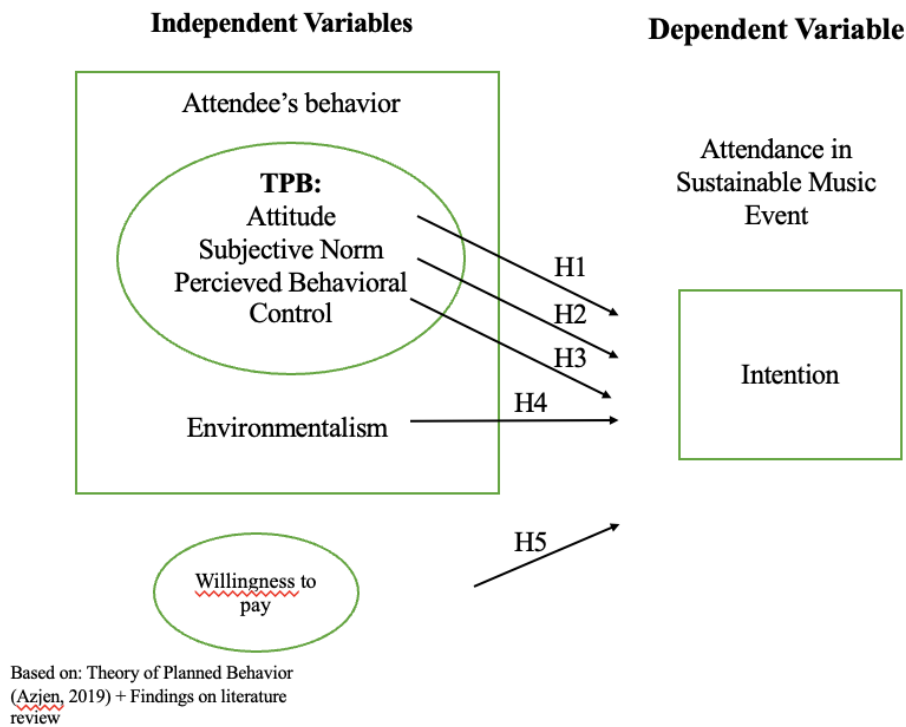


Figure 4- Theoretical Model

As thoroughly described, the Theory of Planned Behavior variables measure different aspects of the individual's conditions on developing the intention to engage in a certain behavior- Attitude towards behavior regarding the assessment of the relevant behavior; Subjective Norms exploring the external pressure to conduct it and Perceived Behavioral Control on the easiness or difficult of acting on it. Environmentalism is the fourth independent variable that is presented on the said framework based on the existent literature, that contributes to strengthening the proposed intention. It relates on how the individual perceives themselves and their actions regarding environmental concerns and awareness. Lastly, willingness to pay function as a correlated independent variable, and based on previous research, it was concluded that it is a decisive indicator on how high the intention towards the behavior will be, as shown on section 2.5, since it has been proven to be considered as a setback in the consumers purchasing behavior.

Considering the presented theoretical model, the following hypothesis were established to each distinct variable:

H1: Attitude towards attending a sustainable music event has a positive and significant effect on attending sustainable music events or with sustainable practices

H2: Subjective Norms have a positive and significant effect on attending sustainable music events or with sustainable practices

H3: Perceived Behavioural Control has a positive and significant effect on attending sustainable music events or with sustainable practices

H4: High individual environmentalism has a positive and significant effect on attending sustainable music events or with sustainable practices

H5: Willingness to pay has a negative and significant effect on attending a sustainable music event or with sustainable practices

In the following section, we will present more in detail how these questions and constructs were operationalized in the survey instrument.

3. Methodology

As part of the methodology, a mixed method was used to combine quantitative research using an online questionnaire with qualitative research using structured interviews. The main objective of this approach was accordingly to Bryman (2006), to illustrate the data collected from the quantitative (questionnaire) findings and help to paint a better picture of the phenomenon studied by applying a qualitative study (interviews). Furthermore, both methods complement each other generating more clear data by being employed on the same research (Dörnyei, 2007, pp. 45-46).

The questionnaire was applied to capture a broader figure of the consumers behaviors, and moreover, connect directly with the variables of the proposed theoretical model, outlined on the previous section. On the other hand, the qualitative process was conducted to pick up on specific experiences and behavioral nuances.

3.1. Quantitative Study

3.1.1. Questionnaire design

A survey-based study was carried out using the Qualtrics platform and sent to the respondents via social media accounts during the period September 17 to October 15, 2024. The questionnaire was based on the literature review of previous studies and additionally relied on the questionnaire model developed by Azjen, I regarding the Theory of Planned Behavior (Azjen, 2019).

The main goal of the survey was to find out more about the consumers behaviors regarding whether they would consider a sustainable musical event or with clear sustainable practices. The questions, as they will be further outlined, were based in each variable of the proposed theoretical mode (Section 2.6.), trying to understand the value of each one, towards the main goal, and variable, of the active consumer behavior.

The questionnaire consisted of a total of 16 questions divided into 4 sections. Firstly, the participant came across with a simple definition on “what is a sustainable event” and a couple of real-life examples (Annex A and B). The first section has the goal of finding out how many of the respondents have ever attended a sustainable music event or with sustainable practices, based on their past experiences and the definition previous given. Moreover, it is asked which of the respective sustainable practices were available on the attended event (Annex C).

The second section has the intention of obtaining data regarding the participants views, perceptions and concerns about environmental issues in general, and specifically on music events. The questions were regarding the following independent variables: Environmentalism (Questions 4 to 6), Attitude Towards the Behavior (Questions 7 to 9) and Willingness to pay (Questions 10 to 12). Five options are available for each question, all of which conform to the same measurement grid (Annex C). The grid was based accordingly to Ajzen's theory and a sample questionnaire, that was available to better apply the TPB to the data collection process. It consisted of a Likert-type scale with five different possibilities of answer, adapting to what was the goal of the question (Ajzen, 2019) (Ajzen, 2006).

For the following section, the participants were asked to what extend they agreed with the statements that were presented. The Likert-type scale previously developed was adapted to the following possible answers: Strongly disagree (1), somewhat disagree (2), neither agree or disagree (3), somewhat agree (4) and strongly agree (5) (Annex C). Each statement corresponded to one of the independent variables, including measuring the intention that can lead to the desired behavior, as it can be seen on annex D.

Furthermore, to assist in the data analysis and enable further research into the findings while leveraging the opportunity to contact a variety of age groups and nationalities, questions about age and country were also included. Lastly, the survey was also available in Portuguese to be more accessible to the respondents where it was conducted.

3.2. Qualitative Study

3.2.1. Structured Interviews

The interview's structured format allowed for participant consistency, allowing responses to be systematically compared to identify common themes as well as variations in consumers perceptions of the concept of sustainable events, their behavior at the events and general feeling towards sustainability in musical events. Despite being mostly structured, the use of follow-up questions allowed for the investigation of distinct experiences, increasing the volume of data while preserving uniformity throughout interviews.

3.2.2. Interviews Planning

Personal networks were used to recruit the participants. It was firstly presented which context the interviews were being conducted, the main goal and a summary of the subject that will be

studied. Although there were no explicit eligibility requirements to take part in the study, the fact that participants came from an array of nations and age groups was taken into consideration when choosing individuals. This criterion complements the questionnaire's descriptive questions. Moreover, it was valued positively if they have attended a music event in the past two years.

For the study's qualitative component, a total of 20 individuals was recruited. This sample size was chosen to strike a compromise between the breadth of viewpoints required to convey a range of experiences and the depth of individual interviews. A wide range of backgrounds among the participants ensured a thorough investigation of the topic being studied.

The demographic profile of the participants included individuals aged 21-55, with a gender distribution 25% male and 75% female. Participants also came from different geographic locations, allowing the study to capture differences in perceptions and behaviors related to sustainability in music events (e.g. Brazil, Portugal, Albania, Tunisia, Italy, Ecuador, Spain, Poland). This demographic diversity was crucial for identifying patterns and unique perspectives that could enrich the findings.

First an interview guide was created with the basic line of inquiries to pursue within the interviews. (Patton, 2015, p. 439). Before the interview guide was deemed finalized, it was undergone adjustments in response to feedback. The format was open-ended, allowing the researcher to ask follow-up questions and encouraging the interviewee to elaborate on certain topics, even if the interview guide offered a basic structure.

