



**UNIVERSITY OF GOTHENBURG**  
**SCHOOL OF BUSINESS, ECONOMICS AND LAW**

**Way Out West -**  
**Dance to the sustainability discourse**

A quantitative study about encouraging pro-environmental behaviour change at a green event

Bachelor Thesis  
Marketing

Department of Business Administration  
School of Business, Economics and Law  
at University of Gothenburg  
Spring 2016

Tutor: Cecilia Solér

Authors:

Isak Gustafsson 900911  
Vincent Thermaenius 911006

# Acknowledgements

Firstly, we would like to thank our tutor, Cecilia Solér, for her knowledge and support in the writing process. We would also like to thank Henrik Jutbring for guidance concerning our methodological approach and for providing valuable contacts. A special thanks to the people at Live Nation and Luger, for providing us with a distribution channel for the questionnaire.

School of Business, Economics and Law at University of Gothenburg

Gothenburg May 26th 2016

Isak Gustafsson

---

Vincent Thermaenius

---

# Abstract

The main purpose of this report has been to answer the question *Can attendance at a green event, in form of a music festival, encourage pro-environmental behaviour change?* To answer this question, an online survey, directed at previous visitors of the festival Way Out West, in Gothenburg, was performed.

The theoretical framework consisted of theories that would help explain pro-environmental behaviour change and encouragement of said behaviour. The results from the survey were analyzed through statistical testing and with the use of *The Transtheoretical Model (TTM)*, a model originating from the field of psychology, to explain behaviour change. The analysis showed that there seemed to be two distinctive groupings among the attendees concerning sustainable practices. Both of which considered themselves to have good knowledge of sustainability and valued it as important in their daily life. However, one did not carry out sustainable practices to the same extent as the other.

Our findings suggest that a green event, such as Way Out West, with its sustainable policies and practices, deliver encouragements of pro-environmental behaviour change among attendees to those whom not yet have engaged in sustainable practices, but are aware of the issues concerning them.

*Keywords: Sustainability, green event, transtheoretical model, social marketing, pro-environmental behaviour change*

## Contents

1. Introduction .....	1
1.1 Background .....	2
1.1.1 A green event.....	2
1.1.2 Way Out West.....	3
1.1.3 Pro-environmental behaviour.....	4
1.2 Problem discussion .....	4
1.3 Research question .....	5
1.4 Purpose.....	5
1.5 Delimitations.....	6
2. Theoretical framework .....	7
2.1 Social Marketing .....	7
2.2 Event motivations and effects .....	8
2.2.1 The experience economy.....	9
2.2.2 Green Effects .....	10
2.3 Encouraging pro-environmental behaviour.....	10
2.3.1 Framework to promote behaviour .....	12
2.4 Attitude-behavior gap.....	13
2.4.1 Dragons of inaction.....	14
2.5 Transtheoretical Model .....	15
3. Method .....	18
3.1 Quantitative research .....	18
3.1.1. Case study.....	19
3.1.2. Questionnaire .....	20
3.1.3. Sample .....	21
3.1.4. Demographics .....	22
3.1.5. Data collection .....	22
3.1.6. Validity and Reliability .....	23
3.1.7. Limitations of the method .....	24
4. Findings.....	25
4.1 Behaviour Change.....	25
4.1.1 Stages of change .....	26
4.1.2 Differences between the stages .....	27
4.1.3 Most common practices carried out.....	29

4.1.4 Knowledge, values and motivation .....	29
5. Discussion .....	32
5.1 Support to the processes of change through a green event .....	32
5.1.1 The Contemplation stage and its processes of change.....	33
5.1.2. The Action stage and its processes of change .....	34
6. Conclusions .....	36
6.1 Future research.....	38
7. References .....	40
7.1 Litterature .....	40
7.2 Electronic sources .....	45
Appendix 1. Questions from the questionnaire.....	46

# 1. Introduction

In 2012 the Swedish music festival Way Out West announced the festival would go vegetarian, one day before opening. This change was said to “add to the festival experience, to make the audience feel being part of a movement for a good cause” (Andersson, Jutbring & Lundberg 2013, p.229). The decision received very much attention from the public and the media, in both good and bad ways, but also started a discussion about visitors rights and sustainable consumption.

Since 2012, Way Out West have made several more changes in favor of the environment. Patrick Fredriksson, the founder of Way Out West, says in an article in Dagens Nyheter that “The festival is much more than just music” (Fahl 2015). By creating an experience in which visitors can participate, a festival can be able to affect the behaviours of their visitors (Laing & Frost 2010; Toledano & Riches 2014). However many factors has to fit and a willingness to change has to be sparked within the visitors (Kaiser 1998).

This paper is meant to evaluate the strength of a green event, in form of a music festival, in encouraging pro-environmental behavior change among attendees. One way to accomplish this is to apply the Transtheoretical model (TTM) which is used to explain behavioural change, beginning in a lack of awareness and ending in full dedication. The TTM is a commonly used method in health and drug issues, but fairly new in pro-environmental behaviour. According to this theory, you first have to know what the attendees current practices are, to determine what is needed to encourage the sought behavior. It has to the authors knowledge, however, never been used in the context of pro-environmental behaviour change at a music festival, which makes it interesting to analyze if a festival, and green event, like Way Out West, could encourage pro-environmental change among their attendees.

The festival Way Out West was chosen due to their strong connection to sustainability through their policies and practices. Being the first festival to become vegetarian and one of the biggest festivals in Sweden located in the middle of a city brings much attention. Because of this, we found Way Out West to be suitable empirical evidence for our research question as being a green event which have integrated their stance regarding sustainability in the experience of a music festival.

## 1.1 Background

In recent decades, event tourism have been growing at an astonishing pace (Getz 2008) which also have increased the importance of festivals. The role festivals play in sustainability have however not been evaluated to any great extent (Laing & Frost 2010). According to Stettler (2011) festivals can be significant assets to sustainability in five key ways. (1) They can support economic development, (2) festivals can preserve and exercise a city's social capital, (3) they have a unique ability to build community and support a community's sense of identity, (4) they can raise awareness concerning environmental issues to attendees and host communities, and (5) they are becoming increasingly important to the livelihoods of independent musicians and artists. However, festivals do not solely add to positive effects, as they often have big impacts on the environment through huge energy, water and food consumption which affect the destination (David, 2009).

Sustainability in event management have also become more important, and the discussion about companies responsibility puts more pressure on them to showcase their green actions, both to attract visitors, but also communities to act in, since events can have a big impact on the environment (Laing & Frost 2010; Mair & Laing 2013). Lately, many events have developed a green agenda, adapting sustainability policies and incorporated sustainability practices into their program, these practices are often found to be organic products, fair-trade, handling of waste and green energy consumption (Laing & Frost 2010).

Remington (2003, cited in Stettler 2011, p.4) states that festivals make for a great scene to create change as

“...festivals are a way of being, in which individuals can safely be themselves, while simultaneously being with many other types of cultures, personalities, and stages of development. In this and many other ways, festivals build community, diversity, tolerance, and positive values like sharing, helping, contributing, and being a part of the community. (p.1)”

### 1.1.1 A green event

There are several definitions of what a green event is. The United Nations Environmental Programme (UNEP 2009) defines it as “... one designed, organized and implemented in a way that minimizes negative environmental impacts and leaves a positive legacy for the host

community” (p. 9). This definition narrows green events to just focus on the environmental aspect but according to Sustainable United Nation (SUN) unit which is a part of UNEP, social and health issues should also be included in the discussion of *greening events*. Laing & Frost (2010) formulate another definition of a green event as “an event that has a sustainability policy or incorporates sustainable practices into its management and operations”(p. 262).

In this report the focus will be on a sustainably managed music festival, which according to both of these definitions, can be considered a green event.

### 1.1.2 Way Out West

The festival Way Out West is a three-day music festival, held for the 10th year in 2016, in Gothenburg, Sweden. The festival is held in the park area of Slottsskogen, an area much appreciated by the people of Gothenburg in the summertime. But every year during one weekend in august, it is taken over by the festival Way Out West, its organizers Luger and Gothenburg & CO, and 30 000 cheerful and anticipating daily visitors. In 2012 the festival, one day before opening, declared themselves a vegetarian festival and no meat would be served during the festival. 2014 they decided to only serve organic beer in cooperation with Norrlands Guld, and in 2015 they turned milk free with the help of Oatly. They also have policies for waste handling and the use of green energy during the festival.

Way Out West have been a sustainable event in coordination with the policy of Gothenburg city since its start in 2007. They have won several environmental awards and received multiple certifications for solid environmental efforts. In an study by Andersson, Jutbring & Lundberg (2013) the ecological footprint of Way Out West was calculated to have been lowered by 40% due to the vegetarian strategy. According to the festival managers, the core values of Way Out West are sustainable, alternative, and progressive (Andersson, Jutbring & Lundberg 2013). The vegetarian strategy were according to Luger, not made primarily out of economic aspects, but from concerns about the environment, animal rights, health and “normativity” in society (Andersson, Jutbring & Lundberg 2013). According to the study made, 98% of the attendees were aware of the new declaration and 52% of them rated it as very good that the festival only served vegetarian alternatives.



### **1.1.3 Pro-environmental behaviour**

Pro-environmental behaviour is defined by Steg & Vlek (2008) as “a behaviour that harms the environment as little as possible or even have a positive effect” (p.309). There are several other definitions to this type of behaviour, such as green consumer or ecological behaviour which will be used interchangeably to pro-environmental behaviour in this report. These types of behaviour have been found to have several different underlying causes. Hines et al. (1986) found that knowledge of issues, knowledge of action strategies, locus of control, attitudes, verbal commitment, and individual sense of responsibility were the main contributors to pro-environmental behavior. However, Kollmuss & Agyeman (2002) conclude that the reasons behind pro-environmental behaviour are such a complex matter, that one framework can not describe all, but the different models have validity in certain circumstances.

According to the Transtheoretical model of change, the degree to which a person carries out pro-environmental behaviour, develop according to the stages of change. Where one, in the first stage, are unaware of the issues with ones behaviour and need certain “processes of change” to leap forward, while, in the last stage, one is in need of a different set of processes to maintain the already adopted behaviour (DiClemente 2007).

## **1.2 Problem discussion**

As the importance of sustainability is growing, encouraging pro-environmental behaviour has become a major task for governments all around the world (Mair & Laing 2013). Many threats to the environment like global warming or water shortage are direct effects of how human acts (Steg & Vlek 2009) and although people have a positive attitude towards sustainable consumption they fail to show this through action. However, the ways to close the gap between attitude and behaviour are complex (Carrington, Zwick & Neville 2016) and many has tried to find the answers to this (Johnstone & Tan 2014).

