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The influence of Green Marketing Mix on the Sustainable Consumer Behaviour of Gen Z – the attendance at festivals

Mariana Tomé de Sousa Carvalho Ferreira

Master in Marketing

Supervisor:
PhD Ana Maria Vitorino Ferreira Comporta, Invited Associate Professor,
Department of Marketing, Operations and General Management at ISCTE Business School

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BUSINESS
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Department of Marketing, Operations and General Management

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To my supervisor, for all her patience and availability during these months that seemed endless.

To my family, father, and sister, for being my safe haven on the worst days.

To my friends, for all the hours listening to me.

To Oscar for the long evenings.

Abstract

This dissertation examines the influence of the green marketing mix on the sustainable consumer behaviour of Generation Z, focusing on their attendance at festivals. As environmental concerns grow, festival organisers are increasingly implementing green marketing strategies to appeal to the eco-conscious preferences of Gen Z, a generation known for its environmental awareness. The purpose of this study is to determine how Gen Z's decision-making process, when selecting which festivals to attend, is influenced by the components of the green marketing mix, which include product, price, place, and promotion.

To investigate this, a survey was conducted, collecting 97 valid responses from Gen Z festivalgoers. The survey data was analysed using SPSS to identify relationships between green marketing elements and sustainable consumer behaviour. The analysis revealed that the decision by festivals to offer green products (e.g. environmentally friendly materials such as reusable cups) and the promotion methods of those same festivals being sustainable (e.g. if there is transparent communication of environmental practices) have a strong impact on festival attendance decisions.

The results suggest that while all elements of the green marketing mix play a role in shaping sustainable consumer behaviour, some are more influential than others in the context of festival attendance. Despite being a specialized study, the findings from this research can assist marketing teams in implementing green marketing mix strategies to increase festival attendance, as research has demonstrated the impact of sustainability practices on consumer behaviour.

Keywords: Green Marketing Mix, Sustainability, Generation Z, Attendance at Festivals, Sustainable Consumer Behaviour

JEL: M31, M39.

Resumo

Esta dissertação examina a influência do marketing mix sustentável no comportamento de consumo sustentável da Geração Z, centrando-se na sua decisão de comparecer em festivais. À medida que as preocupações ambientais aumentam, os organizadores de festivais implementam mais estratégias de marketing sustentável para apelar às preferências eco conscientes da Geração Z. O objetivo deste estudo é determinar de que forma o processo de decisão da Geração Z, ao selecionar os festivais a que vai assistir, é influenciado pelos componentes do marketing mix ecológico, que incluem o produto, o preço, o local e a promoção.

Para este estudo, foi realizado um inquérito que recolheu 97 respostas válidas. Os dados do inquérito foram analisados utilizando o SPSS para identificar as relações entre os elementos do marketing ecológico e o comportamento sustentável dos consumidores. A análise revelou que a decisão dos festivais de oferecerem produtos ecológicos (por exemplo, materiais sustentáveis, como copos reutilizáveis) e os métodos de promoção da sustentabilidade desses mesmos festivais (por exemplo, uma comunicação transparente das práticas ambientais) têm impacto nas decisões de participação no festival.

Os resultados sugerem que, embora todos os elementos do marketing mix ecológico desempenhem um papel na formação do comportamento sustentável dos consumidores, alguns são mais influentes do que outros. Com esta investigação, e apesar de se tratar do estudo de um nicho, podem tirar-se conclusões que eventualmente ajudarão os profissionais de marketing a pôr em prática medidas para atrair mais espectadores para os festivais, uma vez que, como demonstrado, as práticas de sustentabilidade influenciam o seu comportamento.

Palavras-Chave: Marketing Mix Sustentável, Sustentabilidade, Geração Z, Participação em Festivais, Comportamento do Consumidor Sustentável

JEL: M31, M39.

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Abbreviations

CB	Consumer Behaviour
Gen Z	Generation Z
GM	Green Marketing
GMM	Green Marketing Mix
SCB	Sustainable Consumer Behaviour

Chapter 1: Introduction

As part of Generation Z, I grew up in a world where the sound of sirens warning of the climate crisis echoes everywhere. We are responsible for the products we consume, the places we go, and the choices we make. Part of that responsibility means a concern for the future (and not just our future). It's inspiring to see how many of us are demanding that the experiences we enter align with our values, especially ecological ones. When I think of festivals, which have always been synonymous with joy and freedom, a new layer of reflection emerges - I can't ignore the impact these festivals can have on the environment. How can we balance the pursuit of fun with the urgent need to protect our planet?

With millions of people attending festivals every year, these events are both platforms for social interaction and entertainment, but also significant sources of consumption and environmental impact. The growing pressure from consumers for festivals to be more environmentally friendly is forcing organisers to adopt practices that reduce their ecological footprint. Sustainability is no longer a choice - it's imperative.

Thus, it is my understanding that marketing plays a fundamental role. Green marketing, a concept that is gaining relevance, has the potential to be the tool that connects consumers' environmental awareness with festivals' sustainable practices. From transparently communicating green initiatives to creating experiences that promote sustainable behaviour among attendees, marketing is crucial to attracting and retaining this demanding audience. Understanding how Generation Z responds to green marketing at festivals is the key to realizing these strategies' impact on sustainable consumption behaviour.

1.1. The purpose

This dissertation aims to investigate the impact of the green marketing mix on the sustainable consumer behaviour of Generation Z, specifically in the context of festival attendance. Its goal is to understand whether Generation Z chooses festivals based on their sustainability and how significant this reflection is in their purchasing decisions. The research will explore how the green marketing mix can influence the sustainable consumer behaviour of this demographic, assessing the importance of eco-friendly practices in attracting and retaining festival attendees. At the same time, it seeks to contribute to the ongoing conversation on the importance of sustainability in the events industry, advocating for a future where enjoyment and environmental responsibility go hand in hand.

1.2. Outline

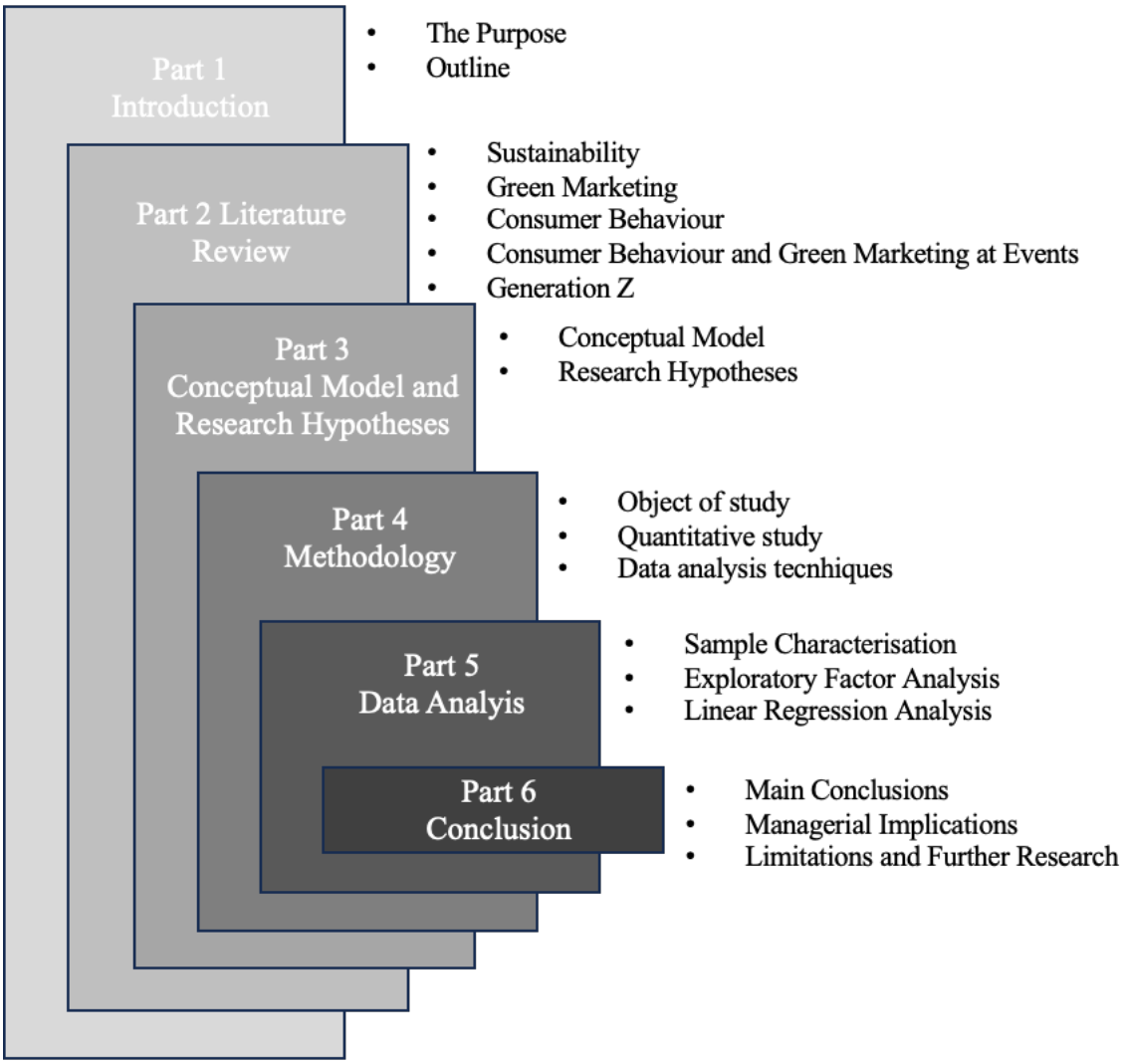
This dissertation is organised as follows: After the introduction, the second chapter regards the literature review, providing a comprehensive overview of the concept of sustainability. It discusses the three pillars of sustainability—environmental, social, and economic—and how they interact to promote a balanced approach to development. This chapter also defines the concept of green marketing, outlining its principles and objectives. Additionally, it explores the green marketing mix, discussing the various strategies and tools businesses can employ to effectively engage environmentally conscious consumers. Also, it focuses on consumer behaviour, starting with a clear definition of the concept and its relevance to marketing strategies. It then examines sustainable consumer behaviour, highlighting the characteristics and motivations behind environmentally friendly purchasing decisions. This chapter also identifies the key factors influencing consumer behaviour, particularly in the context of sustainability. Furthermore, it discusses the critical role of green marketing in shaping sustainable consumer behaviour, emphasizing the interplay between green marketing strategies, consumer choices, and participation in events.

The third chapter will present a conceptual model that illustrates the relationships between green marketing practices and sustainable consumer behaviour among Generation Z. This chapter will also outline the research hypotheses that will guide the investigation, providing a framework for understanding how the green marketing mix influences consumer decisions regarding festival attendance. The fourth chapter outlines the methodology employed in this research, detailing the research design, data collection methods, and analytical techniques used to evaluate the hypotheses. It will explain the rationale behind the chosen methods and how they align with the research objectives, ensuring a robust and credible approach to the study.

Finally, the fifth chapter presents the data analysis, showcasing the findings derived from the research. This chapter will interpret the data in relation to the conceptual model and research hypotheses, discussing the implications of the results. The main conclusions, managerial contributions, limitations and future research are then presented in the sixth chapter.

Table 1.1. – Dissertation Structure

Source: Own elaboration



Chapter 2: Literature Review

2.1. The concept of sustainability

With the consequent increase in population, and after realising that the continued growth in population, and consequently economic development, was not feasible, the 'Limits to Growth' was published in 1972 (Meadows *et al.* 1972). This publication gave rise to a new concept for defining sustainability in 1987 - according to the Brundtland Report[1], sustainability is defined as "meeting the need of the present without compromising the ability of future generations to meet their own needs." (Brundtland, 1987, p. 15).

