

## GOING GREEN: THE IMPACT OF GREEN INITIATIVE EVENTS ON ENVIRONMENTAL PRACTICE INTENTIONS

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**Abstract:** Green initiative events have gained popularity over the years due to rising concern on global warming and climate change issues. Many private companies, non-profit organisations and relevant government agencies have poured their time, money and effort in implementing various green events such as national birdwatching events, beach clean-up programs, exhibitions and recycling workshops. Yet the real question is whether these green initiative events (GIE) has been successful in positively altering the participants' everyday behaviour? This study investigates pertinent factors that impact people's environmental practice intention after attending GIE. A total of 376 questionnaires were collected using purposive sampling among Malaysians who have attended green initiative events recently. Using structural equation modelling, the findings revealed that environmental concern, media power, subjective norms and attitude have positive influence in people's environmental practice intention after attending green initiative events whereas perceived behavioural control was insignificant. The findings gave insights to academics and industry professionals especially event planners and organisations to conduct effective green events that would possibly transform people's behaviour in hope of a global green movement towards a sustainable future.

Keywords: Attitude, environmental concern, green events, pro-environment, sustainability.

### Introduction

Based on the Ubiquity Global Corporate Social Responsibility study, the majority of consumers think they are personally responsible for tackling environmental issues (Roman, 2015). They do believe, however, that businesses and individuals should work together to solve these problems. In fact, nine out of ten customers want companies to work as hard as consumers on environmental issues. Furthermore, consumers have been more conscious now than they were before COVID-19 that human activity harms the climate, and that environmental deterioration, in turn, threatens humanity (Gazzola, 2020).

Malaysia is vulnerable to the impacts of climate change, including sea-level rise, more frequent and severe floods and droughts, and changes in temperature. As a biodiversity

hotspot, Malaysia is under constant threat due to habitat destruction, deforestation, water and air pollution (Ministry of Natural Resources and Environment, 2016). These serious environmental issues have triggered more sustainable practices among individuals and businesses in Malaysia. The Malaysian government, businesses, and NGOs have been seriously emphasizing environmental preservation through various initiatives. The Malaysian government has introduced National Policy on the Environment, the National Forestry Act, and the National Biodiversity Policy. For instance, the National Policy on the Environment (NPE) was introduced in 2002, outlined the government's commitment to environmental protection and sustainable development.

In addition, the Ministry of Energy, Green Technology, and Water (KeTTHA) has continuously promoted and funded high-impact research on green technologies (Green Technology Annual Report, 2020). Besides government intervention, many businesses in Malaysia have adopted sustainable practices, such as reducing energy and water consumption, implementing waste reduction and recycling programs, and sourcing sustainable materials. These are all in-line with promoting the importance of sustainability among businesses as key success criteria including green practices such as eco-design and green purchasing, and green supply chains. However, there is still much work to be done to effectively address these environmental challenges and promote sustainable development in Malaysia which requires commitment from all other sectors.

The event sector, as an essential component of the tourism industry, has grown quickly in terms of diversity, size, and number. Meanwhile, the topic of greening the industry is at the forefront of global attention. According to Vamvaka *et al.* (2020), the Meetings, Incentives, Conferences and Exhibitions (MICE) tourism sector, has had a negative impact on the environment in Malaysia owing to high energy consumption, transportation, and water usage. Numerous studies have emphasized what event planners should practice more sustainable operational procedures to achieve a green event, such as switching to a different packaging, minimizing, reusing, and recycling the sources (Gazzola, 2020). There is a growing interest in adopting green strategies to increase the competitiveness of events (Whitfield & Dioko, 2012).

The definition of Green Initiative Event (GIE) is an event that has a sustainability policy or employs sustainable techniques in its implementation, activities and operations that aid businesses in fulfilling their social obligation, enhancing their brand image, and gaining a competitive edge in the market (Laing & Frost, 2010). GIEs are commonly conducted within large group of participants that promotes an environmental cause and to educate the public about conserving resources and reducing

waste (Aleixo, 2018). Currently, the green events are dominated with a natural affinity for the environment, such as birdwatching festivals (Merrilees, 2011). The green initiative event's include awareness-raising initiatives about pollution and energy consumption reduction, and it is among the most significant revenue streams by increasing economic impact while improving awareness on social, cultural, and political ramifications (Wong *et al.*, 2015).

In 2021, based on a recent study conducted in 24 nations, 58% of individuals are more conscious of their environmental influence, and 85% are willing to take personal action to tackle environmental and sustainability concerns (Mastercard.com, 2021). While consumers' environmental awareness and comprehension of environmental pollution may have increased, their willingness to engage in green consumption has been unclear. Therefore, a crucial and practical question is how to encourage consumers' practices of green behaviours.

The links between eco-friendly activities, attitudes, intentions, and purchase decisions are frequently highlighted in research findings, yet limited studies were found that examined the impact of these green events participation on their future environmental practices (Mair and Smith, 2021). Within the growing academic interest on sustainability issues, past studies have been conducted in general context of tourism (Mohamadi *et al.*, 2022) and hospitality (Verma *et al.*, 2019) but rarely specifically focusing on green initiative events. If any, the discourse of past studies was also mainly centred on how green events would benefit the society or the organisation in terms of socio-economic development (Chirieleison *et al.*, 2020; Langarita & Cazarro, 2022) and to seek understanding on managing or organizing those events (Martinho *et al.*, 2018). However, the sustainability impact of green events on the visitors' behaviour intention post-attendance are usually overlooked (Tolkes & Butzmann, 2018). The inquiry here is whether attending green events would make a difference in the visitors' environmental practices. In line with this context, the attitude and behavioural impact

of Malaysians after attending green initiative events is still a mystery to event organizers, spectators, and even exhibitors. Thus, this research aims to understand the relationship between the key factors (environmental concern, perceived behavioural control, media power, subjective norms and attitude) in influencing participants environmental practice behaviours after attending green initiative events.