Both internal and external barriers have been found to keep people from acting sustainable and strategies as well as frameworks to overcome these has been studied. Yet some barriers has shown to require more than just information about the issue or installing new recycling bins (Steg & Vlek 2009). Studies show that the effect of how others act and the label of being sustainable has a negative impact on the behaviour as norms and values might not align with certain sustainable practices (Johnstone & Tan 2014).

Some argues that an effective way to encourage pro-environmental behaviour is to use events to send social marketing messages, and this way affect individuals (Toledano & Riches 2014). Research on this topic is fairly new and some progress has been made explaining in what ways green events are able to affect its visitors but there is still no universal approach (Mair & Liang 2013). In an article by Mair & Laing (2013), they apply the Transtheoretical Method, taken from the field of psychology, to try and explain if an event can encourage pro-environmental behavior and how this change is made in steps where the consumer adopt voluntary change. The result of this showed that their investigated event could affect some of the needed processes of pro-environmental behaviour. They also conclude that the TTM is useful in evaluating encouragement of pro-environmental behaviour change and invite to further research in festivals not themed as sustainable.

Taking up where Mair & Laing (2013) left off, we believe that attendance at green events can affect behavioural change, even when this is not the primary focus of the event. We believe that social marketing is not only for non-profit organizations, but by being engaged in sustainable questions which are relevant to the discourse, a green event can succeed in delivering these messages. Using the TTM and theories concerning the topic of pro-environmental behaviour, we will investigate if the music festival Way Out West in Gothenburg, Sweden, can achieve this, and if so, in what ways. We will also determine what behaviours that are already practiced by the visitors of the festival through a questionnaire directed to previous attendees of the festival Way Out West.

### **1.3 Research question**

Based on the background and problem discussion, the research question we want to answer is:

- Can attendance at a green event, in form of a music festival, encourage pro-environmental behavior change?

### **1.4 Purpose**

The purpose of this report is to explore the possibilities of a green event, in form of a music festival, in encouraging pro-environmental behavior change among the attendees, and by which means, such as policies and incorporated practices, encouragement is achieved.

### **1.5 Delimitations**

The report is only studying one case, the festival Way Out West and including only participants of the year of 2015. The Questionnaire is only to be distributed through one channel, e-mail, and will be conducted with an ex post approach. Due to the amount of media attention the strategies regarding vegetarian food, organic beer, and milk produce received when introduced, these will receive salient attention in the survey, even though we realize that Way Out West carries out several other sustainable practices and policies. Also, only possible encouragement to pro-environmental behaviour change will be regarded in the conclusions and not actual proven behaviour change.

## 2. Theoretical framework

*In theoretical framework, important theories for the analysis and discussion of the data collected will be presented. Theories concerning environmental psychology, social marketing, event motivations and effects are presented, as well as the Transtheoretical model.*

### 2.1 Social Marketing

Social marketing is a theory that can contribute in the explanation of the effects from a green event and have been used in similar contexts. The term social marketing originates from an article by Kotler & Zaltman (1971). Although the term is widespread, it still have a relatively ambiguous definition and the discussion about what social marketing actually encompass is ongoing. One definition is proposed by Andreasen (1994) as:

“Social marketing is the adaptation of commercial marketing technologies to programs designed to influence the voluntary behavior of target audiences to improve their personal welfare and that of the society of which they are a part.”(P. 110).

He presents a few concerns with the social marketing definition of Kotler & Zaltman (1971), e.g. the name is often misinterpreted as societal marketing, which is similar to social marketing, but often involves regulatory issues and efforts to protect the consumer. Also discussed is a disagreement about what social marketing involves and whether or not its use is limited to public and nonprofit organizations whose main purpose is social change. This is something also debated by Toledano & Riches (2014) who conclude that an event can be a successful tool to deliver social marketing messages as long as it is trustworthy to the public. They argue that an event which uses social marketing, influences peoples behaviour by groupings created during the event, which alter peer group effect through shared experiences. In their study, effects of a health promotion campaign at a festival in New Zealand were examined. Results showed that the event did not just affect the behaviour, it also affected the discourses and values of the attendees and further, that longer stay led to a more positive attitude towards the message sent out. Continued, Toledano & Riches (2014) argues that a social marketing programme is a good way to achieve desired goals for an event as long as there is a “real fit between the social cause and the commercial interests, sincere commitment to the social cause, mutual understanding, and appropriate brand balance” (p. 814).

In a more recent article Suanders, Barrington & Sridharan (2015) argues how social marketing has to encourage collective ideas and create value to those intended to benefit, in which individuals can act upon. They base their arguments on the article by Andreasen (1994), that social marketing has the possibility to change behaviour. However they discuss how focus have changed too much to measuring changed behavior and moved away from the importance of social good. Social marketing is, and should be, more than just behavioral change (Suanders, Barrington & Sridharan 2015). Andreasen (1994) also states that social marketing focuses on behavior as its bottom line, but most observations done, shows that this focus is lacking and that only by “getting the word out” marketers believe it could lead to desired behavior.

## **2.2 Event motivations and effects**

Festivals and events can deliver a wide variety of messages and standpoints to their visitors which affect the experience. Jones (2010) speaks of the “power of change” in his book on sustainable event management. He states that events, could serve as a potential location for a “short-term mini-utopia” (p.5) where you can provide attendees with inspiration to live more sustainably, and that even though the main focus of the event may be music or art, a message of sustainability is transcending and can be received by attendees anyhow. Laing & Frost (2010) give a few examples like The Melbourne Formula 1 Grand Prix which promotes social responsibility or Fling mountain bike events who promote messages about carbon offset. By creating an experience in which a person takes part, together with many others, a change in their way of thinking is possible (Toledano & Riches 2014). Event motivation studies are common in tourism and leisure research, but our understanding of the behaviour of visitors is still ambiguous (Gyimóthy 2007). There are many factors that motivate people to visit an event, when it comes to music festival attendance (Bowen & Daniels 2005). In Bowen & Daniels (2005) study, they conducted on-site interviews where attendees got to rank different factors divided into three dimensions: Discovery, Music and Enjoyment. The result was that the top overall mean of the answers had Enjoyment as highest motive for visiting the festival and not the actual music.

In tourism motivation, authenticity is playing a big role. The possibility to escape daily routines and social roles to enact in another context. Limited to the festival space the visitors can experience a more authentic self and effectively be able to live out in a way not possible in everyday structures thanks to anonymity. This space is a way for events to affect their

visitors by helping them create their own experience (Kim & Jamal 2007). In research about ecotourism interpretation is a tool that, by enhanced experiences, encourages on-site sustainability behaviour and attitudes. Tourists seek out experiences from activities which make them more susceptible to interpretation which then can be used to encourage pro-environmental behaviour. Although recently it has been argued that it gives an even broader education to visitors even afterwards in their everyday life, it is said to “encourage mindful and reflective engagement” (Walker & Moscardo 2014).

### 2.2.1 The experience economy

A way to get the desired effect from an event is conferred by Pine & Gilmore in their book *The experience economy (1999)*. They discuss how companies have gone from selling products and services to experiences. By engaging an individual at an emotional, physical, intellectual or spiritual level, an experience is created within the customer. Experiences create memories that stick to the individual that is far more valuable than any other product. “Most parents don’t take their kids to Walt Disney World just for the event itself but rather to make that shared experience part of everyday family conversations for months” (p.12-13). They present what is called “the experience realms”. These describe the two most important dimensions of an experience as, *the level of guest participation* (active participation and passive participation), and *connection to what joins customers with the event* (immersion and absorption).

According to them, there are four realms, entertainment, educational, esthetic, and escapist. All with its own level of guest participation and connection. They discuss how entertainment, which is a combination of passive participation and absorption, can be mixed with any of the other three realms. *The educational experience* is used to inform and increase knowledge of its attendees, by engaging the minds of its guests during the event they will easier understand the messages sent out, they state that full participation is needed “to learn”. *Escapist experiences* are when the visitors want to escape the environment of their everyday life. This is more immersing than education and entertainment since the guests takes a role in the environment and actively participates to create a new environment. The last realm is *the esthetic experience* which is like the escapist although the guest does not have as big of a role in the environment. This can be like a museum or some monument where the guest just has to be there to experience it. An event can have any of these dimensions, however, according to Pine & Gilmore (1999, p.39) “the richest experience encompass aspects of all four realms”.

### 2.2.2 Green Effects

Using events as social marketing tools is possible, and it has been argued that through an event it is possible to influence and engage the visitors by participation (Toledano & Riches 2014). Mair & Laing (2013) discuss the possibility of a green event to encourage pro-environmental behaviour and gives several findings on this topic. Through inspiration and participation an event might be able to affect the behaviour of its visitors to act more sustainable which aligns with Toledano & Riches (2014) but also related to the escapist experience (Pine & Gilmore, 1999). In their own research Mair & Laing (2013) found that the green event studied did provide an experience that could encourage behaviour by looking at the required processes of change in the transtheoretical method which is described later in this report.

### 2.3 Encouraging pro-environmental behaviour

Pro-environmental behavior could be viewed as the sustainable consumption of products and services (Steg & Vlek 2008, p.309). As there are many reasons to why people should have a behaviour like this, there are also a number of reasons to why some do not (Gifford 2011). Recently, discussions has arisen about how events can encourage pro-environmental behaviour by delivering social marketing messages and the green events role to, in different ways, raise awareness of sustainable issues (Mair & Laing 2013). Researchers have presented many different frameworks to the explanation of pro-environmental behaviour. Hines, Hungerford & Tomera (1986) found that *knowledge of issues, knowledge of action strategies, locus of control, attitudes, verbal commitment* and *individual sense of responsibility* were the main contributors to pro-environmental behavior. Fietkau & Kessel (1981) present a similar explanation to this type of behavior with *attitude and values, possibilities to act ecologically, behavioural incentives, perceived feedback about ecological behaviour* and *knowledge* as motives. In contrast Kollmuss & Agyeman (2002) conclude that the reasons behind pro-environmental behaviour are such a complex matter, that one framework can not describe all, but the different models have validity in certain circumstances. Shultz (2014) argues that *prompts, commitments, feedback, social norms, incentives* and *convenience*, are tools effective in encouraging this behaviour in some contexts.

Another argument concerning the difficulties of changing behaviour is that it takes time to create new behaviours, and these have to turn into habits to continuously be acted out.