Secondly, a pilot interview was conducted, as it is encouraged by a number of researchers (Dörnyei, 2007; Seidman, 2013) since it can highlight any challenges or setbacks while using the same instrument. The researcher gained useful insight about the necessity and clarity of the questions from the pilot interview. A few questions were removed because they were deemed repetitious, especially when it came to asking repeatedly about what sustainable practices could be found on sustainable music events.

The interviews for this study were carefully planned beforehand, according to an established guide of pre-approved questions that complemented the study's goals. Interviews were held at times that were mutually agreed upon to meet the participants' schedules, guaranteeing

flexibility and convenience for all parties. Zoom was used to conduct the sessions, taking advantage of the platform's usability and accessibility for remote interviews.

Each interview began with the author's introduction and an overview of the background and goals of the study. This included a description of the research topic, the interview's goal, and the kinds of questions that would be asked of participants. In order to build empathy and put participants at ease and create an atmosphere that encouraged candid and open responses, this beginning section was essential.

Participants were asked for their permission to record the interview before the official interview started. The author further assured each participant that their information would be kept completely private and would never be disclosed. By putting participant welfare and the integrity of the study process first, these steps made guaranteed that the interviews followed strict ethical guidelines.

The interviews took in average 20-25 minutes, they were conducted either in Portuguese, English or Spanish, adjusting to the participants preferences. Quotes included in this thesis were translated into English by the researcher, ensuring fidelity to the original meaning.

They were consisted in seven small sections. As it can be verified on the Annex E, the process began with an introductory question that as well as being used as an ice break, it also introduced the topic of the music events.

The second section was to explore more what the participants understand of what is considered to be a sustainable event in general, what could be certain characteristics that could be a part of them, and if for them, if it means only caring about the environment or it evolves other fields. The next part, was based on previous experiences, if they have attended a sustainable event before? In this section, depending on the answer, the follow up questions would vary (Annex E).

Moreover, if attending a sustainable event can influence more sustainable behaviors outside of the event, was also asked to the participants, as it is one of the research questions of this research. Following, it was questioned about what barriers and limitations could both the organization and the consumer could find regarding a sustainable event.

It was followed by asking how they would think that in 10 years music events will be in terms of sustainability, and what would they like to see in this future. The interview was finalized with the following question “After this discussion, in a few words, for you, what would be the ideal sustainable music event?”.

After the interview was conducted, the author contacted each participant with a thank you message and an own Canva designed flyer explaining the concept of a sustainable event, a few examples and why is it important to study and comprehend more of the subject (Annex F).

The interviews were recorded with participants' consent using Zoom's recording feature and uploaded on Amber script program for a machine-automated transcription, alongside with the authors check reading before starting the analysis process. Transcriptions were stored securely to maintain confidentiality and were coded thematically using an Thematic analysis.

Coding focused on identifying recurring patterns and unique insights within the data, categorized under the primary themes: People & Awareness (awareness raising, social norms, insufficient communication...); Sustainable practices (divided by environmental, economic and social); Sustainable event (event experience, event impact, costs and barriers...); Behavior (change in behavior, behavior during and post the event, blocked intention...); Financial cost (operational and consumer costs).

Systematic comparisons of responses were made possible by the interviews' organized structure, which guaranteed uniformity across participants. By using Zoom to conduct the interviews, participation was further facilitated and people from a variety of geographic areas could be included, adding a range of viewpoints to the dataset. Furthermore, whilst maintaining consistency, the interviews 'structured style might have limited the opportunity to explore unexpected subjects or spontaneous ideas that might have surfaced in a more open-ended setting.

4. Findings

4.1. Quantitative Study

4.1.1. Characteristics of the Sample

The survey sample profile is shown in the following tables (Tables 2 and 3). Although the responders come from a wide range of nations, the most common ones are South Africa, Portugal, the United Kingdom and Brazil. Together, responders from these countries encompass more than 60% of the entire sample. Regarding continents, 45,2% of the respondents are from Europe, followed by Africa with 34,3%, America with 19,3 and lastly Asia with 1,2% of the sample. In terms of age categories, it is evident that those between the ages of 25 and 34 make up the largest group, followed by those aged 18 to 24.

Table 2- Sample divided by country of origin

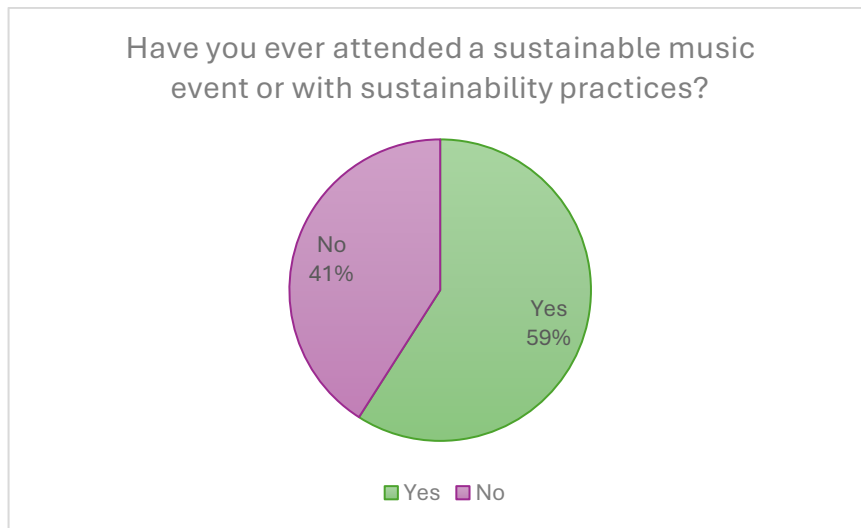
Country	Count	Percentage
South Africa	112	33,1%
Portugal	37	10,9%
United Kingdom	35	10,4%
Brazil	31	9,2%
Poland	24	7,1%
Mexico	14	4,1%
Chile	8	2,4%
United States	7	2,1%
Hungary	6	1,8%
Italy	6	1,8%
Spain	6	1,8%
Sweden	6	1,8%
Canada	5	1,5%
France	5	1,5%
Ireland	5	1,5%
Greece	4	1,2%
Czech Republic	3	0,9%
Kenya	3	0,9%
Netherlands	3	0,9%
Albania	2	0,6%
Austria	2	0,6%
Estonia	2	0,6%
Germany	2	0,6%
Australia	1	0,3%
Belgium	1	0,3%
Finland	1	0,3%
Israel	1	0,3%
Japan	1	0,3%
Latvia	1	0,3%
Pakistan	1	0,3%
Tunisia	1	0,3%
Turkey	1	0,3%
Ukraine	1	0,3%

Table 3- Sample divided by age group

Age Group	Count	Percentage
18-24	66	19,60%
25-34	167	49,70%
35-44	50	14,90%
45-54	28	8,30%
55-69	25	7,40%