## Literature Review

### *Green Initiative Events*

The green movement began in the 1960s and 1970s and the concerns about local and worldwide environmental deterioration raised by the public and the scientific community helped to fuel its expansion (Aleixo, 2018). Green initiatives include bolstering efforts to enhance mechanical and lighting equipment's energy efficiency, improve air quality, promote water conservation, increase waste avoidance, expand recycling streams, and engage caterers in ecologically friendly activities (Msengi, 2019). Businesses that emphasize green initiatives for their workspace, workers, and products put the planet's and environment's health first. A healthy earth ensures a sustainable life for future generations, society is increasingly realizing.

In reality, the earth's ecosystems support about 1.2 billion employment (Waltner, 2019). For a variety of reasons, incorporating green initiatives into one's life and company is critical. GIEs should be a goal for every company, for a variety of reasons, including reduced long-term environmental effect and immediate cost savings (Clayton, 2018). Rather than immediate, short-term cost reductions, these enhancements are frequently achieved as yearly savings (Turan, 2019). Green initiatives require a team effort. It develops a culture of cooperation and continual development when workers work together to identify and implement green and sustainable initiatives. People often equate becoming green with higher financial charges, but although there may be some initial fees, the fact is that money will be saved in the long run (Aleixo, 2018).

Significant research indicates that customers have become increasingly appreciative and are prepared to be fully involved in supporting not only green products and services, but also through participation in green events (Wong *et al.*, 2015). Since being environmentally conscious is crucial to every company's success, GIEs have drawn considerable interest from academic scholars and business professionals (Kirkwood, 2007).

### *Environmental Practice Intention*

Environmental Practice Intention refers to a person's willingness to engage in environmentally friendly activities after evaluating the perceived benefits and disadvantages of doing so. In other words, the intention to engage in environmentally friendly practices is viewed as an indicator of behaviour performance, i.e. the adoption of environmentally friendly behaviours in their daily life.

The purchase of green products among Malaysians, according to Waltner (2019), is positive. For instance, Turan (2019) found that 48.6% of 177 shoppers polled in Klang Valley supermarkets said they bought green products on a regular basis. Another study by Fernandez-Feijoo, (2016) indicated that among 80 employees in a private firm in Malaysia, 21.3 percent claimed a high degree of green product purchase behaviour, while the rest 71.3 percent reported a moderate level. Green initiative events, on the other hand, have had a tremendous impact on the public, but sadly, the impact has not been the same for society as a whole (Kalsoom, 2017). Before attending green initiative events, it is discovered that people are squandering and using natural resources excessively (Aleixo, 2018).

Meanwhile, according to Paul, (2015), there are four key factors influencing environmental behaviour intention and behaviour, namely Eco Literacy, Attitude, Subjective Norms, and Perceived Behaviour. Environmental behaviour is defined as actions that relates to protecting nature and environment through awareness, preservation, and conservation (Lee *et al.*, 2013;

Palupi & Sawitri, 2018; Saiyidatina *et al.*, 2021). Past studies have identified environmental knowledge, environmental awareness, social group influence, place attachment and value system as factors influence the people's intention in relation to green events (Wan *et al.*, 2017; Alonso-Vazquez *et al.*, 2019; Esfandiar *et al.*, 2020)

In addition, Pronello and Gaborieau (2018) and Kim *et al.* (2020) stressed out that people who are more pro-environment tend to be more loyal to eco-friendly organizations. This finding is supported by Hu *et al.* (2010) who illustrated a significant relationship between pro-environmental behaviour and green event intention. While another study by Mair and Laing (2013) pointed out that a green event can play an essential role in coordinating environmental behaviour changes if conducted within the correct target audience mix. They further added that the innovative approaches in the events can easily persuade and influence the audiences to understand and practice the pro-environmental behaviour, regardless of whether the audiences are believers or non-believers. Hence, those involved in green events tend to illustrate positive mindset towards environmental protection and in return encourages them to proactively cultivate environmentally-friendly practices.

### ***Environmental Concern***

A specific way of thinking about something, especially one that is impacted by your views or experiences, is referred to as concern. It refers to a mental and neurological state of readiness that directs the individual's behaviour to all items and circumstances with which it is associated (Turan, 2019). Environmental concern, according to Braam (2016), is a taught proclivity to respond consistently favourably or unfavourably to the environment. Environmental concern, according to Kalsoom (2017), is the set of ideas, affects, and behavioural intentions that a person has about ecologically linked activities or situations. In other words, an individual's environmental concern is a psychological reaction to the environment that influences their

behaviour toward green products and practices. Environmental concerns can be classified into three types: altruistic attitudes, self-centered attitudes, and eco-centric attitudes. Worries for others are included in altruistic attitudes, whereas their own concerns are included in self-centered attitudes, and care for the environment is included in co-centric attitudes (Zelinková, 2014).

Consumers' perceived level of self-involvement in environmental protection may prevent consumers from engaging in environmentally friendly activities, according to Rieckman (2018). Organizations that emphasize green initiatives for their workspace, workers, and products put the planet's and environment's health first. According to Merritt (2018), a non-governmental organization (NGO) in Malaysia was conducting a study on popular awareness and comprehension of environmental concerns. According to the findings, 90% of respondents were aware of environmental challenges and their health implications, while 80% were concerned about negative environmental repercussions on the economy. The vast majority of them favour aggressive environmental intervention. Environmental concern, according to Zelinková (2014), is a psychological reaction to the environment that influences an individual's behaviour toward green products and green practices.