“If we want to establish a new behavior, we have to practice it.... We might be perfectly willing to change our behavior but still not do so, because we do not persist enough in practicing the new behavior until it has become a habit.” (Kollmuss & Agyeman 2002, p.256)

In an article by Salo et al (2016), it is argued that; to be able to motivate change of voluntary behaviour, the individual's first need an understanding of the problem and further, the message has to be focused on the consumption elements with highest impacts on the environment. By showing how much certain behaviours affect the environment, you create a more meaningful message, which shows that individual changes benefit everyone and that the gains from this are more valuable than its costs. The article also stresses the importance of intermediaries for example (SMEs), Grocery stores or energy advisers. How their knowledge about groups, by being close to people's everyday life, can easier put meaning to issues by using their knowledge of the individuals behaviour and how to communicate to them.

Kaiser, Wöfling & Fuhrer (1999) argue, that the theory of planned behaviour, is especially useful in the prediction of pro-environmental behaviour. They discovered that three measures were important: environmental knowledge, environmental values, and ecological behaviour intention. They also argue that previous research have lacked a common notion of attitude, a measurement corresponding between attitude and behavior on a general level, but also attention to limits beyond people's control. By the use of three attitude concepts (attitude toward the environment, the new environmental paradigm, and attitudes toward ecological behaviour) and the theory of planned behavior as an overall theoretical framework, they try to fill this gap to predict pro-environmental behaviour. In their article they evaluate the relation between attitude, knowledge, value and intention effects to pro-environmental behaviour. They found intention effects as the most related, while attitude knowledge and value effects differed from weak relationship to moderate/large in various studies. However, knowledge and values, was concluded to be important predictors of intention.

Even though they consider it possible to predict behaviour to some extent, Kaiser, Wöfling & Fuhrer (1999) also found behaviour to be inconsistent as one who actually act sustainable in some cases the inconsistency of behaviour results in unsustainable behaviour in other cases,



“someone who usually behaves very unecologically may, for whatever reason, not drive an automobile, a behaviour that is commonly difficult not to carry out” (p.7).

### **2.3.1 Framework to promote behaviour**

Steg & Vlek (2009) propose a framework in how to promote pro-environmental behaviour with similarities to what Salo et al. (2016) conclude. To get the most effective change, you should start focusing on behaviour that has the most impact on the environment and then choose which group of individuals who should be targeted. The next step in the process is to determine in what ways people are willing to change their behaviour and to remove barriers which keeps individuals from acting sustainably, such as “the dragons of inaction” (Gifford 2011). The third step is to come up with strategies or interventions to either promote attitude changes or remove the barriers, where Steg & Vlek (2009) gives two different ways in doing this by either an informational or structural strategy.

#### ***Informational strategies***

According to Steg & Vlek (2009), informational strategies create several ways of change. First, by informing about an individuals current behaviour and the impact of this, the aim is to change perception, norms and motivations without changing external context. This gives an increased knowledge and awareness which could be used to give alternatives to behaviour that is more sustainable, however this have shown small to no effects on behaviour changes. Secondly there is a persuasive way to influence attitudes, values and commitment to pro-environmental behaviour through social marketing. By asking questions about how people plan to change their behaviour it creates an intention to go through with it and this have shown to be encouraging. Last, social support or a role model can be used to give information about how others act and in this way, change social norms and values about behaviour.

They explain that Informational strategies are great when it comes to smaller changes which do not require huge sacrifices to overcome ones barriers or external constraints.

#### ***Structural strategies***

Structural strategies are, in contrast to informational strategies, used to change the external context, according to Steg & Vlek (2009). By making pro-environmental behaviour more available, cheaper and with increased benefits, the choice to go green should be easier. These changes can be everything from closed off roads in towns for motor traffic or more recycling bins to legal regulations which restricts bad behaviour. These structural strategies are used to favor good behaviour and punish bad, where favoring good has been shown to be more

effective. The reward for pro-environmental behaviour is more motivating since it is correlated to positive affect and will be effective as long as other less sustainable options are seen as less attractive. Since barriers can be much diversified, a structural strategy can come in different forms to be effective, sometimes financial e.g. subsidies for buying an environment friendly car, sometimes legal fines or infrastructure in form of public transport for reduced car use. However the reasons for certain behaviours may vary and this way a combination of strategies may be most effective according to Steg & Vlek (2009).

When the strategy has been implemented, the last step is to measure the effects and results in different areas. By analyzing behavioural determinants it is possible to see the reasons behind success or failure of an intervention and also which behaviours that were actually changed. Last, it is important to evaluate changes in impact of environment and quality of life of the individuals. Although this is often very costly, it is important to see if any change was made and what had the biggest impact. This to be able to implement more effective interventions in the future.

As mentioned earlier, encouraging behaviour is not an easy thing to accomplish and there are many reasons as to why the barriers exist. One of the hardest challenges for social marketing is to, through pro-environmental messages, close the gap between attitude and action (Carrington, Zwick & Neville 2016). Events are regularly being used to promote different kind of messages and could be used to encourage green messages. This way a green event might be able to influence its visitors to act sustainable and thereby reduce the gap (Laing & Frost 2010).

## **2.4 Attitude-behavior gap**

The attitude-behavior gap is a theory concerning the difference in attitude and how a person behaves. The gap has been theorized in many papers (Huneke 2005; Shaw & Newholm 2002; Schor 1998), and can be seen both among mainstream consumers, consumers with environmental concerns, and ethical consumers (Moraes, Carrigan & Szmigin 2012). The theory states that even though consumers may have an open attitude to be consumers of green products and sustainable behavior, to act and consume in a more sustainable way, is proven to be complex.

The research of sustainable consumerism relate the gap to personal failure, when individuals have ethical beliefs but still, when consuming, fails to reach these beliefs in their purchase. There are several discussions to what the reasons behind these failures are; like the costs for sustainable products does not weigh up to self-maximization, lack of trust/authenticity to the organization or ideas of bad quality (Carrington, Zwick & Neville 2016).

### 2.4.1 Dragons of inaction

As one way of explaining this gap between attitude and actual behaviour of sustainable consumption Gifford (2011) presents a set of psychological barriers to behavior change he calls “dragons of inaction” (Table 1).

**Table 1: “Dragons of inaction”**

General psychological barrier	Specific manifestation
Limited cognition	Ancient brain Ignorance Environmental numbness Uncertainty Judgmental discounting Optimism bias Perceived behavioral control/ self-efficacy
Ideologies	Worldviews Suprahuman powers Technosalvation System justification
Comparisons with others	Social comparison Social norms and networks Perceived inequity
Sunk costs	Financial investments Behavioral momentum Conflicting values, goals, and aspirations
Discredence	Mistrust Perceived program inadequacy Denial Reactance
Perceived risks	Functional Physical Financial Social Psychological Temporal
Limited behavior	Tokenism Rebound effect

Source: Gifford (2011)

These barriers are divided into 7 groups with several sub-barriers in each. (1) *Limited cognition*, humans can not understand the threat of what our unsustainable living is doing to our environment. There are too many elements to take in and we underestimate the risks that we might face in the future. (2) *Ideologies*, some ideologies are so deep integrated and influence peoples lives too much that if they clash with pro environmental actions this behaviour is immediately rejected. (3) *Comparisons with others*, humans are social animals with underlying behaviour of comparing their own actions with others. This affects social

norms and perceived inequity which is to be afraid of free riders which they fear others will not act responsible if they do. (4) *Sunk costs*, people are not willing to give up things they value higher both economical but also time-wise. They find it easier to ignore the problem than to pay to solve it. (5) *Discredence*, where a population might mistrust whoever is marketing the messages about sustainable living. They may also deny that the problem even exists or that they do not believe that the sustainable program deserves their time.

(6) *Perceived risk*, how the risks of changing behaviour are too big. This can be everything from social risks where one is afraid that their reputation might be damaged of their choice of changed behaviour to financial risks about how long until the costs of changed behaviour has a payback. (7) *Limited behaviour*, how people can do more than they are doing and that they choose easier tasks which does not have as big of an impact as other tasks. There is also a rebound effect where gains made are erased by later actions.

Much research has been done to understand sustainable consumption behaviour and the green consumers, however the reasons and definitions are still very complex. To understand the gap better Johnstone & Tan (2014) made a study focusing on how consumers perceive green products, messages and sustainable practices. The results gave three reasons to why the gap exists. Firstly, the participants thought that “it was too hard to be green” which explained how, in different ways, a sustainable lifestyle is problematic where everything from income to knowledge took too much time and effort to sustain but also their environment and restrictions of living in a city. Secondly, the label one could get of being a green person affected their attitudes towards how far they were ready to go, they saw pro-environmental consumers and messages as a bad label to have. The third and last reason explained how the participants did not notice any direct, negative difference in using non-green products which made it hard to foresee how their consumption affect and harm the environment in the long run.

## 2.5 Transtheoretical Model

The Transtheoretical Model (TTM) is a model originating from the field of Psychology, but as the name of the model, it is “transtheoretical”, and stretches over several theories, with components from theories on learning, behaviour change, and therapy (DiClemente 2007). The model have been used in studies of behavior change in exercise and health (Daniels et al. 2014; Ma et al. 2015; Pirzadeh et al. 2015;), drug abuse (Evers et al. 2012; Naar-King et al. 2006) and education (Kamalikhah et al. 2015). However, it have not been

used to the same extent for research of event effects and pro-environmental behavioral change (Mair & Laing 2013).

The model describes how an individual, through experience and participation, can change behaviour in 5 different stages from all new behaviour, modifying existing behaviour or stop a certain behaviour. Which is why it is often called the “stages of change” model. The sequences goes from the Pre-contemplation stage, where subjects have no intention of changing their behavior, and might not even be aware there is a problem, to their current behavior, to the Maintenance stage where subjects have fully adopted the behavioral change, but still depend upon encouragement to keep it up. (Kraft, Sutton & Reynolds 1998)

The five stages in which the behaviour can move are:

1. *Pre-contemplation*: Interest or concern about a new behaviour (no intention to change their behavior)
2. *Contemplation*: Considering change of behaviour through concern, interest or vision.
3. *Preparation*: Creating commitment for the new behaviour
4. *Action*: Change is implemented to start the new behaviour
5. *Maintenance*: The behaviour is integrated into the lifestyle of the individual (Prochaska 1979).

Depending on how exposed and how much experience the individual has with the problem, affects how likely it is that one will change their behaviour towards it. To move between these different stages, there are a few processes that the person has to go through which eventually will result in a new stage and a new behaviour. But it is also possible to move backward or recycle in the chain, which makes it a very dynamic framework (DiClemente 2007).