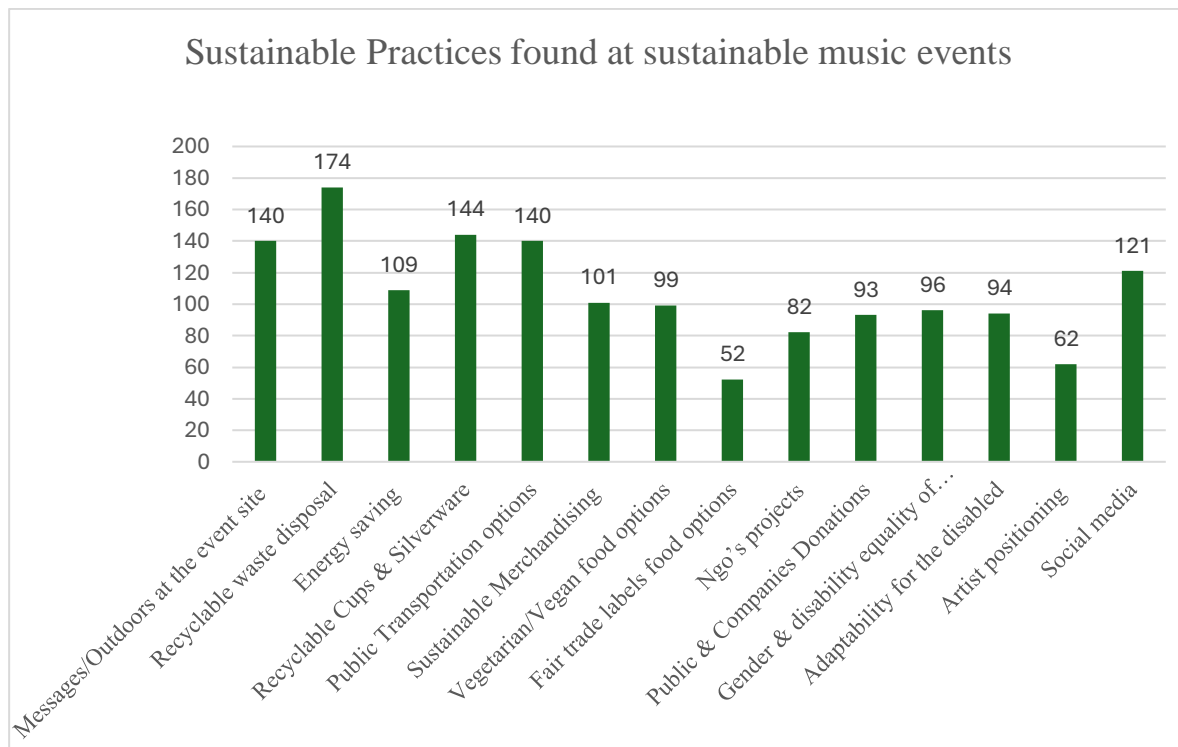
Moreover, it was analyzed the first section of the questionnaire, as mentioned on section 3. Out of the 359 valid answers, 59% of the respondents (212) answered positively as have attended a sustainable event or an event with sustainable practices before (Table 4).

Table 4- Pie chart regarding the question "Have you ever attended a sustainable music event or with sustainable practices"



If the respondents gave a positive response to question number 1, they were asked to check between all of the available options, all of the sustainable practices that they have found in the previously attended. Within the presented options, the ones with higher frequency were recyclable waste disposal, public transportation options, messages or outdoors at the event site and sustainable merchandising. (Table 5).

Table 5- Bar chart regarding the question " If the previous answer was affirmative, check all of the options that describes best why you consider the event to be sustainable?"



4.1.2. Measurement Model Evaluation

Partial Least Squares Path Modeling (PLS-PM) was conducted using IBM SPSS Statistics Software and the SmartPLS (Ringle, Wende, & Becker, 2024) to test the hypothesized relationships among the latent variables. The model included six latent variables (Attitude, Subjective Norms, Perceived Behavioral Control, Environmentalism, Willingness to pay, and Intention) measured by 31 manifest variables (survey questions). A centroid weighting scheme was applied with reflective measurement modes for all constructs. Internal consistency was assessed using Cronbach's alpha. The structural model was assessed through path coefficients, their statistical significance, and the coefficient of determination (R^2) for the endogenous variable, Intention. Model fit was further evaluated using the goodness of fit index.

The analytical method begins by identifying which survey questions that correspond to their correspondent latent variables (The correspondence can be checked in annex D). The factor loading values will next be analyzed to see how strongly each latent variable and the matching questions are associated, indicating how each item contributes to the indicated variable.

According to Hair, Hult, Ringle, & Sarstedt, 2017, the cut-off values for loading are: ≥ 0.7 is ideal, loading 0.5 - 0.7 is acceptable. The table 6 shows this correspondence and their loading values. Initially, the model included all planned items to measure the constructs. However, analyzing the results, some inconsistencies were found. Therefore, following the guidelines for PLS-PM, the items that exhibited unsatisfactory performance were removed. The adjustments were made while maintaining the theoretical coherence of the model, ensuring that the remaining indicators continually to adequately measured the defined constructs.

Table 6- Outer Model loading values

Variables	Questions	Loading
Attitude	Q7	0,692
	Q8	0,814
	Q9	0,746
	Q13_1	0,681
	Q13_2	0,811
	Q13_3	0,789
Subjective Norms	Q13_5	0,871
	Q13_7	0,864
Perceived Behavioral Control	Q13_8	0,912
	Q13_9	0,847
	Q13_11	0,720
	Q13_12	0,777
Environmentalism	Q4	0,687
	Q5	0,709
	Q6	0,672
	Q14_5	0,738
	Q14_6	0,739
	Q14_7	0,682
Willingness to pay	Q11	0,821
	Q14_1	0,906
	Q14_4	0,912
Intention	Q14_8	0,612
	Q14_9	0,830
	Q14_11	0,884

The strongest latent variable, according to table 6 above, is attitude, which has the highest loading values. Subjective norms, Environmentalism and Intention also have loading values that are pertinent.

Secondly, the consistency of each variable of the proposed theoretical model (Section 2.6.) was measured by analyzing their Cronbach's Alpha coefficient. This coefficient cut-off points are: $\alpha \geq 0.9$ Excellent; $0.7 \leq \alpha < 0.9$ Good; $0.6 \leq \alpha < 0.7$ Acceptable; $0.5 \leq \alpha < 0.6$ Poor; $\alpha < 0.5$ Unacceptable (Kline, 1999). As previously said, the latent variable Willingness to pay has a low consistency, as seen in table 7. This suggests that the questions used to measure the variable a need for refinement.

Table 7- Cronbach's Alpha for each variable

Intention	
Variables	Cronbach's Alpha
Attitude	0,868
Subjective Norms	0,636
Perceived Behavioral Control	0,569
Environmentalism	0,799
Price	0,277
Intention	0,685

4.1.3. Hypothesis Testing

For H1, the relationship between Attitude and Intention was positive and significant ($\beta = 0.342$, $p = 0.000$), suggesting that individuals with favorable attitudes toward sustainable music events were more likely to intend to attend such events. H2 was also supported, as Subjective Norms positively influenced Intention ($\beta = 0.255$, $p = 0.000$), indicating that social influence and perceived pressure play a role in shaping behavioral intentions. In contrast, H3, which hypothesized a positive relationship between Perceived Behavioral Control and Intention, was not strongly supported ($\beta = 0.065$, $p = 0.121$), suggesting a weaker and marginal effect of perceived control over attending sustainable events.

H4 was supported, with Environmentalism showing a positive and significant effect on Intention ($\beta = 0.240$, $p = 0.204$), highlighting the role of individual environmental awareness and concern in motivating sustainable behavior. For H5, Willingness to pay had a significant negative effect on Intention ($\beta = 0,103$, $p = 0.018$), indicating that higher costs associated with sustainable events can act as a barrier to participation.