Environmental concern refers to the level of awareness and worry that individuals, organizations, or society as a whole have about environmental issues. This concern can stem from various factors, such as the impact of human activities on the environment, the potential consequences of environmental degradation on human health, or the recognition of the intrinsic value of the natural world. Thus, environmental concern is a specific type of attitude that relates to environmental issues. However, attitudes and environmental concerns are not identical, and an individual can hold a positive attitude towards the environment without necessarily being highly concerned about environmental issues, or vice versa. Attitude can be a positive or negative

evaluation of a subject while the environmental concern is an extended and directed state of emotion, where a person starts engaging their thoughts and feelings such as being worried or indicating care towards the specific subject (Verma *et al.*, 2019).

The distinction between these two concepts has been demonstrated and discussed in previous research by Verma *et al.* (2019) on green hotel. Thus, in this study, it is also distinguished clearly that the attitudinal variable of TRA is applied in context-specific to measure one's attitude towards the green event. A green concern is a mode of thinking that can assist people in overcoming personal barriers to green practices (Levine, 2012). Environmental concern is a new style of thinking that has been discovered to be helpful in fostering pro-environmental behaviour. It is based on an individual's experience with his or her experiences in the environment (Clayton, 2018). Several studies, including Waltner (2019), Turan (2019), and Zelinková (2014), found that consumers' environmental concerns influenced their choice of green products and green hotel activities. Hence, the hypothesis established is as below:

Hypothesis 1 (H<sub>1</sub>): Environmental concern has a positive and significant effect on environmental practice intention.

### ***Perceived Behavioural Control***

An individual's assessment of the degree of difficulty in carrying out an activity, which is influenced by self-ability appraisal, is known as perceived behavioural control (Ru *et al.*, 2018). Higher conviction in carrying out a certain activity and stronger perceived behaviour control both contribute to and encourage the occurrence of behaviour (Dakhan *et al.*, 2020; Mirani *et al.*, 2021). Green practices and technology are being used to replace paper at trade exhibitions, events, and conferences, but they are not having a significant impact. As a result, one of the key issues that led to the study of green practices is Malaysians' perceived behavioural control. Generally, it is believed that people are more inclined to engage in a behaviour when they feel

they have more control over their lives (Ajzen, 1991). In promoting physically related pro-environmental behaviours such as recycling, it was found that perceived behavioural control had the least effect compared to social norms (Jain *et al.*, 2020). While in Pakistan, perceived behavioural control had a favourable significant consequence towards energy saving behaviours during the pandemic (Ahmad *et al.*, 2022).

In short, perceived behavioural control is the consumers' impression and self-evaluation of the extent to which they are able or unable to perform an action in a given situation (Trivedi *et al.*, 2018). When a person's opinions of control equal the amount of cumulative control that he or her is able to practice, perceived behavioural control is thought to have a direct predictive influence on people's conduct. Perceived behavioural control is considered as a key direct antecedent of behaviour itself, but it tends to vary across different behaviours. According to Wang (2017), green events not only increase the participants' awareness of environmental issues, but it also acts as an enabler that supports and eases green decision making. Hence, below hypothesis is posited:

Hypothesis 2 (H<sub>2</sub>): Perceived behavioural control has a positive and significant effect on environmental practice intention.

### ***Media Power***

The environment of the media and information is to enhance and deepen people's, social, and economic connections. The term "social dynamic" refers to a person's relationship with other people, which also implies that an individual shares his or her views, opinions, and values with those with whom he or she has talked (Merritt, 2018). Social influence refers to the ability of information offered by these people who shared their views, attitudes, and values to have a significant impact on customers. Changes in the environment have the ability to alter people's mindsets and behaviours. Hildebrandt *et al.*, (2021) also noted that an individual's social environment, which includes family, friends, co-workers, and business partners, may

have a significant impact on him or her. Media power is a vital notion that is often overlooked.

According to Abdullah *et al.*, (2015), young Malaysian consumers would be more affected and influenced by marketing methods and promotion through social media products such as Facebook, Instagram, and Twitter, rather than product understanding and eco-labeling. According to Zelinková (2014), social impact is the most important element influencing green purchasing behaviour. Consumer socialization is the process through which customers acquire information, skills, and attitudes concerning purchases in the marketplace (Waltner, 2019). According to Didham (2018), the key factor influencing green buying study among young and educated customers is social impact and media exposure to environmental themes. Thus, the following hypothesis is posited::

Hypothesis 3 (H<sub>3</sub>): Media power has a positive and significant effect on environmental practice intention.

### **Subjective Norms**

Subjective norms are classified as descriptive norms or injunctive norms, and each has a separate predictive effect on individual behaviour intention (Chatzisarantis & Biddle, 1998). Therefore, examining how they vary can help us better comprehend how subjective norms affect behaviour. Descriptive norm, or how the majority of people are regarded by people, plays an illustrative function (Hmielowski *et al.*, 2019; Guichard *et al.*, 2021). Descriptive norms can more successfully modify an individual's environmental intention because environmental conduct, particularly in environmental preservation, has moral appeal (Onwezen *et al.*, 2014).