How movement between stages is achieved, is described through processes of change (table 2). These processes are conceptualized as “active ingredients” or “engines of change”(DiClemente 2007, p. 30). The processes in the first three stages is said to have an attitudinal dimension which will change the persons attitude towards the specific problem, while the processes in the last 2 stages are seen as behavioural dimensions and will change how the person acts facing the problem. (DiClemente 2007). The attitudinal processes consist of *consciousness raising/dramatic relief*, *environmental re-evaluation*, *self-re-evaluation*, and *self-liberation*. These create movement from the initial stage of Pre-contemplation up to

Action. Thereafter the behavioural processes of *helping relations*, *reinforcement management*, *counterconditioning*, *stimulus control*, and *social liberation*, which help in the movement between the Action and Maintenance stages as well as retaining those in Maintenance follow.

**Table 2. Processes of change**

Dimension	Stage of change	Process of change	Description of process
Attitudinal	Moving from pre-contemplation to contemplation	Consciousness raising	Becoming aware of a problem
		Dramatic relief	Emotional arousal, such as fear of failure or inspiration for change
	Moving from contemplation to preparation	Environmental re-evaluation	Appreciating that change will have a positive impact on society
		Self re-evaluation	Appreciating that change will have a positive impact on one's identity
Moving from preparation to action	Self-liberation	Believing that change can succeed, and making a commitment to change	
Behavioural	Moving to action, and to maintenance	Helping relationships	Seeking and using social support to facilitate change
		Reinforcement management	Finding intrinsic and extrinsic rewards for making the change
		Counter conditioning	Substituting new behaviours and cognitions for previous behaviour
		Stimulus control	Restructuring one's environment to elicit new behaviour and inhibit old habits
	Maintenance	Social liberation	Empowering others, advocating for the behaviour.

Source: Mair & Laing (2013)

The model is not ordinarily used in one-time events, spanning over a short time period, but in situations which span over longer time periods or are re-occurring over time, such as the ones exemplified in exercise, health, drug abuse, and education. However, this report will, with this in consideration, follow Mair & Laing (2013) and Ramchandani & Coleman (2012), with the exploration of how green events, as a process can support behavioral change.

## 3. Method

*In the method chapter, choice of scientific method will be discussed. Followed by a description of sample, questionnaire, and data collection. The reports reliability, validity and delimitations will also be discussed.*

### 3.1 Quantitative research

There are two main directions of research within business research, Quantitative and Qualitative. Quantitative methods get much critique, mostly from researchers who support qualitative methods. They argue that quantitative methods are too artificial where the results get a limited ecological validity since it can not tell how people really feel (Bryman & Bell 2013). Other discussions are about how you can not be sure if the respondents actually have enough knowledge to answer or understand the questions or how you can not tell relations between variables because the methods reify the social reality (Bryman & Bell 2013). In the same way, quantitative researchers has given critique to qualitative methods being too broad and ambiguous but also that it is hard to tell if it is representative for the whole population since qualitative research often focus on fewer but deeper observations (Bryman & Bell 2013). The critique to quantitative research puts a lot of pressure on the criterias Reliability, replicability and validity.

In this report, a quantitative method will be applied. A quantitative research method was found to be the best choice when there have been earlier studies in the subject, and existing theories are applied. There are also advantages to quantitative research when you are analyzing reasons for a social behaviour (Bryman & Bell 2013). Since the TTM origin from the field of psychology and also has been used in research explaining behaviour change through quantitative studies (Mair & Laing 2013; Ramchandani & Coleman 2012), it strengthens the choice of method for this report. Because the aim was to analyze the possibilities of a green event to encourage pro-environmental behaviour it was of importance to reach a big sample in order to cover representative behaviour of the population. This way, a survey showed to be the best fit. The questionnaire will act as an indicator more than a direct measurement to try to answer the research question. By looking at different dimensions and add them together, an entirety concerning the subject will be created (Bryman & Bell 2013).



The report aims to measure the behavior and knowledge of the visitors of Way Out West concerning sustainability. By letting attendees grade questions about sustainability and their own sustainable practices, their knowledge and how they perceive their own sustainable lifestyle could be measured. This report is not about finding out actual behavioural changes, which would have required deep interviews or ethnographic studies, but to evaluate the possibility of a green event to encourage pro-environmental behaviour change among attendees. The most suitable method to reach a result to the research question was with an online survey, this was arguably the easiest way to reach the population due to the ex post approach. Through contact with Luger, the event manager, a random sample of 1000 was obtained.

To make assumptions about which stage of change the attendees were in according to the Transtheoretical model, the attendees were allowed to grade their own behavior concerning sustainability. Through the use of a quantitative method, a higher number of responses which erases the possibilities of random deviations that could affect the result. By using an online survey, interviewer effect could also be avoided.

To reduce survey fatigue, only closed questions were used. Research also shows that surveys reduce social desirability bias, where the respondents beautify their behaviour, which is important to keep in mind in a survey based on pro-environmental behaviour (Bryman & Bell, 2013). With the use of a questionnaire the questions asked are exactly the same and the time to process is lower.

### **3.1.1. Case study**

A case study design has been chosen to the report, which affects the collection of data and analysis of the results (Bryman & Bell 2013). With an Ideographic approach, the report is focused on looking at only one case to see if a green event, in form of a music festival, can encourage pro-environmental behaviour change among the visitors. For this report the festival Way Out West is used as the case study, however, there are several other music festivals in Sweden that are working with sustainable policies such as Öland roots (Öland roots, n.d.) and Bråvalla (Bråvalla, n.d.). Although these also take actions for the environment, they are all in different sizes with different policies and have their own genres. Due to these differences a cross survey design for this study was ruled out.



### 3.1.2. Questionnaire

When using a survey as a tool it is important to get enough responses to be able to consider the opinions of the respondents as representative to the whole population. If not enough responses are collected, the results could be skewed and affect the conclusions in an undesirable way, as well as the trustworthiness. Because of the method of using an online survey, the requirements on the questionnaire was higher since it is harder to get a high response rate when using digital methods than from postal/direct surveys.

The questionnaire was designed in a one page format, easy to overlook (appendix 1). By showing that it was a short questionnaire the response rate were anticipated to increase (Bryman & Bell 2013). On the other hand, it has been argued that this could lead to questions answered in a broken order (Bryman & Bell 2013).

The questionnaire was based on the survey of a sustainability-focused event conducted by Mair & Laing (2013). With questions regarding demographics, knowledge of sustainability, if the attendees had learned anything as a result of their visit, their motivation in changing their behavior to a more sustainable consumption following their visit, and their current lifestyle and behavior. The first part of the questionnaire (*Question 2-10*) was included to show the respondents perceived attitude and knowledge about sustainability.

As to the part regarding lifestyle and behavior (*Question 11-16*), these questions contained 22 items where the respondents were to rate the frequency they carried out sustainable practices. These were based on Mair & Laing's original 26 items. However, some of the items were decided irrelevant in a Swedish context and thereby removed from the questionnaire. Collecting answers about visitors current practices were needed to be able to separate respondents into different stages to later on analyze which of the processes of change from the TTM the festival provided.

The questionnaire mostly had questions based on the Likert scale with 5 levels, from never to always. All the questions had a value beside it so the respondent easier could understand if there were any misunderstandings (e.g. 1 never, 3 somewhat, 5 Always). By limiting all questions to 5 answers it was easier to compare the answers of different questions but also necessary, to be able to divide the respondents into the stages of the TTM based on the total value from the lifestyle and behavior part (*Question 11-16*) of the questionnaire. The answer

“I do not know/not applicable” (or similar) was left out of the questionnaire to try to coerce the respondents to carefully evaluate the answers. With questions like this, the respondents could specify their level of agreement to topics in a way that was easy to understand and allowed them to rate their own behaviour. Demographic questions were included, mainly to compare with prior studies of Way Out West to conclude that the sample was representative of the population. However, the questionnaire had no requirement to fill out all the questions, due to this a certain degree of internal loss was expected. However, if the respondents failed to fill out the behaviour/lifestyle part, this response was removed from the total due to the importance of this part in dividing the respondents.

**Table 3: Stages of change, based on total score of the Lifestyle/Behaviour part (Question 11-16)**

	Pre-contemplation	Contemplation/Preparation	Action	Maintenance
Total points based on question 11-16	<45 points (“Never” to “Sometimes”)	45 to 66 points (“Sometimes” to “Often”)	67 to 88 points (“Often” to “Regularly”)	> 88 Points (“Regularly” to “Always”)

The attendees were divided into the stages of change from the TTM based on the total scores from the questionnaires behaviour/lifestyle part (Question 11-16), according to the table above (Table 3). Where those who carried out the least sustainable practices were considered to be in Pre-contemplation and those who carried out the most in Maintenance.

### 3.1.3. Sample

With close to 30 000 visitors per day, Way Out West have had an immense amount of visitors over the years. To narrow this down, the population was limited to visitors of the 2015 Way Out West festival. This, to reach attendees who experienced even the latest changes made to Way Out Wests sustainability policies.

The sample was gained access to through contact with Luger and Live Nation<sup>1</sup>. Due to limitations, access to the full database was not allowed, but through the contact with Live Nation a random sample from the database was conducted on behalf of the authors. A total of 1000 email addresses of people who had agreed to receive more information concerning the festival were collected. The sample size of 1000 was used in this survey since a response rate of 20-30% was expected (i.e. 200-300 responses). According to Nulty (2008), online surveys have lower response rates, varying from 50-20%. However, the studies in Nulty’s report were

<sup>1</sup> Jakobsson, Kenny. Live Nation. 2016. *Sample*, E-mail 25 April

sent to an established base of respondents (i.e. students of the universities). In the case of this survey the recipients of the questionnaire, had no prior relation with the authors and thereby not the same amount of trust or obligation to respond. The survey resulted in 216 responses, out of which 35 were excluded due to partial missing answers in the lifestyle/behaviour part.

### 3.1.4. Demographics

The socio-demographics part of the questionnaire was compared to previous surveys of Way Out West to ensure that the sample was representative to the whole population. The survey conducted gained a higher mean age than previous studies which might question its external validity.