These two foundations[2] were fundamental to the United Earth Summit and the Rio Declaration on Environment and Development, as they created a global concern that had hitherto been little felt about sustainable development (Rio Declaration, 1992). This concern led to these concepts spreading to academic circles (Gatto, 1995), which is how John Elkington's 'The Three Pillars' model came about. This concept defines sustainability through three pillars, as the name suggests - people, the planet, and profit (Universities of Wisconsin, 2022).

2.1.1. The three pillars of sustainability

As the name implies, the 'Three Pillars' encompass three other concepts: economic (profit), social (people), and environmental (planet). The figure illustrates that the conceptualization typically takes the form of a Venn diagram, featuring the three pillars and sustainability in the centre.

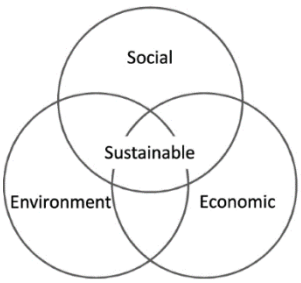


Figure 2.1. – Three Pillars of Sustainability from "Three pillars of sustainability: in search of conceptual origins" by Purvis *et al*. 2018

[1] Report presented by the World Commission on Environment and Development (WCED) in 1987.

[2] Limits to Growth (1972) and the Brundtland Report (1987).

Thus, they can be defined as - The economic pillar focuses above all on the efficient management of profits. As such, it is clear to see that companies cannot focus merely on profits, since this premise fosters not only economic growth for them but also the scarcity of resources. The environmental pillar shows that to achieve global well-being in terms of sustainability, there must be no overexploitation of ecosystems, living organisms, and natural resources. Lastly, the social pillars suggest that guaranteeing necessities like common values, equal rights, and fair access requires fostering a united society (Giddings *et al.* 2002).

However, this theory is not universal, and some academics have introduced new pillars such as institutional, cultural, and technical (Giddings *et al.* 2002).

2.2. Consumer Behaviour

2.2.1. Definition and Concept

Consumer Behaviour – from now on CB - is a huge topic within Marketing. This happens because studying and analyzing how consumers think and what leads them to make certain purchases, becomes vital for companies to know what strategies to apply to get them to buy their products/services (Stankevich A. , 2017)

Although this has been a relevant subject for many years, it wasn't until the 1950s, as a response to the boom in marketing and the need to study it, that a concept for CB emerged (Blackwell *et al.* 1995). In this sense, CB can be defined as "the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires" (Soloman *et al.* 2006)

2.2.2. Sustainable Consumer Behaviour

As mentioned earlier, the concept of CB emerged in the 50s, and it was after the increase in the awareness of environmental issues seen in Chapter 2.1 that the definition of sustainable consumer behaviour (SCB) appeared. "The use of services and related products which respond to basic needs and bring a better quality of life while minimizing the use of natural resources and toxic materials as well as emissions of waste and pollutants over the life cycle of the service or product so as not to jeopardize the needs of future generations" by Ofstad *et al.* (1994) was the definition of Sustainable Consumption proposed at the 1994 Oslo Symposium on Sustainable Consumption.

2.2.3. Factors Influencing Consumer Behaviour

To implement a good market strategy, it is important to study and comprehend the consumer. To do that, it is also essential to understand that there are consumption patterns that distinguish a product's target audience. In this regard, several factors can influence the consumer profile. Thus, in carrying out a correct market segmentation, it is necessary to consider characteristics such as demographics, psychographics, and behavioural (Sofi, 2019).

Although numerous factors influence consumers, Kotler *et al*. (1996) in Principles of Marketing identify four factors that have an influence on consumer behaviour: cultural, social, personal, and psychological factors.

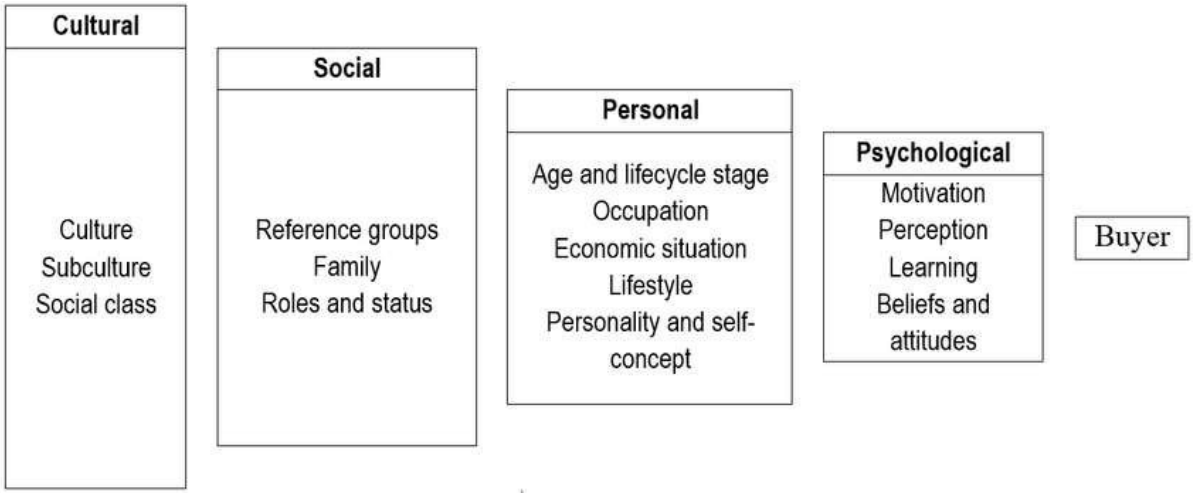


Figure 2.2. – Factors Influencing Behaviour. From Principles of Marketing (p. 231), by Kotler, P. et al, 1996, Prentice Hall Inc. Copyright [1999] by Prentice Hall Inc.

Cultural Factors

According to Kotler *et al.* (1996), this is the factor that most affects consumer behaviour. Within this factor, there are three other elements to consider: culture, subculture, and social class. Families and other institutions teach culture, instilling basic values, perceptions, desires, and behaviours. Subculture, in turn, refers to a community that shares similar life experiences. Finally, according to Kotler *et al.* (1996), social class is a group that everyone belongs to and where they share common values and interests.

Social Factors

The social factor is related to the 'reference groups' - the groups that people compare themselves to or draw inspiration from - which help shape consumer attitudes and behaviour.

Moreover, the social factor is intrinsically related to the family, since it is with them that the consumer's early life is spent and it is through them that the consumer is given guidance on 'religion, politics, and economies, and a sense of personal ambition, self-worth, and love' Family has a great impact on influencing consumer behaviour. Finally, role and status comprise the expected activities performed by each person based on the function they fulfil. These functions are then associated with a social status attributed to them by the community they belong to (Kotler *et al.* 1996).

Personal Factors

The consumer's behaviour is also defined by their age and life-cycle stage - since the choices the consumers make, may change depending on the age and life stage they are in -, occupation – as some occupations require specific services and products to be purchased -, economic circumstances - this is a determining topic in consumer behaviour, since purchasing power influences the quality and quantity of products purchased -, lifestyle – which is the way people express their interests and integrates all the behaviours they do -, and, finally, personality and self-concept, which refers to the personal characteristics of each individual and the self-concept to the characteristics that each person sees in themselves (Kotler *et al.* 1996).

Psychological Factors

There are four other components inherent to psychological factors: motivation, perception, learning, and attitudes and beliefs. Motivation can be explained using Maslow's Theory of Motivation or needs (Maslow, 1943) in which the various needs are presented in the form of a pyramid, in the following order[3]: 1) psychological needs, 2) affective needs, 3) social needs, 4) esteem needs, and 5) self-actualisation needs. As soon as one of the most important needs is fulfilled, the next one is realised, and so on. Perception is the 'process by which people select, organise, and interpret information to form a meaningful picture of the world' (Kotler *et al.* 1996, p. 247). Learning leads to changes in behaviour, as each consumer's experiences that lead to knowledge create new behaviours. As such, through learning, new attitudes and beliefs are also developed about services or products (Kotler *et al.* 1996).

[3] The range is fixed from 'most important' to 'not important at al.'

2.3. Green Marketing

2.3.1. The concept of Green Marketing

Having understood how the concept of sustainability emerged, it is also possible to see that the concept of Green Marketing (hereinafter GM) emerged very soon afterward, in 1976 with Hennion and Kinnear[4] and has developed greatly since then. To the authors, GM is "concerned with all marketing activities that have served to help cause environmental problems, and that may serve to provide a remedy for environmental problems" (Hennion and Kinnear, 1976). This concept quickly evolved into a competitive trend in which companies, to differentiate themselves from one another, focus on offering ecological services or products to attract consumers (Fuller, 1999).

For the matter of this study, it is preferable to define GM as the "holistic marketing concept wherein the production, marketing, consumption, and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, nonbiodegradable solid waste, the harmful impact of pollutants, etc." (Mishra and Sharma, 2012). This definition was preferred for its holistic approach, as it considers all stages of the lifecycle of products and services. Additionally, it reflects a modern perspective by addressing pressing issues like global warming and the accumulation of non-biodegradable waste.

One of the major issues of environmental degradation is the consequences of population growth and, in turn, increased production - mostly due to the overconsumption of food, manufactured products, and services (Peluse, 2022). Therefore, the companies producing these products bear a responsibility. The obligation for companies to adapt their strategies to meet the new market trends arose largely after establishing principles such as 'Sustainability' and the 'Green Movement.' Companies need to guarantee that there is a minimisation of environmental impact from the development, manufacture, and communication of their products and services. Furthermore, this reduction in marketing is essential, as it influences the concept and design of the product from the outset (Rex & Baumann, 2007), hence the importance of the GM concept.

[4] Introduced in the book 'Ecological Marketing' in 1976.

2.3.2. The Green Marketing Mix

Considering the GM concept discussed above, Cvetković *et al.* (2023) state that it is possible that all the components of the Marketing Mix can be readjusted to a sustainable field. Thus, the Green Marketing Mix (henceforth GMM) is a marketing framework that comprises the 4Ps – green product, green price, green place, and green promotion. The four combined focus on undertaking all marketing activities while protecting the environment (Kotler *et al.* 1996). Below, each of these elements will be explained:

Green Products

The first P and the most important part of GMM is the product (Fan and Zeng, 2011). However, it should be noted that the final product includes several stages (the materials used, the production process, and the packaging, among others), all of which have an environmental impact (Ginsberg and Bloom, 2004). As expected, the definition of a green product varies depending on the author. Ottman *et al.* (2006) stressed that "Although no consumer product has a zero impact on the environment, in business, the terms 'green products' or 'environmental product' are used commonly to describe those that strive to protect or enhance the natural environment by conserving resources and/or reducing or eliminating the use of toxic agents, pollution, and water.".

Green Price

Dangelico and Vocalelly (2017) said that "Price is closely related to the quality of the product, and its definition should consider the willingness to pay of consumers.". Green Pricing' refers to the strategy of making consumers pay more for the environmental performance of products by offsetting the amount they would ideally be willing to pay.

The price of a green product or service can increase depending on particular factors, that is, more expensive materials, higher production costs, and higher taxes that cover environmental costs. So, even though prices are higher, for certain consumers, especially the younger generation, price is not a constraint in the sense that they are looking for green products and are open to paying a premium price (Anvar and Villiers, 2014). However, as Wei *et al.* (2018) state, for other consumers, price is still something to consider when choosing a product. Even if it is green, price is still the most important factor when deciding to buy a green product.

Green Place

Green Place is also known as 'Distribution channel' or 'Distribution network'. That means it's where a product or service can be purchased. Distribution and logistics must be carried out sustainably, ensuring the minimal contamination possible (Bhalerao and Deshmukh, 2015). Green Place involves any method that makes it easier for customers to obtain the product and for manufacturers to sell it (Bhalerao and Deshmukh, 2015). To do this, logistics must consider transport emissions so that the carbon footprint produced is as small as possible. Businesses may also prioritize partnerships with sustainable suppliers or use sustainable shipping methods (Walia and Kumar, 2021).