Consumers will deliberately consider if their conduct is compatible with the collective when they notice that individuals around them are concerned about environmental conservation. A person's acceptance of a particular act while feeling under pressure from whether other people find it acceptable is known as a subjective norm (Ajzen, 1991). As a result, when an individual

is subject to subjective norms, moral conduct is often displayed. According to Vinnell *et al.* (2019), the subjective norm enhanced support for the law. The significance of subjective norms has been frequently demonstrated in domains relating to the environment and health (Casey, *et al.*, 2015). As an illustration, parental subjective norms encouraged consumption of healthy snack foods and discouraged consumption of bad snacks (Bevelander *et al.*, 2020).

Consumers will choose the behaviours that has more advantages in the collective manner when the majority of the group expresses support and gratitude for green purchases while expressing distaste or blame for non-green purchases (Xie *et al.*, 2015). Compared to a non-green purchase, the green buy provides higher social benefits (Gupta & Ogden, 2009). To prevent collective exclusion, consumers tend to choose communal appreciative behaviours (Dreyer *et al.*, 2022). This includes changing buying behaviours in response to other people's expectations for ecological protection practices such as household energy saving (Wolske *et al.*, 2020). This phenomenon is especially profound among Asian countries with naturally collective culture such as Indonesia and Malaysia, where social norms influence consumers' intention to purchase green skincare products (Chin *et al.*, 2018). Based on the above discussion, the following hypothesis is postulated::

Hypothesis 4 (H<sub>4</sub>): Subjective norms has a positive and significant effect on environmental practice intention.

### **Attitude towards Green Initiative Events**

The significance of delivering and staging ecologically friendly events is becoming a key concern, while also becoming a standard in event planning around the awareness (Merritt, 2018). People's worry about the environment has made its way into mainstream marketing, forcing businesses to adopt a green attitude in their operations, such as green initiative events. Consumer attitudes has been found as not the most important factor in supporting the "No Plastic Bags" campaign (Paul, 2015). Pro-

environmental attitudes influence participants' willingness to participate in sustainable activities (Emanuel, 2011).

Even so, because there has not been much awareness during the hosting of various exhibitions in Malaysia, the use of green initiative events is not well-known and event planners are still unaware of event attendees' attitudes toward green practices in exhibitions (Choe, 2017). In a study to examine residents' attitude towards saving energy at home during COVID-19, it was found that the disruptive pandemic situation motivated them to conserve energy (Jiang *et al.*, 2021). This indicates that pro-environmental attitudes may be altered by significant situation or changing conditions. Based on a study conducted on green accommodations in Spain, managers' attitudes, social norms, and perceived behavioural control were able to explain 56% of their sustainable behaviour intentions.

In terms of sports events that depended on natural environment such as skiing and surfing, it was concluded that sportsmen and sportswomen upon seeing ocean trash may become more aware of pollution control and ocean protection (McCullough *et al.*, 2020). The direct contact that the athletes had with polluted environment during the sports event prompted them to develop a sense of attitude towards environmental preservation that encourages them to take further action for the environmental cause. As such, it can be deduced that attitudes can be shaped from green events that will motivate individuals to behave sustainably. Below is the hypothesis developed based on above discussion::

Hypothesis 5 (H<sub>5</sub>): Attitude towards GIE has a positive and significant effect on environmental practice intention.

### ***Underpinning Theory and Conceptual Framework***

According to the Theory of Reasoned Action (TRA), a person's behaviour is influenced by their intention to carry out a behaviour, which is dependent on their attitude toward the behaviour

and subjective norms (Fishbein & Ajzen, 1975). The theory of reasoned action encompasses behaviour, purpose to engage in the behaviour, attitudes, and subjective norms. According to this theory, customers' willingness or readiness to buy green products or make green decisions or substitutions is shown by their purchase intention for green items (Sun *et al.*, 2022). Some examples of this include its application in hotel marketing strategies and how probable it is for guests to stay there again depending on their actions (Nimri *et al.*, 2020).

This theory may be used by brands and businesses to predict what consumers will buy and how to develop marketing materials based on that knowledge. Other researchers have applied the extended TRA model which is better known as Theory of Planned Behaviour (TPB) and looked at the customers' barriers or perceived behavioural control (PBC). More importantly, TPB has been frequently used to forecast intents in green marketing fields, including investigating energy saving, recycling behaviours, and green buying behaviours (Paul *et al.*, 2015). The TPB is said to be more robust as it addresses volitional control and the issue of possession of the necessary opportunities and resources (Taylor *et al.*, 2006). Nonetheless, the usefulness of TRA and TPB is still in questioned since several non-volitional elements used to predict human behaviour were left out (Bevelander, 2020). For instance, even if some consumers may like green items, they might not be able to buy them because of their lack of concern or influences of external sources of information such as the media. Control factor gives information regarding limits experienced by consumers and enhances the predictability of the theory when consumers' behaviours are not effectively anticipated by the simple creation of an intention. As the human behaviour is complex and no unifying theory to fully explain human behaviour, more models need to be improvised and verified that include other factors that may influence individuals' behaviour including environmental concern and media power (Muthukrishna & Henrich, 2019).

Hence, this study conceptualizes an extended TPB framework as shown in Figure 1 below, which takes into consideration existential factors of attitude, subjective norms and PBC, with the addition of environmental concern and the external influences posed by media power. By referring to the framework in Figure 1, this study's independent variables are environmental concern, perceived behavioural control, media power, subjective norms and attitude towards green initiative events. The dependent variable for this research is the respondents' environmental practice intention.