**Table 4: Comparison to previous surveys of visitors of Way Out West.**

Sample	Visitors 2010	Visitors 2012	Visitors 2012-2013	Visitors 2015
Sample size	719	663	1750	181
Gender	56%(f), 44%(m)	53%(f), 47%(m)	54%(f), 45%(m), 1% other	52%(m), 44%(f), 4% other
Age (Mean)	26	30	32	36
Education	32% Sec. school 64% University	27% Sec. school 73% University	27% Sec. school 73% University	15% Sec. school 78% University
Employment	43% Student 47% Employee	25% Student 65% Employee	N/A	15% Student 68% Employee
Income	€29.000	€31.000	N/A	N/A

Source: Data 2010, 2012, Andersson, Jutbring & Lundberg. (2013); Data 2012-2013<sup>2</sup>

Respondents had all been visitors of Way Out West but their attendance differed in the amount of times they had visited the event. Out of the 181 included in the final analysis, 16% were first time visitors and the rest multi-visit attendees, out of which 39% had visited the festival 6 times or more.

### 3.1.5. Data collection

Empirical evidence was collected through an online survey via the web page kwiksurveys.com. In total there were 1000 recipients of the survey which all were previous attendees of the festival. The email contained an introduction to the questionnaire and its purpose, as well as a hyperlink to the questionnaire. After the first round of emails 155 persons completed the survey. One reminder was sent out the week following the original, two days prior to the closing of the survey, to boost the response rate, and this resulted in another 61 finishing the survey. The total amount of responses collected were 216 and they were collected between the 26th of April and 4th of May 2016. Due to that some

<sup>2</sup> Jutbring, Henrik, Ph. D student, Marketing/Centre for tourism at University of Gothenburg. 2016. E-mail 17 May

questionnaires were only partially answered in the lifestyle/behavior part, they were excluded from the analysis. This survey was conducted ex post due to the timeframe of the report.

The answers received were then analyzed with the use of Cronbachs alpha, to test the internal reliability of the questionnaire, and later divided into stages of change, according to Transtheoretical model. The answers were subject to further statistical testing, such as one-way ANOVAs to test significant differences in the means of the stages, and where significance is detected, post hoc Tukeys HSD were carried out too.

These results would then be discussed through the scope of the theories presented in the theoretical framework, to conclude whether a green event, such as Way Out West could encourage pro-environmental behavior change.

### 3.1.6. Validity and Reliability

#### *Reliability*

According to Bryman & Bell (2013) internal reliability, interrater reliability and stability is of value to the reports reliability. Internal reliability refers to measures of multiple indicators, such as the ones used in the questionnaire, concerning lifestyle and behavior. When doing this type of questions you need to make sure they are related to the same measure. The Cronbachs alpha was a test performed to determine this, where score above 0.8 is considered a reliable score, the test of this questionnaire resulted in a score of 0,836. When it comes to stability, this can be achieved by doing a test-retests. By letting a group answer the same questions two times at different periods, this shows how reliable a test is. Since Way Out West continuously change their stances and the behaviour of people can change depending on both internal and external factors over time, there is a high probability that the test would get a different result and would not be comparable (Bryman & Bell 2013). Interrater reliability is when the judgement of a question of two or more people correspond (Psykologiguiden 2016). As every question in the survey was given a value, the possibility to misinterpret the questions was reduced and the interrater reliability was thereby increased (Bryman & Bell 2013). Reliable information is an essential part of research, however, it is not enough without Validity to know that the right thing is measured (Holme, Solvang & Nilsson 1991).

#### *Validity*

Validity refers to whether a tool which is used, actually measures what it is meant to be measured (Bryman & Bell 2013). When measuring something it is important that the face

validity is high which means that the measure is relevant enough to reflect reality. In this report *face validity* can be presumed high, as the questionnaire is based on Mair & Laing (2013) survey, which was used to catch the same effects in a sustainability-focused event. Through comparison of means, between the stages of change, regarding questions concerning valuation of sustainability and Way Out West sustainability practices, *concurrent validity* is to be considered high (Bryman & Bell 2013). *External validity*, refers to how representative the sample is of the population, this is dependent of if the sample is big enough and if the respondents have the same socio-demographics.

### **3.1.7. Limitations of the method**

There are several limitations of the method. One of the most prominent is the ex post approach, that the survey is conducted such a long period of time after the event took place. A more suiting approach when measuring attitudes towards Way Out West practices would have been an on-site survey, to make sure that people really reflect over their experience. The case study also limits the use of the conclusions drawn from the survey, due to the low reliability concerning generalization to other events (Bryman & Bell 2013).

## 4. Findings

*Findings will present results from the questionnaire and put them in the context of the transtheoretical model. Statistical testing will be performed on the results and differences between the stages of change will be evaluated to strengthen the argument that the different stages exist and are in need of the different processes of change.*

### 4.1 Behaviour Change

To be able to draw conclusions concerning the research question, the attendees were divided into the different stages of change according to the Transtheoretical model. This was performed to determine which processes of change a green event, such as Way Out West, needs to deliver to encourage pro-environmental behaviour change, and discussed in the context of the theoretical framework. Questions 2 through 10, were then analyzed to see whether their knowledge and intentions differed between the stages.

Through application of the Transtheoretical model, the respondents were grouped according to their score in the lifestyle/behaviour part. Statistical testing (ANOVA) was carried out to see whether other factors such as knowledge or motivation varied between the stages and not just their practices. This showed some results in the questions regarding knowledge of sustainability, value of sustainability in their daily life and how relevant the vegetarian food, organic beer, and milk produce strategies were considered to be in the ongoing environmental discussion. These questions seem to strengthen the groupings into the stages of change. As the more practices you carried out, the higher you valued sustainability in your daily life, and the more knowledge you considered yourself to possess.

Most of the attendees were in the Contemplation stage, which suggest that many are aware of the issues concerning sustainability but have not engaged in pro-environmental behaviour to the same extent. These are according to the TTM in need of the processes of *self-re-evaluation*, and *self-liberation*. The other big grouping of attendees were in the Action stage which requires *helping relationships*, *reinforcement management*, *counter conditioning*, and *stimulus control*.

Most of the respondents, including the ones in the Contemplation stage, did not consider themselves to have learnt anything concerning sustainability from their visit to Way Out West, and did not feel very encouraged to make changes for a more sustainable consumption, as a result of their attendance. This, even though more than 70% of the respondents, rated their knowledge of Way Out Wests sustainability efforts as “good” to “very good” and that the amount of attention these efforts got during the festival as “much attention” to “very much attention”.

Looking at the practices carried out, waste separating was among the most common in all the stages. In Contemplation the most common practices were buying vegetarian food and organic products. In Action, purchasing green electricity and composting were on top of the list.

Another observation from the questionnaire is that more than 80% rate their knowledge of sustainability as “good” or “very good”. Many also rated the value of sustainability in their daily life as high, while only 37% showed this through their behavior, by belonging to the top two stages. Many of the respondents also rate the relevance of the efforts Way Out West have carried out as “relevant” or “highly relevant”. Except for the strategy concerning milk produce, which most rated lower in the survey. The respondents also seem to rate questions regarding biodiversity high and the credibility of statements concerning our planet and sustainability as highly credible.

#### **4.1.1 Stages of change**

Through application of the TTM the respondents were divided into 4 stages of change (Table 5). They were divided based on their score in the Lifestyle/behaviour part of the questionnaire (*Question 11-16*). Dependent on which stage they were placed in, conclusions concerning what type of processes of change they need to encourage pro-environmental behaviour could be drawn. The minimum score was 22 and the maximum 110. The lowest observed value was 38, the highest 107 and the mean score for the sample was 64.

**Table 5: Dividing respondents into the stage of change**

	Pre-contemplation	Contemplation/ Preparation	Action	Maintenance
Frequency	7 Respondents (4%)	106 Respondents (58%)	65 Respondents (36%)	3 Respondents (2%)
Total points based on question 11-16	<b>&lt;45 points</b> ("Never" to "Sometimes")	<b>45 to 66 points</b> ("Sometimes" to "Often")	<b>67 to 88 points</b> ("Often" to "Regularly")	<b>&gt; 88 Points</b> ("Regularly" to "Always")

Those who had answered “*never*” to “*sometimes*” on every question, who could get at most 44 points, were divided into the Pre-contemplation stage, since these could be the ones considered to carry out the least sustainable practices. The survey put seven people at this stage. Respondents who had mostly answered “*sometimes*” and “*often*” were hard to put in just one stage since some could be in the early stages of taking action. Similar to Mair & Laing (2013) the two stages of Contemplation and Preparation were combined into one called Contemplation. A majority, 106 respondents (58%) were divided into this stage. These were respondents who got a minimum of 45 points and at most 66. Where the respondents had answered mostly “*Often*” or “*regularly*” the score would be at least 67 and as most 88. These were considered to be in the Action stage and resulted in 65 respondents. Everyone above 88 was considered to be in the Maintenance stage as most of their answers were that they “*regularly*” or “*always*” carried out sustainable practices, and thereby could be considered the most sustainable respondents. This group only consisted of three respondents. This shows that Way Out West may not attract as many of those who are unaware of the environmental issues or those who are fully engaged. However, the lack of respondents in pre-contemplation might be explained by the fact that Sweden is considered one of the most sustainable countries in the world (Robecosam 2016).

#### 4.1.2 Differences between the stages

When the respondents had been divided into stages of the TTM, analysis of differences between how the different stages valued other topics from the survey was conducted. Based on the mean ( $M$ ) of the answers, this could strengthen the argument that the stages exist and that there was a difference in their perception of sustainability. To search for variations between the stages, statistical testing through one way ANOVAs was conducted. Some questions did not show any significance from the ANOVA, which conclude there were no



significant difference in how the stages had answered the questions. These questions were, if they had learnt anything concerning sustainability as a result of their visit (*Question 6*), if they had made any changes in line with Way Out West practices of vegetarian food, organic products or milk produce (*Questions 7*), how big their motivation of changing their behavior concerning sustainable consumption were following their visit (*Question 8*), and if they thought the policies and practices of Way Out West had an effect reaching others than only the attendees (*Question 9*).

However, the questions that did show a difference in means from the ANOVA tests were the questions regarding if Way Out West's stances on vegetarian food, organic beer and milk consumption were relevant in the ongoing environmental discussion (*Questions 4*), their perceived knowledge about sustainability (*Question 5*), and how they value sustainability in their everyday life (*Question 10*). These results of the ANOVA ( $\alpha=0,05$ ) showed there was a significant difference between the stages concerning these questions. To define between which stages the difference lie, further testing with post hoc Tukeys HSD ( $\alpha=0,05$ ) test were performed.

The statistical testing of how respondents value sustainability in their daily life (*Question 10*) showed significance in the ANOVA ( $F = 11.74$ ,  $df = 3$ ,  $p = 0,000$ ). Post hoc Tukeys HSD showed significant difference between Contemplation ( $M=4.16$ ) and Action ( $M=4.66$ ), as well as Maintenance ( $M=5$ ), however, not between Action and Maintenance. Which seem to strengthen the argument for dividing the attendees into different stages based on the TTM. As the more sustainability practices you carry out, the higher you value sustainability in your daily life.