Green Promotion

Green promotion refers to the marketing activities that a business uses to promote its products or services. In green marketing, businesses may focus on highlighting their environmental commitments. Advertisements, promotions, direct marketing, and public relations can accomplish this (Fan and Zeng, 2011). Ansar (2013) says that advertisements are a useful way to raise consumer awareness of environmental issues. Therefore, companies' commitment to sustainability has enabled them to reach a wider market segment (Shirsavar and Fashkhamy, 2013).

To summarise, GMM aims to create products and services that respect the environment, all seeking to remain competitive in the market. All the factors defined by Kotler and Armstrong (1996) - cultural, social, personal, and psychological – lead to a different perception of the 4Ps by each consumer (Product, Price, Place, and Promotion) based on their experiences. For instance, the cultural factor affects the way consumers see and give importance to sustainability based on the values and beliefs that they have learned. The social element is linked to reference groups, as they can influence people, depending on the group they belong to, to follow the norms of their social environment. As for personal factors, age or income, also influences the willingness to adopt sustainable measures. Finally, when referring to the psychological factor, individual perceptions and attitudes also have an impact, as they influence the way consumers perceive sustainable products (Nugroho and Irena, 2017).

2.4. Consumer Behaviour and Green Marketing Mix at Events

The previous chapters covered the topics of CB and GMM. In this chapter, both concepts will be introduced concerning events.

.

2.4.1. The concept of events

An event can be defined as "an organized occasion such as meeting, convention, exhibition, special event, gala dinner, etc. An event is composed of several different yet related functions"[5]. Furthermore, Raj and Musgrave (p.3, 2009) categorise events according to the "virtue of their size, scope, and scale (...) type or sector, such as conferences and exhibitions, arts and entertainment, sports events, and charitable events."

2.4.2. Overview of the Music Festival Industry

The music festival industry has witnessed significant growth in recent decades, emerging as a prominent global sector that integrates entertainment, culture, and tourism (Čekrlija and Milić, 2024). These festivals range from large-scale international events, such as Coachella and Lollapalooza, which attract vast numbers of attendees, to more niche festivals catering to specific musical genres or local communities, for instance, Paredes de Coura or EDP Vilar de Mouros in Portugal.

The ever-growing festival industry produces various impacts, including economic, socio-cultural, and political ones (Arcodia and Whitford, 2006). The industry contributes substantially to the economy through ticket sales, job creation, and tourism, while simultaneously promoting cultural exchange and social engagement (Emichinonye, 2024). At the same time, as festivals are becoming more popular worldwide (Geus *et al.* 2016), it is important to also consider the possible environmental impacts that they can cause.

According to Statista's report (2024), revenues from music-related events are expected to reach US$34.23bn in 2024. It is also expected that the annual growth rate (2024-2028) to be 2.12%, resulting in US$37.22bn in 2028.

2.4.3. Music festivals in Portugal

In 2022, the revenue generated by music concerts in Portugal rose by 92.6 million euros, which corresponds to an impressive growth of +574.09 percent compared to 2021. As a result, the revenue reached its maximum level in 2022 totalling 108.68 million euros. Over the period analysed, this revenue fluctuated several times (Statista Research Department, 2024).

[5] Taken from 'The Accepted Practices Exchange (APEX) Industry Glossary of Terms'

According to the latest data from Aporfest[6] in 2023 there were 309 music festivals in Portugal, with 2.4 million festivalgoers. Although in 2022 the total number was 328 - which translates into a decrease in the number of festivals in 2023 - the general trend is upwards (except for 2020 and 2021, when the pandemic led to the cancellation of most festivals). Out of these 309 music festivals, 216 are small (>1500 pax); 76 are medium-sized (between 1500 and 10000 pax) and 17 are large (<10000 pax).

In Portugal, within the large-scale music festivals, there is one - Boom Festival - that is trying to implement more and more environmental measures and make the festival as sustainable as possible, where one of its 9 principles is precisely 'Sustainability'. Some of the measures implemented include no plastic water bottles, building composting baths, using 100% biodegradable crockery and glasses in restaurants and bars, limited shower time, having 85% of food options vegetarian or vegan, recycling all waste, having bicycle initiatives, reforesting the site during the winter and providing several drinking water points around the site (Boom Festival, 2024).

2.4.4. Consumer behaviour at events

The consumer's experience is the focus at events, and in this respect, at festivals. Regardless of whether attendees are just going to watch or participate, they are looking for experiences according to their personality (e.g. artists lineup and cultural richness it offers). As such, events serve much more than mere entertainment (Hajli, 2014). An event consumption decision is represented by a series of inputs, processes, and outputs (Filo *et al.* 2008). It is important to consider some factors that can influence consumer behaviour at festivals. The price factor can be extremely important since it includes, for example, the cost of tickets and all the expenses involved in going to a festival. Accessibility and location also influence this purchasing decision (Meira, 2023). Finally, the promotion of an event can certainly influence the consumers, as this is how it is possible to engage with (new) potential customers (Stankevich A. , 2017). In addition, the latest trend in the consumers' concern for sustainability is also a factor to consider (Qiu *et al.* 2021).

[6] Taken from Aporfest "Annual Report: Festivais de Música em Portugal 2023"

2.4.5. Sustainable Practises in Events

"Public events, such as conferences, meetings and/ or festivals, have the potential to leave a positive legacy in addressing the global sustainability challenges" (Global Environment Facility, 2023).

Interest in environmental issues and conservation actions has been gaining strength, resulting in the emergence of various sustainability trends (Nripendra, 2020). This has led event organisers to start looking to implement sustainable actions at their events/festivals which is not only good for the environment but also for increasing competitiveness, especially at large-scale festivals and for raising consumer awareness of this crucial topic (Laing and Frost, 2010).

Therefore, these are some measures to make events more sustainable:

Transport Management

All runs to the event space require fuel usage and there are some ways to reduce the impact of transport - such as traveling by car sharing or public transport (UNEP Copenhafen Climate Centre, 2022). However, transport isn't limited to guests. By purchasing local materials for the event, there is a great reduction in carbon emissions (Ramely *et al.* 2021).

Waste management and circular economy

At events, there is a lot of use of plastic bags, tin, plastic bottles, food packaging, leaflets, and flyers, as well as the food waste generated, which translates into a large amount of waste used. One solution to this problem is to adopt practices that reduce the amount of rubbish generated. To this end, it is possible to adopt the 3Rs strategy - reduce, reuse, and recycle - as a way of combating waste, transforming the waste used and in turn minimising the impact caused on the environment (Ramely *et al.* 2021).

Green Communication

Consumers choose a particular product or service based on their perceptions. Therefore, one effective method of disseminating information is through direct communication. Solutions such as organizations' open communication through environmental impact reports and online campaigns about new sustainable measures, among others, are beneficial as they encourage informed and environmentally conscious consumer choices. (De Lenne and Vandenbosch, 2017).

Green Procurement

To organise an event, it is necessary to purchase a considerable number of products and services. Adopting eco procurement, i.e. sustainable purchasing, is a recommended action for organisers to reduce the negative environmental impacts. The practice of green procurement involves choosing materials and equipment for events from local suppliers, to reduce the distance needed to get to the venue and, as a result, carbon emissions. This initiative reduces environmental impact by favouring products and services that use less resources, produce less waste, and emit less pollution (Kazancoglu *et al.* 2018).

Carbon Offsetting

Carbon offsets are a way for companies to offset the greenhouse gases they emit, so they invest in projects that reduce pollution to compensate for the damage they do to the environment and promote more sustainable practices (Gong and Wu, 2012)

Water Management

At events, almost all activities depend on water to function. Therefore, to minimise the impact caused, it is necessary to create a proper plan for the water used. Event organisers should, in collaboration with suppliers, create such a plan. This should include a description of the water system, a map of the water infrastructure, as well as a description of the process to be used for measurements and monitoring (Giurgea *et al.* 2023).

Energy Management

Events rely heavily on lighting, whether for stages (which includes lights, audio, and video, among others), for catering companies, or even for production. Good ways to reduce this impact are not only to use more energy-efficient materials but also to utilise energy from solar panels (Marchini, 2013).

Ecological Conservation

Ecological conservation can be defined as the study of the preservation and protection of ecosystems, biodiversity, and natural resources through sustainable management practices and strategies. A particularly effective way of applying this practice, already practised in Portugal, is to reforest the areas where the festival takes place during the periods when it is not happening) (Barão, 2021).

2.5. Generation Z

2.5.1. The concept of Gen Z

Geoffrey and Schewe (1994) defined a generation as a group of people born within a similar timeframe and who share homogeneous experiences that influence their attitudes, values, and behaviour.

For this study, and following one of several thesis, Generation Z (hereinafter Gen Z) refers to the people born after 1995 (Priporas *et al.* 2017) until 2010 (Dolot, 2018). Gen Z grew up in the digital era, which means they're surrounded by technology and the internet, thus being the main reason why they are called "iGeneration", "Versatile Generation", "Performing multiple tasks", and "Digital Age" (Lavuri *et al.* 2021), and "R Generation", which comes from responsibility generation (Dolot, 2018). This generation is used to having different digital gadgets and has strong opinions about reality, environments, and surroundings, as the information can easily be checked and new information can be learned (Dolot, 2018).

2.5.2. Consumer Behaviour of Gen Z

The experiences that consumers have during their early life end up influencing their consumer behaviour in the long term (Pilcher, 1994). As generational groups have similar and constant values, market segmentation in which age is one of the elements to consider, as it is predicted that generations have similar consumer behaviours, is extremely important (Dúran, 2016). This segmentation is becoming an increasingly common practice, given that it identifies and predicts their purchasing decisions. (Meredith *et al.* 2002)

As previously said, Gen Z has had and still has daily access to information. In addition, these very well-informed consumers have a good understanding of the concept of Green Marketing, as they grew up at a very young age with the belief that it is important to be environmentally conscious (Bhavana and Thiruchanuru, 2018). Since Gen Z 'show concern for the natural environment, and this aspect is visible in their behaviour and purchase reaction regarding products on the green market.' (Dragolea, *et al.* 2023) it is of interest to align practices to make indicated strategies. Thus, the consumer behaviour of this generation about GM practices varies according to the practices imposed by companies, as there are strategies that best suit this generation. Companies often don't know how to apply them in the right way because they don't align them with consumers' environmental vision (Smith and Brower, 2012).

Chapter 3: Conceptual Model and Research Hypotheses

Through the literature review, we were able to verify that sustainability is a growing trend, and it is important for the younger generations. Events companies are recognising the value of sustainability and are taking steps in this direction, such as implementing reusable cups, free water refill stations, and sustainable transport. Consequently, GMM has a significant influence on Gen Z consumer behaviour in the context of events, specifically music festivals.

Therefore, the literature review study allowed for a deeper exploration of the theoretical underpinning of green marketing analysis, as well as the development of constructs and scales in this field. From the analysis of various studies, it became clear that the GMM framework in event management is particularly relevant to understanding how green marketing affects the sustainable behaviours of young festivalgoers. Therefore, the adapted framework will guide the empirical research of this study.

The various research in the field, such as "*Effect of green marketing mix, green customer value, and attitude on green purchase intention: Evidence from the USA.*" (Ahmed. *et al*. 2022) and "*Determining factors in shaping the sustainable behaviour of the generation Z consumer.*" (Dragolea, L. *et al.* 2023) has emphasised the importance of understanding how Gen Z perceives green marketing in the context of summer festivals. Identifying key elements of the GMM —product, price, promotion, and place—can significantly influence decisions regarding participation and engagement in sustainable practices at these events.

