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"Actions speak louder than words": Comparing attendees' green behaviour at home with their inclination to support green practices at arts festivals

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Abstract

This article serves as a follow-up on a 2017 publication within AJHTL, titled "Attendees' attitude towards supporting green practices at two Afrikaans arts festivals". In the previous article, a recommendation was made to conduct further research whereby attendees' inclination to support green practices at festivals is compared to their actual green behaviour at home. Literature delivers evidence that correlations exist between various areas (home, work, community, industry) where green initiatives/ practices/ behaviour are implemented. More interestingly for purposes of this research, is that individuals' green attitude and behaviour at home positively influences their green attitude and behaviour at work, public spaces and in their travelling. These correlations are therefore important to understand when greening initiatives and behaviour are investigated in theory and in practice. Therefore, the aim of this research was to explore whether individuals' green behaviour at home correlates with their inclination to support green practices at the events they attend (more specifically, arts festivals in South Africa). In doing so, further insight was be gained regarding attendees' green awareness, attitude and actual behaviour at home, and how this behaviour influences their inclination to support the implementation of green practices at arts festivals. These results will hopefully and likely assist festival managers to make informed decisions as to which greening initiatives/practices should be implemented, not only because attendees 'say' they will support these practices, but because their actual green behaviour at home on a day-to-day basis is more indicative of their inclination

to support green practices at these events they attend. This research contributes to the management and minimisation of negative environmental impacts caused by arts festivals.

Keywords: Arts festivals, festival attendees, green practices, green attitude and behaviour, South Africa.

Introduction

Although it can be challenging for individuals to adopt greener ways of living, communities are increasingly confronted with and adapting their lifestyles in a manner that takes the environment's sustainability into account (Chen, 2001). Pressing environmental issues and a greater societal awareness are causing individuals to become more environmentally responsible by opting for greener alternatives and implementing green practices at home, work and within their broader communities (Lorenzen, 2012). This type of lifestyle, which aims at reducing harmful everyday activities that affect the environment, is known as a green lifestyle (Markowitz, Goldberg, Ashton & Lee, 2012). A growing trend towards greener lifestyles is not only evident in the day-to-day activities of individuals at their prospective homes and workplace, but is also evident in business and industry (Singal, 2014).

However, what is of particular interest for purposes of this research, is the correlations that exist between the areas (home, work, community, industry) where these green practices/behaviour are implemented. Muster and Schrader (2011), for instance, found that individuals' green attitude and behaviour at home influence their green attitude and behaviour at work or in public spaces they visit. More specifically, Whitmarsh and O'Neill (2010) found that individuals' disinclination to implement green practices at home, correlated with a reluctance in green travel and leisure practices/behaviour. For instance, recycling practices while travelling will unlikely be supported by individuals who do not recycle materials at home. These correlations are therefore important to understand when greening initiatives and behaviour are investigated in theory and in practice.

Festivals and similar mega-events are famous for their economic contributions to host communities and destinations; but perhaps equally so, they are renowned and notorious for their negative environmental impact that must be carefully managed. It is for this reason that festival organisers/ managers are increasingly looking at ways/initiatives for these events to become greener (Mair & Jago, 2010). To accomplish this, the support and involvement of festival attendees are of the utmost importance (Mair & Jago, 2010). It is therefore necessary for festival organisers to not only better understand attendees' green attitudes and behaviour towards supporting green practices at these events, but also to better understand their green behaviour (or lack thereof) in their personal capacity (at home). Festival organisers can utilise this

information to effectively implement the green practices that are more likely to be supported, and find creative ways to encourage the support of those green practices that are less likely to be supported by attendees.

Literature review and research purpose

Whether it be household activities or activities related to service delivery in the events industry, these activities, among many others, contribute to some form of negative impact on the environment. Food waste, water wastage, smoke/air pollution and the use of plastic packaging/bags are just some of these activities (Wan & Chan, 2013). A pro-environmental individual demonstrates a pattern of activities benefiting the environment across a variety of green behaviour domains – including waste reduction, effective energy usage, greener transportation alternatives, effective water usage, financial contributions to environmental projects/initiatives, green marketing alternatives, paper saving/recycling techniques, environmentally friendly product alternatives, rehabilitation/restoration programmes and green awareness campaigns (Markowitz *et al*., 2012).