Testing of the question regarding knowledge of sustainability (*Question 5*) show significance in the ANOVA ( $F = 7.68$ ,  $df = 3$ ,  $p = 0,000$ ). The Tukeys HSD showed significant differences, where the Pre-contemplation ( $M=3,43$ ) and Contemplation ( $M=3,96$ ) stages had rated their knowledge significantly lower than the Action ( $M=4,33$ ) and Maintenance ( $M=4,67$ ) but neither here, a difference between the two top stages. This evidence also supports the stages of the TTM. Where the more knowledge you have concerning sustainability, the more practices you carry out.

The questions regarding the ongoing environmental discussion (*Question 4.1, 4.2, 4.3*) showed a significant difference in means between the stages in the ANOVA ( $F = 8,13$ ,  $\alpha = 0,05$ ,  $p = 0,000$ ) when all the questions were grouped. This denotes that there is a difference in how relevant the different stages thinks Way Out West's standpoints are. The post hoc Tukey HSD showed that there was a significant difference between Pre-contemplation and Contemplation stages as well as Action. There was a significantly lower mean among Pre-contemplation ( $M=1,95$ ) who did not think the changes were as relevant as the other stages, but no significant difference between the stages Contemplation ( $M=3,49$ ), Action ( $M=3,84$ ) and Maintenance ( $M=3,11$ ).

When doing further testing on each question separately: vegetarian food (*Question 4.1*), organic beer (*Question 4.2*) and milk (*Question 4.3*), no significance was found in between the groups regarding the milk produce stance, which all had low means below 3. However, in the sub-questions regarding vegetarian food and organic beer, there was significance in the ANOVAs ( $F = 10.7$ ,  $df = 3$ ,  $p = 0,000$ ,  $F = 11.58$ ,  $df = 3$ ,  $p = 0.000$ ). Post hoc Tukey's HSD shows significance between Pre-contemplation and Contemplation, as well as Action for Vegetarian food (*Question 4.1*). While Organic beer (*Question 4.2*) had a difference between Pre-contemplation, Contemplation and Action, but not towards Maintenance.

#### **4.1.3 Most common practices carried out**

Separating of waste is the most commonly used practice in all the groups, giving an overall mean of 4.32. In Pre-contemplation the most common practices otherwise were the use of public transport, ( $M=2.86$ ) and walking ( $M=3$ ). In Contemplation buying vegetarian food and organic products are the most commonly performed practices after separating of waste, with mean scores of 3.2 and 3.3. In Action the purchase of green electricity ( $M=4.1$ ), composting ( $M=4.09$ ), and purchasing organic products ( $M=4.09$ ) are the highest ranking practices. Maintenance rate composting, monitoring/reduce energy, and monitoring/reduce water use as the highest ranking practices, with mean scores of 5. In all stages however, the behaviour showed to be inconsistent as some practices were always carried out and others never even in the stages of Pre-contemplation and Maintenance.

#### **4.1.4 Knowledge, values and motivation**

The TTM states that the first stage to changing your behaviour is to become aware of the problem. For this, one has to be exposed to information and gain knowledge about the existing problems around you, which eventually will lead to Action (Mair & Laing, 2013). So

how well does Way Out West communicate their sustainability practices? More than 70% of the respondents rate their awareness about Way Out West's standpoints (*Question 2*) as "good" to "very good" and almost as many thought that sustainability got "big" to "very big" attention during the festival.

The respondents also considered their knowledge of sustainability (*Question 5*) as high. 56% rated their knowledge as "good", and 26% "really good" which means that 82% consider themselves to have a good knowledge about sustainability. As many also stated that sustainability were "important" to "very important" in their daily lives (*Question 10*). However, judging by the TTM only 37% of these has taken action for the greater good (by being in the two top stages).

68% of the respondents believe that the Way Out West festival has a "somewhat" to "very big" effect that reach further than just the visitors when it comes to sustainability (*Question 9*). When asked about the relevance of Way Out West's messages (*Question 4*) 79% thinks that Way Out West's standpoints in Vegetarian food is "relevant" to "highly relevant", 57% consider the strategy concerning organic beer is "relevant" to "highly relevant" and 39% thinks the milk produce stance are "relevant" to "highly relevant". This shows that the visitors trust in the effect of the festival and that most of the messages sent out are relevant to the ongoing sustainability discussions.

Since the festival provides an experience out of the ordinary and a community around music it is interesting to investigate how this would influence the respondents willingness to act sustainable since it is first and foremost a music festival. From the survey it could be read that 16% felt "big" to "very big" motivation - *to change their behaviour to a more sustainable consumption after their visit to the Way Out West festival (Question 8)*. When looking at which changes the respondents actually had done after their visit to Way Out West (*Question 7*) 44% had made "somewhat" to "big changes" to vegetarian food, 46% organic products and 28% concerning milk produce which are to be considered the three big stances of Way Out West as of 2015. However, these can not through this study be explained as an effect of Way Out West. The stages where most people had made changes were Pre-contemplation and Contemplation where 46% in contemplation had made "somewhat" to "big changes" towards vegetarian food, although with a majority towards "somewhat". When compared to the

question how often they eat vegetarian food 63% stated that they eat it “often” to “always” in the contemplation group.

The questionnaires last part concerned biodiversity (rated 1, “no importance” to 5, “great importance”)(*Question 17*) and the credibility regarding statements concerning sustainability and earth's' resources(rated 1, “not credible” to 5, “very credible”)(*Question 18*). This part resulted in a clear indicator of the respondents environmental knowledge and values. Most of the questions had a mean score above 4, except land issues(M=3.5), cost efficiency of sustainability(M=3.9) and the question regarding finite resources of our planet(M=3.75).

The result of our findings show the stages of change to be present and that there is a good knowledge of sustainability among the attendees. However, to evaluate if the needed processes of change are met, the findings will be discussed through the theoretical framework and conclusions will be drawn from this.

## 5. Discussion

*In the discussion chapter, the results of the previous chapter, as well as the relevant processes of change will be discussed in context of the theoretical framework. The discussion concerning processes of change is focused on the two stages Contemplation, and Action, due to their representation in the survey.*

According to Steg & Vlek (2008), one of the early steps to promoting behaviour is to determine in what ways people are willing to change their behaviour. By first grouping our respondents into stages of the TTM, it was made possible to see which processes of change that were necessary for Way Out West to provide encouragement of pro-environmental behaviour change. Our survey showed that the visitors of Way Out West were mostly in the Contemplation and Action stage (94%), two groups which according to the TTM demand different processes of change (attitudinal/behavioural). The survey showed that most of the attendees had knowledge of the problems regarding sustainability, which according to some theories are one of the underlying reasons for pro-environmental behavior (Kaiser et al. 1999; Fietkau & Kessel 1981). However, many of the respondents felt little to no motivation to change their behaviour after attending Way Out West and even more people said that they did not learn anything concerning sustainability from their visit. Nonetheless, green events can act as social marketing tools, which are designed to influence behaviour and not solely educate. Instead of motivating or educating, a green event can be used to involve and influence social ideas to accept norms and values. Since a majority of the respondents found the messages of Way Out West relevant to the ongoing discussions about sustainability and the environment, it shows that there is a discourse in which these messages are a part.

### 5.1 Support to the processes of change through a green event

The TTM are one of many models that try to explain encouragement of pro-environmental behaviour. We have in this report used it in the context of an event occurring at a specific moment and for a limited duration of time. The stages of change are the base for these processes, and we considered them as good explanations as to how behaviour change evolves. Our survey shows that Way out West can affect through some of the processes of change of the transtheoretical model, which indicates that they can encourage pro-environmental behaviour.

### 5.1.1 The Contemplation stage and its processes of change

The analysis of the questionnaire shows that most respondents belong to the Contemplation stage. Those in this stage considered themselves to have good knowledge of sustainability, and value sustainability highly in their daily life, which according to several frameworks explaining pro-environmental behaviour, are major underlying issues (Kaiser et al. 1999; Fietkau & Kessel 1981). However, the analysis of the survey shows there is an attitude-behaviour gap, since not as many act thereafter. To encourage pro-environmental behaviour change in this stage according to the TTM, Way Out West would need to convey the processes of change *self-re-evaluation* and *self-liberation*.

#### *Self-re-evaluation*

The process of self-re-evaluation is described as “appreciating that change will have a positive impact on one’s identity”. As mentioned earlier regarding the attitude-behaviour gap, research have shown that comparison with others can act as a barrier to behaviour change (Gifford 2011) and some people feel that having a green label, as an effect of this comparison, is bad for your identity as a result of current social norms and values (Johnstone & Tan 2014). By creating an experience built on structural strategies, banning certain unsustainable behaviours at the festival grounds, the visitors are forced to “wear” a green label which would affect norms and values during the event. As Toledano & Riches (2014) conclude in their survey of the New Zealand event, through shared experiences, participants could be influenced to changed behaviour according the message sent out. At Way Out West, participants could experience the same effects. Way Out Wests most pronounced statements are the ones concerning vegetarian food, organic products (beer) and that they are free from milk produce, which already are the most common practices carried out by attendees in this stage, with exception of the milk free stance. However, milk consumption was not considered to be as relevant in the environmental discussion according to those in the contemplation stage. This support the notion that this stage appreciates the impact it will have on their identity.

#### *Self-liberation*

As theorized by researchers studying the Attitude-behaviour gap, there are many reasons to why people do not make changes to their behaviour even though they have a positive attitude. This poses a problem to make attendees “*believing that change can succeed, and making a commitment to change*”. At a festival such as Way Out West, peer group effects are created when participants share experiences and interacts, which could affect beliefs (Toledano &

Riches 2014). Way Out West use what could be considered as both informational strategies and structural strategies. Informational strategies raise awareness among the attendees of environmental issues and shows alternative behaviours, although these strategies might not be as prominent as the structural strategies used by Way Out West. By their structural strategies of forcing attendees to certain behaviour on the festival grounds, this strengthens the experience but also the attendees as a group with common norms and values aligned with messages from the event (Steg & Vlek 2008). Nonetheless, It would demand the participants to take action on their own after the event (Toledano & Riches 2014).

### **5.1.2. The Action stage and its processes of change**

The other pronounced stage among the attendees was the action stage. Those in this stage are to be considered to have started to take action in favor of the pro-environmental behaviour and are in need of other processes of change than those of the contemplation stage. These processes are, *helping relationships*, *reinforcement management*, *stimulus control*, and *counter conditioning*. However only a few could be distinguished through Way Out Wests policies and practices. This may speak of a lacking ability to encourage pro-environmental behavior change to this stage.

