

ROLE OF AWARENESS ON GREEN PRACTICES OF EVENT MANAGERS

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Abstract

Climate change poses a significant threat to Kerala, demanding immediate and sustained action at multiple levels of society. In this context, environmental awareness has emerged as a key driver influencing sustainable practices, especially in resource-intensive sectors such as event management. This study investigates the role of environmental awareness in shaping the adoption of green business practices among event management firms in Ernakulam district, Kerala. A structured interview schedule was used to collect primary data from 50 event management firms, selected using purposive sampling. The study employed descriptive analysis and non-parametric tests to assess the level of environmental awareness and the extent of green practice adoption across different types of organizations. Findings reveal a high level of environmental awareness among event managers, which strongly correlates with the implementation of green practices such as eco-friendly procurement, waste management, and sustainable transportation. Furthermore, the level of awareness and the degree of green practice adoption significantly vary based on the organizational type. The study highlights the critical role of environmental awareness in promoting sustainable event practices and suggests that targeted awareness programs and policy support can further strengthen green transitions in the event management industry.

Key words: Green Practices, Green events, Event Management, Awareness

Section A

1. Introduction

Recently, public concern on environmental issues like climate change, greenhouse gas effect, loss of bio-diversity, water pollution is increasing considerably. Though we have many severe environmental issues, the major discussions across the globe are around Climate Change since it is of high priority. (Smith & Perks, 2010). Industrialization led to the speedy changes of climatic due to greenhouse gas emission to the atmosphere. Our environment has a tolerance level for every factor which is being altered through human interferences. When we consider the tolerance level of Green House Gas, we can observe that it has almost nearly crossed the said tolerance level. It is a threat to the survival of all species including humans. At the same time, the after effects of developmental requirements like deforestation and urbanization accelerates the impact of climate change. (MSPII report-2013). It's high time that every business organization should take appropriate action that control the rate of climate change and carbon emission

With increasing awareness levels, there has been rising demand for environmental- friendly business practices. Such learnt groups of legislators, environmentalists, financial institutions, employees of business, managers, owners etc influence the practice of environmentally friendly activities irrespective of being internal or external pressure factors with their attitude and knowledge. (Gadenne, et al,2009). Environmental awareness plays a vital role on the environmentally friendly practices of business organization. (Zeiss.R,2008). Environmental awareness and employees' ecofriendly practices are strongly correlated (Bouzari,2022). Awareness of the environment is an initial step that leads to more responsible behavior from business organizations. (Sengupta et al. 2010). Like any other industry, awareness about environment by event managers also leads to eco-friendly practices of event management organization. So, this study focuses on the awareness level of event managers on environment and its role on the green practices of organizing events at Ernakulam District, Kerala.

1.1. Green Practices in Event Management

In response to increasing environmental challenges, businesses have increasingly adopted eco-friendly approaches, often referred to as Green Business Practices. Zsolnai (2002) defines green businesses as those that integrate environmental concerns across their operations, while Smith et al. (2010) describe green business practices as activities aimed at reducing negative ecological impacts or contributing to environmental well-being. A "Green Business" may be defined according to its impact or contribution towards the environment. That means, if a business is performing its activities in such a way that it positively contributes to the environmental benefits or by limiting ecological impacts to or nearly null. (Gilbert 2007: 1). If an event has some clear strategies on green concepts or if it applies sustainable policy into various stages such as planning, operations, implementation etc., that event can be considered as a Green Event. However, the social, cultural and economic concerns are also supposed to be addressed in addition to the incorporation of environmental responsibilities. (V Laing, J. and Frost, W. (2010).

Green event means organizing events in a socially responsible manner or incorporating environmentally friendly practices in the business. According to Wadhwa (2019), as cited in Ramely et al. (2022), a green event refers to an event that is thoughtfully designed and implemented to minimize environmental harm and foster a lasting positive impact on the host community and its stakeholders. This conceptualization highlights both environmental responsibility and socio-economic legacy as central elements of green event management. Green events or sustainable event management means introducing environmentally friendly activities into the events and minimizing negative impact on the environment. That is adopting eco-friendly practices in every sphere of events like event planning, event execution and post-event activities.

2. Literature Review

Events are considered effective communication tools, they also lead to significant environmental footprints—such as high energy and water consumption, waste generation, pollution, and greenhouse gas emissions. The study stresses the urgent need to address these negative effects through sustainable development principles in event planning and execution. Sustainable practices not only minimize environmental damage but also enhance organizational reputation and event quality (Janjusevic and Salama (2021). Mokhtar et al. (2014) in their study highlight several negative impacts of events, including increased energy consumption, waste generation, air and water pollution, and traffic congestion—all of which contribute to environmental degradation

Ahmad et al. (2016) ,"greening" events—integrating environmentally and socially responsible decisions during planning and execution—as a strategic solution to mitigate negative impacts.