Furthermore, this research will explore the relationship between these four dimensions of GMM and Gen Z behaviour, specifically SBC, to determine whether different dimensions have varying impacts on Gen Z actions regarding festival attendance.

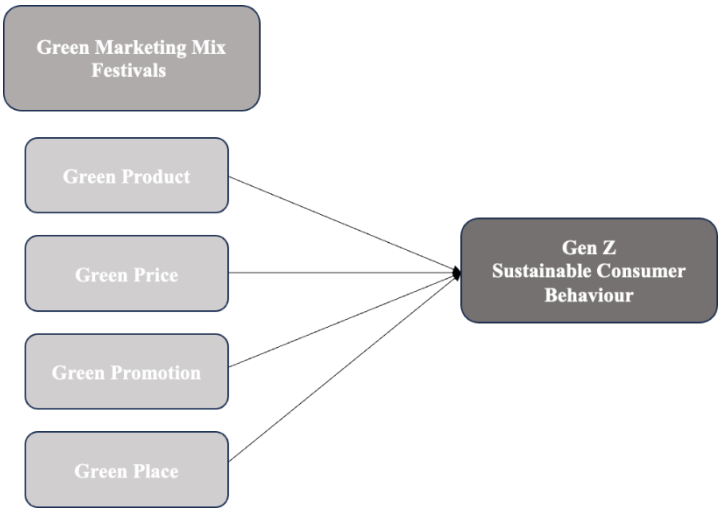


Figure 3.1. – Conceptual Model

Source: Own elaboration

The proposed analysis serves as the conceptual framework (figure 3.1) that supports this investigation, which aims to explore how the GMM influences the SCB of the summer festivals of Gen Z.

3.1. Research hypotheses

The primary aim of this research is to examine how various components of the GMM — product, price, promotion, and place—affect the SCB of Gen Z, particularly within the setting of summer festivals in Portugal. Gen Z, known for its environmentally conscious mindset and a strong commitment to sustainability, offers a unique opportunity to understand how GMM can shape CB. Therefore, the hypotheses made to support this research are as follows:

3.1.1. Green Product – Gen Z Sustainable Consumer Behaviour

In the study by Ahmed *et al.* (2022), it is possible to conclude that there is a positive and significant relationship between purchasing and green products. Furthermore, Dragolea *et al.* (2023) discovered that Gen Z possesses a deeper understanding of the attributes of green products, and their education fosters a desire for sustainable products.

Based on the evidence presented in the articles mentioned above, the first hypothesis is presented:

H1: The green product has a positive and significant relationship on the Gen Z's consumer sustainable behaviour.

3.1.2. Green Price – Gen Z Sustainable Consumer Behaviour

Despite the growing demand for sustainable products from Gen Z, Dragolea *et al.* (2023) state that financial constraints can influence purchase intention. However, Ahmed *et al*. (2022) indicates that, if there are greater environmental benefits, consumers are willing to pay more.

Therefore, the second hypothesis of this dissertation is presented:

H2: The green price has a positive and significant relationship on the Gen Z's consumer sustainable behaviour.

3.1.3. Green Promotion – Gen Z Sustainable Consumer Behaviour

Ahmed *et al.* (2022) state that effective promotion can increase purchase intention when it comes to green products, which makes this variable extremely important in consumer purchasing behaviour. Attempts by companies to create green promotions are also important in sensitising Gen Z to the relevance of their sustainable choices (Dragolea *et al.* 2023).

Based on the above statements, the third hypothesis of this dissertation arises:

H3: The green promotion has a positive and significant relationship on the Gen Z's consumer sustainable behaviour.

3.1.4. Green Place – Gen Z Sustainable Consumer Behaviour

Dragolea *et al.* (2023) highlight the importance that the distribution channels have on consumer behaviour, since the accessibility of sustainable products through appropriate channels can increase the likelihood of purchase. On the other hand, Ahmed *et al.* (2022) proves that there is a positive relationship between Green Place and the purchasing decision. This data is important for marketers, as they can adapt their strategies to become more competitive.

This gives rise to the last hypothesis of this dissertation:

H4: The green place has a positive and significant relationship on the Gen Z's consumer sustainable behaviour.

These four hypotheses form the foundation of this research, providing a framework for examining the relationship between GMM and CB in the context of summer festivals. Through empirical testing of these hypotheses, this study aims to contribute valuable insights into the sustainability values of Gen Z, promoting more environmentally conscious event experiences.

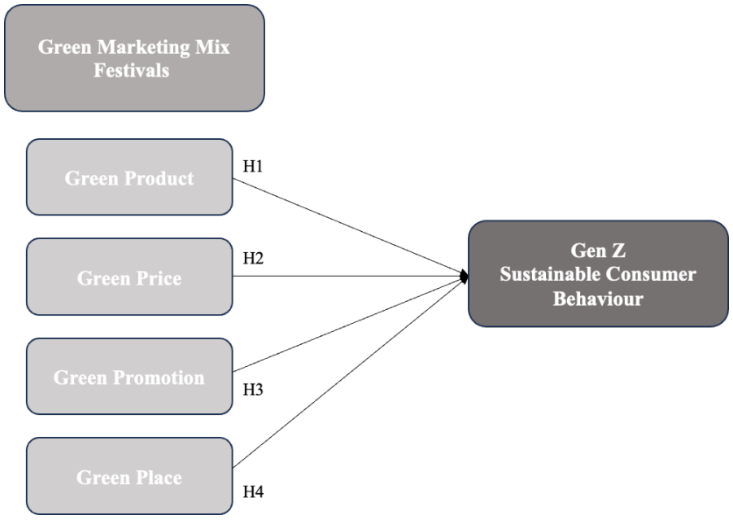


Figure 3.2. – Conceptual Framework with Hypotheses

Source: Own elaboration

Chapter 4: Methodology

This chapter presents the methodology and methods that supported this research to complement the literature review with empirical research. After an in-depth analysis of various literary works and articles, the purpose of which was to understand the topics under study, this chapter will cover the various procedures for collecting and processing data.

4.1. Object of study

This research investigates the influence of the GMM on the CB of Gen Z, with a focus on the context of summer festivals in Portugal**.** The choice of Gen Z as the target is crucial, as this group is characterised by a strong awareness of sustainability issues.

Reasons for choosing Gen Z:

Environmental Awareness**:** Gen Z is known for its commitment to sustainability. This generation actively seeks out eco-friendly products and is more likely to support companies that align with their values. Understanding their behaviours regarding GMM can provide valuable insights for marketers and event organisers.

Influence on CB: This generation's purchasing decisions are influenced by various factors. By focusing on Gen Z, the research aims to uncover how GMM strategies resonate with their values and impact their buying choices, particularly in festivals.

Festivals as a Context:

Cultural Significance: Summer festivals in Portugal are significant events that attract large audiences. They serve as platforms to showcase their commitment to sustainability and engage with the audience. This context enables an investigation into Gen Z's reception and perception of the GMM.

Exposure to GMM: Festivals often implement various green initiatives, such as waste reduction programmes, and the use of renewable energy sources. These initiatives provide a good context to see how Gen Z interacts with and responds to GMM efforts.

Focus on the GMM:

Product**:** The research will examine how eco-friendly products offered at festivals impact Gen Z's purchasing decisions. Understanding the appeal of these products will be key to assessing the effectiveness of GM strategies.

Price**:** Pricing strategies can significantly influence consumer choices. The study will explore whether Gen Z is willing to pay a premium price for sustainable products or services and how pricing influences their choices.

Promotion**:** Promotional strategies that highlight sustainability initiatives will be analyzed to determine their effectiveness in attracting Gen Z. This aspect will assess how well brands communicate their commitment to sustainability.

Place**:** The chains of distribution at festivals will also be explored. The research will investigate how the placement of sustainable products influences consumer behaviour among festivalgoers.

4.2. Quantitative study

Two articles were used to support the survey, such as "*Effect of green marketing mix, green customer value, and attitude on green purchase intention: Evidence from the USA.*" (Ahmed, R. *et al.* 2022) and "*Determining factors in shaping the sustainable behavior of the generation Z consumer.*" (Dragolea, L. *et al.* 2023). The first article raised questions about green product, green price, green promotion, and SCB, while the second article focused on the topic of green place.

The first article is pertinent as it focuses on the relationship between the GMM components (product, price, and promotion) and purchase intention. This study gives us a solid scientific basis for developing the theme.

Like the first, the second article focuses on all the elements of the GMM but only uses the missing element - Green Place. This article holds significant importance as it focuses on the behaviour on Gen Z consumers.

Together, these two studies provide a thorough and scientific framework for the survey's development, enabling the exploration of the impact of GMM on Gen Z's SCB.

Table 4.1. – Scales and sources used

Source: Own elaboration.

Variables		Item code	Item	Source
Green Marketing Mix	Green Product	PRO1	Music festivals with green marketing mix practices are solutions to environmental problems	Adapted from Ahmed et al (2022).
		PRO2	The music festivals I go must not harm the environment.	
		PRO3	The quality of music festivals with green marketing mix practices is better	
	Green Price	PRI1	The ecological benefits justify the price of green services at music festivals.	Adapted from Ahmed et al (2022).
		PRI2	Music festivals prices should be reasonable to motivate consumers to buy.	
		PRI3	The price and quality of music festivals with green marketing mix practices are proportionate.	
		PRI4	The enhanced performance of music festivals with green marketing mix practices justifies their price.	
	Green Place	PLA1	Using green supply chain for procurement at music festivals.	Adapted from Dragolea, et al. (2023).
		PLA2	Using green supply chain for distribution at music festivals.	
	Green Promotion	PRM1	I tend to pay attention to advertising messages about the environment at music festivals	Adapted from Ahmed et al (2022).
		PRM2	Consumers are facilitated by environmental advertisements to make informed buying decisions at music festivals	
		PRM3	Green advertisements increase consumers' awareness of the benefits of music festivals with green marketing mix practices	
Sustainable Consumer Behaviour		SCB1	I am willing to pay more for a music festival, avoiding cheaper ones that harm the environment	Adapted from Ahmed et al (2022).
		SCB2	I will consider buying music festivals with green marketing mix practices, as they conserve energy resources	
		SCB3	I will consider buying music festivals with green marketing mix practices, as they invest in recycled materials	
		SCB4	I have the perception that music festivals with green marketing mix services have more excellent added value, ant therefore I am willing to pay more	

The questionnaire (Annex A) was carried out using quantitative data collection methods. The primary goal was to examine the four dimensions of the GMM in the SCB of Gen Z. The survey was divided into four parts:

a. Concerning personal characterisation, these include:

1. Proficiency in English: this was an eliminating factor since the questionnaire was done exclusively in English, and the answers may not have been as precise and truthful.

2. Age: For this study the range between 18-29 was considered, since this selection includes the population belonging to Gen Z. Furthermore, although Gen Z - for this study and at the time of this dissertation - included people under the age of 18, they were not considered for reasons of the age of majority and consent. Gender and academic qualifications were also considered.

b. Moreover, the questionnaire contained questions about:

1. Music festival attendance: within this, four hypotheses were defined: 1) Never; 2) Once a Year; 3) 2-3 times a year; 4) More than 3 times a year.
2. Which festivals the participants attended in Portugal: the sample used was a) NOS Alive, b) Super Bock Super Rock, c) Boom Festival, d) NOS Primavera Sound, e) Rock in Rio, and f) others. This question aims to understand whether there is a correlation between the festivals attended and those that have sustainable practises.
3. Awareness of green practises (in this sense, we tried to understand whether the participants were aware of some sustainable practices that are practised at festivals, e.g. transport management and green communication).
4. The importance given to sustainable practises: within this, 5-point Likert scales were defined - ranging from ‘Not important at all’ to ‘Very important’.

c. Questions on the GMM and Sustainable Consumer Behaviour:

1. To organise this part of the survey, several questions were asked on all the themes – green product, green price, green promotion, green place, and SCB. To analyse the data properly, three questions were asked on green products, four on green prices, three on green promotion, and four on green places. Concerning SCB, four questions were asked, all of which were included later in the data analysis.