#### ***Helping relationships***

This process aim to “Seeking and using social support to facilitate change”. Way Out West could be considered to create a temporary community, or what Jones (2010) would call a “short-term mini-utopia” to its visitors, a community constructed around music and the values Way Out West stands for. However, since Way Out West do not actively provide forums for discussions between the visitors, it is hard to tell if social support has been delivered. It can be argued that the event itself can act as a role model and a forum for the environmental discussion, but where to search for social support is highly individual. Thereby it is hard to find any confirmation that the festival could support this process, as according to most visitors, they do not feel very motivated to carry out more sustainable practices as a result of their visit.

#### ***Reinforcement management***

The model states this process as “Finding intrinsic and extrinsic rewards for making the change”. At a green event, group recognition could be an example of this, however, no empirical evidence have been collected of this and no real rewards are conveyed through the strategies, which make it difficult to consider this process fulfilled. This also coincides with

the study by Johnstone & Tan (2014) which showed that people does not get enough motivation, if there is no direct negative effect in consuming non-green products.

#### *Stimulus control*

Stimulus control refers to “Restructuring one’s environment to elicit new behaviour and inhibit old habits”. As the festival is limited to only three days a year, this might not be enough time to elicit new behaviour and neither to restructure ones environment. To encourage behaviour change these practices has to be continuously maintained, as argued by Kollmuss & Agyeman (2002), so that it can become a habit and thereby a part of everyday life.

#### *Counter conditioning*

Way Out Wests structural strategies consists of provision of substitutes that does not have as much impact on the environment (e.g. Vegetarian food & organic beer). Counter conditioning refers to “Substituting new behaviours and cognitions for previous behaviour” as a process to move to the next stage. By providing substitutes to less environmental friendly options through their structural strategy, Way Out West could add to the encouragement of pro-environmental behaviour change.

These findings show that attendance at a green event such as Way Out West can encourage pro-environmental behaviour change to some extent, through provision of processes of change. These are supported mostly through their structural strategies (e.g. Vegetarian food). However, to those already engaged, few encouragements can be found.



## 6. Conclusions

*The conclusion chapter will present conclusions to the research question, limitations of the study, and suggestions to further research.*

We conclude that some of the processes of change according to the TTM is present, which would add to the notion that a green event, such as Way Out West, can encourage pro-environmental behaviour change through attendance.

Kaiser, Wöfling & Fuhrer (1999) argue that one of the most important effects when considering pro-environmental behaviour is the intention effect. Considering the result of the survey, and that knowledge and values are important predictors of intention, intention could be said to be present among many of the attendees. Which advocates that Way Out West could encourage pro-environmental behaviour change among attendees. This also explain why the low motivation respondents express, could be considered not as important in the exploration of encouragement experienced from a green event.

When considering if the encouragement is possible through social marketing in the context of a green event such as Way Out West, the question whether a commercial company could promote this is recurrent. According to Toledano & Riches (2014), a social marketing campaign could be successful as long as the recipients trust the message. We regard this to be the case for Way Out West as the decision was considered “relevant” to “highly relevant” by 70% in the study. From our survey we could also read that a majority believes that Way Out West has an effect that reaches further than just the visitors, which is an indication of the trust visitors show to the messages. This prove that Way Out West achieves the requirements for a successful social marketing message with a good balance between social cause and commercial interest.

As distinct from Mair & Laings (2013) article, who evaluated a sustainability-focused event, a green event does not cover the same range of sustainable practices. This could have implications for the ability to answer the question if a green event could encourage pro-environmental behaviour change among attendees. As a general measure is used, it is questionable if the purchase of green electricity could be related to a practice such as the use

of public transport, as Kaiser et al (1999) argues, pro-environmental behaviour is inconsistent. This is also shown in the results of our survey as the different stages propensities to carry out pro-environmental behaviour are not equally distributed among the different practices. Here, some behaviours, which could be considered easy to carry out, are rated as infrequently practiced, and vice versa.

Based on the type of attendees Way Out West attract, the informational and structural strategies of Steg & Vlek (2008) might require different emphasis. The informational strategies are by their own nature, less effective than the structural when it comes to behaviour change. The results also show that many of the respondents already seem to have knowledge of sustainability issues and regard the policies and practices of Way Out West as relevant, which might question the use of informational strategies. When using a structural strategy at an event, this affects the whole experience by making the visitors participate (Steg & Vlek 2008). Supported by theories mentioned earlier, this is to consider as a good way to deliver some of the processes needed for its visitors in adopting new behaviours.

As a green event, Way Out West evidently performs well. This is proven through the several awards and certifications. The results shows that acceptance of their sustainability policies and incorporated sustainability practices is high among visitors, as it was discovered most visitors consider them relevant in the ongoing environmental discussion. The festival also seems to offer support through processes needed to encourage pro-environmental behaviour change. However, it is hard to distinguish all of them. In behaviour concerning the specific strategies which received much media attention, such as the vegetarian strategy, the authors conclude that Way Out West offer support to those in the Contemplation stage. The attendees in this stage consider themselves to already have a good knowledge of sustainability and value it in their daily life. They also, to some extent, already carry out the practices regarding the strategies, but not to the degree that they always do it, which speaks in favor of beliefs in that change can succeed, but also that the attitude-behaviour gap is still present. Way Out West also strengthen norms and values which remove barriers such as *comparison to others*, and help to remove the negative attributes of the *green label*.

Due to sample difference from earlier research (Table 4), it is arguable that this have an effect on the external validity as it might not be representative of the whole population. The sample

consisted of visitors who had agreed to receive more information concerning Way Out West, which could be considered an explanatory reason to the deviation from earlier studies in respondent's age. This deviation in age may also be an underlying reason to other deviations in demographic measures. As there is a possibility that people interested in sustainability may be more susceptible to answering the questionnaire, this could provide an explanation to the lack of attendees in Pre-contemplation.

Due to the case study approach, as green events could be assumed to attract different types of attendees, have different degrees of sustainability policies, and incorporated sustainability practices, attention should be given to this when attempting to generalize the results of this study to other green events. Replication is however considered possible, but some issues concerning the method is needed to be approached before performed.

Although the TTM has been proven to be useful when analyzing how people change current behaviours and how encouragement of said behaviour set in, the authors also come to the conclusion that the TTM might be limited to explaining pro-environmental behaviour change concerning specific practices. Since pro-environmental behaviour is inconsistent, it is difficult to explain why someone does not carry out certain practices while carrying out others.

Because of this, the TTM might be more useful in evaluating change of specific behaviours than a general measure of pro-environmental behaviour change. As our research question was to investigate if attendance at a green festival could encourage pro-environmental behaviour, the TTM still provided an answer to whether the event could encourage attendees, through the different processes of change. More emphasis could also have been given to the barriers to pro-environmental behaviour to investigate whether a green event could help in overcoming more of these, and which to consider the easiest to overcome in the context of a green event.

However, In evaluation of the strength of a green event in encouraging pro-environmental behaviour change through attendance, the TTM and theories concerning environmental psychology and social marketing does still provide some explanation.

### **6.1 Future research**

For future research in green events ability to encourage pro-environmental behavior change through attendance using the TTM, the authors suggest that specific behaviours, focused on those pursued by the event, are evaluated instead of a general measure. This way a more

precise picture would be conveyed of the effect of their efforts. It would also be interesting to see how other green events perform in encouraging pro-environmental behaviour for its attendees by doing a cross survey which would compare the results of several events with the similar sustainability policies and practices.

## 7. References

### 7.1 Litterature

Andersson, T., Jutbring, H., & Lundberg, E. 2013. When a music festival goes veggie, *International Journal of Event and Festival Management*, Vol. 4, vol 3, pp. 224 - 235.

Andreasen, A.R. 1994. Social Marketing: Its Definition and Domain. *Journal of Public Policy & Marketing*, vol. 13, no. 1, pp. 108-114.

Bowen, H.E., & Daniels, M.J. 2005. Does the music matter? Motivations for attending a music festival, *Event Management*, vol. 9, no. 3, pp. 155-164.

Bryman, A., & Bell, E. 2013, *Företagsekonomiska forskningsmetoder*, 2., [rev.] uppl. edn, Liber, Stockholm.

Carrington, M., Zwick, D., & Neville, B. 2016. The ideology of the ethical consumption gap, *Marketing Theory*, vol. 16, no. 1, pp. 21-38,

Daniels, J., Farquhar, C., Nathanson, N., Mashalla, Y., Petracca, F., Desmond, M., Green, W., Davies, L. & O'Malley, G. 2014. Training tomorrow's global health leaders: applying a transtheoretical model to identify behavior change stages within an intervention for health leadership development, *Global Health Promotion*, vol. 21, no. 4, pp. 24-34.

David, L. 2009, Environmental impacts of events. In R. Raj & J. Musgrave (Eds.), *Event management and sustainability* (pp. 66-75). London, UK: CAB International.

DiClemente, C. C. 2007. The transtheoretical model of intentional behaviour change. *Drugs and Alcohol Today*, vol. 7, no. 1, pp. 29–33.

Evans, M., Foxall, G.R., Jamal, A., Nilsson, B. & Gyllendorff, L. 2008. *Konsumentbeteende*, 1. uppl. edn, Liber, Malmö.

Evers, K.E., Paiva, A.L., Johnson, J.L., Cummins, C.O., Prochaska, J.O., Prochaska, J.M., Padula, J. & Gökbayrak, N.S. 2012. Results of a Transtheoretical Model-Based Alcohol, Tobacco and Other Drug Intervention in Middle Schools, *Addictive Behaviors*, vol. 37, no. 9, pp. 1009-1018.

Fietkau, H. J. & Kessel, H. 1981. *Umweltlernen*. Königstein/Taunus: Hain.

Getz, D. 2008. Event tourism: Definition, evolution, and research, *Tourism Management*, vol. 29, no. 3, pp. 403-428.

Gifford, R. 2011. The Dragons of Inaction: Psychological Barriers That Limit Climate Change Mitigation and Adaptation, *American Psychologist*, vol. 66, no. 4, pp. 290-302.

Globescan, 2012. *Rethinking consumption: Consumers and the future of sustainability*. Retrieved from <http://www.globescan.com/> (Accessed 2016-04-05)

Hines, J.M., Hungerford, H.R. & Tomera, A.N. 1987. Analysis and synthesis of research on responsible environmental behavior: A meta-analysis, *Journal of Environmental Education*, vol. 18, no. 2, pp. 1-8.