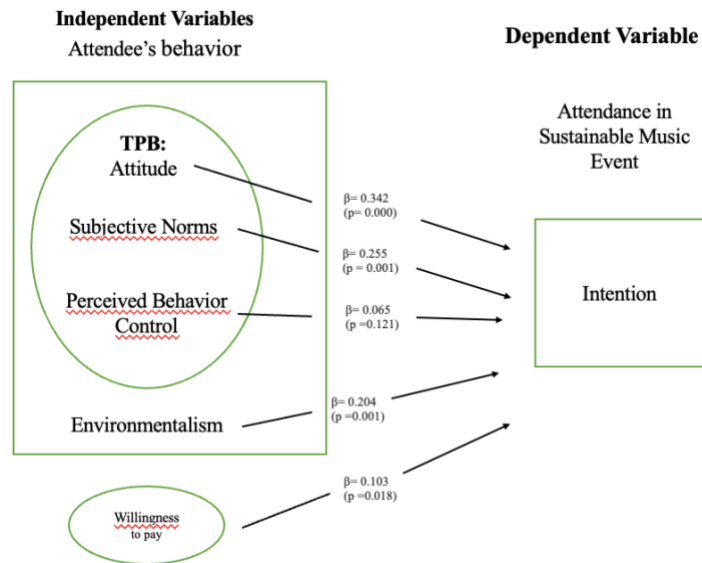


Figure 5- Theoretical Model with hypothesis values

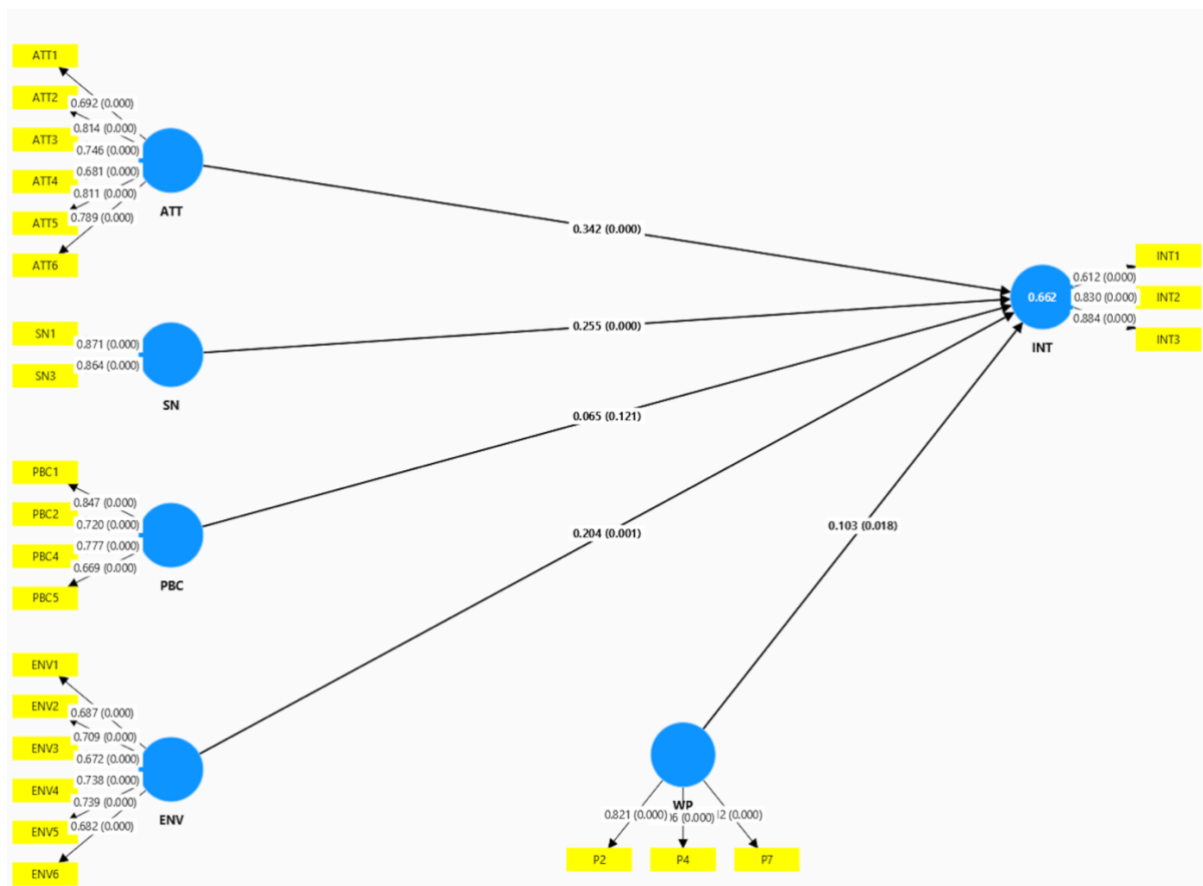


Figure 6- Theoretical model on SmartPLS

The PLS-PM analysis revealed significant relationships among the latent variables, supporting most of the proposed hypotheses. The model demonstrated strong predictive power, with the endogenous variable Intention achieving an R^2 value of 0.674.

4.2. Qualitative Study

4.2.1. Interviews

First and foremost, it's critical to bring focus on broad trends found in the participant responses. A recurring observation was that several respondents presented lack of prior contact with the sustainability in music events, as it is shown on the following quote: *“P2: It wasn't a subject I'd ever stopped to think about until I heard you comment on it. In other words, it's not something I find very difficult to think about.”* (translated from Portuguese; Brazilian, Female;2) Moreover, it was noted a limitation to correlate the concept of sustainability and its social pillar (Section 2.1.), indicated as the following:

Direct quote: *“P13: Okay. I don't know if this is also, like, considered sustainable? ... Um, they were directed for, like, handicapped people. So, they were like, oh, we wanted to be inclusive..., I guess diversity in the sense that, like, they wanted to be inclusive to everybody, like, it can be accessible to everybody (Tunisian, Female, 24 years old).”*

Another key finding was the disparity between the participants who attended the Coldplay Music of the Spheres tour and those who did not in terms of their deeper understanding and interest in sustainability concepts and practices, as revealed by the previous experiences question on the guide (Annex E).

Direct Quote: *“P1: But one event that publicly, so to speak, shows itself to be sustainable, was the Coldplay concert, which I think is one of the greatest examples we have of an event that promotes itself as sustainable (translated from Portuguese; Brazilian, Male, 21 years old).”*

Direct Quote: *“P8: I think that from the moment you arrive at the event, you can see the announcements they make about the NGOs they help and the instructions about the wristband, which is made from recycled material, compostable material, that sort of thing. The platforms that can generate energy for the show while you're jumping on them and that they instruct people to stay there to generate even more energy, which is shown on the big screens translated from Portuguese; Brazilian, Female, 25 years old)”*.

Building on the previous discussion, we now turn to the themes utilized for the analysis of the qualitative data, as outlined earlier in this chapter. Regarding People & Awareness, a subtheme that was frequent between the participants was using the event as a whole and sustainable practices within them, to generate awareness to the public in terms of sustainability.

Direct Quote- “P14: if it was at the beginning of the show ..., giving a leaflet, or speaking into the microphone at some point to use something conscious to raise awareness. Choosing a topic to talk about, maybe one that touches on music or anything else, but taking advantage of that moment to work on it with people is certainly part of sustainability, isn't it? (Brazilian, Female, 53).”

Direct Quote- “P11: So, I think that maybe these small actions that take place at the show can make people a bit more aware of sustainability (translated from Portuguese; Brazilian, Female, 24 years old)”.

Additionally, the data analysis frequently revealed that the events were not communicating effectively to promote their sustainability. When attendees are thinking about participating such an event, they note that there is a shortage of information about sustainable practices.

Direct Quote- “P6: as much as the events today have these projects and everything, they don't put it on the agenda at any point. They don't talk about it, like when they mention their event (translated from Portuguese; Brazilian, Female, 24 years old)”.

Direct Quote- “P12: feel that sometimes there's little publicity and when I see a show that I'm interested in, it's because others have told me about it and not because there's been adequate publicity on social media (translated from Portuguese; Brazilian, Female, 26 years old)”.

Lastly within this main theme, social norms were emphasized as a key factor that can encourage people to begin behaving in a more sustainable manner, including, going to sustainable events: as it can be observed on the following extract: “ P7: You have a certain tendency in your life to try to replicate the behavior even more because you feel good about the fact that you're doing something that's good not only for you, but for others too and for the planet, right? (translated from Portuguese; Brazilian, Male, 55 years old)”.

Direct Quote: “P16: You have a certain tendency in your life to try to replicate the behavior of others...even more because you feel good about the fact that you're doing something that's good

not only for you, but for others too and for the planet... (translated from Portuguese; Portuguese, Female, 25 years old) ”.

Within the Sustainable practices theme, there was a clear tendency between the participants in identifying practices relating firstly to the environmental pillar, followed by the social. Regarding environmentally centered practices- renewable energy, recyclable bins availability, reusable cups & materials were the most frequently mentioned.

Direct Quote: “P8: Are you going to recycle waste... Obviously sustainable energy, clean energy, you can use wind or water, something like that. The sustainable materials used for the show... (translated from Portuguese; Brazilian, Female, 25 years old) ”.