Population and Sample

The questionnaire, provided via Google Forms, was available from August 7, 2024, to September 24, 2024. By the time the questionnaire was closed, 120 responses had been counted. However, since, as mentioned above, being comfortable with English and being aged between 18 and 29 were exclusive factors (in order, again, to be able to analyse the behavioural profile of Gen Z), after validation, only 97 responses were considered.

The questionnaire consisted of 35 closed questions, predominantly on 5-point Likert scales - ranging from 'Strongly disagree' to 'Strongly agree' – according to Ahmed *et al.* (2022) to measure Gen Z's attitudes towards sustainable practices at music festivals in Portugal. In addition, the questionnaire was disseminated on social networks (such as Instagram, Facebook, and WhatsApp), with greater emphasis on the Instagram platform, where the generation under study has a stronger presence.

4.3. Data analysis techniques

As mentioned previously, the questionnaire was available from August 7, 2024, to September 24, 2024. As such, this translates into data being collected over 48 days.

4.3.1. Data processing and analysis

The data collected was analysed using SPSS 28.0 (Statistical Package for the Social Sciences) software. The process was divided into several stages: data validation, sample characterization, exploratory factor analysis, and simple regression analysis. The first stage involved collecting and organising the data obtained through the questionnaire. The data was entered into SPSS, where inconsistencies were checked. Data cleaning consisted of excluding invalid responses, ensuring that the final sample was suitable for analysis. Then, a descriptive analysis was then carried out to summarise the characteristics of the sample. Following this, an exploratory factor analysis was conducted to identify groupings between the questions related to GMM. Finally, a simple linear regression was used to examine the relationship between each of the variables - Green Product, Green Price, Green Promotion, and Green Place) and SCB.

Chapter 5: Data Analysis

This chapter introduces the statistical analysis carried out in this research, as well as the results obtained. The analysis begins with a characterisation of the sample collected.

As mentioned in the previous chapter, 97 valid responses were collected. As such, out of the 120 people who answered the questionnaire, 10 could not speak English, which corresponds to 8.33% of the sample. On the other hand, 110 people felt comfortable answering the questionnaire in English, which translates into a percentage of 91.67%.

5.1. Sample Characterisation

Table 5.1. – Participants' Language Comfort Distribution

Source: Own elaboration.

Confortable with English	Frequency	Percentage
No	10	8,3
Yes	110	91,7
Total	120	100,0

The second mandatory and imperative question for completing the questionnaire was age. On this question, only 13 out of the 110 who could speak English were not aged between 18 and 29 (11.71%). On the other hand, 87.39% were in the targeted age group, giving a total of 97 participants able to complete the questionnaire.

Table 5.2. – Participants' Age Distribution

Source: Own elaboration.

Age	Frequency	Percentage
18-29	97	87,3
Less or more than 18-29	13	11,7
Total	110	100,0

Concerning the gender of the 97 respondents, although the figures are balanced, there is a majority of female responses, with a total of 50 (51.5%) and male responses of 46 (47.4%). Finally, there was one respondent who preferred not to mention their gender.

Table 5.3. – Participants' Gender Distribution

Source: Own elaboration.

Gender	Frequency	Percentage
Female	50	51,5
Male	46	47,4
Prefer not to say	1	1,0
Total	97	100,0

As for the level of education of the respondents, it is visible that the lowest percentage is of people with a PhD, corresponding to 3%, and the highest is of people with a master's degree, with 46 responses, equivalent to 47%. Moreover, the next highest number is of young people with a bachelor's degree, with a total of 37 responses, corresponding to 38,1%.

Table 5.4. – Participants' Education Distribution

Source: Own elaboration.

Education Level	Frequency	Percentage
High School	11	11,3
Bachelor	37	38,1
Master	46	47,4
PhD	3	3,1
Total	97	100,0

Regarding attendance at music festivals, it can be concluded that the lowest percentage of the results obtained was an attendance of more than 3 festivals a year, corresponding to 7.2%. Furthermore, out of the 97 participants, 49 of them, corresponding to 50.5%, go to at least one

festival a year. 25 respondents answered that they go to festivals between 2 and 3 times a year and another 16 who never attend festivals.

Table 5.5. – Participants' Music Festival Attendance

Source: Own elaboration.

Music festivals attendance	Frequency	Percentage
More than 3 times a year	7	7,2
2-3 times a year	25	25,8
Once a year	49	50,5
Never[7]	16	16,5
Total	97	100,0

5.2. Exploratory Factor Analysis

For this dissertation and following Ahmed *et al.* (2022) it was decided to carry out an EFA—exploratory Factor Analysis—as this technique examines how variables are related without imposing a predetermined structure, which is appropriate for the type of research. Thus, within this analysis, we subsequently opted to use Principal Component Analysis with varimax rotation, as it will be analysed below.

5.2.1. Principal Component Analysis

A principal component analysis (PCA) was carried out on the variables that make up the SCB construct. The main aim was to confirm the consistency and structure of the GMM dimensions with the research hypotheses. This analysis also reduced the dimensionality of the data by grouping related variables.

To carry out the PCA, it was necessary to check the adequacy of the sample and the presence of significant correlations between the variables analysed.

[7] For the purposes of this study, the term 'Never' refers to participants who do not attend festivals on an annual basis but have attended at least one festival at some point in their lives.

Table 5.6. – KMO and Bartlett's Test

Source: Own elaboration, through SPSS data

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,703
Bartlett's Test of Sphericity	Approx. Chi-Square	492,632
	df	91
	Sig.	0

As we can observe from the table above, the result of the Kaiser-Meyer-Olkin (KMO) test was 0.703, which is an indication that the sample is adequate, as this value is above 0.6. Bartlett's Test of Sphericity presented an approximate chi-square of 492.632, with 91 degrees of freedom and a significance value of 0.000. This test determines if the correlation matrix significantly deviates from an identity matrix, signifying the presence of a correlation between the variables. Because the significance value is extremely low, it suggests that factor analysis is appropriate, indicating sufficient correlations between the variables.

Table 5.7. – Anti-Image Matrix

Source: Own elaboration, through SPSS data

Anti-image Matrices

		Green product1	Green Product2	Green Product3	Green Price1	Green Price2	Green Price3	Green Price4	Green Promotion	Green Promotion2	Green Promotion3	Green Place	Green Place2	Green Place3	Green Place4
Anti-image Covariance	Green product1	0,65	-0,184	0,019	0,043	0,024	-0,137	-0,025	0,047	-0,039	-0,054	0,069	-0,039	-0,015	0,057
	Green Product2	-0,184	0,416	-0,139	0,022	0,068	0,044	0,042	0,011	-0,023	-0,032	0,038	-0,058	-0,126	-0,1
	Green Product3	0,019	-0,139	0,528	-0,12	0,052	-0,056	0,059	0,073	-0,153	-0,045	0,019	-0,048	-0,052	0,18
	Green Price1	0,043	0,022	-0,12	0,798	-0,144	0,077	-0,1	0,088	-0,056	-0,021	0,057	-0,006	0,064	0,057
	Green Price2	0,024	0,068	0,052	-0,144	0,755	-0,16	0,198	0,162	0,05	-0,16	0,028	-0,063	-0,052	0,049
	Green Price3	-0,137	0,044	-0,056	0,077	-0,16	0,665	-0,21	0,024	-0,04	0,029	-0,106	0,114	0,044	-0,11
	Green Price4	-0,025	0,042	0,059	-0,1	0,198	-0,21	0,511	0,126	-0,109	-0,107	0,013	-0,075	0,02	0,02
	Green Promotion	0,047	0,011	0,073	0,088	0,162	0,024	0,126	0,782	-0,122	-0,138	-0,021	0,019	-0,09	0,065
	Green Promotion2	-0,039	-0,023	-0,153	-0,056	0,05	-0,04	-0,109	-0,122	0,429	-0,127	-0,008	0,023	0,031	-0,175
	Green Promotion3	-0,054	-0,032	-0,045	-0,021	-0,16	0,029	-0,107	-0,138	-0,127	0,512	-0,02	-0,011	-0,015	-0,043
	Green Place	0,069	0,038	0,019	0,057	0,028	-0,106	0,013	-0,021	-0,008	-0,02	0,212	-0,159	-0,083	0,086
	Green Place2	-0,039	-0,058	-0,048	-0,006	-0,063	0,114	-0,075	0,019	0,023	-0,011	-0,159	0,185	0,006	-0,065
	Green Place3	-0,015	-0,126	-0,052	0,064	-0,052	0,044	0,02	-0,09	0,031	-0,015	-0,083	0,006	0,57	-0,091
	Green Place4	0,057	-0,1	0,18	0,057	0,049	-0,11	0,02	0,065	-0,175	-0,043	0,086	-0,065	-0,091	0,642
Anti-image Correlation	Green product1	,776[a]	-0,354	0,033	0,06	0,034	-0,208	-0,044	0,066	-0,075	-0,094	0,185	-0,113	-0,024	0,089
	Green Product2	-0,354	,802[a]	-0,297	0,038	0,121	0,083	0,09	0,019	-0,055	-0,069	0,128	-0,208	-0,259	-0,193
	Green Product3	0,033	-0,297	,749[a]	-0,185	0,083	-0,094	0,113	0,113	-0,322	-0,087	0,058	-0,155	-0,095	0,308
	Green Price1	0,06	0,038	-0,185	,527[a]	-0,186	0,106	-0,156	0,112	-0,096	-0,032	0,138	-0,015	0,095	0,079
	Green Price2	0,034	0,121	0,083	-0,186	,307[a]	-0,226	0,32	0,211	0,087	-0,257	0,071	-0,168	-0,08	0,071
	Green Price3	-0,208	0,083	-0,094	0,106	-0,226	,446[a]	-0,361	0,033	-0,075	0,05	-0,284	0,324	0,072	-0,169
	Green Price4	-0,044	0,09	0,113	-0,156	0,32	-0,361	,699[a]	0,199	-0,232	-0,21	0,038	-0,244	0,036	0,036
	Green Promotion	0,066	0,019	0,113	0,112	0,211	0,033	0,199	,491[a]	-0,211	-0,218	-0,051	0,051	-0,135	0,092
	Green Promotion2	-0,075	-0,055	-0,322	-0,096	0,087	-0,075	-0,232	-0,211	,788[a]	-0,271	-0,026	0,081	0,062	-0,334
	Green Promotion3	-0,094	-0,069	-0,087	-0,032	-0,257	0,05	-0,21	-0,218	-0,271	,853[a]	-0,061	-0,035	-0,028	-0,074
	Green Place	0,185	0,128	0,058	0,138	0,071	-0,284	0,038	-0,051	-0,026	-0,061	,618[a]	-0,801	-0,24	0,233
	Green Place2	-0,113	-0,208	-0,155	-0,015	-0,168	0,324	-0,244	0,051	0,081	-0,035	-0,801	,662[a]	0,018	-0,189
	Green Place3	-0,024	-0,259	-0,095	0,095	-0,08	0,072	0,036	-0,135	0,062	-0,028	-0,24	0,018	,858[a]	-0,151
	Green Place4	0,089	-0,193	0,308	0,079	0,071	-0,169	0,036	0,092	-0,334	-0,074	0,233	-0,189	-0,151	,610[a]

a. Measures of Sampling Adequacy(MSA)

Subsequently, the anti-image matrix was analysed. This is an essential tool in factor analysis, as it allows to gauge the fitability of the data for analysis. The diagonal values of the matrix indicate the suitability of each variable. Values close to 1 suggest that the variable is appropriate for inclusion in the factor analysis, while low values may indicate that the variable is not and should be reconsidered.