Specific research is aimed at analysing the influence of emotional and attitudinal aspects on these different types of pro-environmental behaviour, ranging from giving financial support to protected parks, to reducing household electricity consumption (Carrus, Bonaito & Jones, 2005). Interestingly, but perhaps not surprisingly, Muller and Sonnenmoser (1998) found that pro-environmental behaviour was most prevalent in private lifestyle and household activities. This could be ascribed to certain emotional and attitudinal aspects, as explained by research conducted by Dolnicar and Grün (2009). They found that people tend to feel morally obliged to carry out pro-environmental behaviour at home, since the emotional affinity and positive attitudes towards people's natural environment increase pro-environmental behaviour (Dolnicar & Grün, 2009).

Moreover, the study done by Kil, Holland and Steyn (2014) confirms that individuals with a strong environmental attitude are more likely to support the implementation of green practices. Song, Lee, Kang and Boo (2012) confirm this finding within the context of festivals. They found that festival attendees who are more environmentally conscious are more likely to support the implementation of green practices at arts festivals.

To the contrary, however, Pickett-Baker and Ozaki (2008) state that although attendees seem to be concerned about the environment, their behaviour at arts festivals does not necessarily reflect this. Auspiciously, Gram-Hanssen (2014) states that knowing what green practices festival attendees implement in their own respective homes can be a direct indication of what attendees will be inclined to support at arts festivals.

From an in-depth literature study, thirty (30) green practices were identified for implementation at arts festivals; for instance, encouraging attendees to ride bicycles (Stead, 2012), to utilise public transportation (Anon, 2016), to use biodegradable food containers (Benedict, 2008), to adopt paperless ticketing and electronic marketing (Majstorovic, 2013; Graci & Dodds, 2008) and to using recycling bin systems (Van Hoorn, 2008). A further 22 green practices were identified for implementation at home, including the use of recycling bins (Lu *et al*., 2015), water catchment tanks (Moy, 2011), and energy saving alternatives such as solar panels/geysers and gas stoves (Quashning, 2016), and opting for e-billing (iFactor Consulting, 2015). Individuals, who implement certain green practices at home, can therefore be indicative of their inclinations to support certain green practices at the festivals they attend.

Studies focusing on behavioural and attitudinal aspects that influence and correlate with green behaviour are currently a much-debated issue in the literature (Tilikidou, 2007; Kim & Choi, 2003). Literature on attendees' green attitude and behaviour towards the greening of festivals and implementing of green practices is also limited, especially in the case of South African arts festivals (Van Niekerk & Coetzee, 2011). Therefore, the research question that this article will address is to explore whether the green behaviour of attendees at two of the largest arts festival in South Africa correlates with their inclination to support the implementation of green practices at arts festivals.

Methodology

This research is quantitative in nature and the questionnaire was designed consisting of three sections. Section A measured the extent to which respondents implement the 22 green practices at their respective homes by means of a five-point Likert scale (1=Never, 2=Rarely, 3=Sometimes, 4=Often, and 5= Always). Section B measured the extent to which respondents are inclined to support the 30 green practices at arts festivals by means of a five-point Likert scale (1=Not at all, 2=Less likely, 3=Maybe, 4=Most probably, and 5=Definitely). Section C captured demographic aspects and festival-related behaviour. The data was collected by means of two surveys conducted at the Aardklop National Arts Festival in Potchefstroom from 6 to 10 October 2015; and at the Innibos National Arts Festival in Mbombela from 29 June to 3 July 2016.

A total of 443 and 400 usable questionnaires were gathered, respectively, by means of a stratified sampling method. According to Israel (2006:6), from a population of 50 000 (N), 397 respondents (n) would result in a 95% level of confidence, with ± 5% sampling error. Based on the population of 150 000 (N) attendees at Aardklop in 2015 and 100 000 (N) attendees at Innibos in 2016, the number of questionnaires collected (n = 843) is adequate for the analyses.

Microsoft Excel™ was used to capture the data and SPSS® (Statistical Package for Social Sciences) was used for the data analyses. Firstly, descriptive analyses (frequency tables) were conducted to compile attendees' demographic and festival behavioural profile. Secondly, two confirmatory factor analyses were performed on the combined dataset – one on the 22 green practices implemented at home and the other on the 30 green practices to be supported at the art festivals. This was done in order to verify the number of factors and the inter-factor relationship using a path diagram and the CFA goodness-of-fit index.