### Materials and Methods

A research design is a comprehensive strategy that outlines the methods used in gathering and analyzing the required data. The objective is to make sure that the information acquired is ideal for fixing the challenge (Khan, 2018). A deductive approach using cross-sectional research design was appropriate for population-based survey to examine the conceptualized framework and hypothesis (Setia, 2016). Moreover, a self-administered questionnaire is applied as the study instrument in the study to obtain the data needed to answer the objectives (Hair, 2021). The questionnaire is used to gather

data on socio-demographic characteristics, aspects that influence people's attitudes toward green initiative events, and factors that influence people's environmental practices after attending green initiative events.

The questionnaire was divided into three sections. Questions on sociodemographic factors are included in Section A, questions related to the independent variables were included in Section B, and questions on the intention towards environmental practices were included in Section C. Statements in Section B and Section C used a 5-point Likert scale, in which 1 represents "Strongly Disagree" and 5 represents "Strongly Agree". The measurements items were all adapted; for Environmental Concern and Subjective Norms, items were adapted from Chin *et al.* (2018); Media Power was adapted from Wang *et al.* (2014), Attitude statements from Paul *et al.* (2016) and lastly, for Perceived Behavioural Control and Environmental Practice Intention, the items were adapted from Wang *et al.* (2019).

The respondents are chosen on the basis of non-random purposive sampling. The target population are Malaysians who have attended the green initiative event during Malaysia Environment Week held 21 October to 27

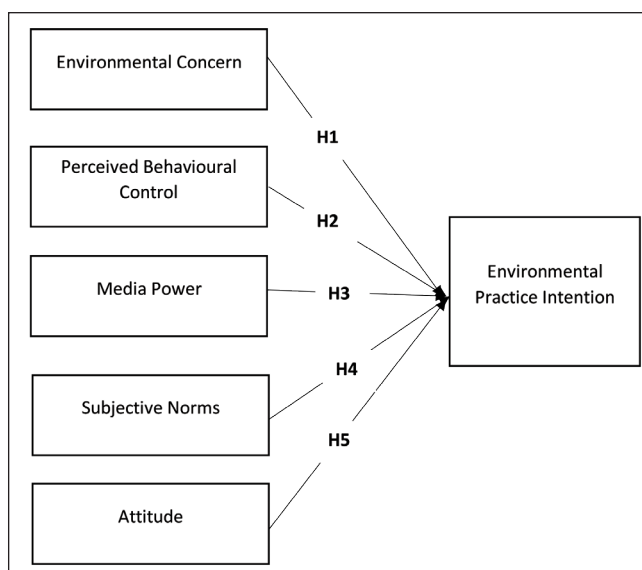


Figure 1: Proposed conceptual framework



October previously was reported to be about 1,500 visitors (The Star, 2022). In conjunction with the event, various activities and programs were held including coloring competition, collecting recycled waste, and launching of book on Islam and the Environment. It is presumed that their prior experience in attending the GIE would yield more accurate responses on their perception and attitude towards GIE. Hence, only visitors who are above 18 years old have been approached for the data collection. To ensure that they are suitable respondents, filtering questions are asked at the beginning of each survey before it takes place. The respondents were asked the number of GIE attended and their purpose for attending the current GIE.

For the sample size calculation, a priori test was conducted using G\*Power software that applied the effect size value of 0.15, with  $\alpha=0.05$ , and power=0.80). Based on Hair *et al.* (2019), this is the recommended thresholds for social and business science research and based on the G\*Power sample size calculation commonly used for PLS-SEM analysis explained earlier, the minimum sample size required is 138. To ensure the participants' anonymity and efficiency of data collection, the online questionnaire of Microsoft Form was utilized to create and disseminate the questionnaire (Sekaran, 2019). A total of 400 electronic questionnaire were circulated using QR code during the event to ensure that minimum sample size required was met and 376 valid questionnaires were returned, yielding a 94% response rate.

This amount supersedes the required minimum sample size calculated to represent the population. Nonetheless, a post-hoc analysis was conducted to confirm the sufficiency of this sample size after the data has been collected (Memon *et al.*, 2020). With the parameters of effect size,  $f^2=0.15$ ,  $\alpha=0.05$ , and five number of predictors in the proposed model, calculation result through the sample size calculator of G\*power indicated that the sample size collected of 376 has the explanatory power of 0.999. According to Memon *et al.* (2020), this

power analysis technique for calculating sample size is considered to be superior when applied in structural equation modelling. Descriptive analysis was conducted via SPSS ver.24 and further structural equation modelling were analyzed by using SmartPLS ver.3 software.

## Results and Discussion

### *Demographic Background*

Table 1 demonstrates the background of the total 376 respondents. Among the respondents, 55.9% were male and 44.1% were female. The largest age group were between 21 to 30 years old (48.1%), followed by those between 31 to 40 years old (28.4%). A majority of 43.4% of respondents had completed a university degree, while 24.4% of them had obtained a post-graduate certification. A total of 50% are earning between MYR 2,001 to MYR 4,000, followed by 34% earning between MYR 4,001 to 6,000. Based on the results, all the respondents have attended GIE in the previous year, whereby 47% attended once, followed by 36.9% attended between 2-3 times. In terms of their reasons, 44.1% of them attended for educational purposes while 27.1% attended due to business reasons.

### *Measurement Model Results*

Below Table 2 illustrates the first step which is measurement model assessment of constructs by examining the results for convergent validity, mainly the outer loadings, average variance extracted (AVE), composite reliability (CR) and Cronbach's alpha (CA). Items with outer loadings that were below 0.70 were deleted as suggested by Hair *et al.*, (2019). As such, items ATT3 (0.615), ATT4 (0.643) and EA3 (0.669) and SN5 (0.697) were omitted due to low outer loadings value. The AVE values for all the constructs were above 0.50, indicating that the items were sufficiently explained (Bagozzi & Yi, 1988). As for the CR and CA values, they were all above 0.70 indicating that these constructs met internal consistencies (Hair *et al.*, 2019).