Regarding social practices, as pointed out earlier, there was some misunderstanding about what was included in the concept itself. The most common practices identified within the data were- Usage of profit into social activities, NGO’S partnerships, democratization of public transportation and measures to combat noise pollution. The following quote represents a personal experience regarding a socially centered practice: *“P3: If you just want to attend the event, it costs X, if you bring a kilo of food or something along those lines, you get a 30% discount, for example, to help with this issue... (translated from Portuguese; Brazilian, Male, 58 years old) ”.*

Sustainable events were the third and broadest theme examined. One topic emerged as particularly prominent: the artist participation. Participants emphasized that both artists and event organizers play a crucial role in promoting sustainability. This involvement can manifest in different ways, such as incorporating sustainability messages within their performances, implementing sustainable practices into the venue, or engaging into sustainable actions outside of the event. Participants also emphasized how crucial it is to use the artist's platform to raise awareness among attendees.

Direct Quote: “P2: artist says, people be careful... We're tackling this. We're trying to approach this subject a little more practically... these more sustainable practices. So be careful. You can see that we have this NGO that is with us. We have the garbage bins are taking care when it comes to disposing of things. Anyway, the artist is also an influencer, right? So, I think that would have a bit more impact (translated from Portuguese; Brazilian, Female, 26 years old) ”.

Direct Quote: “P4: And he also says it in the middle of the concert, ... I when he talks to the audience. He starts to say look, we have done, I don't know, in terms of sustainability... (translated from Spanish; Spanish, Female, 26 years old)”.

At sustainable music festivals, costs and barriers were another prevalent subtheme. The cost increase was the most popular topic. Participants agreed that using sustainable materials, infrastructure, and procedures results in greater expenses for both the organizers and the attendees (Section 2.5). Lack of options for these events, funding difficulties, and a lack of infrastructure that enables a sustainable way to carry out the event were further obstacles noted.

Direct Quote: “P8: So, in addition to all the investment to be here, you still need more investment to have sustainable resources... are still not that accessible. So, you need more capital to be recognized for that. The installation needs a specific facility. There must be fewer people doing this, so I think it's going to take more research, more care in this regard and everything else (translated from Portuguese; Brazilian, Female, 25 years old)”.

Finally, the participants stated that there will undoubtedly be numerous options for sustainable events in ten years. They have revealed that is more realistic to find events highly sustainably centered rather than it as a whole, as described by the following extract: *“P4: I think so. No, because as it is like other artists seeing Coldplay or others who are already starting to do it, I think that little by little it is coming together. I think this is the future as well (translated from Spanish; Spanish, Female, 26 years old)”.*

Behavior is the next major theme to be covered. Between the participants, there were observed 2 main opinions regarding if attending a sustainable event can lead to more active sustainable behaviors. A portion of the participants disclosed that merely going to one event is insufficient to bring about a real shift in daily routine toward more sustainable behaviors *“P1: From my experience, I feel that both with me and with people close to me, it didn't happen very actively. And despite discussing sustainability and saying that the show and the concert was, it was, it was good and it's just that they managed to ensure sustainability afterwards on a day-to-day basis. No, you didn't notice that difference (translated from Portuguese; Brazilian, Male, 21 years old)”.*

Attending a sustainable event or highly sustainable practices center can, in fact, be a beginning point for embracing more sustainable behaviors, according to the remaining interviewees. The

most often cited methods to accomplish these were raising awareness and actively taking part in the events.

Direct Quote: “P10: I think, you know, we learn something every day. So, for example, if you go to the sustainable festival and you see all of this, I don't know, brochures or like placard, you know, posters like saying, when you're washing your hands, put the hand soap and turn off the water. Then maybe when you go back home you practice this further. You know it just like something that you notice that you may be doing (Polish, Female, 25 years old)”.

Lastly, the Financial & Costs theme, has a correlation with the increase costs already outlined previously in this section. According to the participants, using sustainable infrastructure, materials, and practices raises costs for both the attendees and the organizers. Ultimately, the primary concern is the potential rise in ticket costs “P7: I think the biggest risk with this issue is that the cost will be higher... For those who organize it, and obviously this will be passed on to those who consume it, so that the margin for those who produce it is the same. And this is perhaps the biggest limitation... (translated from Portuguese; Brazilian, Male, 55 years old).”

5. Discussion

This chapter synthesizes the findings of the study with the broader body of literature to provide a comprehensive evaluation of the results in light of the research objectives and hypotheses. Using the Theory of Planned Behavior (TPB) as the theoretical framework and supplemented by other constructs like environmentalism and Willingness to pay, the study intended to answer fully the proposed research questions.

Attitude Towards Behavior

The quantitative results strongly supported H1, showing that attitude has the strongest positive influence ($\beta = 0.342$, $p = 0.000$) on intention to attend sustainable music event. This result is particularly significant since it showed the greatest loading values in the measurement model. This aligns with prior research, suggesting that favorable attitude significantly influence pro-environmental behaviors (Kumar et al, 2022; Liu et al, 2022).

The qualitative interviews provided deeper insight into how these attitudes manifest and develop. Accordingly, to Garas, 2023, individuals have higher attitude regarding a certain behavior when they can witness positive outcomes. This was actively demonstrated with

participants who have attended sustainable music events before, such as the Coldplay tour, in regard of active sustainable practices and experiences, and the impact those events have.

While many participants expressed positive general environmental attitudes, their specific attitudes toward sustainable events were often less developed or uncertain, particularly regarding social sustainability aspects. This suggests that the relationship between general environmental attitudes and event-specific attitudes may be more complex than previously understood.

The role of Subjective Norms

The study confirmed H2, with subjective norms showing significant positive influence on intention ($\beta = 0.255$, $p = 0.000$). This confirms the findings of Koay et al. (2022) about the significance of peer approval in decisions regarding sustainable consumption, and moreover, in relation to environmentally conscious active behaviors (Hwang et al. 2024). This was also evident in statements on the qualitative study, regarding how the other behave will affect your own (P7 in section 4.2.1.).

However, within the qualitative results, showed lack of awareness between regarding the concept of sustainability and sustainable events, which might hinder the normative pressures required to influence behavior. In other words, lack of knowledge about the field can act as a barrier in regard how social norms will affect the consumers behaviors.

Perceived Behavioral Control

Contrary to expectations, perceived behavioral control showed only a marginally significant effect on intention (H3, $\beta = 0.065$, $p = 0.121$) diverging somewhat from previous research by Hsu et al. (2017) and Chaturvedi et al. (2020) that found PBC to be a strong predictor. The results of this study imply that barriers, such cost and availability, may outweigh the perceived simplicity of attending sustainable activities.

Participants frequently cited financial and logistical limitations, which is consistent with previous research that found infrastructure and lack of awareness to be major barriers (Shang et al., 2024; Ajzen, 2020). However, it is needed to be taken into account the novel of the field and lack of previous research, that may hide new barriers not studied beforehand.

Environmentalism

Environmentalism significantly predicted intention ($H4$, $\beta = 0.240$, $p = 0.204$), supporting the notion that individuals with higher environmental awareness and concern are more likely to engage in sustainable behaviors (Suárez et al., 2016; Shelest et al., 2017). In order to increase their environmental concern and understanding, participants highlighted the importance of sustainable activities in forging a closer bond with environmental ideals, especially when these practices were incorporated into the event experience and properly communicated to the audience.

A significant distinction was revealed by the qualitative data: although participants had adequate awareness of environmental issues, many of them knew very little about sustainability in the context of music events, especially when it came to social sustainability. This implies a discrepancy between general environmental consciousness and specialized understanding of sustainable occurrences.

Willingness to pay and the Attitude-Behavior Gap

Willingness to pay has a negative effect on intention ($H5$: $\beta = 0.103$, $p = 0.018$), which is in line with Levrini & Santos's (2021) finding that with higher prices can come reduced purchasing behaviors. This analysis is also consistent with Wilken et al., 2024, who claim that price increases are a barrier to environmentally friendly behavior.

This was well-supported by the qualitative interviews, in which people repeatedly mentioned increased expenses as a primary discouragement to going to sustainable activities. The "attitude-behavior gap," which holds that favorable views toward the environment don't always transfer into action because of financial limitations, is supported by this. Johnstone & Tan (2015) developed this theory.

Sustainable Events

The interview procedure revealed several different perspectives from the participants on what consists of a sustainable event. The inclusion of the sustainable element to the event's execution and the attempt to minimize any possible adverse effects were repeatedly brought up during the investigation. This directly aligns with the previously mentioned concept in accordance with UNEP, 2009.