A reliability coefficient was further computed to provide the Cronbach alpha coefficient, inter-item correlation, the mean values and the corrected item-total correlation for each factor. The green practices/items were grouped under each of the following themes/factors: *Water management*, *Waste management*, *Energy management, Green transport* and *Green commitment*. Lastly, an independent *t*-test was done to explore the possible differences between the green factors attendees implement at home and the green factors that attendees are inclined to support at the arts festivals.

Results

Profile of attendees to Aardklop and Innibos

Table 1 presents a combined profile of attendees to Aardklop and Innibos.

Table 1: Combined profile of attendees to Aardklop and Innibos

Gender		**How green do you consider yourself to be?**	
Male	37%	Very green	15%
Female	63%	Somewhat green	71%
		Not green at all	14%
Age		**Length of stay**	
Average age	35yrs	Average days	2.8 days
Language		**How green do you consider festivals to be**	
Afrikaans	94%	Green	21%
English	5%	Somewhat green	70%
Other	1%	Not green at all	9%
Province		**Type of accommodation**	
North West	41%	Own home	44%
Gauteng	35%	Staying with family and friends	21%
Free State	7%	Guesthouse or B&B	16%
Limpopo	3%	Hotel or lodge	10%
Mpumalanga	4%	Camping	3%
KwaZulu-Natal	3%	Other	6%
Northern Cape	**3%**	**Number of times attended**	
Eastern Cape	2%	1st time	27%
Western Cape	3%	2-4 times	40%
Outside RSA boarders	2%	5-9 times	22%
		10+	11%
Number of tickets bought		**Level of education**	
Average number of tickets	4.04 tickets	Matric	37%
		Diploma, degree	33%
		Post-graduate/ professional	30%

(Author's own compilation)

CFA results: Green factors implemented at home

The mean values, Cronbach's alpha coefficients (CA) and inter-item correlations of the four valid factors are reported in Table 2. *Water management* (Factor 1) had the highest mean value at 3.31; followed by *Energy management* (Factor 3) at of 3.18; *Waste management* at 3.31; and lastly *Green commitment* (Factor 4) at 2.62. The CA values are considered statistically reliable, ranging from 0.613 to 0.767 (Tavakol *et al*., 2011; Dumbach, 2013).

Table 2: CFA results: Green factors implemented at home

FACTOR LABEL	Factor 1: Water management	Factor 2: Waste management	Factor 3: Energy management	Factor 4: Green commitment	Item mean value
My actions are focused on saving water (e.g. showering instead of bathing, using grey water)	0.345				3.8
I use a water catchment tank at home to collect rainwater for household use	0.227				2.6
I turn off the tap when brushing my teeth to save water	0.269				4.1
I do not delay in fixing leaking taps in my home	0.326				3.8
I use micro-irrigation for watering the garden	0.279				2.8
I recycle waste by separating glass, plastic and paper from each other		0.395			2.6
I use reusable cloth bags instead of plastic bags when buying groceries		0.484			2.6
I request e-bills and make online payments to reduce paper usage and postal costs		0.435			3.6
I use scrap paper for printing all drafts or unofficial documents		0.584			3.0
I reduce waste by not opting for additional items that I do not need when ordering take always (e.g. napkins, condiments or flatware)		0.557			2.8
I use the notepad function on electronic devices to reduce paper usage		0.496			3.3
I make use of energy-saving practices in my home (e.g. LED light bulbs, switching off the geyser at certain times)			0.440		3.9
I make use of solar and/or wind-power alternatives (e.g. solar-panel geysers)			0.350		2.3
I use a fan or natural ventilation instead of air conditioning for cooling			0.416		3.1
I switch off all lights and appliances during International Earth Hour Campaign			0.394		3.2
I use gas appliances rather than electrical appliances at home (heaters, stoves, ovens, etc.)			0.486		3.2
I buy environmentally friendly products to reduce pollution (ozone-friendly sprays, environmentally friendly cleaning aids)				0.458	3.1
I make financial contributions to support environmentally friendly/green initiatives				0.478	2.5
I buy organic and free-range alternatives when grocery shopping				0.588	2.9