Table 1: Demographic profile of respondents

	Characteristics	Frequency	Percentage
<b>Gender</b>	Male	210	55.9
	Female	166	44.1
<b>Age</b>	Below 20	38	10.1
	21-30	181	48.1
	31-40	107	28.4
	Above 40	50	13.4
<b>Highest Education</b>	Masters/Doctorate	92	24.4
	Degree	163	43.3
	Diploma/Foundation	85	22.6
	Secondary School	36	9.7
<b>Average Monthly Income (MYR)</b>	2,000 and below	29	7.7
	2,001 – 4,000	188	50.0
	4,001 – 6,000	128	34.0
	6,001 and above	31	8.3
<b>Average number of GIE attended in a year</b>	1 time	177	47.0
	2-3 times	139	36.9
	4-5 times	35	9.3
	More than 5 times	25	6.8
<b>Main reason for attending GIE</b>	Business	102	27.1
	Educational	166	44.1
	Fun/Entertainment	41	10.9
	Personal interest	67	17.9

Table 2: Results of convergent validity

Construct	Items	Loadings	Loadings	AVE	CR	CA
		(Before deletion)	(After deletion)			
<b>Environmental Concern</b>	EC1 – I attend GIEs as I am worried about the current climate change situation	0.850	0.848	0.755	0.939	0.919
	EC2 – I attend GIEs because I care about the environment	0.855	0.856			
	EC3 – My concern towards pollution increases my willingness to participate in GIEs	0.877	0.878			
	EC4 – My utmost concern when attending GIEs is the current state of the global environment	0.869	0.869			
	EC5 – My awareness on how pollution impact my health encourages me to attend GIEs	0.891	0.891			

<b>Perceived Behavioural Control</b>	PBC1- I have plenty of opportunities to attend GIEs	0.870	0.870	0.802	0.953	0.939
	PBC2 - I have the resources and time to attend GIEs	0.887	0.886			
	PBC3 - Adequate information and assistance were provided when I attended GIEs	0.910	0.911			
	PBC4 - Attending GIE helps me build knowledge necessary to address complex environmental issues.	0.904	0.904			
	PBC5 - I am confident of my skills and ability when I attend GIE	0.907	0.907			
<b>Media Power</b>	MP1 - Information on GIE provided by media have a great impact on me.	0.797	0.803	0.592	0.879	0.830
	MP2 - I am influenced by the knowledge provided by GIE through social media(eg: Facebook, Instagram, Twitter)	0.777	0.779			
	MP3 - I believe that new media is capable of amplifying my perception of environmental risks when attending GIE.	0.734	0.726			
	MP4 - I am exposed to environmental messages from GIE through the media.	0.788	0.791			
	MP5 - Media/public relations report and educate me about GIE that is conducted to improve the environment.	0.752	0.745			
<b>Subjective Norms</b>	SN1 - My family members think that it's a good idea for me to attend GIE.	0.741	0.757	0.602	0.858	0.782
	SN2- My close friends would encourage me to attend GIE.	0.743	0.742			
	SN3- Most people who are important to me at work think that I should attend GIE.	0.812	0.828			
	SN4 - I would attend GIE if someone important to me is also attending it.	0.773	0.773			
	SN5 - I would attend GIE if someone from my social network group is also attending ( <i>Deleted item</i> )	0.697	-			

<b>Attitude towards Green Initiative Events</b>	ATT1 - I think attending GIE is a good idea to understand more about environmental issues.	0.788	0.803	0.642	0.843	0.732
	ATT2 - I believe I can take action to keep the environment healthy and sustainable for the future by attending GIE.	0.743	0.745			
	ATT3 - The acceptance of green products is encouraging for me as I attend GIE. (Deleted item)	0.615	-			
	ATT4 - Attending green initiative event(s) helps me understand how my decisions and actions affect the environment. (Deleted item)	0.643	-			
	ATT5 - I feel my own personal behaviour can bring about positive environmental change when I attend GIE.	0.795	0.853			
<b>Environmental Practices Intention</b>	EA1 - I intend to purchase green products after attending GIE.	0.815	0.826	0.559	0.835	0.741
	EA2 - I practice more green actions (eg: energy/water saving, no single-use plastics) after attending GIE.	0.742	0.747			
	EA3 - Attending GIE has helped me discover ways to implement green practices in daily life. (Deleted item)	0.669	-			
	EA4 - My purchasing choice towards green services (eg: green hotel) has been growing ever since I started attending GIE.	0.694	0.701			
	EA5 - I believe that after attending GIE, it will encourage me to switch to more ecologically-responsible behaviour (e.g. composting, recycling, separating waste).	0.686	0.712			

Next, the measurement model also evaluated the discriminant validity using the Heterotrait-monotrait (HTMT) ratio (Hair *et al.*, 2019). Table 3 verifies that discriminant validity has been met as all the HTMT values were lower than 0.85 (Kline, 2011).

### **Structural Model Results**

To test the hypothesized relationships, the structural model is assessed. Table 4 exhibits the results of path coefficients after the bootstrapping procedure (Hair *et al.*, 2019).

Figure 2 demonstrates the path coefficients for the structural model of this study.