Table 5.8. – Communalities

Source: Own elaboration, through SPSS data

Communalities

	Initial	Extraction
Green product1	1,000	0,397
Green Product2	1,000	0,687
Green Product3	1,000	0,641
Green Price1	1,000	0,674
Green Price2	1,000	0,456
Green Price3	1,000	0,685
Green Price4	1,000	0,643
Green Promotion	1,000	0,431
Green Promotion2	1,000	0,702
Green Promotion3	1,000	0,545
Green Place	1,000	0,854
Green Place2	1,000	0,843
Green Place3	1,000	0,606
Green Place4	1,000	0,423

Extraction Method: Principal Component Analysis.

The Communalities table shows the percentage of the variance of each variable that is explained by the factors extracted. After analysing it, it was possible to conclude that most of the variables had adequacy values higher than 0.5, which suggests that the variables are suitable for factor analysis. The 'Green Place' and 'Green Place 2' variables show communalities above 0.8, indicating strong representation in the factors. Values between 0.5 and 0.7 indicate that the variable is reasonably represented, as in the case of 'Green Product 2' = 0.687. On the other hand, 'Green Product 1' with 0.397 is the least relevant in the factor solution.

Table 5.9. – Total Variance Explained

Source: Own elaboration, through SPSS data

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,256	30,4	30,4	4,256	30,4	30,4	2,772	19,798	19,798
2	1,696	12,113	42,513	1,696	12,113	42,513	2,536	18,111	37,909
3	1,429	10,211	52,724	1,429	10,211	52,724	1,779	12,704	50,614
4	1,206	8,611	61,335	1,206	8,611	61,335	1,501	10,721	61,335
5	0,972	7,252	68,588						
6	0,924	6,883	75,471						
7	0,814	5,811	81,282						
8	0,607	4,335	85,617						
9	0,543	3,882	89,498						
10	0,436	3,113	92,611						
11	0,337	2,406	95,017						
12	0,322	2,298	97,315						
13	0,273	1,951	99,267						
14	0,103	0,733	100						

Extraction Method: Principal Component Analysis.

The table above shows the eigenvalues, explained variance, and accumulated variance for each factor extracted. According to the Kaiser criterion, eigenvalues greater than 1 are retained and, in this case, four factors were extracted which, in turn, explain 61.33 percent of the total variance in the data. After this rotation, the redistribution of variance between the four factors

facilitates a clearer interpretation of the underlying components, which allows the factors to have a more balanced variance.

Table 5.10. – Rotated Component Matrix[a]

Source: Own elaboration, through SPSS data

Rotated Component Matrix[a]

	Component			
	1	2	3	4
Green product1	0,560			
Green Product2	0,714	0,353		
Green Product3	0,743			
Green Price1	0,428		0,872	
Green Price2			0,833	
Green Price3			0,822	
Green Price4	0,316		0,710	
Green Promotion1				0,719
Green Promotion2	0,690		0,325	0,702
Green Promotion3	0,376	0,343		0,689
Green Place1		0,906		
Green Place2		0,860		
Green Place3	0,311	0,671		
Green Place4		0,572	0,425	

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.[a]

a. Rotation converged in 6 iterations.

The rotated matrix was used to identify the factor loadings and the underlying structure of the data. The factors extracted are consistent with the 4P's of GMM, where Factor 1 represents 'Green Product', Factor 2 'Green Place', Factor 3 represents 'Green Price', and Factor 4 'Green Promotion'. Although 'Green Price1' and 'Green Product 1' have relatively low loadings, they were kept for their theoretical relevance. Although there were loadings, as shown above, with low loadings that could have been excluded, it was decided not to do so. This is because these variables are directly related to the research hypotheses and are fundamental to refuting or validating the hypotheses formulated, regardless of the factor loadings.

5.2.2. Reliability Analsysis

This analysis was included since its purpose is to assess the internal consistency of the research variables, ensuring that the components adequately measure the proposed theoretical constructs.

Table 5.11. – Reliability Statistics (Cronbach's Alpha)

Source: Own elaboration, through SPSS data

Reliability			
Component	Label	Cronbach's Alpha	N of items
1	Product	0,704	3
2	Price	0,719	4
3	Promotion	0,602	3
4	Place	0,697	4

A reliability analysis was then carried out. This test is important as it analyses the internal consistency of the components. In this case, as Product, Price, and Place are = or < 0.7 we can say that the items within that component are reliably measuring the concept.

5.2.3. Descriptive Statistics

The descriptive statistics provides an overview of the main characteristics of the data collected, such as means, standard deviations, and sample size (N). These parameters are important as they describe the trends in participants' responses and the variability of these trends.

Table 5.12. – Descriptive Statistics

Source: Own elaboration, through SPSS data

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Green Product	97	1	5	3,7182	0,90822
Green Price	97	1,5	5	3,3943	0,58834
Green Place	97	1,5	5	3,8299	0,80246
Green Promotion	97	1	4,33	2,7801	0,85511
Sustainable Consumer Behaviour	97	1	5	3,0241	0,92327
Valid N (listwise)	97				

5.2.4. T-Test Analysis

The T-test was included in the statistical analysis since it allows us to empirically assess the existence of significant differences between the means of different groups.

Table 5.13. – One Sample Statistics

Source: Own elaboration, through SPSS data

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
GreenProduct	97	3,7182	0,90822	0,09222
GreenPrice	97	3,3943	0,58834	0,05974
GreenPlace	97	3,8299	0,80246	0,08148
GreenPromotion	97	2,7801	0,85511	0,08682
SustainableConsumerBehaviour	97	3,0241	0,92327	0,09374

The first table of the test, One-Sample Statistics, analysis the statistical data for the variables, where the sample size (N) is 97 for all the variables. Concerning the averages, excluding Green Promotion, all the averages are above 3, which means that the respondents have a positive perception of the variables. The standard deviation shows a greater variation in the answers for Green Product and Green Promotion, which means a greater diversity in the opinions of the interviewees concerning these aspects.

Table 5.14. – One-Sample Test

Source: Own elaboration, through SPSS data

One-Sample Test

	Test Value = 3					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
GreenProduct	7,788	96	0	0,71821	0,5352	0,9013
GreenPrice	6,601	96	0	0,39433	0,2758	0,5129
GreenPlace	10,186	96	0	0,8299	0,6682	0,9916
GreenPromotion	-2,533	96	0,013	-0,21993	-0,3923	-0,0476
SustainableConsumerBehaviour	0,257	96	0,798	0,02405	-0,162	0,2101

The One-Sample Test gives us information on the statistical significance of the mean differences towards the test value (3). The t-values and significance (Sig.) indicate that the first three variables show significant mean differences compared to the test value, while Green Promotion is less than 3.

Table 5.15. – One-Sample Effect Sizes

Source: Own elaboration, through SPSS data

One-Sample Effect Sizes

				95% Confidence Interval	
		Standardizer[a]	Point Estimate	Lower	Upper
GreenProduct	Cohen's d	0,90822	0,791	0,561	1,017
	Hedges' correction	0,91539	0,785	0,557	1,009
GreenPrice	Cohen's d	0,58834	0,67	0,448	0,889
	Hedges' correction	0,59298	0,665	0,445	0,882
GreenPlace	Cohen's d	0,80246	1,034	0,786	1,279
	Hedges' correction	0,8088	1,026	0,779	1,269
GreenPromotion	Cohen's d	0,85511	-0,257	-0,459	-0,054
	Hedges' correction	0,86187	-0,255	-0,455	-0,054
SustainableConsumerBehaviour	Cohen's d	0,92327	0,026	-0,173	0,225
	Hedges' correction	0,93056	0,026	-0,172	0,223

a. The denominator used in estimating the effect sizes.
Cohen's d uses the sample standard deviation.
Hedges' correction uses the sample standard deviation, plus a correction factor.

Finally, One-Sample Effect Sizes provide information on the magnitude of the effects, using Cohen's and Hedges' correction metrics. The results show that Green Product, Green Place, and SCB have large effects, while Green Price shows a moderate effect. On the other hand, Green Promotion has a large but negative effect, indicating a significant inverse relationship.

5.3. Linear Regression Analysis

The statistical technique performed to analyse the relationship between a dependent variable and one or more independent variables is named linear regression analysis. For this study, the analysis will be applied to assess how the four components of the GMM influence consumers' sustainable behaviour. Below, the methods used in the linear regression analysis will be presented, as well as the results obtained, which will contribute to validating the hypotheses formulated in this study.

5.3.1. Exploratory Correlation Analysis

Correlation analysis is a statistical technique used to evaluate the strength and direction of the relationship between variables. In this study, correlation analysis is used to examine the

associations between the GMM variables—Green Product, Green Price, Green Place, Green Promotion – and SCB.

Table 5.16. – Pearson Correlation Coefficient

Source: Own elaboration, through SPSS data

Variables		Green Product	Green Price	Green Place	Green Promotion	Sustainable Consumer Behaviour
Green Product	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	97				
Green Price	Pearson Correlation	0,186	1			
	Sig. (2-tailed)	0,069				
	N	97	97			
Green Place	Pearson Correlation	0,495**	0,152	1		
	Sig. (2-tailed)	0	0,138			
	N	97	97	97		
Green Promotion	Pearson Correlation	0,489**	,204*	,461**	1	
	Sig. (2-tailed)	0	0,046	0		
	N	97	97	97	97	
Sustainable Consumer Behaviour	Pearson Correlation	,477**	,431**	,502**	,533**	1
	Sig. (2-tailed)	0	0	0	0	
	N	97	97	97	97	97

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

* Correlation is significant at the 0.05 level (2-tailed).

Looking at Green Product, it's possible to see a strong positive link with Green Place ($r = 0.495$, $p < 0.001$), Green Promotion ($r = 0.489$, $p < 0.001$), and Sustainable Consumer Behavior ($r = 0.477$, $p < 0.001$). For Green Price, there's a positive connection with Sustainable Consumer Behavior ($r = 0.431$, $p < 0.001$). However, the link between Green Price and Green Product ($r = 0.186$, $p = 0.069$) isn't strong enough to be considered significant. Green Place has notable correlations too, with Green Product ($r = 0.495$, $p < 0.001$), Green Promotion ($r = 0.461$, $p < 0.001$), and SCB ($r = 0.502$, $p < 0.001$). This highlights how important sustainability is in shaping people's views on products and promotions, as well as their sustainable choices.

Finally, Green Promotion shows strong ties with Green Product ($r = 0.489$, $p < 0.001$), Green Place ($r = 0.461$, $p < 0.001$), and SCB ($r = 0.533$, $p < 0.001$). This suggests that when promotions are done well, they boost positive feelings about both the products and the places they're sold, which also encourages SCB.

5.3.2. Simple Linear Regression

For this study, a Simple linear regression is a technique that analyses the relationship between a dependent variable and one independent variable. Therefore, four linear regressions were carried out, one for each of the GMM elements—Green Product, Green Price, Green Promotion, and Green Place—concerning the SCB.

This analysis makes it possible to identify each GMM variable's impact on Sustainable Consumer Behaviour.

a) Simple Linear Regression – Green Product

The model is graphically represented by:

$$\text{Sustainable Consumer Behaviour} = \beta 0 + \beta 1 \cdot \text{Green Product} + \epsilon$$

Figure 5.17. – Sub-model of the relationship between Green Product and Sustainable Consumer Behaviour

Source: Own elaboration.