I plant a tree every year on Arbour Day to reduce air pollution				0.588	2.5
I drive a hybrid/energy-efficient vehicle				0.507	1.8
Members of our household make use of carpooling to travel to work/school				0.509	2.7
Cronbach's alpha coefficient	**0.613**	**0.752**	**0.662**	**0.794**	
Inter-item correlation	**0.182**	**0.336**	**0.284**	**0.395**	
Mean	**3.31**	**3.02**	**3.18**	**2.62**	

(Author's own compilation)

CFA results: Green factors inclined to be supported at arts festivals

The five valid factors' mean values, CA values and inter-item correlations are reported in Table 3. *Waste management* (Factor 2) revealed the highest mean value at 3.79, followed by *Energy management* (3.77), *Green commitment* (3.57), *Water management* (3.43), and *Greener transport* (3.18). The CA values are also considered statistically reliable, ranging from 0.0736 to 0.886 (Dumbach, 2013; S. Tavakol, Dennick & Tavakol, 2011).

Table 3: CFA results: Green factors inclined to be supported at Aardklop and Innibos

FACTOR LABEL	Factor 1: Greener transport	Factor 2: Waste management	Factor 3: Water management	Factor 4: Energy management	Factor 5: Green commitment	Item mean value
I will use a bicycle rental service offered by the festival during the festival period	0.455					2.6
I will use a shuttle service offered by the festival to travel to the festival	0.470					3.2
I will use a shuttle service offered by the festival at the festival	0.659					3.3
I will make use of well-planned walking routes with clear signage to get to various show venues at the festival instead of using my car	0.550					3.3
I will support the idea that larger groups travelling in one vehicle pay less for parking	0.486					3.7
I will use a recycling-bin system at the festival to reduce littering		0.652				4.0
I support the use of only biodegradable packaging by all stall owners at the festival		0.636				3.7
I will support a refundable cup/bottle system for drinking beverages at the festival		0.703				3.8
I will support the exclusive use of electronic festival programmes downloaded on personal electronic devices to reduce paper usage		0.693				3.7
I insist that the festival make use of digital marke-ting rather than printed posters to reduce littering		0.610				3.5
I will pay a R5 levy at the entrance for services rendered by the community members to pick up litter on the festival terrain		0.518				3.7
I insist that the festival organisers not allow junk mail via flyers on car windows to reduce littering		0.611				3.9
I insist that the festival use e-marketing as opposed to promotional flyers to reduce littering		0.663				3.7
I insist that the festival arrange for regular waste removal on the festival terrain for bad odours and hygienic purposes		0.665				4.2
I am happy to pay R5 for toilet facilities that use less water			0.587			3.2
I am happy to pay a green fee included in the entrance fee to show my support towards the festival's green initiatives			0.673			3.3
I insist that the festival organisers promote only accommodation partners who implement water-saving practices at their establishments			0.680			3.3

I will support the use of gel hand sanitiser instead of water and soap at the festival			0.518			3.6
I insist that the festival initiate a water saving campaign to raise awareness			0.618			3.7
I insist that the festival raise awareness about ways to save energy				0.693		3.8
I insist that the festival implement the use of only LED and CFL light bulbs during productions to reduce energy usage				0.853		3.8
I insist that the festival implement the use of only LED and CFL light bulbs on the festival terrain				0.790		3.8
I support that from midnight, disturbance of the peace and quiet is not permitted (e.g. loud music)					0.554	3.4
I support the concept that penalties/fines are issued for parking in undesignated areas to reduce the impact on the natural environment					0.604	3.6
I insist that the festival resort to natural light and ventilation at venues as far as possible					0.694	3.7
I insist that the festival regulate the number of visitors per day on the festival terrain to reduce soil compression					0.599	3.3
I insist that the festival initiate a rehabilitation programme of the natural surroundings after the festival					0.738	3.6
I insist that the festival make use of ways to reduce soil compression on the festival terrain (e.g. scattering of wood shavings)					0.695	3.6
I insist that the festival designate only certain areas on the festival terrain for smoking to reduce fire risks					0.666	3.7
I insist that the festival management ensure the use of only environmentally friendly/safe cleaning products					0.680	3.8
Cronbach's alpha coefficient	**0.736**	**0.886**	**0.821**	**0.883**	**0.883**	
Inter-item correlation	**0.392**	**0.467**	**0.480**	**0.492**	**0.492**	
Mean	**3.18**	**3.79**	**3.43**	**3.57**	**3.57**	