Holme, I.M., Solvang, B.K. & Nilsson, B. 1991. *Forskningsmetodik: om kvalitativa och kvantitativa metoder*, Studentlitteratur, Lund.

Huneke, M.E. 2005. The face of the un-consumer: An empirical examination of the practice of voluntary simplicity in the United States. *Psychology and Marketing*, vol. 22, no. 7, pp. 527-550.

Hutchison, A. J., Breckon, J. D., & Johnston, L. H. 2009. Physical activity behaviour change interventions based on the transtheoretical model: A systematic review. *Health Education and Behaviour*, vol. 36, pp. 829-845.

Johnstone, M. & Tan, L.P. 2015. Exploring the Gap Between Consumers' Green Rhetoric and Purchasing Behaviour, *Journal of Business Ethics*, vol. 132, no. 2, pp. 311-328.

Jones, M. & International Institute for Environment and Development 2010, *Sustainable event management: a practical guide*, Earthscan, London.

Kaiser, F.G. 1998. A general measure of ecological behavior, *Journal of Applied Social Psychology*, vol. 28, no. 5, pp. 395-422.

Kaiser, F.G., Wölfing, S. & Fuhrer, U. 1999. Environmental attitude and ecological behaviour, *Journal of Environmental Psychology*, vol. 19, no. 1, pp. 1-19.

Kamalikhah, T., Rakhshani, F., Rahmati Najarkolaei, F. & Gholian Avval, M. 2015. Evaluation of Transtheoretical Model-Based Family Education Among Females of Zahedan (Southeast of Iran), *Iranian Red Crescent medical journal*, vol. 17, no. 10, pp. e18895.

Kim, H. & Jamal, T. 2007. Touristic quest for existential authenticity, *Annals of Tourism Research*, vol. 34, no. 1, pp. 181-201.

Kollmuss, A. & Agyeman, J. 2002. Mind the Gap: Why do people act environmentally and what are the barriers to pro-environmental behavior?, *Environmental Education Research*, vol. 8, no. 3, pp. 239-260.

Kotler, P. & Zaltman, G. 1996. Social marketing: An approach to planned social change", *Social Marketing Quarterly*, vol. 3, no. 3-4, pp. 7-20.

Kraft, P., Sutton, S.R. & Reynolds, H.M. 1999. The transtheoretical model of behaviour change: Are the stages qualitatively different?, *Psychology & Health*, vol. 14, no. 3, pp. 433-450.

Laing, J., & Frost, W. 2010. How green was my festival? Exploring challenges and opportunities associated with staging green events. *International Journal of Hospitality Management*, vol. 29, no. 2, pp. 261–267.

Ma, J., Chan, W., Tsai, C., Xiong, M. & Tilley, B. 2015. Analysis of transtheoretical model of health behavioral changes in a nutrition intervention study-a continuous time Markov chain model with Bayesian approach, *Statistics in medicine*, vol. 34, no. 27, pp. 3577-3589.

Mair, J. & Laing, J. 2013. Encouraging pro-environmental behaviour: the role of sustainability-focused events, *Journal of Sustainable Tourism*, vol. 21, no. 8, pp. 1113-1128

Moon, M., Habib, M. & Attiq, S. 2015. Analyzing the Sustainable Behavioral Intentions: Role of Norms, Beliefs and Values on Behavioral Intentions, *Pakistan Journal of Commerce and Social Sciences*, Vol. 9, no. 2, pp. 524-539

Moraes, C., Carrigan, M. & Szmigin, I. 2012. The coherence of inconsistencies: Attitude-behaviour gaps and new consumption communities, *Journal of Marketing Management*, vol. 28, no. 1, pp. 103-128.

Naar-King, S., Wright, K., Parsons, J.T., Frey, M., Templin, T. & Ondersma, S. 2006. Transtheoretical Model and substance use in HIV-positive youth, *AIDS Care*, vol. 18, no. 7, pp. 839-845.

Nulty, D.D. 2008. The adequacy of response rates to online and paper surveys: what can be done?, *Assessment & Evaluation in Higher Education*, vol. 33, no. 3, pp. 301-314.

Gyimóthy, S. 2009. Casual Observers, Connoisseurs and Experimentalists: A Conceptual Exploration of Niche Festival Visitors, *Scandinavian Journal of Hospitality and Tourism*, vol. 9, no. 2-3, pp. 177-205

Pine, B.J. & Gilmore, J.H. 1999. *The experience economy: work is theatre & every business a stage*, Harvard Business School, Boston, Mass.

Pirzadeh, A., Mostafavi, F., Ghofranipour, F. & Feizi, A. 2015. Applying Transtheoretical Model to Promote Physical Activities Among Women, *Iranian journal of psychiatry and behavioral sciences*, vol. 9, no. 4, pp. e1580.



Prest, S., & Partridge, R. 2010. 2012 Olympics: A catalyst for behaviour change? *Perspectives in Public Health*, vol. 130, no. 6, pp. 257–258.

Prochaska, J. O. 1979. *Systems of psychotherapy: a transtheoretical analysis*. Homewood, Ill, Dorsey Press.

Ramchandani, G., & Coleman, R. J. 2012. The inspirational effects of three major sports events. *International Journal of Event and Festival Management*, vol. 3, no. 3, pp. 257–171.

Robecosam, 2016. “Sweden still ahead, Switzerland catching up” Retrieved from <http://www.robecosam.com/> (Accessed 2016-05-15)

Salo, M., Nissinen, A., Lilja, R., Olkanen, E., O'Neill, M. & Uotinen, M. 2016. Tailored advice and services to enhance sustainable household consumption in Finland, *Journal of Cleaner Production*, vol. 121, pp. 200-207.

Saunders S.G., Barrington D.J., Sridharan S. 2015. Redefining social marketing: beyond behavioural change, *Journal of Social Marketing*, Vol. 5, no. 2, pp. 160 – 168

Schultz, P.W. 2014. Strategies for promoting proenvironmental behavior: Lots of tools but few instructions, *European Psychologist*, vol. 19, no. 2, pp. 107-117.

Shaw, D., & Newholm, T. 2002. Voluntary simplicity and the ethics of consumption. *Psychology and Marketing*, vol. 19, no. 2, pp. 167–185

Schor, J.B. 1998. *The overspent American: Why we want what we don't need*. New York: HarperPerennial.

Steg, L. & Vlek, C. 2009. Encouraging pro-environmental behaviour: An integrative review and research agenda, *Journal of Environmental Psychology*, vol. 29, no. 3, pp. 309-317.

Stettler, Stephanie L., 2011. Sustainable Event Management of Music Festivals: An Event Organizer Perspective. Dissertations and Theses. Paper 257. Portland State University

Toledano, M. & Riches, M. 2014. Brand alliance and event management for social causes: Evidence from New Zealand, *Public relations review*, vol. 40, no. 5, pp. 807-814.

United Nations Environmental Programme (UNEP), 2009 “*Green meeting guide 2009 - Roll out the green carpet for your participants*” Retrieved from <http://www.unep.org/> (Accessed 2016-04-14)

Walker, K, & Moscardo, G 2014. Encouraging sustainability beyond the tourist experience: ecotourism, interpretation and values, *Journal Of Sustainable Tourism*, vol. 22, no. 8, pp. 1175-1196.

## 7.2 Electronic sources

Fahl, Hanna. 2015. *Way Out West blir mjölkfritt*. *Dagens Nyheter*. 1 june.  
<http://www.dn.se/kultur-noje/way-out-west-blir-mjolkfritt/> (Accessed 2016-04-25).

Malmöfestivalen, n.d. *Om oss/hållbarhet*, Malmöfestivalen  
<http://malmofestivalen.se/about/sustainability> (Accessed 2016-05-02)

Bråvalla festivalen, n.d. *Festivalguide*, Bråvalla festivalen  
<http://www.bravallafestival.se/festivalguiden/> (Accessed 2016-05-15)

Psykologiguiden, 2016, *Interbedömarreliabilitet*, Psykologiguiden.  
<http://www.psykologiguiden.se/www/pages/?Lookup=interbed%F6marreliabilitet> (accessed 2016-05-05)

## Appendix 1. Questions from the questionnaire.

1. How many times have you visited the festival Way Out West?
2. How well do you know of Way Out Wests sustainability policies and practices?
3. How much attention did the sustainability policies and practices get during the festival according to you?
4. How relevant do you consider the changes Way Out West carried out in the ongoing environmental discussion?
  - 4.1 Vegetarian food (2012)
  - 4.2 Organic beer (2014)
  - 4.3 Milk free (2015)
5. Rate your knowledge of sustainability.
6. Have you learnt anything concerning sustainability as a result of your visit/s at Way Out West?
7. Have you done any changes in line with Way Out Wests statements towards a more sustainable consumption following your visit/s?
  - 7.1 Vegetarian food
  - 7.2 Organics products
  - 7.3 Milk free
8. How big motivation do you feel to change your behaviour concerning sustainable consumption after you visit/s at Way Out West?
9. Do you believe that Way Out West statements concerning sustainability have an effect reaching more than just attendees?
10. Rate the importance of sustainability in your everyday life
11. Transport
  - Bicycle
  - Public Transport
  - Walking
  - Carpooling/Taxi (Uber)
12. Energy
  - Purchasing green energy
  - Use clothes line/ ainer (instead of clothes dryer)
  - Reducing laundry loads or cold water wash
  - Monitoring/ Reducing energy consumption (e.g. energy efficient appliances)

13. Water use
  - Monitoring/reducing water use
  - Taking shorter showers
  - Water saving practices
14. Waste management
  - Separating waste & recycling
  - Composting
  - Purchasing products with less packaging & recyclable
15. Consumption practices
  - Reducing your consumption
  - Choosing products free from chemicals
  - Choosing products from recycled material
  - Buying organic products
  - Buying fair-trade products
16. Household
  - Eating vegetarian food
  - Eating vegan food
  - Home vegetable garden
17. What biodiversity issues are you concerned about?
  - Air pollution
  - Land issues (native forests, land clearing)
  - Water (River health, supply, pollution)
  - Other species
18. Rate how credible the following statements are according to you
  - We have finite resources on our planet
  - We must have less impact on the planet
  - We need to think of future generations and their needs
  - Sustainability is good for your Health/well-being
  - Sustainability is cost effective
  - We all have a responsibility to our planet
  - We should care for animals and plants

19. Gender

- Male
- Female

20. Year of birth

21. Education

- Primary School
- Secondary School
- University
- Other

22. Occupation

- Student
- Employee
- Entrepreneur
- Other