Table 3: Results of HTMT analysis

	ATT	EA	EC	MP	PBC	SN
Attitude towards Green Initiative Events (ATT)						
Environmental Practice Intention (EA)	0.264					
Environmental Concern (EC)	0.263	0.503				
Media Power (MP)	0.191	0.218	0.156			
Perceived Behavioural Control (PBC)	0.166	0.224	0.249	0.286		
Subjective Norms (SN)	0.276	0.296	0.210	0.252	0.221	

Table 4 Results of hypothesis testing

Hypothesis	Path Coefficient	Std Deviation	t-value	p- value	Decision
H1: Environmental Concern -> Environmental Practice Intention	0.375	0.050	7.525	0.000	Supported
H2: Perceived Behavioural Control -> Environmental Practice Intention	0.048	0.040	1.216	0.112	Rejected
H3: Media Power -> Environmental Practice Intention	0.084	0.042	1.984	0.024	Supported
H4: Subjective Norms -> Environmental Practice Intention	0.138	0.054	2.565	0.005	Supported
H5: Attitude towards Green Initiative Events -> Environmental Practice Intention	0.080	0.048	1.659	0.049	Supported

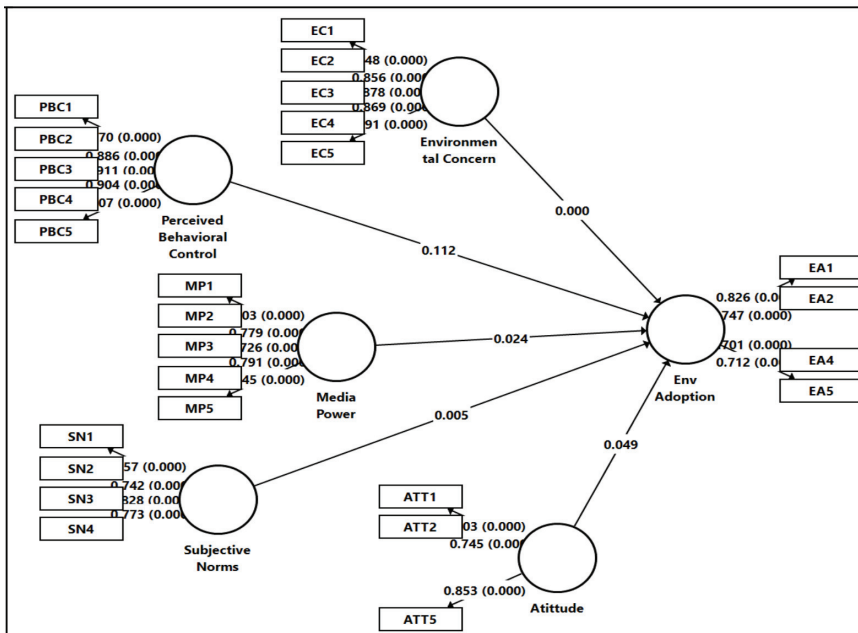


Figure 2: Path coefficient of final structural model

## Discussion

Results indicate that the relationships for H1, H3, H4 and H5 were all significantly positive except for H2. Based on the path coefficient values in Table 4, Environmental Concern (EC) is the strongest predictor of Environmental Practice Intention ( $\beta=0.375$ ), followed by Subjective Norms ( $\beta=0.138$ ), Media Power ( $\beta=0.084$ ) and Attitude ( $\beta=0.080$ ). This indicates that the respondents' concern towards climate change issues highlighted during the GIE played a major role in influencing their decision to practice a greener lifestyle. More so when the environmental issues have a specific impact towards their health. The Malaysia Environment Week event is an initiative made by the Ministry of Natural Resources and Environment that has been celebrated annually which aims to raise awareness and promote environmental conservation and particularly climate change is one of the most pressing environmental issues (Department of Environment, 2022).

According to the findings of this study, there is sufficient evidence to conclude that environmental concern contributes positively to people's environmental practices after attending green initiative events. This is similar to the study of Zelinková (2014) which found that environmental concern, according to, is a psychological reaction to the environment that influences an individual's behaviour toward green products and green practices. Similarly, past studies by Wong *et al.*, (2020), Kim *et al.*, (2020), Hu *et al.*, (2010), Pronello and Gaborieau (2018) found significant and positive relationship between environmental behaviour and green events. They further added that the people who exercise environmental behaviour tend to be loyal to eco-friendly organizations. Furthermore, Wang (2017) stressed out that the execution of green events illustrated more significant improvement in environmental-friendly behaviour compared to word-of-mouth promotion.

Furthermore, by participating in this GIE, their intention to practice environmental behaviour is intensified when they have support

from their close family members and friends. In terms of the influence from Subjective Norms (SN), even co-workers and social network groups who attended the GIE with them tend to influence to practice more green actions in their daily life. In addition, the participants of GIEs who developed positive attitude and believes that GIE is an important action for more sustainable future would eventually develop ecologically-responsible behaviour. According to Chin *et al.* (2018), attitude has the strongest impact on purchase intention towards green skincare products in Indonesia.

This study also confirms that Perceived Behavioural Control (PBC) did not have any significant influence on the environmental practice intention. Interestingly, the results seem to postulate that people who participated in GIEs did not face any constraints or barriers if they wanted to implement more eco-friendly practices. Lastly, the overall coefficient of determination result ( $R^2$ ) is 0.24. According to Cohen (1988), the  $R^2$  of 0.02 indicates weak; 0.13 indicates moderate and 0.26 is substantial level of predictive accuracy. Based on this, the results indicate that all the relevant factors included in this study could only moderately explain their environmental practice intention. In a study to investigate consumer behaviour and the effect of attending "green" events on eco-friendly behaviour using goal systems theory, it appears that personal involvement results in pro-environmental behaviours but the effect diminishes over time (Wong *et al.*, 2020). Thus, it seems to assert that a continuous participation and involvement in green events could be the answer in pro-longing the changes in eco-friendly behaviour.