(Author's own compilation)

Results from the independent sample t-test analyses

An independent sample *t*-test determined possible significant differences between the green factors implemented at home and the green factors inclined to be supported at festivals. For comparative purposes, only similar themed factors were considered for this analysis, namely *Waste management*, *Energy management*, *Green commitment* and *Water management*. The results reveal significant differences on a practical level for all four factors based on their mean values. From the mean values and effect sizes reported in Table 4, it is evident that all of the four green factors are more inclined to be supported by respondents at the festival in comparison with what they actually implement at home.

Table 4: Results from the independent sample *t*-test analysis

GREEN FACTORS		Mean	Std. dev.	Cor.	Sig. (2 tailed) (p-value)	Effect sizes
Pair 1	Home – Water management	**3.31**	0.80	0.273	0.005	**0.11**
	Festival – Water management	**3.43**	1.00			
Pair 2	Home – Waste management	**3.02**	0.96	0.454	0.000	**0.78**
	Festival – Waste management	**3.79**	0.88			
Pair 3	Home – Energy management	**3.18**	0.91	0.399	0.000	**0.52**
	Festival – Energy management	**3.77**	1.09			
Pair 4	Home – Green commitment	**2.62**	0.93	0.302	0.000	**0.97**
	Festival – Green commitment	**3.57**	0.97			

(Author's own compilation)

Discussion

Some findings, based on the results, are highlighted below:

It is firstly evident that the Aardklop and Innibos festival attendees do generally implement green practices at home from time to time (average mean value of 3.03 on the Likert scale); and this is supported by the research by Song *et al*. (2012). The most supported are water-saving practices, including turning off the tap while brushing teeth (4.1), showering instead of bathing (3.8) and fixing leaking taps (3.8); which is partially supported by the research of Randolph and Troy (2008). Micro-irrigation systems (2.8) and using water-catchment tanks (2.6) are supported to a lesser extent, possibly due the initial cost implications. Energy-saving practices are the second most supported, including the use of LED light bulbs and turning off geysers at certain times (3.9), opting for natural air ventilation (3.1), supporting Earth Hour (3.2), and using gas alternatives (3.2). This is supported by the study by Chetty, Tran and Grinter (2008), which states that homeowners use energy-efficient practices such as energy-efficient light bulbs, using a programmable thermostat, turning off lights when not in use and unplugging electronic devices when not in use.

Respondents rarely implement solar or wind power alternatives (2.3) at home, quite possibly due to the cost factor once again. This is supported by Mills and Schleich (2012), who found that a number of households avoid implementing certain energy-saving practices due to financial constraints. Green commitment is rarely implemented by respondents at home (average mean value of 2.62); for instance, driving a hybrid or similar energy-efficient vehicle is highly unlikely (1.8). According to Beliveau, Rehberger, Rowell and Xarras (2010) and Dooman (2010), people do not use hybrid vehicles because of their performance and cost.

Secondly, Aardklop and Innibos attendees indicated that they will most probably support the implementation of green practices at festivals (average mean value of 3.51 on the Likert scale). Only the practices with the highest mean values are reported under each of the green factors. The most inclined to be supported are waste management practices. These include insisting that festival management ensures regular waste removal on festival terrain (4.2) and not allowing junk mail via flyers to be dispersed (3.9). The willingness to use recycling bins is also inclined to be supported by respondents (4.0); as well as the use of a refundable cup/bottle system (3.8). Energy management practices are the second most inclined to be supported, such as insisting that the festival embarks on awareness campaigns on ways to save energy (3.8), using LED and CFL light bulbs during productions (3.8) as well as on the festival terrain (3.8). Green commitment practices are also inclined to be well supported. They include insisting on the festival ensuring and monitoring the use of only environmentally friendly cleaning products on the festival grounds (3.8); providing smoking areas on the festival terrain (3.7); as well as resorting to natural light and ventilation in the venues as far as possible (3.7).