There is a relationship between green practices and awareness on green management, current cost reduction behavior and type of organization. (Chun, et al, 2012). It has been reported that there is a relationship between green practices and type of organization. Another research study shows that there is a positive relationship between environmental awareness and green practices (Zeiss, R. 2018).

Yusnita, Y., & Awang, Z. 2019, found in their research that green behavior of a person is not only influenced by environmental awareness but also by some other factors like cost saving, convenience etc. But it is sure that the behavior is influenced by environmental awareness as well.

Gadenne, et al, 2009 found that level of environmental awareness leads owner/managers of SME to be conscious about following green practices. They are aware that adopting green practices is beneficial for their business in the future. It also shows that there is strong positive correlation between level of awareness and environmental outlook of managers/owners. According to Sengupta et al. 2010, Environmental awareness is in initial steps that leads to green behavior from the business organization. Another study conducted by Bouzari (2022) reported there is strong correlation between employee's environmental awareness and their commitment towards environment

2.1. Research Gap:

Previous studies have established a strong link between environmental awareness and the adoption of green practices across various sectors, especially among SMEs and corporate organizations. However, despite the rapid growth of the event management industry in Kerala and its significant environmental footprint, there is a lack of focused research on how awareness influences the adoption of green practices among event managers in the state. Most existing literature is either industry-specific or regionally diverse, failing to capture the unique context of Kerala's event sector. Hence, this study aims to bridge that gap by exploring awareness levels and green practice adoption among event management firms in Kerala.

3. Research Problem

Kerala has one of the richest biophysical diversities because of its geographic, climate conditions and ecological systems. Due to high population, rapid urbanization and industrialization, our biodiversity is facing so many threats. In the recent years we are facing so many natural calamities like flood, heavy rain, cyclone. etc. This is due to the global climatic changes and global warming. In the present scenario, the approaches of business is changed towards the environment due to the influence of different stakeholders (Gadenne, et al, 2009). Event Management organizations are also shifting their approaches to environment by organizing green events. (Yeoman, et al,2014). There is also a strong and positive correlation between environmental awareness and green practices (Gadenne, et al,2009). based on the previous studies, the research problem of the study is, does the event managers are aware about the green events? Is there any relationship between the environmental awareness and green practices of event managers? And how the type of organization impacts event managers' awareness and implementation of green practices in event management?

4. Objectives of the Study

The current study is undertaking with very specific objectives

- 1 To analyze how the type of organization impacts event managers' awareness and implementation of green practices in event management
- 2 To study relationship between awareness level and green practices of event management

5. Method of the study

5.1 Data.

In this study, both primary and secondary data were utilized. Primary data were collected through an interview schedule administered to 50 event managers from Ernakulam District, Kerala. To assess the awareness level of the respondents, seven statements were presented using a 5-point Likert scale, where 1 = "Highly Unaware," 2 = "Unaware," 3 = "Moderately Aware," 4 = "Aware," and 5 = "Highly Aware." To examine the green practices adopted by event managers, four dimensions of Green Business Practices were considered, as identified in previous studies. These dimensions include Water Management (Ahmad NL et al. 2013), Waste Management (Ahmad NL et al. 2013), Green Transportation (ViVier et al.2017), and Green Procurement (Ahmad NL et al. 2013). Each of these four dimensions was assessed using three specific variables. Data related to green practices were collected using a 5-point Likert scale, where 1 = "Strongly Disagree," 2 = "Disagree," 3 = "Moderately Agree," 4 = "Agree," and 5 = "Strongly Agree."

5.2 Sampling Design

In order to study the role of awareness in green practices, a database of event management group is created and from the database 50 event management firm is selected for the study by using convenient sampling technique.

In order to check the relationship between awareness and green practices in the background of type of organization, Kruscal Wallis Test is used and Spearman's rank correlation test was used to check the relationship between awareness and green practices using statistical analyzing software SPSS.

Section B

8. Analysis and Discussion

The objective of the study is to find the role of awareness in green practices of event managers and to study the relationship between awareness and green practices. The analysis of the responses of event managers is presented in three categories.