In more details, specific environmentally concerned practices were highlighted as the differential aspect of what constitute such an event. Recyclable bins, usage of reusable energy, cups and silverware made by bio and reusable materials, availability of water fountains were the most frequent observed. As discussed by Laing & Frost, 2010; Whitfield & Dioko, 2012, green initiatives are still the ones that are priorities in terms of sustainable practices. What's most important, is the visibility and tangibility of such practices, making it possible for the attendants to actively participate and benefit from them. As previously mentioned, this can allow a positive attitude towards such events (Garas, 2023).

The role of the artists and performers in promoting sustainability also came across the results of the qualitative section. Participants positively valued when the artists actively advocated sustainable practices, speaking about environmental issues throughout the performance or contributing to donations or partnerships with NGO'S were cited during the study. Although there isn't any particular literature on this topic, Coldplay's Music of the Spheres can be applicable given that it was frequently brought up by the participants and served as a benchmark during the theoretical analysis.

The British group's tour is the perfect example since it brings to reality the main topics found during the qualitative process. Participants found environmentally centered practices at the site, various partnerships with NGO'S, reusable materials made bracelets and active advocacy by the main singer during the performance, regarding their care towards their sustainable strategy. In conclusion, as was previously examined, these factors once more have a favorable assessment towards the events (Garas, 2023) (Ajzen, 2020).

Theoretical Implications

By expanding the use of the TPB to the setting of sustainable live music events, the findings add to the existing body of literature. Although attitude and subjective norms (Ajzen, 1991) were found to be significant, PBC's less importance indicates that the theory may need to be modified for use in new consumption situations, such as sustainable events.

More specifically in the sustainable music events field, the formation of positive attitude can be considered to be made in different ways between general sustainable and event-specific behaviors. Additionally, TBP may benefit from providing its participants with active and

educational experiences in order to foster a positive attitude construction in relation to sustainable music events.

The current study's findings about social norms around sustainable music events showed a complex socially affected experience. Pressure from social peers, artist/performer influence or social media influence can suggest a further investigation of these different facets. Furthermore, because this study focuses on an emerging field, social norms can be considered as a more flexible and adaptive component of the planned behavior hypothesis.

The traditional view of TPB's Perceived Behavior Control, as already outlined, may not fully conceptualize the complexity and novelty of control factors regarding sustainable music. Infrastructure availability, knowledge and awareness barriers and access to information can be further studied. In other words, this study may suggest PBC works differently in this field, compared to the established ones.

Regarding the environmentalism variable established in this study, it was observed a translation gap between general environmental awareness (knowledge about usage of renewable energy, climate change, and other daily behaviors, such as recycling or buying bio products) and how they apply within the domain of sustainable music events. This aligns with the suggestion to further investigate such variable in this novel field.

This study has proven the traditional price theories, where price comes as a barrier for an active purchasing behavior. Other factors, such as peer pressure or individual awareness of the environment, can actively affect their behavior when sustainability is involved (as investigated through this project). Therefore, just as PBC and environmentalism control should be further investigated in the sustainable music events field.

Practical Implications

This study highlights the importance of designing and communicating sustainable music events that align with the beliefs and values of the attendees. Event planners could consider creating practical and active experiences that highlight the advantages of sustainability, taking Coldplay's Music of The Spheres benchmark example. By showcasing, direct impact of eco-friendly practices (e.g. recycling, renewable energy consumption) can enhance participants positive attitudes towards these events.

Marketing campaigns could be suggested with two primary goals: raising awareness of sustainable music events, just as with non-sustainable ones; and moreover, using the platform to educate its audience about sustainability, including why the event is deemed sustainable and what it offers that relates to sustainability, among other things. Thus, in addition to using the platforms where consumers already are, creating personalized strategies for this specific type of event, which, as mentioned above, may require other new approaches.

Another matter to consider is post-event communication. By creating and disseminating a post-event impact report, the organizers can provide complete transparency while also enabling comparisons across editions and events, giving customers additional knowledge in this emerging area.

One of the unique findings of this study, is the emphasis of artist participation into sustainability issues as a motivator for attendance. To increase awareness, artists might reveal behind-the-scenes activities, include sustainability messaging in their performances, or take part in post-event campaigns. Nevertheless, in order to reduce any challenges that would prevent these activities from occurring, the event organizers must collaborate with the performer.

Attendance was shown to be significantly restricted by low willingness to pay, suggesting the need for more equitable pricing practices. Event organizers could consider applying alternative pricing strategies, as outlined by participants on this research, such as: student fares or social fares (discounted price if the attendee brings an aliment to support NGO'S).

Moreover, being transparent about how the revenue is proceeded after the event (e.g. contribution to environmental and social causes) can help justify higher prices, generate awareness to sustainability issues and enhancing its perceived value.

Limitations of the study

This study has several limitations that should be considered. Within the quantitative section of the study, sampling bias regarding age group (majority between 25-34 years old) and geographic location (South Africa, Brazil, Portugal...) may not represent a broader population of sustainable music events attendees. Respondents with higher interest in sustainability are more inclined to participate on the questionnaire, potentially inflating the importance of sustainable practices. Lastly, the variety of different regional backgrounds, may affect the generalizability of the results.

Regarding the qualitative study sample, the gender imbalance (25% male and 75% female) could influence the findings, as gender may have an influence on sustainable music events and sustainability issues perception. There is also a potential risk of social desirability bias, in which, the respondents overstate their sustainable behaviors in order to conform with adequate social norms. Conducting interviews in multiple languages and translating responses may lead to subtle meaning distortions, particularly language nuances and informal expressions.

Recommendations for Future Research

Further research can benefit from conducting longitudinal designs to explore how repeated exposure to sustainable music events can influence attendee's attitudes and perceptions over time, as it was outlined by participants during the qualitative study. Moreover, studies that focus on each specific variable, such as Perceived Behavior Control or Willingness to pay, within the sustainable music events field, can certainly contribute to understanding more the consumers behavior in this new field.

6. Conclusions

The subsequent results have been identified following the use of a mixed method approach. First, according to the quantitative analysis, the main factors influencing the intention to attend a sustainable live music event within the TPB are attitude toward behavior ($\beta = 0.352$, $p < 0.001$), subjective norms ($\beta = 0.240$, $p < 0.001$), and alongside, environmentalism ($\beta = 0.181$, $p = 0.001$). It underlined how crucial it is to have a favorable assessment of these events, and it has been shown that consumers' understanding of sustainability matters when measuring their intention.

Perceived behavioral control, on the other hand, has a marginally significant value ($\beta = 0.076$, $p = 0.059$), indicating that barriers including lack of accessibility and offer prevent them from attending sustainable music events. Willingness to pay, as proposed on the hypothesis, has a significant, yet negative relation ($\beta = -0.128$, $p = 0.002$), highlighting that the financial aspect works as an active barrier.

As of the qualitative research, firstly, it is crucial to highlight the lack of sustainability awareness by the participants, specially concerning social sustainability, within the music events field.

Their favorable attitude toward these activities was found to be enhanced by prior and active experiences. The participants also identified peer pressure on sustainable behavior as a factor

that increased their motivation to attend the activities. Furthermore, the most notable outcome is the involvement of artists with environmental issues, which act as a catalyst for awareness-raising and attendance.

According to this study, the primary reasons why participants decide not to attend sustainable music events are financial constraints, logistical and accessibility issues, and a lack of knowledge about these events.

Answering the proposed research question (Section 1) regarding the quantitative study, there are two central groups that explain the key behavioral determinants that influence consumer attendance in sustainable live music events.

The first group is the one who positively drive attendance- attitude towards behavior, subjective norms and environmentalism. As previously stated, the positive assessment of these kinds of events is increased when one has a pleasant and proactive experience with them, for instance, through sustainable practices (Coldplay's renewable energy bikes) found at the event site.

Peer pressure also affects adopting sustainable practices, which in this study involves attending sustainable music events. Consistent with TPB, consumers are positively influenced to adopt more sustainable practices by peer pressure and society at large. Lastly, the higher the consumer is environmentally known and aware, it effects favorably in future attendance. This means that the participant is already inclined to and familiar with sustainable concerns, which has a positive effect on actively engaging in the behavior.