According to the research conducted by O'Rourke, Irwin and Straker (2013), the majority of attendees are in favour of attending festivals that implement/promote green practices and are inclined to support the implementation of these green practices at festivals. However, based on the mean values of each of the items reported in Table 3, it generally seems as though the practices that fall more under the responsibility and efforts of the festival management tend to be more supported than practices that have a direct implication on the efforts and pockets of the respondents themselves.

Lastly, significant differences from the independent sample *t*-test reveal that all four green factors are more inclined to be supported by respondents at the festival than what is essentially implemented at home. This finding is supported by the findings of Lewis (2016), who concludes that 'talking about going green' is very different from 'actually going green'.

Practical application

The following recommendations are derived from the findings:

Firstly, festival attendees implement seemingly more affordable, inexpensive green practices that require less effort at home; and this is similarly relevant to the green practices that are more inclined to be supported at festivals. Festival organisers therefore need to realise that upon initiating green practices at festivals, vigilance must be exercised when introducing practices that require greater effort and cost by attendees. Simple, effortless and 'convenient' practices that do not require significant monetary contributions should enjoy preference, since these are more likely to be supported.

Secondly, not only do attendees seem more keen to implement green practices that require less effort and cost at their respective homes, but green practices that deliver some kind of reward/compensation also seem to be more supported; for example, water and energy saving practices that translate into saving money on a utility bill. Festival organisers therefore also need to use this 'reward system psychology' to their advantage by looking at creative ways of implementing green practices that also 'compensate' attendees with certain benefits. For instance, forming a coalition with retail partners; and where, for example, festival attendees opt for public transport/shuttle services at the festival as opposed to private vehicles, they can earn 'green retail points' with certain retail stores (*Pick n Pay Smart Shopper Card* or *Clicks Rewards Card*) that qualify them for discounts on ozone- or eco-friendly cleaning products and organic or free-range food products.

Embarking on these types of initiatives will not only motivate attendees to opt for greener alternatives at a festival and improve the green status of the festival, but will also have a spill-over effect on the extent of green behaviour that attendees implement at home.

Further on this point, since the results reflect room for improvement regarding the implementation of green practices at attendees' homes (3.03 average mean value), initiating green marketing campaigns to raise greater awareness at festivals is something that festival management should strongly consider as part of their social responsibility role. Awareness, especially around water and energy-saving practices, should be instigated; whereby different and innovative approaches to green behaviour can be showcased – not only for households, but also in the public arena such as festivals.

Festivals can also look into implementing a nationally-recognised 'green-flag status', whereby festivals and other similar events are rated according to the green initiatives/practices they implement. This, in turn, also contributes to attendees' awareness around greener behaviour and lifestyles; and supporting events that show commitment towards sustaining the environment.

Lastly, the results that attendees were more inclined to support the implementation of green practices at festivals than what they actually implement at home, are perhaps indicative that talk is cheap and 'actions do speak louder than words'. This once again emphasises the very important role that industry must undertake towards not only creating awareness, but also in ensuring action. Initiatives must demonstrate carefully planned ideas that are well orchestrated towards very specific environmental goals. These initiatives will require determined and continuous efforts.

Green behaviour is a mind-set and is psychologically influenced by aspects such as norms, societal and also individual values and ethical approaches, self-identity as well as social influences and benefits, to name a few.

Therefore, festival organisers must not only implement green initiatives/practices at their respective festivals, but must also constantly educate, inform, encourage and compensate relevant stakeholders where possible, when green behaviour is in evidence. People, who understand and believe in a cause, and who is behaviour are positively reinforced by means of some compensation, and are more likely to support such initiatives by means of their actions.

Conclusions

The main purpose of this article was to determine whether festival attendees' green attitude and behaviour at home correlate with their inclination to support the implementation of green practices at two South African arts festivals. The findings revealed differences in the green practices that festival attendees are inclined to support if implemented by arts festivals and the green practices they actually implement at their respective homes. This research therefore provides festival organisers with a greater insight into attendees' overall green behaviour in order to target the green initiatives/practices that are more likely to be supported when initiating greener undertakings at festivals. It also suggests creative and innovative ways in which festival management can encourage and increase attendees' overall engagement in green behaviour. This research consequently contributes to the management and minimisation of the negative environmental impacts commonly associated with mega-events such as arts festivals.

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