



The influence of sustainable event management practices on consumers' word-of-mouth and visit intention in the music event industry

Submitted to Dr. Marion Garaus

Rada Assenova Kopreva
1811014

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Abstract

Contemporary consumers are becoming more considerate of the impacts of economies and are shifting to making more environmentally conscious purchasing decisions. Additionally, various sources claim that consumer green purchasing is initiated by consumers' general environmental consciousness and green self-efficacy. As modern-day consumers are also event attendees, it is likely that the consumer demand for sustainable efforts is also present in the music event industry. Therefore, it is valuable for event organizations to focus on incorporating sustainable event management practices within the events they produce. Nevertheless, it is also important for event organizations to know how sustainability management will influence event consumers. Since music events are intangible products, event attendees are often motivated to visit a specific event due to positive recommendations. Therefore, positive word-of-mouth plays a major role when it comes to attracting potential event goers.

Given the aforementioned growing sustainability trend and the importance of word-of-mouth method in the event industry, this thesis investigates the influence of sustainable event management practices on consumer word-of-mouth and visit intention. In this research study, sustainable event management practices are represented by waste management procedures. Furthermore, this research provides valuable insights on whether waste management affects green self-efficacy, and it further explains the influence of green self-efficacy on consumers' word-of-mouth and visit intention.

In order to examine how consumers respond to waste management practices within music events, an online survey experiment was conducted. Respondents were randomly allocated to one of two groups and were exposed to a designated music event condition. The first experimental group presented an event which included waste management practices, whereas the second experimental group presented an event in which no waste management practices were applied. The generated data was analyzed using an analysis of covariance (ANCOVA) and it revealed that waste management practices within music events have a positive influence on consumer green self-efficacy. Moreover, a multivariate analysis of variance (MANOVA) was applied, and it revealed that the integration of waste management in music events has a positive influence on consumer word-of-mouth and visit intention. Lastly, a regression analysis revealed that consumer green self-efficacy has a positive influence on consumer word-of-mouth and visit intention.