The second group of factors— Willingness to pay and perceived behavior control—has a negative impact on event attendance. Stated differently, this study demonstrated that the participants identified a few inhibitor factors that are present in this group and can cause an avoidance of attendance. Difficulties in logistics and accessibility, lack of awareness of existence of such events, and financial constrains affect negatively sustainable music event attendance. It's crucial to note, though, that since this is a novel field, there might be more factors influencing the lack of attendance.

As stated in section 1, there was also a research question for the qualitative study. The general perception and notion of the participants regarding sustainable live music events are the existence of environmentally friendly practices, that are also available and tangible for all of the attendees, this can include recyclable trash bins, usage of reusable energy and cups made by sustainable material are a few of those.

The role of the artist in the sustainable advocacy also came out as an important notion that participants had within the sustainable music events constitution. Coldplay's Music of the

Sphere's Tour is the main example of such, being included in the theoretical and qualitative analysis.

This study contributes to the existing literature by applying and extending the TPB into the sustainable live music events. By incorporating two additional variables—Willingness to pay and environmentalism—it offers an innovative suggestion for a more thorough model for this emerging subject. These results provide insights that are relevant outside of the events sector and add to the larger conversation on sustainable consumption and behavior.

The findings of the research supported a number of hypotheses derived from the Theory of Planned Behavior (Ajzen, 1991). As anticipated, attitude towards sustainable behavior and subjective norms were strong predictors of intention, aligning with prior research (Ajzen, 1991; Zheng & Chi, 2015). Liang et al. (2024) have identified the growing recognition of individual awareness of the environment as a fundamental driver of sustainable choices, which is further supported by the significant influence of environmentalism.

Attending environmentally friendly events was more likely to be expressed by participants who actively practiced pro-environmental behaviors, such as recycling or trash reduction. This result emphasizes how important it is to include environmental awareness and education in event marketing plans.

Price is viewed as a "sacrifice" and has an inverse relationship with the intention to carry out the desired behavior, as previously mentioned by Levrini & Santos, 2021. In line with the preceding literature, this study also showed that sustainable music concerts are thought to cost more (Wilken et al., 2024). Furthermore, according to both qualitative and quantitative research, willingness to pay still acts as an obstacle to sustainable event attendance, despite the participants' strong environmental attitudes and awareness (Johnstone & Tan, 2015).

Overall, the findings provide new insights to the sustainable live music setting while yet being consistent with several TPB elements. This study highlights how crucial it is to remove financial and practical obstacles, raise awareness of eco-friendly projects, and use artists' influence to help audiences feel more connected to sustainability objectives.

Among the practical implications, organizers should concentrate on open communication, creative sustainable practice design, and focused, goal-specific marketing campaigns as a way to foster a favorable consumer attitude toward these events. One of the primary and notable conclusions of the current study is that using social norms and artist/performer engagement

might be a key strategy for amplifying sustainability-focused messages and encouraging audiences to take action.

Addressing affordability, through different new prices techniques is also critical to increase sustainable music event attendance. Lastly, integrating educational initiatives and promoting sustainability practices at events can empower attendees to adopt eco-friendly behaviors, creating a ripple effect that extends beyond the event itself.

Although this study offers insightful information, it should be recognized that it comes with some limitations. Using self-report data raises the risk of social desirability bias, which can exaggerate potential attitudes and perceptions. Another suggested restriction is the absence of a cross-sectional design to see how the characteristics and behaviors could alter over time. The sample size should be increased for future studies using more comprehensive demographic and socioeconomic data.

Future studies might look into how people's views and actions change over time as a result of going to sustainable live music events. A more sophisticated picture of global patterns may be obtained by investigating cultural and regional variations in sustainability perspectives. Additionally, concentrate on PCB in this particular sector to look into one of the research's surprising discoveries in more detail.

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8. Annexes

8.1. Annex A- Extract of survey explaining sustainable event concept

English ▾

What is a Sustainable Event?

In simple words, a sustainable event can be consider one where all of the people and institutions that have some kind of concern about the event, work together to put sustainable practices into the goals and objectives of the event.

In a more practical way, actions such as: energy/ power savings, C02 reducing levels actions, recyclable waste disposal option, donation to NGO'S, social works and etc.; can be considered to be applied to turn into a sustainable event.

Take a look at the following examples to keep in mind with your past experiences:

8.2. Annex B- Extract of survey explaining sustainable event concept- part 2

Example 1:

Harry Styles' Love On Tour Raises More Than \$6.5 Million for Charity

The donations benefitted reproductive health, environmentalism, gun safety and more causes.

Example 2:



8.3. Annex C- Survey

General-

After these definitions:

Q1- Have you ever attended a sustainable music event or with sustainability practices?

Yes/No

Q2- If the previous answer was affirmative, check all of the options that describes best why you consider the event to be sustainable?

- *Messages/Outdoors at the event site (Advertisements on the screen of the stages about sustainable practices conducted by the event/artist eg: NGOS partnerships; reminders to recycle residues; companies stand: Ecoponto, Hyundai at Rock In Rio, Super Bock Super Rock; Information about Accessible grounds)*
- *Recyclable waste disposal (Colorful and designated bins on the grounds)*
- *Energy saving (Solar energy production; Energy generated by the attendees: energy-generating dance floor; reusable energy producer partner: Galp).*

- *Recyclable Cups & Silverware (Free entry of Reusable bottles & cups)*
- *Public Transportation options (Public transportations were close and reliable, Shuttles to and from the grounds)*
- *Sustainable Merchandising (Tote Bags, Reusable fabric)*
- *Vegetarian/Vegan food options*
- *Fair trade labels food options*
- *Ngo's projects*
- *Public & Companies Donations*
- *Gender & disability equality of employees*
- *Disability adaptability (wheelchair adaptable, sign language translator)*
- *Artist positioning (Ngo's partnerships: Shawn Mendes mental health foundation; Harry Styles end gun violence)*
- *Social media (posts/ app promoting all the practices that the event will carry and all of the necessary and relevant information for the attendees & their sustainable development plan- check the images bellow)*

Q3- If the answer of Q1 was positive, which event(s) have you attended?

1st part- individual questions

In this section, we'd like to learn more about your views and awareness of environmental issues, particularly in the context of music events.

Please answer each question based on your personal experience and opinions. Your input is valuable to help us better understand consumer behavior and attitudes toward sustainability in the music industry.

Q4- How concerned are you about environmental issues in general?

- *Not concerned at all*
- *Slightly concerned*
- *Moderately concerned*
- *Very concerned*
- *Extremely concerned*

Q5- How aware are you of the environmental impacts of music events? (e.g. waste, energy usage, transportation?)

- *Not aware at all*
- *Slightly aware*
- *Moderately aware*

- *Very aware*
- *Extremely aware*

Q6- How effective do you believe making sustainable choices (e.g. recycling, reducing waste) at a music event is in contributing to overall environmental sustainability?

- *Not aware at all*
- *Slightly aware*
- *Moderately aware*
- *Very aware*
- *Extremely aware*

Q7- How interested are you in sustainability and environmental issues?

- *Not interested at all*
- *Slightly interested*
- *Moderately interested*
- *Very interested*
- *Extremely interested*

Q8- How important it is to you that a music event is sustainable?

- *Not important at all*
- *Slightly important*
- *Moderately important*
- *Very important*
- *Extremely important*

Q9- Buying the tickets & going to a sustainable event makes me feel:

- *Unpleasant*
- *Unjoyable*
- *Pleasant*
- *Enjoyable*

Q10- How important is price when deciding to attend such a type of event?

- *Not important at all*
- *Slightly important*
- *Moderately important*
- *Very important*
- *Extremely important*

Q11- What is the maximum percentage increase in ticket price you would be willing to pay for a sustainable music event?

- 0%
- 5%
- 10%
- 15%
- 20%

Q12- How much do you feel that financial constraints affect your ability to attend such events?

- *Not at all*
- *Slightly*
- *Moderately*
- *Very*
- *Extremely*

2nd part-

In this section, you will find a series of statements. Please read each statement carefully and select the option that best reflects your level of agreement. These are the following options:

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

There are no right or wrong answers—your honest opinion is all that matters. If you are on your mobile phone, please consider turning it on the side.