The findings of the study were also supported by Zhang *et al.* (2014) who urged the necessity of green events, environmental protection, and pro-environmental behaviour as an awareness tool after faced various disasters in a country. Subsequently, Daryanto, Song and Soopramanien (2022) stressed out that public awareness and acceptance levels of green events

and necessity of environmental behaviour have been increased in post pandemic of COVID-19. Hence, it is justified that the influence of green initiative events is essential in nurturing and developing environmental practices among public.

### **Conclusion**

As found in this study, people's readiness to make greener practices in their daily life is shown through their behaviour intention after attending green initiative events. Those who have stronger concern, more well-informed by the media and display positive attitudes towards GIEs have higher tendency to practice going green in their daily life. These days, environmental sustainability has become a management skill and a key component of organizational excellence across all industries. Therefore, this research is timely to understand how events have the power in altering attitudes and behaviour intention to achieve sustainable communities and lifestyles.

### **Theoretical Implications**

Consumers often say they care about the environment but tend to act otherwise. Hence, this study aimed to investigate the factors that impact people's environmental intention after attending green initiative events by applying the TPB framework. In terms of theoretical contribution, this study proposed an extended TPB framework which took into consideration of internal stimuli (environmental concern) and external stimuli (media power). Furthermore, this study contributed to the existing body of knowledge by clearly separating the concept of environmental concern and attitude. As in previous research tend to only treat these two concepts as similar.

Moreover, the TPB framework was previously applied in a broader sense towards consumers' green purchase intention while this study was more narrow-focused on the outcome of a specific green event and its impact towards participants' intention in practising pro-

environmental actions. The findings of this study concluded that only environmental concern, media power, subjective norms and attitude have influence in people's environmental practice intention after attending green initiative events whereas perceived behavioural control towards green initiative events were insignificant. Research conducted in the early pre-pandemic period indicates that event organisers already had a tendency to disregard or underestimate sustainability difficulties, while a more optimistic prognosis is that the crisis has prompted individuals and organisations to value natural habitats, livelihoods, and other people more, which may result in the future sustainable practices (Dodds *et al.*, 2020).

### **Practical Implications and Recommendations**

This study highlights the significance of various public and private organisations to continue organizing GIEs and seek to implement more impactful events or green programs as it would instill stronger pro-environmental behaviours in the participants. The findings also shed a glimpse of hope that environmental sustainability can be achieved when more people get involved in green events and make changes to their lifestyle. The implementation of green event significantly attracts sustainability conscious of tourists and encouraged them to commit in environmental behaviour such as reducing waste, recycling, purchasing sustainable certified products and so on (Tolkes & Butzmann, 2018).

One of the key ways that Malaysia can address climate change is by reducing its greenhouse gas emissions, which are a major contributor to global warming. This could involve transitioning to cleaner energy sources, such as solar or wind power, and implementing more sustainable transportation options. Since media power is a significant factor, government agencies such as Malaysian Green Technology and Climate Change Corporation (MGTC) which is an agency under the purview of the Ministry of Natural Resources, Environment and Climate Change (NRECC) can work with news agencies, media partners and social media

content creators to drive the nation's green growth and promote green lifestyle. Based on the results, they are also impacted by information shared in social media platforms and public relations reports. For instance, in order to promote awareness, the government and non-governmental agencies such as Malaysia Nature Society (MNS) or Ecotourism and Conservation Society of Malaysia (ECOMY) can implement more green events and road shows nationwide while using appropriate channels including social media to spread more information about the public's responsibility in practising green behaviours.

Marketers and practitioners are recommended to advertise these green events and eco-friendly campaigns by exploiting the power of media, particularly social media networks while identifying their target audiences and encouraging environmentally conscious consumers to participate and involve in green behaviour. Such programmes with the appropriate engagement tactics and mass media coverage will increase the drive to adopt green behaviour. To further encourage and support private businesses to organize more green events, some form of tax incentive or through introduction of matching grant schemes can be implemented by the government. Through this way, environmental concern and attitude of the people can be improved for them to practice more eco-friendly behaviours as they are given more opportunity to participate in various green events. In return, environmentally responsible companies that frequently involve in green initiative events may provide higher value and create loyalty among their consumers. Moreover, the involvement and financial support of local authorities and private companies in green events may continuously nurture the environmental behaviours among communities including those that currently do not practice any green behaviours (Mair & Liang, 2013; Lim, 2018).

### ***Limitations and Suggested Future Research***

Despite the fact that this study adheres to accepted methodologies for conceptualising and measuring green behaviour intention, there are some limitations that needs to be addressed. For instance, the study did not look at one specific green initiative event. To give a more in-depth meaning, future research can investigate specific green programs such as beach cleaning event or upcycling workshop. Furthermore, this study's locality is concentrated only in Malaysia whereby it is made up of people with diverse race, religiosity, and cultural background. Hence, a cross-cultural or even cross-country differences can be examined herein nationality could have a moderating effect. Particularly, some of the green initiative events could be participated by international tourists. Lastly, the study yields a low predictability from all the factors postulated, thus pointing out that further investigations should consider other externalities such as situational factors and effect from perceived support from authoritative figures that could act as a motivator or barrier towards green behaviours.

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