8.1 Awareness level of Event Managers; Type of Organization-wise

There could be a positive relationship between event managers' awareness level and their type of organization. The opinions of event managers are categorized on the basis of type of organization. In order to check whether there is any organizational type wise difference in their opinion, a Kruscal Wallis test is performed. The type of organizations includes Sole-proprietorship, Partnership, LLP and Private Company. To test the significant differences, the hypothesis formulated is

H₀: There is no significant relationship in the awareness level of event managers with respect to their type of organization.

Table 1 Output of the Kruscal Wallis Test on awareness level of event managers with regards to the type of organisation

Descriptive Statistics						
Sl. No	Statement	Mean	SD	Kruskal-Wallis H	P Value	Significance
AW1	Event Managers are aware that lack of green practices in business operation affects the environment adversely	3.68	0.683	9.936	0.012	Significant
AW2	Event Managers know that over-exploitation of natural resources is detrimental to the sustainable development	3.94	0.712	8.562	0.027	Significant
AW3	Event Managers are aware of existing regulations to control environmental degradation through events	4.10	0.707	3.694	0.312	Not Significant
AW4	Event Managers are very conscious about the use of plastic products and its consequences on the environment	3.76	0.744	4.797	0.186	Not Significant
AW5	Event Managers are aware about climatic issues and its effect on business	4.22	0.545	9.035	0.026	Significant
AW6	Event managers are aware that the conservation of nature is essential for sustaining life and ensuring long-term survival	4.40	0.495	1.314	0.747	Not Significant
AW7	Event managers are aware that it is the responsibility of businesses to minimize carbon emissions as much as possible	3.60	0.756	3.131	0.375	Not Significant
	Over All Awareness	3.29	0.331	14.634	0.001	Significant

Source: Primary Data

Awareness Level of Event Managers-Type of Organisation-wise

The Kruskal-Wallis Test was employed to examine whether the awareness level of event managers regarding environmental concerns significantly varied based on their type of organization—namely Sole Proprietorship, Partnership, LLP, and Private Company. Seven statements were used to assess awareness, of which three showed statistically significant differences across organizational types. Specifically, awareness related to the adverse effects of lacking green practices ($H = 9.936$, $p = 0.012$), the impact of over-exploiting natural resources on sustainable development ($H = 8.562$, $p = 0.027$), and the implications of climate issues on business ($H = 9.035$, $p = 0.026$) varied notably depending on the organizational structure. These findings indicate that organizational type influences how event managers perceive key environmental challenges.

Conversely, the remaining four statements—related to awareness of environmental regulations, plastic use, nature conservation, and business responsibility in reducing carbon emissions—did not show statistically significant differences, suggesting a relatively uniform level of awareness across all organization types. Despite this, the overall awareness level was found to be significantly different ($H = 14.634$, $p = 0.001$), reinforcing the idea that organizational structure plays a crucial role in shaping environmental perspectives. Therefore, the null hypothesis is rejected, affirming that the awareness levels of event managers are significantly influenced by the type of organization to which they belong.

8.2 Green Practices of Event Management groups; Type of Organization wise

A positive relationship between event manager's green practices and their type of organization can be there. The responses of the event managers are categorized on the basis of organization type which can be listed as Sole-proprietorship, Partnership, LLP and Private Company. Kruscal Wallis test is performed for checking whether there is any organizational type wise difference in their opinions.

The hypothesis formulated to test the significant differences is

H₀: There is no significant relationship in the Green Practices of event managements groups with respect to their type of organizations they belong to.

Table 2 Kruskal Wallis Test on Green Practices of event managers with regards to the type of organisation

Descriptive Statistics						
Sl.No	Statements	Mean	SD	Kruskal-Wallis H	P Value	Significance
WM1	We will take all measure to control water usage as much as possible	3.16	0.584	4.388	0.199	Not Significant
WM2	We are taking all measure to control the use of plastic bottle in the event	1.92	0.752	16.611	0.000	Highly significant
WM3	We will use water efficient equipment to save water in the event	2.80	0.639	0.593	0.912	Not Significant
WM	Water Management	2.63	0.439	10.616	0.090	significant
WSM1	We will take all measure to control the generation of waste	4.10	0.763	11.454	0.005	Significant
WSM2	We are adopting the slogan 'reduce, reuse and recycle' as our green policy	3.02	0.515	1.823	0.599	Not Significant
WSM3	We are segregating the waste and dispose it properly	3.30	0.886	1.158	0.783	Not Significant
WSM	Waste Management	3.47	0.442	3.276	0.362	Not Significant
GT1	We take all necessary measures to control carbon emissions from transportation.	1.74	0.633	15.418	0.000	Highly significant
GT2	We choose venues with easy access to public transportation.	1.92	0.853	17.031	0.000	Highly significant
GT3	We encourage attendees to use car pool as much as possible	1.58	0.642	5.552	0.134	Not Significant
GT	Green Transportation	1.75	0.511	22.855	0.000	Highly significant
GPR1	We will encourage Bulk Purchasing	4.04	0.669	4.207	0.239	Not Significant
GPR2	We will give priority to bio degradable materials	3.04	0.493	10.871	0.009	Significant
GPR3	We are selecting suppliers on their green behaviour	1.68	0.471	0.272	1.000	Not Significant
GPR	Green Procurement	3.95	0.511	14.654	0.001	Significant
GP	Total Green Practices	2.95	0.261	22.113	0.000	Highly Significant