Q13- 1 Attending sustainable music events is beneficial for the environment

Q13-2 I feel more satisfied attending music events that are sustainable

Q13-3 Sustainable events align with my personal values

Q13-4 I am willing to change my usual habits to attend events that are more sustainable

Q13-5 People whose opinions I value attend sustainable music events

Q13-6 I feel social pressure to attend music events that are sustainable

Q13- 7My social circle feels that it is important to support sustainability through activities such as attending music events that are sustainable

Q13-8 I am confident that I can find and attend sustainable music events

Q13-9 Sustainable events are available in my region

Q13-10 Logistical issues make it difficult for me to attend music events that are sustainable

Q13-11 It is easy for me to perform environmentally sustainable activities.

Q13- 12 it is my decision whether or not to perform environmentally sustainable activities

Q14-1 I am willing to pay a higher price for a music event that is sustainable

Q14- 2 If the ticket price for a sustainable music event is too high, I would prefer not to attend, even if I support sustainability.

Q14-3 I would attend a non-sustainable music event if it is significantly cheaper than a sustainable one

Q14-4 I am willing to pay extra if the music event commits to environmental initiatives such as reducing carbon emissions or promoting recycling

Q14-5 I am aware of the environmental consequences of music events

Q14-6 Implementing sustainable practices at music events can significantly reduce their environmental impact

Q14-7 I try to act more sustainable on my daily routine (recycle, less energy & water usage, vegetarian/vegan/bio food options)

Q14-8 I would prefer to attend a sustainable music event over a non-sustainable one, even if both were the same price

Q14-9 The sustainability of a music event strongly influences my decision to attend

Q14-11 I will encourage my friends and family to attend sustainable music events with me

Demographics

Age

Country

If you feel interested on the subject or feel that you have the possibility of helping further with the research, leave your email so you can be contacted for further information.

8.4. Annex D- Hypothesis regarding which variables and questions are related to

Questions regarding variable Attitude

Q7: How interested are you in sustainability and environmental issues?

Q8: How important it is to you that a music event is sustainable?

Q9: Buying the tickets & going to a sustainable event makes me feel:

Q13- 1 Attending sustainable music events is beneficial for the environment

Q13- 2 I feel more satisfied attending music events that are sustainable

Q13- 3 Sustainable events align with my personal values

Q13- 4 I am willing to change my usual habits to attend events that are more sustainable

Questions regarding variable Subjective Norms

Q13- 5 People whose opinions I value attend sustainable music events

Q13- 6 I feel social pressure to attend music events that are sustainable

Q13- 7 My social circle feels that is important to support sustainability through activities such as attending music events that are sustainable

Questions regarding variable Perceived Behavioural Control

Q13- 8 I am confident that I can find and attend sustainable music events

Q13- 9 Sustainable events are available in my region

Q13- 10 Logistical issues make it difficult for me to attend music events that are sustainable

Q13- 11 It is easy for me to perform environmentally sustainable activities.

Q13- 12 it is my decision whether or not to perform environmentally sustainable activities

Questions regarding variable Environmentalism

Q4: How concerned are you about environmental issues in general?

Q5: How aware are you of the environmental impacts of music events? (e.g. waste, energy usage, transportation?)

Q6: How effective do you believe making sustainable choices (e.g. recycling, reducing waste) at a music event is in contributing to overall environmental sustainability?

Q14- 5 I am aware of the environmental consequences of music events

Q14- 6 Implementing sustainable practices at music events can significantly reduce their environmental impact

Q14- 7 I try to act more sustainable on my daily routine (recycle, less energy & water usage, vegetarian/vegan/bio food options)

Questions regarding variable Willingness to pay

Q10: How important is price when deciding to attend such a type of event?

Q11: What is the maximum percentage increase in ticket price you would be willing to pay for a sustainable music event?

Q12: How much do you feel that financial constraints affect your ability to attend such events?

Q14-1 I am willing to pay a higher price for a music event that is sustainable

Q14-2 If the ticket price for a sustainable music event is too high, I would prefer not to attend, even if I support sustainability.

Q14-3 I would attend a non-sustainable music event if it is significantly cheaper than a sustainable one

Q14-4 I am willing to pay extra if the music event commits to environmental initiatives such as reducing carbon emissions or promoting recycling

Questions regarding variable Intention

Q14- 8 I would prefer to attend a sustainable music event over a non-sustainable one, even if both were the same price

Q14-9 The sustainability of a music event strongly influences my decision to attend

Q14-11 I will encourage my friends and family to attend sustainable music events with me

8.5. Annex E- Interview Guide

Introduction

Hello! Thank you very much for agreeing to participate in this interview. Just so you know, I am currently developing my master's thesis at ISCTE in Lisbon, Portugal on the topic of sustainable events, focusing on the music sector. The aim of this research is to better understand people's thoughts on the concept of sustainable events, especially in music events, exploring their main perceptions and how these may influence future behaviors.

I would like to confirm if you are comfortable with continuing the interview, and, if you agreed, I would like to ask for your permission to record the conversation. The recording is simply to ensure that I do not miss any detail of your contribution and will be used solely for analysis in my research, with complete confidentiality.

If you have any questions or if, at any time, you would like to take a break, please feel free to let me know. Once again, thank you for your availability and help. If everything is all right, shall we begin?

Script

Icebreaker:

- What was the last music event you attended, and what did you enjoy most about it?

Exploring the concept of a sustainable event

- What does a 'sustainable event' mean to you? What characteristics do you think are essential for an event to be considered sustainable?
- What specific practices do you imagine are part of a sustainable event? (e.g., recycling, renewable energy, reducing plastic)
- Do you think that for an event to be sustainable, it only needs to take care of the environment, or does it involve other areas as well? If so, could you provide another example?

Previous experiences

- Have you ever attended an event that presented itself as sustainable? What did you notice was different?
- If yes, how was your experience, and what stood out most to you?
 - If not: If you haven't attended one, what factors would motivate you to choose a sustainable event in the future?
- What positive impacts do you think a sustainable event can have on the environment and the local community?

Environmental and social behavior

- Do you think attending sustainable events can influence sustainable behaviors outside the event? Have you noticed this in yourself or friends?

Challenges and perceived limitations

- What do you think are the biggest challenges or barriers to making an event sustainable?
- Do you think there is any cost or limitation for participants in sustainable events? For example, higher ticket prices, limited options, transportation difficulties, lack of awareness...

Reflection and the future of sustainable music events

- How do you imagine music events will be in terms of sustainability in 10 years? What changes would you like to see?

- What practices would you like to see implemented at music events to make them more sustainable and impactful?

Closing

- After this conversation, how would you describe, in a few words, an ideal sustainable music event?
- Is there anything else about sustainable events that you would like to mention?

8.6. Annex F- Flyer sent to the participants after the interview was conducted



SUSTAINABILITY IN MUSIC EVENTS

After participating in the interview for my Masters Thesis, here is a bit more information about the topic

WHAT IS A SUSTAINABLE EVENT?

A sustainable event is planned, organized and executed to minimize negative impacts on the environment and generate lasting benefits for the communities involved. It takes into account three main pillars of sustainability: Environmental, Social and Economic.



WHY ARE THEY IMPORTANT?

Traditional events can generate large amounts of waste, carbon emissions, and overcrowding, often neglecting social and environmental aspects. By adopting sustainable practices, events can:
Reduce waste; Promote social equity; create meaningful and relevant experiences

REAL-LIFE EXAMPLES OF SUCCESS

Goldplay's Music of the Spheres Tour

Features electric bicycles and energy-generating dance floors, along with recyclable wristbands.



Rock In Rio Lisbon

The first major music festival certified by ISO 20121, aiming to reduce waste and promote a circular economy



COMMON PRACTICES IN SUSTAINABLE EVENTS

Using recycled and biodegradable materials.
Providing accessible recycling stations.
Encouraging public or sustainable transportation.
Reducing single-use plastics.
Supporting local and ethical suppliers



HOW CAN YOU CONTRIBUTE?

Bring your reusable water bottle.
Use sustainable transportation options.
Dispose of waste properly.
Support local initiatives.
Keep informed

Every choice matters.
By attending sustainable events and supporting eco-conscious initiatives, you are helping shape a future where entertainment and environmental care go hand in hand.

Let's celebrate responsibly and leave a lasting positive impact!