Table 5.18. – Regression Model Summary (Green Product)

Source: Own elaboration, through SPSS data

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.447[a]	.228	.220	.81549	1,982

a. Predictors (Constant), Green Product

The summary table for the simple linear regression shows an R^2 of 0.228. This means that about 22.8% of the changes in sustainable consumer behavior are connected to the 'Green Product' variable. The standard error was 0.81549, which suggests the model makes pretty accurate predictions. Plus, the Durbin-Watson value of 1.982 tells there’s no significant

autocorrelation in the residuals, which indicates that the regression assumptions have been made.

Table 5.19. – ANOVA's Test (Green Product)

Source: Own elaboration, through SPSS data

Model	Sum of Squares	df	Mean Squares	F	Sig.
1 Regression	18,656	1	18,656	28,052	<.000b
Residual	63,177	95	.665		
Total	81,833	96			

a. Dependent Variable: Sustainable Consumer Behaviour

b. Predictors: (Constant), Green Product

The ANOVA results showed that the regression model is significant, with an F value of 28.052 ($p < 0.000$). The regression sum of squares was 18.656, which means that the 'Green Product' variable has a meaningful effect on sustainable consumer behavior. This indicates that the model does a good job of explaining the differences in the dependent variable.

Table 5.20. – Coefficients of the regression model (Green Product)

Source: Own elaboration, through SPSS data

Model	B	Std. Error	Beta	T	Sig.
1 (Constant)	1,219	0,351		3,477	0,001
Green Product	0,485	0,092	0,477	5,296	0,000

a. Dependent Variable: Sustainable Consumer Behaviour

The regression results showed that the intercept was 1.219 ($p = 0.001$), meaning that if green products were absent, sustainable consumer behavior would be expected to be 1.219. The coefficient for 'Green Product' was 0.485 ($p < 0.000$), indicating that for every one-unit increase in the perception of green products, sustainable consumer behavior goes up by 0.485 on

average. This shows a strong positive link between how green products are viewed and sustainable behavior, with a standard Beta of 0.477, suggesting a strong effect.

H1: Green Product has a positive impact on Gen Z's Sustainable Consumer Behaviour.

Therefore, the equation of the estimated linear regression model is presented by:

$$\text{Sustainable Consumer Behaviour} = 1{,}219 + 0{,}485 * \text{Green Product} + \epsilon$$

The analysis confirmed hypothesis H1, showing that there's a strong link between green products and sustainable consumption behaviour in Gen Z. The results revealed a significant positive coefficient of 0.485, meaning that, as people perceive green products more positively, their sustainable behaviour increases. The model had solid statistical backing ($F = 28.052$, $p < 0.000$), demonstrating that 'Green Product' has a notable impact on the behaviour being studied. With an R^2 of 0.228, the model explained 22.8% of the variation in sustainable behaviour. These findings underscore the value of marketing strategies that focus on green products to encourage sustainable habits in Gen Z. Therefore, hypothesis H1 is confirmed, showing that green products are key in shaping the sustainable choices of this group.

b) Simple Linear Regression – Green Price

The model is graphically represented by:

$$\text{Sustainable Consumer Behaviour} = \beta 0 + \beta 1 \cdot \text{Green Price} + \epsilon$$

Figure 5.21. – Sub model of the relationship between Green Price and Sustainable Consumer Behaviour

Source: Own Elaboration



Table 5.22. – Regression Model Summary (Green Price)

Source: Own elaboration, though SPSS data

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,431[a]	0,186	0,178	0,8373	1,86

a. Predictors (Constant), Green Price

The model summary revealed a moderate correlation between 'Green Price' and 'SCB, with a value of R=0,431. The model was able to explain 18.6% of the variation in SCB, as indicated by R2=0,186. The inclusion of 'Green Price' was valid, as evidenced by AdjustedR2=0,178, although there are additional factors to consider. The standard error was 0,83730, and the Durbin-Watson value of 1.860 indicated there was no autocorrelation in the residuals.

Table 5.23. – ANOVA's test (Green Price)

Source: Own elaboration, through SPSS data

	Model	Sum of Squares	df	Mean Squares	F	Sig.
1	Regression	15,230	1	15,230	21,729	,000b
	Residual	66,602	95	0,701		
	Total	81,833	96			

a. Dependent Variable: Sustainable Consumer Behaviour

b. Predictors: (Constant), Green Price

The ANOVA table indicated that the regression model was statistically significant, with F=21.729 and a p-value of less than 0.001. This means that the 'Green Price' variable has a significant impact on 'SCB.'. The regression sum of squares was 15,230, while the residual sum of squares was 66,602, totalling 81,833. These results reinforce the importance of considering 'Green Price' when examining SCB.

Table 5.24. – Coefficients of the regression model (Green Price)

Source: Own elaboration, through SPSS data

Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	0,726	0,500		1,451	0,15
	Green Price	0,677	0,145	0,431	4,661	0,000

a. Dependent Variable: Sustainable Consumer Behaviour

The findings of the coefficient table indicated that the 'Green Price' variable has a significant positive coefficient (B = 0,677, p < 0,001). This suggests that an increase in the perception of a green price is associated with an increase in SCB by 0,677 units, keeping the other variables constant. The standard weight (Beta = 0,431) reinforces the importance of 'Green Price' as a predictor of SCB. The intercept (B = 0,726) was not statistically significant (p = 0,150), indicating that its value is not relevant in this context.

H2: Green Price has a positive impact on Gen Z's Sustainable Consumer Behaviour.

Therefore, the equation of the estimated linear regression model is presented by:

$$\text{Sustainable Consumer Behaviour} = 0{,}726 + 0{,}677 * \text{Green Price} + \epsilon$$

The results support hypothesis H2, showing that 'Green Price' has a positive and significant relationship with SCB. The finding that 'Green Price' is a significant predictor provides valuable insights for marketing strategies, especially for green products aimed at Gen Z. H2 is therefore validated.

c) Simple Linear Regression – Green Promotion

The model is graphically represented by:

$$\text{Sustainable Consumer Behaviour} = \beta 0 + \beta 1 \cdot \text{Green Promotion} + \epsilon$$

Figure 5.25. – Sub model of the relationship between Green Promotion and Sustainable Consumer Behaviour

Source: Own elaboration



Table 5.26. – Regression Model Summary (Green Promotion)

Source: Own elaboration, through SPSS data

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,533[a]	0,284	0,277	0,78525	1,628

a. Predictors (Constant), Green Promotion

The summary of the regression model reveals that the 'Green Promotion' variable has a significant impact on SCB. The correlation coefficient R=0,533 indicates a moderate positive relationship between 'Green Promotion' and 'SCB. The value of R2=0,284 suggests that approximately 28,4% of the variability in SCB can be explained by the 'Green Promotion' variable. The results show that "Green Promotion" positively influences how Gen Z behaves when it comes to sustainability. This means green promotions are working and should be used even more in marketing. It also highlights how important it is to understand the ways different GM tactics affect consumers, especially with a group as influential as Gen Z.

Table 5.27. – ANOVA's test (Green Promotion)

Source: Own elaboration, through SPSS data

Model		Sum of Squares	df	Mean Squares	F	Sig.
1	Regression	23,254	1	23,254	37,711	,000b
	Residual	58,579	95	0,617		
	Total	81,833	96			

a. Dependent Variable: Sustainable Consumer Behaviour

b. Predictors: (Constant), Green Promotion

ANOVA evaluates the hypothesis that at least one of the group means is different. The regression model shows a sum of the regression squares of 23,254, which represents the variation explained by the model. The number of degrees of freedom (df) for the regression is 1, since there is only one predictor variable (Green Promotion). The residual sum of squares is 58,579, which indicates the variation that is not explained by the model. With 95 degrees of freedom for the error, the mean square of the residuals is calculated as 0,617. The F test value is 37,711, which compares the variability explained by the model with the unexplained variability. This value is significantly high, which suggests that 'Green Promotion' has a substantial effect on SCB. The significance associated with the F test is $p<0,001$, which indicates that the observed relationship is statistically significant. This confirms the hypothesis that green promotions positively influence SCB among Gen Z consumers.

Table 5.28. – Coefficients of the regression model (Green Promotion)

Source: Own elaboration, through SPSS data

Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	1,424	0,272		5,226	0,000
	Green Promotion	0,576	0,094	0,533	6,141	0,000

a. Dependent Variable: Sustainable Consumer Behaviour

The results of the regression analysis indicate that the variable ‘Green Promotion’ has a coefficient B=0.576. This value suggests that for every one-unit increase in ‘Green Promotion’, SCB is expected to increase by 0.576 units, holding all other variables constant. This reinforces the idea that green promotions have a significant positive impact on CB. The standard error associated with the coefficient of ‘Green Promotion’ is 0.094, indicating the expected variability in the estimated coefficient. The T=6.141 value is quite high and suggests that the relationship between ‘Green Promotion’ and ‘SCB’ is robust. The significance associated with this coefficient is $p<0.001$, which indicates that the effect of ‘Green Promotion’ is statistically significant and not due to chance. The standardised Beta of 0.533 suggests that ‘Green Promotion’ is an important predictor variable in the model, indicating that it represents approximately 53.3% of the variation in SCB when compared to the other variables included in the model.

The results show that "Green Promotion" has a positive and significant link to how Gen Z behaves when it comes to sustainability. This means that green promotions work and should be used more in marketing. It also shows how important it is to understand how different green marketing approaches influence consumers, especially in a group as impactful as Gen Z.

H3: Green Promotion has a positive impact on Gen Z’s Sustainable Consumer Behaviour.

Therefore, the equation of the estimated linear regression model is presented by:

$$\text{Sustainable Consumer Behaviour} = 1{,}424 + 0{,}576 * \text{Green Promotion} + \epsilon$$

d) Simple Linear Regression – Green Place

The model is graphically represented by:

$$\text{Sustainable Consumer Behaviour} = \beta 0 + \beta 1 \cdot \text{Green Place} + \epsilon$$

Figure 5.29. – Sub-model of the relationship between Green Place and Sustainable Consumer Behaviour

Source: Own elaboration



Table 5.30. – Regression Model Summary (Green Place)

Source: Own elaboration, through SPSS data

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,502[a]	0,252	0,244	0,8025	1,870

a. Predictors (Constant), Green Place

The model summary table indicates that the correlation coefficient R=0.502, which suggests a moderate correlation between 'Green Place' and 'Sustainable Consumer Behaviour'. The value of R2=0.252 means that approximately 25.2% of the variance in SCB can be explained by the 'Green Place' variable. This suggests that although 'Green Place' has a positive impact, there are other factors that also influence SCB. The adjusted R^2 of 0.244 considers the number of predictors in the model, meaning the relationship stays consistent even when considering all the variables. The standard error of 0.80250 shows the average difference between the predicted and actual values of 'SCB'. A smaller standard error means the model is more accurate. The Durbin-Watson score of 1.870 is close to 2, which suggests there's no autocorrelation in the model's residuals—this is a good sign for the model's reliability.

Table 5.31. – ANOVA's test (Green Place)

Source: Own elaboration, through SPSS data

Model		Sum of Squares	df	Mean Squares	F	Sig.
1	Regression	20,652	1	20,652	32,067	,000b
	Residual	61,181	95	0,644		
	Total	81,833	96			

a. Dependent Variable: Sustainable Consumer Behaviour

b. Predictors: (Constant), Green Place

The ANOVA table contains important information about the relationship between "Green Place" and "SCB". The calculated F value is 32.067, which is statistically significant. The associated p-value (Sig.) is 0.000, ensuring that the relationship between "Green Place" and "SCB" is significant at a level of 0.001. This means that we can reject the null hypothesis that there is no relationship between these variables. The Sum of Squares Regression is 20.652, while the Sum of Squares Residual is 61.181. The Total Sum of Squares is 81.833. The number of degrees of freedom for the regression is 1, while for the residuals it is 95.

These results suggest that 'Green Place' is a significant predictor of SCB, reinforcing the importance of this variable in the context of Gen Z.