Source: Primary Data

Green Practices of Event Management Groups – Type of Organization-wise

To determine whether the type of organization influences the adoption of Green Practices (GP) by event managers, the Kruskal-Wallis test was conducted. The organizational types considered were Sole Proprietorship, Partnership, LLP, and Private Company. The null hypothesis (H_0) assumed that there is no significant difference in the adoption of green practices based on organizational type.

The test results indicate the following:

1. Water Management (WM)

The analysis of water management practices across different organizational types reveals a moderately significant variation overall ($H = 10.616$, $p = 0.090$), indicating some differences in the implementation of water-saving measures among event management firms. Notably, the statement WM2, which pertains to the control of plastic bottle usage, shows a highly significant difference ($H = 16.611$, $p < 0.001$), suggesting that certain types of organizations are considerably more proactive in minimizing plastic usage during events. However, the other two statements—WM1 and WM3—did not demonstrate statistically significant differences, implying a relatively uniform approach across organizational types regarding those specific aspects of water management.

2. Waste Management (WSM)

The overall analysis of waste management practices does not reveal a significant variation across organizational types ($H = 3.276$, $p = 0.362$), suggesting a generally uniform approach among event firms. However, a notable exception is seen in WSM1, which addresses the control of waste generation, showing a statistically significant difference ($H = 11.454$, $p = 0.005$). This indicates that firms differ in their commitment or strategies toward minimizing waste. In contrast, the other two statements—WSM2 and WSM3—did not exhibit significant variation, reflecting similar perspectives across different organizational structures regarding those waste management aspects.

3. Green Transportation (GT)

Green transportation practices show the highest level of variation among all dimensions analyzed, with a statistically significant difference across organization types ($H = 22.855$, $p < 0.001$). Specifically, event management firms differ significantly in their efforts to control carbon emissions (GT1) and in selecting venues accessible by public transportation (GT2), both of which are highly significant. However, while GT3—related to encouraging carpooling—did not show statistical significance, its low mean score of 1.58 suggests that carpooling is generally not adopted by most types of organizations, reflecting a limited commitment to this particular green initiative.

4. Green Procurement (GPR)

The analysis of green procurement reveals a statistically significant difference across different types of event management organizations ($H = 14.654$, $p = 0.001$), indicating varied adoption of sustainable procurement practices. Notably, GPR2—which focuses on giving priority to biodegradable materials—shows a significant difference ($H = 10.871$, $p = 0.009$), suggesting that some organizational types are more inclined to opt for eco-friendly materials. In contrast, GPR1 and GPR3 did not exhibit significant variation, implying more uniform practices in those aspects across the organizational spectrum.

5. Green Practices (GP)

The total score for Green Practices (GP) shows a highly significant variation across different types of event management organizations ($H = 22.113$, $p < 0.001$). This finding clearly indicates that the organizational structure plays a crucial role in determining the extent to which green practices are embraced and implemented. Firms differ considerably in their commitment to sustainability, with some types of organizations being more proactive and consistent in applying environmentally friendly practices throughout their operations.

Based on the statistical evidence, the null hypothesis is rejected, indicating a significant relationship between green practices and the type of organization. Private companies and LLPs appear to adopt greener practices more actively compared to sole proprietorships and partnerships in several areas, particularly in transportation and procurement strategies.

8.3 Relationship between awareness level and Green Practices.

It is expected to have a positive relationship between awareness level and green practices of event managers. In order to check the relationship between awareness level and green practices of event managers, a Spearman's Rank correlation test is performed.

Table 3 Spearman's Rank correlation test on Awareness level and green practices of event managers

Correlations		Awareness Level	GP
Awareness Level	Pearson Correlation	1	0.571**
	Sig. (2-tailed)		0.000
	N	50	50
GP	Pearson Correlation	0.571**	1
	Sig. (2-tailed)	.000	
	N	50	50
**. Correlation is significant at the 0.01 level (2-tailed).			

To assess whether a relationship exists between the awareness level of event managers and their adoption of Green Practices (GP), a Spearman's Rank correlation test was conducted. The aim was to determine if increased awareness among event managers leads to greater adoption of environmentally responsible practices.

The findings reveal a moderate to strong positive relationship between awareness levels and the adoption of green practices, as indicated by a correlation coefficient of 0.571. The relationship is statistically significant, with a p-value of 0.000, which is well below the 1% significance level ($p < 0.01$). This clearly suggests that as event managers become more aware of environmental issues and sustainability, there is a corresponding increase in the implementation of green practices in their operations. The implications of this finding are significant. Awareness emerges as a crucial driver in motivating event managers to adopt sustainable and eco-friendly business practices. It highlights the importance of developing awareness-raising initiatives such as training programs and targeted information dissemination to promote green event management. For organizations striving to enhance their environmental performance, investing in the environmental education and consciousness of their management teams is essential to fostering meaningful and lasting change.

9. Finding

9.1. Findings on Awareness Level of Event Managers:

The study revealed that event managers' awareness levels regarding environmental issues significantly varied based on the type of organization they belonged to. Managers operating private companies and partnerships exhibited a higher level of awareness, particularly regarding the environmental harm resulting from the lack of green practices. There were notable differences in how organizations understood the implications of overexploiting natural resources on long-term

sustainability. Similarly, awareness about the impact of climate change on event businesses was not uniform across organization types. These findings collectively suggest that the organizational structure plays a vital role in shaping the environmental awareness of event managers.

9.2. Findings on Green Practices by Organization Type:

The findings indicate that the adoption of green practices among event managers varied significantly depending on the type of organization. Private companies and LLPs demonstrated greater commitment to eco-friendly measures, particularly in reducing the use of plastic water bottles and promoting sustainable alternatives. These organizations were also more proactive in managing event-related waste and minimizing its generation. Green transportation initiatives, such as encouraging the use of public transport and efforts to reduce vehicle emissions, were more prevalent among certain organization types. Additionally, managers from private companies and LLPs showed a higher tendency to prioritize biodegradable and reusable materials in their planning processes. Overall, private companies exhibited a stronger inclination toward adopting environmentally sustainable practices compared to sole proprietorships and partnerships.

9.3. Findings on the Relationship Between Awareness and Green Practices:

The findings reveal a clear relationship between the awareness levels of event managers and their implementation of green practices. Managers who demonstrated a higher awareness of environmental concerns were also more proactive in incorporating eco-friendly methods into their events. This suggests that awareness serves as a crucial driver of sustainable behavior among event organizers. As awareness increased, so did the adoption of green practices, highlighting the importance of environmental consciousness in promoting sustainable event management.

10.1. Suggestions

The awareness level of event managers plays a crucial role for the adoption green practices. So in order to increase the awareness level of event managers, the following suggestions can be adopted.

- Conduct Workshops: Event Management firms can conduct environmental awareness workshop with the support of Government, NGOs. Event management association. Etc
- Give awareness programme to the stakeholders of events for the adoption of green events
- Government to pursue green certification programme to event managers or firms for adopting green events
- Local self-government should provide Green Guidelines o the event managers and make sure that it is properly implementing.
- Collaborate with fellow events or green suppliers for adopting green event practices.
- Government should provide financial assistance like Grands, subsidy, tax relaxation to small firms for encouraging the adoption of green events

10.2. Implications

The findings highlight the need for government policies to standardize green practices across event management organizations. Capacity-building programs and training by environmental experts are crucial to bridging the gap in knowledge. Adopting green practices not only benefits the environment but also enhances the firm's image, providing a competitive advantage. Ultimately, promoting green practices ensures the sustainable growth of the event industry, aligning with global environmental goals.

Conclusion

This study reveals that the level of environmental awareness and the adoption of green practices vary significantly among event managers based on the type of organization they belong to. Private companies and LLPs tend to be more proactive in implementing eco-friendly methods, while sole proprietorships and partnerships show comparatively lower engagement. The positive link between awareness and green practice adoption indicates that improving knowledge and understanding can directly enhance sustainable behaviours. To ensure a greener future for the event management industry in Kerala, a collective effort involving education, support, and policy changes is essential. By encouraging all types of firms to embrace sustainability, the industry can make a meaningful contribution to environmental protection and sustainable development.

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