Table 5.32. – Coefficients of the regression model (Green Place)

Source: Own elaboration, through SPSS data

Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	0,810	0,399		2,03	0,045
	Green Place	0,578	0,102	0,502	5,663	0,000

a. Dependent Variable: Sustainable Consumer Behaviour

The regression coefficients indicate that the intercept (constant) of the model is 0.810. This indicates that the expected value of "SCB" when "Green Place" is equal to zero. The coefficient for Green Place is 0.578, which implies that for every unit increase in "Green Place", SCB is predicted to increase by 0.578 units, keeping the other variables constant. The Beta value of 0.502 means that "Green Place" makes a substantial contribution to predicting SCB and demonstrates a positive relationship. The T value for 'Green Place' is 5.663, with a p-value (Sig.) of 0.000, indicating that this coefficient is statistically significant. As the p-value is less than 0.01, we can say that the influence of 'Green Place' on SCB is not only substantial but also robust.

The findings support the hypothesis that "Green Place" positively and significantly influences Gen Z's SCB. This suggests that to promote sustainable consumption practices, it is essential to emphasize the importance of environments that favor green initiatives and places that encourage conscious consumption.

H4: Green Place has a positive impact on Gen Z's Sustainable Consumer Behaviour

Therefore, the equation of the estimated linear regression model is presented by:

$$\text{Sustainable Consumer Behaviour} = ,810 + 0,578 * \text{Green Place} + \epsilon$$

Thus, through statistical analysis, it was possible to conclude that, as author X presents in his work, the 4Ps of GMM - Green Product, Green Price, Green Promotion, and Green Place - have a positive impact on CB. Consequently, the table below displays the results of the statistical analysis. This table presents whether the results were accepted or rejected:

Table 5.33. – Results of Hypothesis Validation

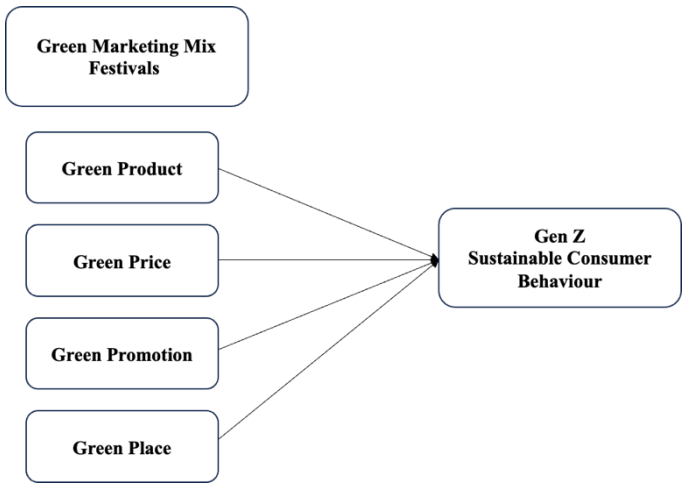
Source: Own elaboration

Hypothesis	Hypothesis Description	Hypothesis Validation
H1	The Green Product has a positive and significant relationship on Gen Z's SCB	Accepted
H2	The Green Price has a positive and significant relationship on Gen Z's SCB	Accepted
H3	The Green Promotion has a positive and significant relationship on Gen Z's SCB	Accepted
H4	The Green Place has a positive and significant relationship on Gen Z's SCB	Accepted

As a result of this study, the final conceptual model is shown in the figure:

Table 5.34. – Final Conceptual Framework

Source: Own elaboration



Chapter 7: Conclusion

This last chapter was divided into three parts: Main Conclusions, Managerial Conclusions and Limitations, and Future Research. The Main Conclusions section highlights the key findings from the dissertation, while the Managerial Conclusions section discusses the practical implications of these results. Finally, the Limitations and Future Research section delves into the study's constraints and limitations that could have influenced the results and outlines potential areas for future research.

7.1. Main Conclusions

Given the lack of research on this topic, the main aim of this dissertation was to understand the impact of GMM on the SCB of Gen Z consumers at festivals. This topic is relevant since it can help event organisers to apply more sustainable GMM measures with the main goal of encouraging Gen Z to attend festivals.

To validate the proposed hypotheses, a survey was carried out using the prepositions made by Ahmed *et al.* (2022) and Dragolea *et al. (*2023). Afterwards, the results were transferred to SPSS. Following the statistical analysis, it was possible to confirm that GMM does have a positive influence on Gen Z's consumer behaviour. The results showed that people in this age group do take the sustainability of festivals into account when looking for festivals to go to. It was also possible to realise that price is not an issue when it comes to attendance since this generation is willing to pay more for tickets if the festival is more sustainable. Regarding distribution, it was concluded that they prefer festivals that adopt sustainable distribution measures and that most of them think about the location of the festival when looking for this service. Finally, promotion practices it is also a factor they consider, with most of the respondents believing that their choice to go to a festival is related to the festival's sustainable communication.

Thus, all the hypotheses made at the beginning of this dissertation were confirmed: (1) Green Product has a positive impact on Gen Z's SCB; (2) Green Price has a positive impact on Gen Z's Sustainable Consumer Behaviour; (3) Green Promotion has a positive impact on Gen Z's Sustainable Consumer Behaviour; and (4) Green Place has a positive impact on Gen Z's Sustainable Consumer Behaviour. These results, in turn, corroborate previous research by Ahmed *et al*. (2022) and allow more knowledge regarding Gen Z's consumer behaviour.

Given the limited sample, it isn't possible to generalize the conclusions. However, these findings are extremely relevant both to academic literature and to the practices implemented in the events sector. This research has shown that GMM plays a fundamental role in Gen Z's

consumer behaviour and makes it possible to realise how important it is for marketing strategies to be aimed at this more environmentally conscious public.

7.2. Managerial Implications

The study carried out allows us to draw several managerial implications. Firstly, by better understanding, the behaviour of this generation and, consequently, their preferences and motivations, companies and festival organisers can create strategies that match what Gen Z is looking for in festivals. This generation, as seen above, is looking for more sustainable events. So, by identifying this premise, they can adapt the company's 4Ps to be greener and thus meet the expectations of this generation (Ahmed *et al.* 2022).

Adopting these measures also contributes to a more competitive positioning in the festival industry. As seen above, the festival sector is constantly growing. Companies therefore must include practises that integrate GMM into their strategies. These don't just attract more participants but allow them to stand out for the practices they create.

Therefore, by implementing GMM in their strategies, festivals will be aligned with the new trends in sustainable consumption.

7.3. Limitations and Future Research

Since this is a very specific topic, there are a few limitations that need to be considered. One of the main issues is the sample size. Although the current sample provides useful insights into Gen Z's behaviour at festivals, it might not fully represent the entire generation. A larger sample could have made the results more reliable and allowed for a deeper analysis.

Moreover, it would be helpful to understand how different generations behave to see if Gen Z is more sustainable. Future research could include older generations to understand how the GMM affects them. A clearer picture of how to adjust the GMM to meet the needs and expectations of different consumer groups would emerge from this kind of comparison.

Another thing to consider is where the participants are from. Since I shared the survey, the responses were mostly from a specific region, which could make it harder to apply the results to a wider audience. Including people from different parts of the world would allow for a comparison between various cultural backgrounds and help see if Gen Z shares the same environmental concerns globally. It could also be interesting to explore how different types of festivals influence sustainable behaviour. For example, do festivals with an environmental

focus attract a more eco-conscious crowd? Or does the music genre have an impact on the kind of attendees?

By expanding the sample size in future research, we could gain a better understanding of how GMM influences sustainable consumer behaviour. These kinds of studies would be helpful for marketers and companies as they work on creating more effective marketing strategies.

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Annexes

Annex A – Online Questionnaire in English

This survey is in English, do you feel comfortable understanding English? *

- ◯ Yes
- ◯ No

Are you between 18 and 29? *

- ◯ Yes
- ◯ No

Gender *

- ◯ Male
- ◯ Female
- ◯ Non-binary
- ◯ Prefer not to say

Education Level *

- ◯ High School
- ◯ Bachelor
- ◯ Master
- ◯ PhD

How often do you attend music festivals in Portugal? *

- ◯ Never
- ◯ Once a year
- ◯ 2-3 times a year
- ◯ More than 3 times a year

Which summer festivals have you attended in Portugal? (Select all that apply) *

- ☐ NOS Alive
- ☐ Super Bock Super Rock
- ☐ Boom Festival
- ☐ NOS Primavera Sound
- ☐ Rock In Rio
- ☐ Others.

Which of the following green practices are you aware? *

- [ ] Transport management
- [ ] Waste management & circular economy
- [ ] Green communication
- [ ] Green procurement
- [ ] Carbon offsetting
- [ ] Water management
- [ ] Energy management
- [ ] Ecological conservation

Transport management *

	1	2	3	4	5	
Not important at all	○	○	○	○	○	Very important

Waste management & circular economy *

	1	2	3	4	5	
Not important at all	○	○	○	○	○	Very important

Green communication *

	1	2	3	4	5	
Not important at all	○	○	○	○	○	Very important

Green procurement *

	1	2	3	4	5	
Not important at all	○	○	○	○	○	Very important

Carbon Offsetting *

	1	2	3	4	5	
Not important at all	○	○	○	○	○	Very important

Water management *

	1	2	3	4	5	
Not important at all	○	○	○	○	○	Very important

Energy management *

	1	2	3	4	5	
Not important at all	○	○	○	○	○	Very important

Ecological conservation *

	1	2	3	4	5	
Not important at all	○	○	○	○	○	Very important

How important is it for you that the music festivals you attend implement green marketing mix practices? *

	1	2	3	4	5	
Not important at all	○	○	○	○	○	Very important

It is important for me that the music festivals I attend do not harm the environment. *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

I believe that attending music festivals with sustainable practices is part of the solutions to environmental problems? *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

If two festivals have the same lineup of artists, I think that the one with sustainable practices is better. *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

Do you think that music festivals with strong environmental sustainability practices are too expensive compared to festivals that focus less on ecological benefits? *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

The price and quality of music festivals with green marketing mix practices are proportionate? *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

Are you willing to pay more for a ticket to a music festival that has strong green practices? *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

How much more would you be willing to pay for a music festival ticket that emphasises sustainability? *

- ○ 0% more
- ○ 1-10% more
- ○ 11-19% more
- ○ More than 20%

Do you believe that music festivals should use environmentally friendly practices for their supplies and resources, even if it the tickets would cost 10% more? *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

Do you believe that music festivals should adopt environmentally friendly practices in distributing goods, even if the tickets would cost 10% more? *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

Do music festival ticket prices need to be competitively priced to motivate you to attend? *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

How important is it for you that music festivals use sustainable transportation options (e.g., shuttle buses, carpooling incentives)? *

	1	2	3	4	5	
Not important at all	○	○	○	○	○	Very important

Do you consider the location and its environmental impact when choosing a music festival to attend? *

	1	2	3	4	5	
Never	○	○	○	○	○	Always

When was the last time you payed attention to advertising messages about the environment at music festivals? *

Example: Ads promoting recycling programs and green initiatives.

- ○ Within the last month
- ○ Within the last 6 months
- ○ Within the last year
- ○ I don't remember the last time

Are you influenced by environmental advertisements to make informed buying decisions at music festivals? *

Example: Choosing to buy eco-friendly products at the festival.

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

My awareness of the benefits of music festivals with green marketing mix services are increased by the green advertisements? *

Example: Learning about the positive impact of green practices.

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

I wouldn't attend a cheap music festival if I believe it negatively impacts the environment. *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

Would you choose to attend a festival primarily because it follows environmentally friendly practices, such as using sustainable energy sources and recycled materials? *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

I believe that music festivals with green services and products have an extra added value, therefore I am willing to pay more for them. How strongly do you agree or disagree with this statement? *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

Would you choose a music festival with green marketing practices over one without, even if it costs more? *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree