

# A green rewards programme framework for a South African arts festival

**EM Marumo**

 [orcid.org/0000-0001-6462-5606](https://orcid.org/0000-0001-6462-5606)

Thesis accepted in fulfilment of the requirements for the degree  
[Doctor of Philosophy in Tourism Management](#) at the North-  
West University

Promoter: Prof K Botha

Co-Promoter: Prof P Viviers

Graduation: August 2023

Student number: 23044527

## DECLARATION WITH REGARD TO INDEPENDENT WORK

---

I, Eva Mabatshidi Marumo, student number 23044527, hereby declare that the thesis titled: “***A green rewards programme framework for a South African arts festival***” submitted to the North-West University, for the degree of Doctor of Philosophy (PhD) in Tourism Management, is my own work; complies with the relevant policies, procedures, rules and regulations of the North-West University and has not been submitted before to any institution by myself or any other person in fulfilment (or partial fulfilment) of the requirements for the attainment of any qualification.

I understand and accept that this thesis forms part of the university's property.

## **FINANCIAL ASSISTANCE**

---

Financial assistance from the National Research Foundation (NRF), North-West University (NWU) and the National Department of Tourism in collaboration with NWU-TREES is gratefully acknowledged. Statements and suggestions made in this study are those of the author and should not be regarded as those of the patrons.

## ACKNOWLEDGEMENTS

---

This journey would not have been possible without all who have been part of this journey and contributed to the completion of this study.

I need to express my gratitude to:

- My Heavenly Father for the strength, the ability to think independently and the insight to contribute to a subject in which I am very interested through my passion for research. I didn't see this coming, but you prepared me for it.
- My parents, Jackson and Alleta Marumo, for their endless sacrifices, their prayers, support, and patience throughout my studies.
- My promoters, Prof. Karin Botha and Prof. Pierre-Andre Viviers. Words alone are not enough to express my gratitude. Thank you for believing in me to do this study and for the support, guidance, love, and wonderful contributions throughout my postgraduate years. You both have poured into my cup, and I have watched it overflow.
- The NWU-TREES team: Prof. Serena Lucrezi, Prof. Martinette Kruger, Prof. Marco Scholtz, Mrs Hanneri Borstlap, Dr Adam Viljoen, Prof. Peet van der Merwe and Dr Tawanda Makuyana for their wonderful contributions and guidance. Also to the late Prof. Melville Saayman for his advice and assistance during the beginning of this journey.
- Prof. Elmarie Slabbert, Prof. Karin Botha and Dr Ricardo Peach for making this research possible at the Vrystaat Arts Festival.
- The Vrystaat Arts Festival managers for their time, for the opportunity to interview them and for sharing their valuable insights with us.
- The Marumo family, Boitumelo, Magauta, Charles, Rebaona and aunt Tlhokomelang for their unbroken support.
- Ms Lezelle Snyman, for her assistance with the literature sources.
- Mr Rod Taylor for the language editing and technical editing.
- Prof. Suria Ellis for her time, patience, and statistical guidance.
- My sincere gratitude to the fieldworkers for their time in assisting with data collection at the Vrystaat Arts Festival and the attendees for taking the time to complete the survey.
- Avela Mbangatha, Meluleki Ncube and Penny Ndebele for their motivation.

**This study is dedicated to my uncle, Norman Marumo.**

**Thank you for inspiring me to reach new heights.**

## ABSTRACT

---

Understanding and motivating/encouraging greener behaviour can be a complex and difficult task. This is especially due to the unpredictability associated with individuals' behaviour or, more specifically, the many aspects that influence individuals' decision-making processes. In addition to this, and according to the literature, green initiatives by festival managers to reduce negative environmental impacts can be a slow process to initiate and develop. Furthermore, the effect of the Covid-19 pandemic has resulted in festival managers focusing on recuperation strategies as their priority. However, in the wake of the many challenges that confront the events industry, one particular challenge that should also enjoy priority is the impact of these events on the environment. It is crucial that events more actively engage in greening initiatives. Developing and implementing programmes that consider greener alternatives and practices are necessary, as well as understanding and finding ways to motivate/encourage engagement in greener behaviour. This results in a greater likelihood that attendees will support green practices should they be implemented by the festival. The literature reveals that rewards programmes, in particular, are a promising means and an effective tool to encourage and/or trigger behavioural change or, more specifically, increase attendees' inclination to support green practices should they be implemented at the festival.

The goal of the study was to develop a green rewards programme framework for a South African arts festival, using a case study of the Vrystaat Arts Festival in the Free State Province. The goal was achieved by means of an extensive literature review on event greening, green consumer behaviour and green rewards programmes. The literature analysis set out to examine specifically the negative environmental impacts, barriers and motivators towards event greening and stakeholder engagement as well as green practices applicable to event greening and in the context of arts festivals (Objective 1). Furthermore, the literature analysis set out to contextualise the research problem by providing a better understanding of the concept green consumer behaviour and aspects (including rewards) that can motivate/encourage attendees to be greener in their behaviour at arts festivals (Objective 2).

The study employed a mixed-method, explanatory sequential approach and a phenomenology with a case study approach to meet the objectives (2 and 3) and to develop a green rewards programme framework. The study was conducted in two phases. One phase consisted of a quantitative approach and the other of a qualitative approach. In 2019, Phase 1 of the data collection took place between 3-7 July. This quantitative phase explored the demand side to determine the extent to which attendees are inclined to support specific green practices should they be implemented at the Vrystaat Arts Festival. In addition, to determine the extent to which green rewards will motivate/encourage attendees to engage in greener behaviour at the Vrystaat

Arts Festival by supporting these green practices (Objective 3). This entailed the distribution of self-administered questionnaires amongst attendees at the Vrystaat Arts Festival. A total of 408 usable questionnaires were collected and various multivariate techniques were used to analyse the data collected. In 2021, Phase 2 of the data collection was done (2-10 September). This qualitative phase explored the supply side to determine festival managers' green awareness, attitude and behaviour towards the greening of their arts festival (Objective 4). This entailed interviews conducted online via the Zoom Cloud Meetings platform with four (4) key members of the festival management team of the Vrystaat Arts Festival.

The key findings from the demand side indicated that attendees are more inclined to support green practices relating to *Waste management, Energy management, Water management* and *Crowd and traffic management* as opposed to green practices relating to *Green transport* should these be implemented at the festival. However, the findings from the supply side indicated that festival managers will be able to implement green practices relating to *Waste management* and *Water management* and will encounter challenges when it comes to implementing green practices relating to *Green transport, Energy management* and *Crowd and traffic management* at the festival. The findings further revealed that green rewards relating to *Altruistic, Consumeristic/monetary* and *Free reward items to aid behaviour* will motivate/encourage attendees to be greener in their behaviour and support the green practices should they be implemented at the festival as opposed to *Egoistic* rewards. On a positive note, festival managers agreed that offering rewards can increase the likelihood of attendees supporting green practices at their festival. Thus, they are open to the idea of offering their attendees green rewards relating to *Consumeristic/monetary, Free reward items to aid green behaviour, Egoistic* and *Altruistic rewards*. However, festival managers pointed out that challenges such as costs/expenses, limited/lack of funding, lack of support from stakeholders and attendees having mixed emotions will be major barriers towards implementing green practices and offering green rewards. Nonetheless, to handle these challenges, the funding, incentives and sustainability of the festival will motivate them to implement more green practices in the foreseeable future and offer green rewards at the festival for their attendees.

The demand and supply side perspectives played a crucial role in developing the green rewards programme framework, as this will assist festival managers to identify the trends and changes in the needs of the market and to better understand attendees' attitudes and preferences towards certain practices/initiatives and offerings (Objective 5). This information will assist the festival managers in adapting their management and marketing strategies accordingly and is vital for the future sustainability of festivals.

**Keywords:** *green consumer behaviour, green practices, green rewards programme, Vrystaat Arts Festival in South Africa, demand and supply side perspectives*

## TABLE OF CONTENTS

---

### CHAPTER: INTRODUCTION AND PROBLEM STATEMENT

<b>1.1 INTRODUCTION</b> .....	<b>1</b>
<b>1.2 BACKGROUND TO THE STUDY</b> .....	<b>4</b>
<b>1.3 PROBLEM STATEMENT</b> .....	<b>10</b>
<b>1.4 GOALS AND OBJECTIVES</b> .....	<b>12</b>
1.4.1 Main goal.....	12
<b>1.5 METHOD OF RESEARCH</b> .....	<b>13</b>
1.5.1 Literature study.....	13
1.5.2. Research design.....	14
1.5.3 Research method .....	14
1.5.3.1 Explanatory sequential design .....	15
1.5.3.2 Phenomenology and case study design/approach.....	15
1.5.4 Phase 1: Quantitative research approach (Demand side).....	15
1.5.4.1 Survey site.....	16
1.5.4.2 Sampling .....	16
1.5.4.3 Measuring instrument .....	17
1.5.4.4 Validity.....	18
1.5.4.5 Reliability (measurement scale).....	18
1.5.4.6 Data analysis.....	18
1.5.5 Phase 2: Qualitative research approach (Supply-side) .....	19
1.5.5.1 Interview site .....	19
1.5.5.2 Sampling .....	19
1.5.5.3 Method of data collection.....	20
1.5.5.4 Measuring instrument .....	20
1.5.5.5 Credibility and trustworthiness .....	21
1.5.5.6 Data analysis.....	21
<b>1.6 DEFINING KEY CONCEPTS</b> .....	<b>21</b>
1.6.1 Arts festivals .....	21
1.6.2 Vrystaat Arts Festival.....	22
1.6.3 Green events.....	22
1.6.4 Green behaviour.....	22
1.6.5 Green rewards programme.....	22
1.6.6 Framework development .....	23

<b>1.7 CHAPTER CLASSIFICATION .....</b>	<b>23</b>
---	-----------

## **CHAPTER 2: STEERING TOWARDS EVENT GREENING**

<b>2.1 INTRODUCTION .....</b>	<b>25</b>
<b>2.2 EVENT IN CONTEXT .....</b>	<b>25</b>
<b>2.2 FESTIVALS' NEGATIVE ENVIRONMENTAL IMPACTS .....</b>	<b>26</b>
2.2.1 Environmental impacts produced by arts festivals .....	28
<b>2.3 TOWARDS EVENT GREENING .....</b>	<b>31</b>
2.3.1 Sustainability and greening .....	32
2.3.2 Event greening, green event, and sustainability-focused event.....	33
2.3.3 The benchmark for event greening in South Africa .....	36
<b>2.4 BARRIERS RELATED TO GREENING ARTS FESTIVALS .....</b>	<b>37</b>
<b>2.5 STAKEHOLDER ENGAGEMENT .....</b>	<b>38</b>
<b>2.6 MOTIVATION TOWARDS GREENING ARTS FESTIVALS.....</b>	<b>41</b>
2.6.1 Arts festival attendees' perspective (demand side).....	41
2.6.2 Festival managers perspective (supply side) .....	42
2.6.3 Benefits and opportunities within greening arts festivals .....	42
<b>2.7 POTENTIAL GREEN PRACTICES TO BE SUPPORTED BY ATTENDEES SHOULD THEY BE IMPLEMENTED AT THE FESTIVAL .....</b>	<b>43</b>
2.7.1 Greener transport .....	43
2.7.2 Waste management .....	44
2.7.3 Water management .....	47
2.7.4 Energy management .....	48
2.7.5 Crowd and traffic management.....	49
<b>2.8 SUMMARY .....</b>	<b>53</b>

## **CHAPTER 3:GREEN CONSUMER BEHAVIOUR AND GREEN REWARDS PROGRAMMES**

<b>3.1 INTRODUCTION .....</b>	<b>55</b>
<b>3.2 CONSUMER BEHAVIOUR OVERVIEW .....</b>	<b>56</b>
<b>3.3 GREEN CONSUMER BEHAVIOUR.....</b>	<b>57</b>
3.3.1 The Transtheoretical Model of Change (TTM) .....	58
<b>3.4 ASPECTS THAT CAN MOTIVATE/ENCOURAGE GREEN BEHAVIOUR.....</b>	<b>61</b>



3.4.1 General aspects that motivate attendees' green behaviour .....	63
3.4.2 Skinner's theory of operant conditioning .....	64
3.4.2.1 How the theory of operant conditioning/reinforcement can be applied to the festival setting .....	66
3.4.2.1.2 Implementation of the rewards programme at arts festivals .....	68
3.4.3 Festival aspects that can motivate/encourage attendees' green behaviour .....	69
3.4.4 Other aspects that motivate/encourage attendees' green behaviour .....	70
<b>3.5 REWARDS/INCENTIVE PREFERENCES .....</b>	<b>71</b>
3.5.1 A desktop overview of existing rewards programmes in South Africa .....	71
3.5.1.1 Highlights of the desktop survey .....	75
3.5.2 Motivating green behaviour considerations.....	76
3.5.3 Motivating support in green practices through green rewards programmes .....	76
<b>3.6 ASPECTS FOR CONSIDERATIONS IN A GREEN REWARDS PROGRAMME FRAMEWORK .....</b>	<b>78</b>
3.6.1 Consumeristic/Monetary rewards programmes.....	79
3.6.2 Free items to aid green behaviour .....	83
3.6.3 Egoistic rewards .....	84
3.6.4 Altruistic rewards .....	85
<b>3.7 SUMMARY .....</b>	<b>88</b>

## **CHAPTER 4: RESEARCH METHODOLOGY**

<b>4.1 INTRODUCTION .....</b>	<b>89</b>
<b>4.2 RESEARCH PARADIGM .....</b>	<b>89</b>
4.2.1 Positivism paradigm .....	90
4.2.2 Interpretivism paradigm .....	90
4.2.3 Pragmatism paradigm .....	91
<b>4.3 RESEARCH PROJECT LITERATURE REVIEW .....</b>	<b>92</b>
4.3.1 Literature review .....	92
4.3.1.1 Literature review logical flow .....	95
<b>4.4 RESEARCH DESIGN.....</b>	<b>96</b>
4.4.1 Explanatory research design .....	97
4.4.2 Descriptive quantitative research design .....	97
4.4.3 Phenomenology qualitative research design.....	98
4.4.4 Case study qualitative research design/approach.....	98
<b>4.5 RESEARCH APPROACH.....</b>	<b>98</b>

4.5.1 Mixed methodology .....	99
<b>4.5 RESEARCH METHODOLOGY .....</b>	<b>102</b>
4.5.1 Phase 1: Quantitative research approach (Demand-side).....	102
4.5.1.1 Survey .....	102
4.5.1.2 Survey site and survey administration .....	102
4.5.1.3 Sampling techniques and size .....	102
4.5.1.4 Structure of the questionnaire.....	103
4.5.2 Statistical analysis .....	109
4.5.2.1 Descriptive analysis .....	109
4.5.2.2 Confirmatory factor analysis (CFA).....	109
4.5.3 Phase 2: Qualitative research approach (Supply-side) .....	111
4.5.2.1 Interviews .....	111
4.5.2.2 Interview participant and sampling selection.....	112
4.5.2.3 Sampling size .....	112
4.5.2.4 Open-ended interview site and administration .....	112
4.5.2.5 Data analysis.....	116
4.5.2.6 Trustworthiness/credibility for qualitative.....	117
<b>4.6 PROCEDURAL ISSUES IN THIS STUDY.....</b>	<b>118</b>
4.6.1 Implementation (timing) decision .....	118
4.6.2 Priority decisions .....	119
4.6.3 Integration decision .....	120
<b>4.7 ETHICAL CONSIDERATIONS.....</b>	<b>121</b>
<b>4.8 SUMMARY.....</b>	<b>121</b>

## **CHAPTER 5: EMPIRICAL RESEARCH FINDINGS**

<b>5.1 INTRODUCTION.....</b>	<b>123</b>
<b>5.2 PHASE 1: RESULTS OF THE QUANTITATIVE RESEARCH.....</b>	<b>124</b>
5.2.1 Results from descriptive statistics: Socio-demographic and behavioural .....	124
Profile of festival attendees (Section A of the quantitative questionnaire) .....	124
5.2.2 Results from descriptive statistics: The likelihood of potential green practices to .....	126
be supported if implemented at the festival (Section B of the quantitative questionnaire) .....	126
5.2.3 Results from descriptive statistics: The likelihood of potential green rewards to motive/encourage green behaviour at the festival (Section C of the quantitative questionnaire) .....	129

5.2.4 Results from descriptive statistics: Rewards programmes attendees are currently signed up for (Section D of the quantitative questionnaire).....	133
5.2.5 Results from the confirmatory factor analysis (CFA): Green practices .....	135
5.2.6 Results from the confirmatory factor analysis (CFA): Green rewards.....	138
5.2.7 Summary of the reliability evidence regarding green practice factors and green rewards to motivate/encourage green behaviour at the festival factor for a green rewards programme .....	143
5.2.8 Results from the Spearman's rank order correlation coefficient .....	146
5.2.9 Results from the <i>t</i> -test analyses.....	155
5.2.10 ANOVA Results .....	161
<b>5.3 PHASE 2: RESULTS OF THE QUALITATIVE RESEARCH (SUPPLY-SIDE) .....</b>	<b>180</b>
5.3.1 Green awareness (Theme 1) .....	180
5.3.2 Implementation of green practices at the festival (Theme 2).....	182
5.3.3 Challenges and motivators towards greening (Theme 3) .....	186
5.3.4 Green rewards (Theme 4) .....	192
5.3.5 Summative findings of the qualitative results .....	195
<b>5.4 SUMMARY .....</b>	<b>197</b>

## CHAPTER 6: CONCLUSIONS AND RECOMMENDATIONS

<b>6.1 INTRODUCTION .....</b>	<b>199</b>
<b>6.2 CONCLUSIONS .....</b>	<b>200</b>
6.2.1 Conclusions regarding Objective 1: Literature overview regarding the negative environmental impacts, barriers and motivators, stakeholder engagement and the green practices that festival managers need to consider towards event greening.....	200
6.2.2 Conclusions regarding Objective 2: Literature overview regarding a better understanding of the concept of green consumer behaviour and aspects (including rewards) that can motivate/encourage green behaviour at arts festivals.....	205
6.2.3 Conclusions regarding the research methodology overview for this study .....	209
6.2.4 Conclusions regarding Objective 3: An overview regarding determining the extent to which attendees are inclined to support specific green practices should they be implemented at the Vrystaat Arts Festival. To determine the extent to which green rewards will motivate/encourage attendees to be greener in their behaviour at the Vrystaat Arts Festival by supporting these green practices by means of an empirical investigation. ( <i>Demand side</i> ) .....	210
6.2.5 Conclusions regarding Objective 4: An overview regarding to festival .....	224

managers' green awareness, attitude and behaviour towards the greening of their.....	224
arts festival. ( <i>Supply side</i> )'.....	224
<b>6.3 A GREEN REWARDS PROGRAMME FRAMEWORK FOR THE VYSTAAT</b>	
<b>ARTS FESTIVAL (OBJECTIVE 5).....</b>	<b>225</b>
<b>6.4 RECOMMENDATIONS TO THE VRYSTAAT ARTS FESTIVAL MANAGERS.....</b>	<b>232</b>
<b>6.5 THE IMPLICATIONS OF THIS STUDY ON THE SUSTAINABLE DEVELOPMENT</b>	
<b>GOALS.....</b>	<b>238</b>
6.6.1 Literature contribution.....	245
6.6.2 Practical contribution.....	246
<b>6.7 LIMITATIONS OF THE STUDY.....</b>	<b>247</b>
<b>6.8 RECOMMENDATIONS FOR FUTURE RESEARCH.....</b>	<b>247</b>
<b>6.9 PERSONAL JOURNEY AND EXPERIENCE.....</b>	<b>248</b>
<b>BIBLIOGRAPHY.....</b>	<b>250</b>
<b>APPENDIX A: LANGUAGE EDITOR'S ENDORSEMENT.....</b>	<b>291</b>

**LIST OF TABLES**

---

Table 1.1: Previous studies conducted on the supply-side of greening events and festival ..... 5

Table 1.2: Previous studies conducted on aspects that influence green behaviour at events/festivals ..... 6

Table 1.3: Previous studies conducted on green strategies and green rewards programmes.... 9

Table 2.1: Green practices/initiatives implemented at festivals and events in South Africa..... 34

Table 2.1: Summative table of potential green practices to be supported by attendees should they be implemented at the festival ..... 50

Table 3.1: Green behaviour and attitude process of change..... 59

Table 3.2: Monetary rewards vs. Non-Monetary rewards in a festival context..... 77

Table 3.3: Summative table of aspects that can motivate/encourage attendees' green behaviour ..... 86

Table 4.1: Research paradigms summary ..... 91

Table 5.2: Resources used to gather information for the literature review ..... 94

Table 4.3: Details of the separate interview sessions ..... 113

Table 4.4: Reliability and Validity strategies..... 117

Table 6.1: Descriptive statistics: The socio-demographic and behavioural profile of attendees at the Vrystaat Arts Festival..... 124

Table 5.2: Descriptive results: The likelihood of potential green practices to be supported by attendees should they be implemented at the festival ..... 126

Table 5.3: Descriptive results: The likelihood of potential green rewards to motivate/encourage green behaviour at the festival..... 130

Table 5.4: Descriptive results: The likelihood of the most preferred types of rewards categories to motivate/encourage green behaviour at the festival..... 135

Table 5.5: Item loading (green practice items/aspects) for the 5 broader themed green practice factors ..... 137

Table 5.6: Item loading (aspects/rewards) for the 4 broader green rewards themed factors to motivate green behaviour ..... 140

Table 5.7: Summary of CFA goodness of fit indices ..... 142

Table 5.8: Summary of the reliability per questionnaire section ..... 143

Table 5.9: Spearman’s rank order correlations results: Green rewards factors and Green practices factors ..... 147

Table 5.10: Spearman’s rank order correlations results: Green practice factors and most preferred green rewards categories..... 149

Table 5.11: Spearman’s rank order correlations results: green rewards factors and most

preferred green rewards categories.....	151
Table 5.12: Spearman’s rank order correlations results: Socio-demographic, behavioural aspects and green practice factors.....	152
Table 5.13: Spearman’s rank order correlations results: Socio-demographic, behavioural aspects and green rewards factors.....	153
Table 5.14: Spearman’s rank order correlations results: Socio-demographic and the most preferred green rewards categories.....	154
Table 5.15: <i>t</i> -test results for gender of respondents and green practice factors and green rewards factors .....	155
Table 5.16: <i>t</i> -test results for type of accommodation and green practice factors and green rewards factors .....	156
Table 5.17: <i>t</i> -test results of type of transport and green practice factors and green rewards festival factors .....	158
Table 5.18: <i>t</i> -test results of work status of respondents and green practice factors and green rewards factors .....	160
Table 5.19: ANOVA, Tukey’s Post Hoc Multiple Comparisons and effect sizes for province of origin and green practice factors .....	162
Table 5.20: ANOVA, Tukey’s Post Hoc Multiple Comparisons and effect sizes for province of origin and green rewards factors .....	165
Table 5.21: ANOVA, Tukey’s Post Hoc Multiple Comparisons and effect sizes for home language and green practice factors and green rewards factors.....	167
Table 5.22: ANOVA, Tukey’s Post Hoc Multiple Comparisons and effect sizes for how green do you consider yourself to be? and green practice factors and green rewards factors.....	168
Table 5.23: ANOVA, Tukey’s Post Hoc Multiple Comparisons and effect sizes for how green you consider the event to be? and green practice factors and green rewards factors .....	170
Table 5.24: ANOVA, Tukey’s Post Hoc Multiple Comparisons and effect sizes for education and green practice factors.....	172
Table 5.25: ANOVA, Tukey’s Post Hoc Multiple Comparisons and effect sizes for education and green rewards factors.....	175
Table 5.26: ANOVA, Tukey’s Post Hoc Multiple Comparisons and effect sizes for income and green practice factors.....	177
Table 5.27: ANOVA, Tukey’s Post Hoc Multiple Comparisons and effect sizes for income and green rewards factors.....	179
Table 6.1: Symbols/colour and explanation of the green rewards programme framework .....	226
Table 6.2: The implications of this study and previous research on the sustainable development goals .....	240

## LIST OF FIGURES

---

Figure 2.1: The three pillars of sustainability.....	32
Figure 2.2: The relationship of stakeholders to events and festivals .....	39
Figure 3.1: Arts festival attendees' green behaviour process of change stages .....	59
Figure 3.2: Integrated conceptual framework of the aspects that can motivate/encourage festivals attendee's green behaviour .....	62
Figure 3.3: Skinner's Theory of Operant Conditioning .....	65
Figure 3.4: Respondent demographic.....	72
Figure 3.5: Tested loyalty programmes .....	73
Figure 3.6: Membership penetration by industry sector .....	74
Figure 3.7: Membership penetration by programme active usage .....	75
Figure 4.1: Literature reviews structure .....	95
Figure 4.2: Interview guide with questions across the 4 different categories .....	116
Figure 4.3: Explanatory sequential mixed methods research design applied for this study ....	119
Figure 5.1: Rewards programme in South Africa. ....	133
Figure 5.2: Rewards programmes in South Africa utilised the most.....	134
Figure 5.3: Confirmatory path diagram for the five broader themed green practice factors with many different aspects .....	136
Figure 5.4: Confirmatory path diagram for the four broader themed green rewards themed factors with many different aspects .....	139
Figure 6.1: Methodological approaches used to develop a green rewards programme framework.....	209
Figure 6.2: Summary of descriptive socio-demographic profile and general behaviour of attendees at Vrystaat Arts Festival .....	211
Figure 6.3: The rewards programmes South African attendees at the Vrystaart Arts Festival are signed up for and mostly used.....	216
Figure 6.4: A green rewards programme framework.....	228

# CHAPTER 1

---

## INTRODUCTION AND PROBLEM STATEMENT

### 1.1 INTRODUCTION

Prior to the outbreak of the coronavirus disease (COVID-19), events and festivals across the world had been one of the sectors rapidly growing in the tourism industry (Bachman & Hull, 2021). Unfortunately, events and festivals experienced a massive loss, which came in the form of cancellations and postponements due to the COVID-19 pandemic (Mohanty, Himanshi & Choudhury, 2020). “The strain on the event industry is already apparent” because of the new Covid variant Omicron, which was disclosed on 25 November 2021. The new variant was first detected in South Africa and has been found in several countries across the world (Hutchings, 2021). In the case of South Africa, event and festival planners can rely on the government’s Vooma vaccination campaign aimed at encouraging people in the country to get vaccinated. This will provide events and festivals with the opportunity to be hosted with only vaccinated attendees having full access (Hutchings, 2021). There is hope for the events industry, as there is now an increased number of festivals in South Africa that are scheduled to be hosted in 2022.

Tourism destinations across the globe host different events and festivals for their economic, environmental and social benefits. These events and festivals range from religious events, sports events, special events, leisure events, business events, as well as arts, cultural and music events or festivals (Metsi, 2017; Maputsoe, 2017; Raj, Walters & Rahid, 2017; Giulianotti, Armstrong, Hales & Hobbs, 2015; Ferreira, 2015; Kruger & Saayman, 2014; Bowdin, Allen, Harris, McDonnell & O’Toole, 2012; Kruger & Saayman, 2012; Shipway & Kirk, 2012; Herrero, Sanz, Bedate & Barrio, 2012). The benefits derived from these events and festivals include the promotion of host destinations; community pride and appreciation; increases in tourist visitation; tourism investment and development opportunities; increased environmental awareness, and increases in job opportunities (Mxunyelwa & Vallabh, 2017:1; Saayman, 2015; Etiosa, 2012:34; Bowdin *et al.*, 2012:81).

On the other hand, these events and festivals can also cause many negative impacts such as community alienation, loss of community ownership and control, bad behaviour, manipulation of community, and communities becoming resistant to tourism (Etiosa, 2012:34). Negative



environmental impacts are yet another example that is particularly concerning (Case, 2013:5); as environmental sustainability in the festival context is regularly overlooked (Holmes & Mair, 2018: 587; cited in Brinkmann & Garren, 2018:587). Getz and Page (2016:31) agree with this concern and further state that, too often, festival organisers/managers are slow to react when it comes to addressing these negative environmental impacts. This is not surprising, as a research report by IQAir (2022:11,35) revealed that South Africa is ranked number 39 as one of the countries to be producing air pollution, due to the burning of waste, transportation and energy generation. The findings revealed that Pretoria, Johannesburg and Bloemfontein to be contributing cities to air pollution. Furthermore, an article published on Infrastructurenews (2011) stated that “according to report commissioned by the World Wide Fund for Nature (WWF), South Africa is the 11th worst plastic polluter worldwide”. These negative environmental impacts can also be seen at events and festivals in South Africa. Examples of these negative environmental impacts include noise pollution, traffic congestion, waste disposal, insufficient parking at designated sites as well as energy and water wastage, uncontrolled crowd movement, and soil compression (Zhong, Buckley, Wardle & Wang, 2015:2019; Etiosa, 2012:32; Zhong, Deng, Song & Ding, 2011:2975; Gibson & Wong, 2011:93). These negative environmental impacts are especially severe in the case of outdoor events such as arts festivals (Gibson & Wong, 2011:93; Mair & Jago, 2010:683). Arts festivals will be the focus of this research, in which the Vrystaat arts festival was used as a case study/scenario.

An arts festival can be described as a temporary, unique themed event, open to the public, and capable of attracting large numbers of visitors to a certain area to attend productions, shows, musical performances and/or celebrations for a number of days, thus greatly utilising and impacting the surrounding environment and its natural resources (Kruger, 2019:3; Rudolph, 2016:8:42; Etiosa, 2012:13; Saayman & Rossouw, 2011:256; Mair & Jago, 2010:683). Failure to carefully manage, plan and organise festivals in an environmentally friendly manner will cause an undesirable turn in the sustainability of these events (Smith, 2014:5; David, 2009:101). Arts festivals therefore have an increasing obligation to better manage these negative environmental impacts by committing to, and engaging in, green practices that encourage, promote and facilitate the implementation of green practices (Almadani, 2012:15; Mair & Laing, 2012:683). This obligation is a result of the increase in climate change that has led to the booming movement of ‘going green’ or ‘greening’ as a way of developing and implementing practices that can assist in reducing negative environmental impacts. The concept going green or greening means to develop, implement and coordinate strategies in partnership with stakeholders to force change in

various industries in relation to products and services (Boons & Strannegard, 2000:14; Gupta, 1995:36).

The successful implementation of these green initiatives is therefore highly dependent on the support of, and collaboration between, specific role-players. These role-players include festival sponsors, regulating authorities and policymakers as well as, very importantly, festival attendees and festival managers (Jones, 2014:27). Festival attendees and their support of green practices, in particular, plays a crucial role in reducing the environmental impacts of festivals (Kim, Choi, Agrusa, Wang & Kim, 2010:309). This is because attendees are mostly responsible for the purchasing, consumption and disposing of products and services offered by festivals (Sethna & Blythe, 2016:6). Surprisingly though, research highlighting the opinions of these festival patrons when studying environmental impacts and practices is limited, especially considering that patrons are continuously identified as the most significant role-player (Laing & Frost, 2010; Andersson & Getz, 2009). Furthermore, research specifically in the context of South Africa reveals that arts festival attendees are not inclined to support green practices that require a greater form of effort, time or costs should they be implemented (Marumo, 2016:124). Fortunately, certain research studies validate the use of rewards to influence consumers' green attitude and behaviour (festival attendees) effectively and positively (Hammermann & Mohnen, 2013:334). Therefore, rewards programme strategies are a valuable and likely tool to assist festival managers in the successful implementation of green practices in their future endeavours towards becoming greener events (Alnajdawi, Emeagwali & Elrehail, 2017:173; Nagpal & Ravindra, 2016:7; Pillai & Sivathanu, 2014:1).

Research has been conducted on gaining a management perspective on event greening in the context of business events (Mair & Jago, 2010) and on the context of green award-winning music festivals (Mair & Laing, 2012). However, research is lacking on gaining managers' perspectives at arts festivals that are not recognised as being green, especially in South Africa. Festival managers also play a very crucial role in reducing negative environmental impacts because they are the central individuals who can connect key role-players (mainly attendees) and influence their decision-making process, choices and experience. They also act as a leverage point for moving arts festivals towards becoming greener (Ahmad, Rashid, Razak, Yusof & Shah, 2013:331; Stettler, 2011:9).

The aim of this research is therefore to develop a green rewards programme framework for a South Africa arts festival. The purpose of this chapter is to discuss the research process that was followed. Firstly, a background to the study will be provided, the problem will be presented and

the goals and objectives for the study will be identified. This will be followed by a discussion on the proposed research methodology, definition of key concepts and provision of a chapter classification.

## **1.2 BACKGROUND TO THE STUDY**

In recent years, many academics, regulating authorities, policy makers and festival managers have shown an increasing interest in understanding the common major environmental impacts caused by events and festivals (Dodds, Walsh & Koç, 2019; Boggia, Massei, Paolotti, Rocchi & Schiavi, 2018:837; Martinho, Gomes, Ramos, Santos, Gonçalves & Fonseca, 2018:10). This has led to an increase in the development of green practices/programmes that assist festival managers in the planning and hosting of more sustainable, greener events (Collins & Cooper, 2017:149). These green practices include, for instance, practices that facilitate waste minimisation and recycling, water conservation, reduction of noise and light pollution, eco-friendly transport alternatives and effective educational/awareness strategies (Collins & Cooper, 2017:150; Triratna Buddhafield, 2016; Sandton Central Management District, 2015; Steadfast, 2012; Dobson & Snowball, 2012).

The successful implementation of these green practices at festivals entails a collective process that requires the support of and involvement of various key role players, especially festival attendees and festival managers. Thus, it is crucial to understand “how the process of greening works within a broader event context” (Mair & Laing, 2012), which makes it important in this case to research both the demand and supply side of greening arts festivals in particular. Part of the process of greening arts festival mostly requires a change in attendees’ mindsets and attitudes and a willingness to change personal habits (Viviers, Botha & Marumo, 2017:1). However, this is often easier said than done, as research indicates that attendees are less likely to support and become involved in green practices where more time, effort and personal cost is required (Delian & Rum, 2019:359; Viviers, Botha & Marumo, 2019:12; Marumo, 2016:98,204). Thus, further research on the supply side of greening arts festivals is important to address this issue. This will firstly involve gaining perspective on the festival managers’ efforts to better understand the demand side for greening festivals and this involves gaining the perspective on festival attendees’ green attitude and behaviour, their decision-making process regarding the greener alternatives; and especially how rewards influence this behaviour and decision-making process (Trivedi, Patel & Savalia, 2015:69). Secondly, their efforts to improve the operational issues (logistics) related to

implementing green practices (Laing & Frost, 2010:263). Thirdly, their efforts to improve their marketing approach by incorporating a green message into the festival theme without compromising the overall festival experience (Laing & Frost, 2010:264).

Table 1.1 below highlights a few studies that have focused on the supply side of greening events and festival.

**Table 1.1: Previous studies conducted on the supply-side of greening events and festival**

<b>Authors</b>	<b>Title</b>	<b>Purpose of the study/research</b>
<b>Mair and Laing (2012)</b>	The greening of music festivals: motivations, barriers and outcomes. Applying the Mair and Jago model	<i>“To explore the drivers of, and barriers to, greening festivals and considers how events might be a vehicle for promoting sustainable behaviour. The application of the Mair and Jago model is tested.”</i>
<b>Dodds and Graci (2012)</b>	Greening of the Pride Toronto Festival: Lessons learned	<i>“To explore the process to green one of Canada’s largest festivals, Pride Toronto.”</i>
<b>Mair and Jago (2010)</b>	The development of a conceptual model of greening in the business events tourism sector	<i>“To develop a conceptual model of the corporate greening process that may apply to a number of different industrial sectors and then test the model in the specific context of business events within business tourism.”</i>
<b>Laing and Frost (2010)</b>	How green was my festival: Exploring challenges and opportunities associated with staging green events	<i>“To explore some of the issues encompassing the management and staging of a green event.”</i>

Source: Author’s own compilation.

Scientists and researchers confirm that many of today’s most serious environmental problems can be attributed to the behaviour of consumers (Han, 2021:221; Bolderdijk & Steg, 2015:4); and that modifying the behaviour of these individual consumers (festival attendees) is thus a main element in mitigating environmental issues (Wu, Font, Liu, 2021:735; Xu, Huang & Whitmarsh, 2020:1443; Dietz, Gardner, Gilligan, Stern & Vandenbergh, 2009:18453). Modifying or influencing this behaviour can be complex and challenging since consumers’ behaviour and decision-making processes are subject to many different influential aspects. Some of these aspects, as identified in the literature on green behaviour, can be cultural aspects (e.g. cultural values and subculture), social aspects (e.g. reference groups and family), individual or personal aspects (e.g. lifestyle, age, occupation and income); psychological aspects (e.g. perception, beliefs, attitude and motivation); and situational aspects (e.g. physical surroundings and circumstances) (Groening, Sarkis & Zhu, 2018:1858-1859; Gordon-Wilson & Modi, 2015:3-4; Kaufmann, Panni & Orphanidou, 2012:52-53). Particular studies that pertinently focus on the influence of some of these aspects on green attitude and behaviour in events and festivals are highlighted in Table 1.2 below.

**Table 1.2: Previous studies conducted on aspects that influence green behaviour at events/festivals**

<b>Authors</b>	<b>Title</b>	<b>Findings</b>
<b>Alonso-Vazquez, Packer, Fairley and Hughes (2019: 98)</b>	The role of place attachment and festival attachment in influencing attendees' environmentally responsible behaviours at music festivals	<p><b>Attendees' green behaviour was influenced by:</b></p> <ul style="list-style-type: none"> <li>• Pro-social motivation (attendees' interaction with the community, festival organisers and stall owners).</li> <li>• Pro-environmental values (recycling-throwing litter in provided bins).</li> <li>• Self-Identity (attendees identified themselves with the core values of the community and as well as the core values of the festival towards going green).</li> <li>• Norms – following/learning the local community's pro-environmentally behaviour Their sense of responsibility to protect the environment.</li> </ul>
<b>Tölkes and Butzmann (2018: 10-11)</b>	Motivating Pro-Sustainable Behavior: The Potential of Green Events—A Case-Study from the Munich Streetlife Festival	<p><b>The learning effects of the festival's education program an influence on attendees:</b></p> <ul style="list-style-type: none"> <li>• Awareness of environmental concerns that led to them committing themselves to pro-environmental actions.</li> <li>• Motivation to <i>learn about the environment, environmental behaviours and their beliefs concerning perceived behavioural control.</i></li> <li>• Subjective norm (the influence of social peer groups).</li> <li>• Moral norm (rules/laws on socially acceptable behaviour).</li> </ul>
<b>Dodds (2017)</b>	Sustainability In Canadian festivals	<p><b>Factors influencing green behaviour at festivals:</b></p> <ul style="list-style-type: none"> <li>• <b>Age:</b> Younger festival attendees practiced the most sustainable behaviour at festivals.</li> <li>• <b>The festivals green practices:</b> Green practices at festivals play a major role in influencing attendees' decision-making to attend the festival and willingness to spent more at green events.</li> </ul>
<b>Wong, Wan and Qi (2015:309)</b>	Green events, value perceptions, and the role of consumer involvement in festival design and performance	<p><b>Consumer green spending/willingness to pay behaviour was influenced by:</b></p> <ul style="list-style-type: none"> <li>• Attendees' opportunity to be involved/engaged in the greening process at the festival.</li> <li>• Availability of information on green practices/products.</li> </ul>
<b>Barber, Kim and Barth (2014)</b>	The importance of Recycling to U.S Festival Visitors: A Preliminary Study	<p><b>Environmental behaviour attitude towards recycling intention is influenced by:</b></p> <ul style="list-style-type: none"> <li>• <b>Age:</b> Millennials and generation Xers have a strong environmental attitude and traditional values and Generation Xers have moderate social normative values.</li> </ul>
<b>Henderson and Musgrave (2014)</b>	Changing audience behaviour: festival goers and throwaway tents	<p><b>Attendees' green behaviour towards waste management is influenced by:</b></p>

Authors	Title	Findings
<b>Song, Lee, Kang and Boo (2012)</b>	The effect of environmentally friendly perception on festival visitors' decision-making process using an extend model of goal-directed behaviour	<ul style="list-style-type: none"> <li>• Social marketing (education and communication on recycling).</li> <li>• Rewards (rewards received for using tents offered by the festival).</li> </ul> <p><b>Attendees' environmentally friendly behaviour influenced their decision-making process to purchase/consume products and services due to:</b></p> <ul style="list-style-type: none"> <li>• Previous experiences related to the engagement/purchasing of activities/products/services can likely develop the desire or motivation to seek similar experiences.</li> <li>• Attendees' awareness and understanding of environmental problems can motivate them to behave in an environmentally friendly manner when purchasing and consuming products.</li> </ul>

Source: Author's own compilation.

Regardless of the influx of these types of studies in literature, research on this terrain and in specific contexts is still limited. More extensive research is thus necessary to make provision for different and unique contexts, and thus the extent to which these identified aspects play a role in the given scenario. For example, the specific type of event and visitor market, the country/location in which the event/festival is hosted, and the festival setting (e.g. natural/outdoor setting and man-made/indoor setting or temporary and structured setting), can account for different aspects that influence attendees' green behaviour for that specific setting. Furthermore, the studies identified in Table 1.2 often account for only certain aspects and not a broader range of aspects across the cultural, social, personal, psychological and situational themes as previously identified. In addition to this, questions, such as how consumers'/attendees' environmental concern increases and what triggers their green behaviour and converts the behaviour into real actions, are far from well answered (Jiang & Kim, 2014:309). This is confirmed by leading authors Mair and Laing (2013:1114) within this field of research, who state that identifying aspects that influence green behaviour is necessary for event/festival managers to develop successful guidelines/strategies that trigger support, efforts, and even excitement amongst festival attendees. Thus, for festival managers understanding which behavioural aspects, to what extent, and for what scenario is important in bridging the demand and supply gap for more future endeavours towards greener events/festivals.

Even so, the complexities of human behaviour and the diversity of scenarios where greening is necessitated make such greening initiatives challenging (Choi & Ng, 2011:269; Dickson & Arcodia, 2010:1). Also, as a further challenge, sustainable consumption often includes, on behalf

of the customers, some degree of physical or financial discomfort (Bolderdijk & Steg, 2015). To help bridge these challenges, arts festival managers and other key stakeholders can resort to rewards programmes to encourage and successfully implement these green initiatives at festivals (Lossin, Kozlovskiy, Sodenkamp & Staake, 2016:5; Hammermann & Mohanen, 2013:62). Developing a rewards/incentive programme unique to a specific festival, can serve as an invaluable tool to convince and motivate consumers (attendees) by means of more personal, internal reasons to change their behaviour and to adopt practices they otherwise would not have considered (Jung, Tanford, Kim & Raab, 2018:287; Bolderdijk & Steg, 2015:10). A reward is a token received for completing or doing well in a task and the expectation motivates good behaviour (Blaukopf & DiGirolam, 2007:632). Rewards towards greening initiatives can therefore increase participation in these efforts. Skinner (1974) affirmed this by explaining positive reinforcements used in the “theory of operant condition”. This theory is a method of learning that occurs when an individual makes association between a favourable behaviour (good) and unfavourable behaviour (consequences). The theory will be applied to assist in shaping festival attendees’ behaviour through rewards, penalties, and effective education and awareness campaigns/initiatives (McLeod, 2018:1;6-7). Furthermore, rewards trigger consumers' enjoyment and liking and strengthen the behaviour (Blaukopf & DiGirolam, 2007:627). Mandago (2018:3) confirms this and points out that applying a green rewards programme based on environmental sustainability has a positive impact on increasing individuals’ satisfaction, willingness and motivation to experiment with green initiatives (Renwick, Redman & Maguire, 2013:7). Different kinds of rewards can also generate different reactions between individuals who have participated in a green programme and individuals who have not participated (Jung *et al.*, 2018:5).

Saunders (2009) confirms that we are witnessing a new era of innovative business models such as rewards programmes, whereby offering financial rewards for doing the right thing is increasingly explored as a means to change the environmental practices of customers - perhaps completely. Rewards programmes can be developed by partnering with discount tools from other local businesses (Gramigna, 2017). Moreover, offering rewards can ultimately assist managers to increase the number of consumers attracted to the rewards programme, while providing insights about their consumer behaviour to develop even more relevant promotions and offers in the future (Gramigna, 2017). It is thus essential to understand how rewards effect green behaviour to further understand the psychological elements of rewards (Blaukopf & DiGirolam, 2007:627). Table 1.3 highlights some studies and initiatives pertaining to green strategies and rewards programmes.

Table 1.3: Previous studies conducted on green strategies and green rewards programmes

Source	Title	Strategy/objectives	Sector/ Location
<b>Dastjerdi, Kaplan, Silva, Nielsen and Pereira (2019)</b>	Participating in an environmental loyalty program with a real-time multimodal travel app: User needs, environmental and privacy motivators	<p><b>Green transport App:</b></p> <ul style="list-style-type: none"> <li>✓ Provides users with information about CO<sub>2</sub> emissions produced /saved by taking different travel options;</li> <li>✓ The app enables its users to register for an <b>environmental-friendly loyalty program</b>: the more an environmental-friendly itinerary they take, the more bonus points they earn.</li> </ul>	Greater Copenhagen Region (Denmark)
<b>Line, Hanks and Miao (2018)</b>	Image Matters: Incentivizing Green Tourism Behavior	<p><b>Sustainability program:</b></p> <ul style="list-style-type: none"> <li>✓ Financial incentives</li> <li>✓ Amenity incentives</li> <li>✓ Environmental incentives</li> <li>✓ Status incentives</li> </ul>	Lodging properties
<b>Sengvong and Bai (2017)</b>	Persuasive Public-Friendly Route Recommendation with Flexible Rewards	<p><b>Public-friendly recommendation system:</b></p> <ul style="list-style-type: none"> <li>✓ An individual travelling by own-car can earn a point when switching to greener transport options (bus/train).</li> <li>✓ An individual can use redeem points accumulated with other services such as paying for car parking and fuel purchases.</li> </ul>	Europe
<b>Tanford and Malek (2015)</b>	Segmentation of Reward Program Members to Increase Customer Loyalty: The Role of Attitudes Towards Green Hotel Practices	<p><b>Make a Green Choice:</b></p> <ul style="list-style-type: none"> <li>✓ <i>Opting out of all housekeeping in exchange for 500 extra Starpoint loyalty points:</i></li> <li>✓ <i>Receiving a \$5 food voucher per day.</i></li> </ul>	Hospitality sector (Hotel) (United States)
<b>Klade, Mert, Seebacher and Schultz (2013)</b>	Sustainable behaviour at work and in private life: the contribution of enterprises	<p><b>Sustainable Workshops:</b></p> <ul style="list-style-type: none"> <li>✓ <b>Kindergarten organic food:</b> Provision of information on healthy and eco-friendly child nutrition provided to interested parents.</li> <li>✓ <b>Eco button:</b> <i>Employees who decide to walk, cycle or use car-pooling to get to their workplace may push an 'eco button' next to the time clock to gather an eco-bonus of 1 € per day.</i></li> <li>✓ <b>Integrated consultancy:</b> <i>Environmental and health experts help to create a personal training and mobility plan based on the individual physical and health status and the mobility profile.</i></li> <li>✓ <b>Integrated health and environment circle:</b> <i>The health circle of the company integrates ecological aspects into the workplace promotion scheme.</i></li> </ul>	Company/ workplace (Austria)
<b>Goldblatt (2011)</b>	The complete guide to greener meetings and events	<p><b>Model Greener Event - IMEX: Education system:</b></p> <ul style="list-style-type: none"> <li>✓ Educate and inform delegates about the importance of being "green".</li> </ul>	Green meetings and events (Germany)



Source	Title	Strategy/objectives	Sector/ Location
Levy and Park (2011)	An Analysis of CSR Activities in the Lodging Industry	<b>Rewards frequent-stay program:</b> ✓ <i>Donating points received to the World Vision for Japan tsunami and earthquake relief efforts.</i>	Lodging Industry (United States)

Source: Author's compilation.

The studies and initiatives in Table 1.3 highlight green rewards programmes and strategies that not only influence green awareness and attitude, but also result in green behaviour such as greener transport alternatives (Dastjerdi, Kaplan, Silva, Nielsen & Pereira, 2019; Sengvong & Bai, 2017); greener accommodation options (Tanford & Malek, 2015); greener commitments (Levy & Park, 2011); and education and awareness campaigns towards greening (Klade *et al.*, 2013). However, different kinds of rewards can generate different reactions between individuals (Giebelhausen, Chun, Cronin & Hult, as cited by Jung, Tanford, Kim & Raab, 2018:5). This makes it essential to investigate further whether managers of arts festivals in South Africa understand the process of event greening, the trends, and changes in the needs of the market and understand attendees' attitudes and preferences towards certain initiatives and rewards that will encourage greener behaviour amongst them without compromising the festival experience. This will provide the necessary insights to develop a green rewards programme framework for a South African festival.

### 1.3 PROBLEM STATEMENT

Prior to the Covid-19 pandemic, the number of organised and hosted events/festivals was growing globally and so was the concern for more events to go green (Holmes & Mair, 2018:584). Arts festivals in particular, are known to be highly dependent on the natural environment to cater for the needs, wants and expectation of attendees, and poor management of these natural resources can result in a number of negative environmental impacts (Alonso-Vazquez, Parker, Fairley & Hughes, 2019:91). Due to the festival-related activities and services such as on-site/off-site accommodation, food stalls and productions offered by these festivals, the mass movement of attendees noticeably caused environmental impacts (Alonso-Vazquez *et al.*, 2019:91; Zhong *et al.*, 2015:2019; Gibson & Wong, 2011:93).

Furthermore, according to Xu, Huang and Whitmarsh (2020:1443) and Wu, Font and Liu (2021:735) environmental issues such as global warming and climate change are worsening, and

an increase in responsible behavioural changes can significantly reduce the overconsumption of natural resources and greenhouse gas emissions. As a result, there has been a growing expectation for events such as arts festivals, to explore greener alternatives such as green practices and to motivate/encourage green behaviour amongst festival attendees (Holmes & Mair, 2018:585-586; Cummings, 2016:170). This is supported by recent research findings from the survey conducted by GlobalScan in collaboration with CVS Health, IKEA, PepsiCo, Visa, and WWF International, which revealed that “*Covid-19 has strengthened the importance of changing behaviour and triggered an increasing self-awareness to consumers’ individual and personal environmental impact*” (Cossio, 2020).

There is a global concern, awareness and effort to motivate and encourage behavioural changes of individuals/attendees (Mair & Laing, 2013:1114; Tölkes & Butzmann, 2018:2; Jung *et al.*, 2019:286). In the South African context however, attendees’ green behaviour cannot always be guaranteed even though attendees communicated their intention to support green practices should they be implemented at arts festivals (Viviers *et al.*, 2019:13; Marumo, 2016:206). This is not surprising, since research often emphasises that consumer behaviour by any account, including green consumer behaviour, is complex and sometimes unpredictable due to the many aspects that influence individuals’ decision-making processes (Mohotloane, 2017:10; Moisander, 2007:404). Another concern is that festival managers, most often, are slow to react to mitigating negative environmental impacts (Getz & Page, 2016:31). A lack of knowledge, awareness and understanding of green practices that best motivate and encourage green behaviour is evident in the South African context.

As arts festival managers become accustomed to the uncertainties brought by the Covid-19 pandemic and the discoveries of new variants moving forward, different practices/initiatives will still need to be thought of, planned, developed, and introduced to motivate/encourage the engagement in more green behaviour and support of green practices. In this case, a rewards programme can be a possible implementable green practice. Rewards programmes have proven to be a promising and effective tool to encourage general behaviour change (Meyer-Waarden, 2006:88) and consumer behaviour towards greener alternatives (Bettencourt, 2017). More specifically, research also confirms that rewards are more likely to result in green behaviour of attendees at festivals (Alonso-Vazquez, 2015:104).

In light of the above, it is imperative that the study explores both demand and supply side perspectives to provide arts festival managers in South Africa with a better understanding of the key aspects (and specifically rewards programmes) that contribute to attendees’ green behaviour,

and the green practices that can be implemented towards greening an arts festival. This type of research in the context of South African arts festivals is limited (Viviers & Botha, 2018:476). This understanding will assist arts festivals towards becoming greener events, which is invaluable against the backdrop of the pertinent global warming and environmental challenges and the increasing obligation that these events need to create to position the festival as an environmentally responsible event.

Therefore, the main aim of this study is to *develop a green rewards programme framework for a South African arts festival*.

## **1.4 GOALS AND OBJECTIVES**

The main goal and subsequent objectives of this study are stated below.

### **1.4.1 Main goal**

To develop a green rewards programme framework for a South African arts festival.

### **1.4.2 Research objectives**

The following objectives are formulated to achieve the main goal of the study.

#### **Objective 1:**

To examine the literature regarding the negative environmental impacts, barriers and motivators, stakeholder engagement and the green practices that festival managers need to consider towards event greening.

#### **Objective 2:**

To contextualise the research problem by examining the literature to better understand the concept of green consumer behaviour and aspects (including rewards) that can motivate/encourage green behaviour at arts festivals.

#### **Objective 3:**

To determine the extent to which attendees are inclined to support specific green practices should they be implemented at the Vrystaat Arts Festival. To determine the extent to which green rewards

will motivate/encourage attendees to be greener in their behaviour at the Vrystaat Arts Festival by supporting these green practices by means of an empirical investigation. (*Demand side*)

**Objective 4:**

To determine festival managers' green awareness, attitude and behaviour towards the greening of their arts festival. (*Supply side*)

**Objective 5:**

Based on the results of the quantitative (demand side) and qualitative (supply side) study and the literature review, to draw conclusions and make recommendations and ultimately develop and propose a green rewards programme framework for the Vrystaat Arts Festival.

The identified objectives guide the study towards the development of a proposed framework that will provide key insight on how festival managers can develop adaptable guidelines that identify key green practices and how to implement them and also identify aspects that can motivate/encourage green behaviour amongst attendees at arts festivals in South Africa as a means to reduce negative environmental impacts.

## **1.5 METHOD OF RESEARCH**

It is important to note that this study followed a demand and supply side approach based on the opinions of both the Vrystaat Arts Festival attendees and managers to gain their perspectives on the concepts of event greening, rewards and the understanding of attendees' green behaviour. To reach the objectives of this study and to find practical solutions to the research problem, a mixed research method approach (quantitative with questionnaires and qualitative with interviews) was used.

### **1.5.1 Literature study**

The literature study consists of reviewing international and national journal articles, books, dissertations and theses from various universities and other related sources available on the North-West University Library database, Google and Google Scholar. The following are the keywords included in the literature investigation: *arts and music festivals, negative environmental impacts, event greening, green practices/initiatives, stakeholder engagement, green consumer*

*behaviour, aspects that can influence behaviour, rewards programmes in South Africa.* The focus of this study lies heavily in the possible green rewards that can motivate/encourage festival attendees to be greener in their behaviour at festivals. However, the literature study provides an overall understanding to the aspects in terms of managers steering towards event greening and aspects including rewards that can motivate/encourage attendees to be greener in their behaviour and increase the inclination of attendees to engage and support green practices at arts festivals.

### **1.5.2. Research design**

The research design is a framework of how to conduct the study (Sileyew, 2019:2). Durbarry (2018:5), highlights that there are four types of research designs. These are exploratory, descriptive, explanatory and predictive. In this study, explanatory and descriptive research design was used to gain in-depth knowledge/understanding of the influence of green rewards programme on festival attendees' green behaviour towards the greening of arts festivals through the literature study and the empirical research. Welthagen (2017:99) explains that explanatory research is conducted to discover in-depth information, understand '*why*' and '*how*' questions, and measure some relationships between the key aspects studied. While, according to Akhtar (2016:76), a descriptive study may be concerned with individuals' attitude and perspective towards a particular situation and reveal the characteristics of a particular group or situation (e.g. socio-demographic profile). The explanatory research was therefore applied during the quantitative and qualitative stages of the study to explain the demand side and supply side perspective towards greening an arts festival. The descriptive research was therefore only applied in the quantitative stage to explain the socio demographic profile and general green behaviour of festival attendees.

### **1.5.3 Research method**

During research design, it is crucial to make a decision on the research approach to be used in a study. A research method/approach assists in determining information related to the study that will be obtained (Sileyew, 2019:2). Therefore, a mixed methodology (combination of qualitative and quantitative) was selected for this study. Mixed methods research is the process of using both the quantitative and qualitative data collection procedures in a single study to provide an in-depth understanding to answers to the research topic resulting from the combination of the strengths of each approach (Venkatesh, Brown & Sullivan, 2016:436; Creswell, Klassen, Clark & Smith, 2011:5). Based on mixed methods, qualitative and quantitative, an explanatory sequential design and a phenomenology with a case study design/approach was applied.

#### *1.5.3.1 Explanatory sequential design*

Lelissa (2017:99) explains that explanatory research builds on exploratory and descriptive research. Some of the key aspects/themes measured in the quantitative research are used to develop a qualitative measuring instrument (interview guide) to provide answers to the research problem. The integration of the explanatory sequential design was applied using a “follow-up” method: qualitative results were used to assist to provide an in-depth understating of the initial quantitative results, as in the case of this study (see Figure 4.3). Creswell (2013) states that an explanatory sequential design is a mixed method approach when the researcher has a strong quantitative background. In summary, in this study the quantitative data was collected, analysed and interpreted; the findings assisted in planning and identifying the key themes and aspects to develop the interview guide; hence the qualitative information is provided in the study.

#### *1.5.3.2 Phenomenology and case study design/approach*

According to Alase (2017:10) a phenomenology research design is used to provide a better understanding of the personal “lived experiences” of individuals included in the study. Yin (2009:4) on the other hand, explains that a case study research design assists in providing the opportunity to “retain the holistic and meaningful characteristics of real-life events such as individual life cycles, small group behaviour”. Therefore, a phenomenology with a case study approach is used to gain in-depth information and perceptions from individuals through inductive, qualitative interviews and present the findings from the interviewee’s perspective (Embree, 1992:1). In this study, this method will assist in gaining the festival managers’ perspective on the process of greening arts festivals, the implementation of green practices and the use of rewards to motivate/encourage attendees to be greener in behaviour and increase the inclination of attendees to engage and support the green practices should they be implemented at arts festivals.

#### **1.5.4 Phase 1: Quantitative research approach (Demand side)**

Quantitative research approach as applied in the study is grounded in the positivism approach that used deductive and confirmatory approaches to “measuring pervasiveness of ‘known’ phenomena and central patterns of association, including inferences of causality” (Creswell, Klassen, Clark & Smith, 2011:5).

#### 1.5.4.1 Survey site

The survey was conducted at the Vrystaat Arts Festival in Bloemfontein, Free State Province, South Africa. The festival, over the past 21 years, has been one of the key arts festivals on the African continent that offers its audience various national and international works in a range of genres. In addition, it consists of nine initiatives focusing on the literature, health, innovative art, exchange and marketplaces. The festival prides itself on supporting the development and presentation of the great art in the Free State province. The Vrystaat Arts Festival is considered to be *'the first and only South African cultural entity to follow Khoi-San protocol, recognising the First Nations people and traditional owners of the land in public platforms and the festival programme'* (Vrystaat Arts Festival, 2019).

The host province, Free State, is centred in the heart of South Africa and is a neighbour to six of the nine provinces in South Africa and the kingdom of Lesotho. This province, as a tourist attraction, is associated with offerings that lie in its scenic beauty and natural attractions (SA Specialist South African Tourism, 2019). Free State is the third-largest province in the country with the second-smallest population and the second-lowest population density. The capital city of the province is Bloemfontein, known as the South Africa's judicial capital. Agriculture, mining and manufacturing are the sectors that contribute to the economy of the province (Yes Media, 2022). Nonetheless, the Free State Province is one of the provinces in South Africa to experience major environmental impacts such as water shortage, water pollution and poor infrastructure development since 2015 due to a shortage of rain resulting in the decrease of dam levels (Masiteng, 2020). The energy crisis experienced across the country represents another major environmental impact experienced in the province.

The festival was selected because of the lack of research at arts festivals that are not recognised as being green in South Africa. Other important features considered is that this arts festival is hosted over 5 days, has an outdoor and indoor setting, and temporary and structured setting, offers diversity in demographics, accounts for major environmental impacts and various aspects that can influence attendees' green behaviour, due to the large numbers that each festival attracts annually. This information was important to provide an understanding of the need for a green rewards programme.

#### 1.5.4.2 Sampling

The population for the quantitative study consisted of the individuals (visitors and community members) who attended the Vrystaat Arts Festival between the 3-7 July 2019. Therefore, out of

the 160 000 attendees the festival attracts over the period of 5 days, a total sample of 450 (N) was selected. A probability and a nonprobability sampling method were employed for the quantitative stage (Burns & Bush, 2014:146; 254). A stratified and convenience sampling procedure was also followed by targeting festival attendees at various high-traffic designated areas such as festival grounds, food courts and show/theatre venues on the festival terrain (Burns & Bush; 2014; Fowler, 2013:37). A total of  $n = 408$  usable surveys were retained for data analysis. This meets Cooper and Emory (1995:207) and Krejcie and Morgan (1970:608) indication that for a population of 100 000 (N), the ideal sample is 384 ( $n$ ). Therefore, the sample size of this festival was adequate.

#### 1.5.4.3 Measuring instrument

The questionnaire was adapted from the study conducted by Marumo (2016) to obtain replies to the research questions and statements developed that will be included in the literature review for this research study. The questionnaire consisted of four sections that will form part of the elements included in developing a framework for a green rewards programme (see Section 4.5.1.4). Section A of the questionnaire consisted of the festival attendees' socio-demographic profile and attendees' general behavioural aspects regarding their green awareness at an arts festival.

Section B consisted of green attitude and behavioural statements related to attendees' inclination to support specific green practices should they be implemented at the Vrystaat Arts Festival. A 5-point Likert scale where 5 = Definitely to 1 = Not at all was used to rate the statements (aspects). This section categorised into five green practice themes with many different aspects (practices) under each theme labelled: (1) *Greener transport management*; (2) *Waste management*; (3) *Water management*; (4) *Energy management*; and (5) *Crowd and traffic management* (Viviers *et al.*, 2019:9-10; Viviers *et al.*, 2017:4-5; Marumo, 2016:53-65).

Section C of the questionnaire dealt with statements related to the type of rewards programmes that will motivate/encourage attendees to be greener in their behaviour at the Vrystaat Arts Festival by supporting these green practices. This section was categorised into four green rewards themes with many different aspects (rewards) under each theme labelled: (1) *Consumeristic/monetary*; (2) *Free reward items to aid green behaviour*; (3) *Egoistic*; and (4) *Altruistic*. A 5-point Likert scale measurement in the questionnaire were 5 = Definitely to 1 = Not at all was used to rate statements (Eighty20 & Trittech Media, 2018:3,6; Truth & WhyFive, 2016; 2017; 2018; Corbishly. 2017:56, 61-64).



Lastly, Section D further consisted of yes and no questions, where festival attendees needed to indicate the different rewards programmes that attendees are currently signed up for, as well as to identify the most utilised rewards programmes (Truth, 2016:10); and the most preferred type of rewards category overall (*Consumeristic rewards, Free reward items to aid green behaviour, Egoistic rewards and Altruistic rewards*) based on a 5-point Likert scale of measurement in the questionnaire (Eighty20 & Tritech Media, 2018:3,6; Corbishly. 2017:56, 61-64; Truth & WhyFive, 2016; 2017; 2018). Lastly, an open question section was provided for suggestions and recommendations with regards to arts festivals going green and the implementation of rewards programmes.

#### *1.5.4.4 Validity*

Validity refers to “whether the questionnaire measured what it was supposed to” (Bolarinwa, 2020:195). Taherdoost (2016:28) states that validity explains how well the collected data covers the main purpose of the research. For the quantitative survey, the “goodness-of-fit index” was used to measure the validity of what was measured in the questionnaire. The validity of the questionnaire proved to be acceptable/significant.

#### *1.5.4.5 Reliability (measurement scale)*

Reliability is a type of analysis that measures the “consistency, prevision, repeatability and trustworthiness” of the research (Mohajan, 2017:10). For the purpose of the quantitative survey, this analysis was used to measure the reliability of the developed and administered questionnaire based on the response from the respondents regarding the format in which questions/statements were asked (Heale & Twycross, 2015:66).

#### *1.5.4.6 Data analysis*

The data for the quantitative stage collected from the self-administered survey was captured using Microsoft Excel© and the Statistical Package for Social Sciences (SPSS) was used to analyse the data. A multivariate analysis was used to analyse the data collected. A multivariate statistic refers to the “use of all statistics where there are more than two variables simultaneously analysed” (Wuensch, 2019:1). For the purpose of this study, the multivariate analysis is selected to study the dataset in relation to the focus of study which is consumer and market research. Various multivariate techniques such as descriptive analysis, exploratory and confirmatory factor analyses, independent/paired *t*-test analysis, ANOVAs and correlation coefficient analysis were used to check the “relationship between variables in an overarching way and to quantify the relationship between variables” (Wuensch, 2019:1; Shiker, 2012:56).

### **1.5.5 Phase 2: Qualitative research approach (Supply-side)**

A qualitative research approach, as applied in the study, is grounded in the interpretivism paradigm that uses an inductive approach that seeks to provide richer explanations of research questions and purposefully make note of small clues to determine individual's behaviour (Creswell, Klassen, Clark & Smith, 2013:5; Tracy, 2011:3).

#### *1.5.5.1 Interview site*

As a result of the Covid-19 pandemic, the interviews were conducted online using the Zoom Cloud Meetings/Zoom Video Communication. An online interview was selected to adhere to the strict Covid-19 protocols.

#### *1.5.5.2 Sampling*

A purposive sampling was followed by intentionally selecting individuals within the festival management to provide in-depth information that other choices cannot provide (Wilson, 2010:199). The population for the qualitative study embraces key stakeholders' responsible for festival staging, logistics, marketing and promotion plans of festivals, sponsorship strategies and health and safety at a festival. Thus, the purposive sampling was required when selecting specific individuals who have knowledge of these roles.

Prior to the interviews, the festival director provided/identified six individuals in management positions and only 4 managers committed to the process. Currently, these are the people still responsible for the planning and coordinating key areas of the festival such as marketing and promotion planning, financial and sponsorship planning, event operations (e.g. staging and logistics) and risk management (e.g. safety, health and events) that need more attention when it comes to effectively greening the festival and acting as leverage point to influence attendees' green behaviour in the future. According to Duke (1984), the sample size between 3 and 10 is adequate (cited in Creswell, 2013:156; Sim, Saunders, Waterfield & Kingstone, 2018:621). Therefore, the sample size was deemed adequate for the qualitative research.

It is important to note that the qualitative research for the study, did not include a focus group because the focus is on a case study perspective.

#### 1.5.5.3 Method of data collection

According to Remler and Van Ryzin (2011:63), semi-structured interviews (open-ended questions with probes to guide the interview) and unstructured interviews (no pre-determined questions) are used to collect qualitative data. Therefore, open-ended questions with probes to guide the interview was used to collect the qualitative data for this study.

Prior to the interviews, an e-mail highlighted the aim and objectives of the study. In the case of no response after a week, a follow-up email was sent to the participant. Once the interview appointment was confirmed, a consent letter was emailed (Appendix D) and completed by each interviewee for record purposes. The interview was conducted via Zoom Cloud Meetings. On the day of the interview, consent was obtained for each participant to record the interview session for transcription purposes done from the recordings and not the Zoom transcription features. Each interview session took approximately 1 hour to 1 hour 30 minutes to complete. Interviewees were informed that their participation in the study was completely voluntary, anonymous and confidential.

#### 1.5.5.4 Measuring instrument

The interview guide developed consisted of open-ended questions with categorised four broader themes with many different aspects under each theme. These were *green awareness*, *implementation of green practices at the festival*, *challenges and motivators towards greening arts festivals*, and *green rewards*. The aspects under each theme will further form part of the aspects that will be included in the development of a framework for a green rewards programme.

The first section in the interview guide consists of open-ended questions on festival managers' green awareness. The second section explores the implementation of green practices such as greener transport options, waste management, water management, energy management; and crowd and traffic management (Viviers *et al.*, 2019:9-10; Viviers *et al.*, 2017:4-5; Marumo, 2016:53-65). The third section consists of open-ended questions to gain information on the challenges and motivators towards greening. The fourth and last section, consists of open-ended questions on green rewards, namely consumeristic/monetary, free items to aid green behaviour, egoistic; and altruistic (Eighty20 & Trittech Media, 2018:3,6; Corbishly. 2017:56, 61-64; Truth & WhyFive, 2016; 2017; 2018).

#### *1.5.5.5 Credibility and trustworthiness*

Credibility (validity) is described as the “appropriateness” of the tools, processes and data and trustworthiness (reliability) is referred to “exact replicability of the processes and the results” from transcribed interviews (Leung, 2015:325-326). For the purpose of the qualitative interviews, strategies that were used included attempts made to reduce errors and bias, all consent letters included the approved ethical clearance number obtained from the University and the selected interview interviewees were those who were believed to have the ability to understand the research problem and would be able to be provided value answers to questions of interest.

#### *1.5.5.6 Data analysis*

The recorded data collected during the interviews was analysed based on Creswell (2013) procedure or steps. Step 1: the researcher transcribed the raw interview data. Step 2: the data was thoroughly read to gain a general sense of the information. It is important to note that the key themes and subthemes were already identified and included during the development of the interview guide. Step 3: the data was represented through discussions in Chapter 5. Finally, Step 4: interpretation of the overall findings was reported.

## **1.6 DEFINING KEY CONCEPTS**

The following are the key concepts used throughout the study.

### **1.6.1 Arts festivals**

According to Packer and Ballantyne (2011:165) the “origin of all festivals is public celebration”. Arts festivals are temporary; a unique themed celebration; hosted either overnight or over a period of days to a large audience; hosted indoors and outdoors; and hosted annually in different locations (Art Blog, 2019). Older and younger festival attendees get the opportunity to enjoy various performing arts/musical performances (e.g. Pop, Jazz, Gospel, Classical, Rock, Hip Hop, Folk to mention a few), visual arts, retail arts (entrepreneurship, arts and craft stalls) and culinary arts (food and stalls) (Kruger, 2019:3; Kruger & Saayman, 2019:3; Négrier, Bonet & Guérin, 2013:42). Based on this description there is no doubt that these festivals depend greatly on the use of the natural surroundings to stage various offerings which, as a result, can cause negative environmental impacts (Saayman & Rossouw, 2010:256).

### **1.6.2 Vrystaat Arts Festival**

The Vrystaat Arts Festival is hosted in Bloemfontein, Free State Province, South Africa. The festival is mainly held on the campus of the Free State University over two weeks and attracts over 160 000 Afrikaans, English, and Sotho speaking attendees to experience various forms of visual art, live art, crafts, music and cuisine (Vrystaat Arts Festival, 2019).

### **1.6.3 Green events**

Green events are planned events that are hosted with the aim of reducing negative environmental impacts (Zhoa & Wise, 2019:1119). The uniqueness of these events has the potential to attract large numbers of attendees who seek to express their environmental concerns, participate in green activities and seek information/knowledge on various ways to go green through the event's green awareness initiatives (Wong, Wan & Qi, 2015:296). The significance of green events/festivals is that they can act as an effective platform to educate and communicate green sustainability initiatives that take into account the environment's protection as well as social benefits for host communities (Dodds, 2017;1,19).

### **1.6.4 Green behaviour**

Consumer behaviour is defined as the "dynamic interaction of effect and cognition, behaviour and environmental event by which human beings conduct the exchange aspects of their lives" (Sethna & Blythe, 2016:9). Green behaviour is defined as the action taken by individuals to demonstrate and promote the use of the natural environment and resources (Halpenny, 2010:410). This is reflecting individuals' intention to reduce negative environmental impacts through implementing household, workplace and public environment green practices (e.g. water and energy-saving; reducing waste, making use of greener transport alternatives; purchasing green products) (Viviers *et al.*, 2017:4-5; Mbasera, 2015:16; Whitmarsh & O'Neill, 2010:310; Dono, Webb & Richardson, 2009:178).

### **1.6.5 Green rewards programme**

Incentives are described as an approach that encourages repeat visits, purchases using reward points and discounts (Jung, Tanford, Kim & Raab, 2018:5). While a green reward programme is described as a method or tool implemented in work environments, the accommodation sector, retail, health, travel, and food/grocery sectors to increase individual's environmental performance

and motive them to become greener on a day-to-day lifestyle basis (Mandago, 2018; Alnajdawi *et al.*, 2017; Nagpal & Ravindra, 2016; Liu & Mattila, 2016; Jabbar & Abid, 2015:145).

### **1.6.6 Framework development**

A framework is referred to as “set of classes that embodies an abstract design for solutions to a family of problems” (Stanojević, Vlajić, Milić & Ognjanović, 2011:1). A framework can assist to express the purpose and direction of an initiative; it can demonstrate the relationship between aspects that can influence the identified problem and goal, and can further provide key actions and interventions that can more likely lead to the desired result (The Community Tool Box, 2019).

## **1.7 CHAPTER CLASSIFICATION**

This section provides an overview of what can be expected in the study. The content of each chapter in this study is provided below.

### **Chapter 1: Introduction and problem statement**

This chapter provides an introduction to the focus of the study as well as a brief background, description of the problem statement, the main aim and objectives of the study, the research methodology and the research design, definition of key concepts and the chapter classification. This chapter, therefore, provided a brief overview of what can be expected in the study and can be seen as building block towards developing the green rewards programme framework for a South African arts festival.

### **Chapter 2: Steering towards event greening**

This is the first of the two reviewed literature chapters, and its purpose is to better understand the negative environmental impacts, the process of event greening, the benchmarks of event greening in South Africa, the barriers and motivators towards greening arts festivals, stakeholder engagement and green practices that can possibly be implemented at arts festivals in South Africa.

### **Chapter 3: Green consumer behaviour and green rewards programmes aspects**

This is the second of the two literature chapters that focus on providing a detailed review to better understand the concept of green consumer behaviour, the aspects that

influence/motivate/encourage attendees' green behaviour and rewards as well as identifying aspects for consideration in a green rewards programme.

#### **Chapter 4: Research methodology**

Chapter 4 provides the detailed framework of the research methodology carried out for the empirical study, which will lead to developing the green rewards programme framework for a South African arts festival. The research process, research approach, research designs and selected population are explained together with the motivation for the use of a mixed methods approach (quantitative and qualitative) in the study, data collection and analysis. Procedural issues are also explained.

#### **Chapter 5: Empirical research findings**

This chapter presents the results of the empirical data and provides the detailed interpretation. This study consists of the two stages used to conduct the research. These were the quantitative and qualitative research approaches. Firstly, the quantitative findings (survey) were discussed to explain attendees' inclination to support green practices should they be implemented at an arts festival and the extent that green rewards will motivate/encourage attendees to be greener in their behaviour at an arts festival. This is followed by the qualitative findings (interviews) discussion to explain the festival managers' perspective on greening arts festivals and how they can motivate/encourage green behaviour and engagement and support green practices amongst festival attendees.

#### **Chapter 6: Conclusions and recommendations**

This chapter will provide the conclusions drawn from the two literature reviews (Chapters 2 and 3) and the quantitative and qualitative results (Chapter 5). A summary of major findings and implementation of the development of a green rewards programme framework for a South African arts festival will be discussed. Finally, festival management recommendations and recommendations for future research together with limitations encountered throughout this research will be highlighted.

## CHAPTER 2

---

### STEERING TOWARDS EVENT GREENING

#### 2.1 INTRODUCTION

Arts festivals are dependent on the natural environment and, as a result, cause major stress on the environment (Lord, 2019:2; Alonso-Vazquez, Packer, Fairley & Hughes, 2019:9). For these arts festivals to create a memorable experience, outdoor settings are often used over a number of days to cater for the needs and wants of many festival attendees (Alonso-Vazquez *et al.*, 2019:91). Unfortunately, meeting attendees' needs, wants and expectations causes noticeable negative environmental impacts (Dangelico & Vocalelli, 2017:1264). This has led to the increased obligation for events, including arts festivals, with an outdoor-indoor setting to understand the process of greening and implementing green initiatives which are not against the environment but rather communicate with the natural environment in a sensible manner (Almandani, 2012:15; Mair & Laing, 2012:683).

This chapter will review existing research and provides opinions about the process of event greening. This chapter consists first of a section to put events in context, followed by information related to festivals' negative environmental impacts, events greening, barriers related to the greening of arts festivals, stakeholder engagement, motivators towards greening arts festivals and green practices. This chapter is critical as the chapter explores the process of greening arts festivals and provides the necessary background towards understanding the gap for developing a green rewards programme framework for a South African arts festival.

#### 2.2 EVENT IN CONTEXT

The event industry is one of the fastest-growing sectors within the tourist industry (Hermann & Du Plessis, 2016:9). According to Getz (1997:1) events are referred to as "one of the most fascinating and fastest developing kinds of leisure, business, and tourism-related phenomena" (cited by Mair & Laing, 2012:683). The term event tourism (connection between events and tourism) was established in the 1980s (Avgousti, 2012:204). Event tourism is described as "a systematic approach to the planning, development and marketing of festivals and events as tourist attractions, catalysts and image builders for attractions, communities and destination areas"



(Getz, 1989). Event tourism is considered as an effective approach to attract tourism investment and stimulate the country's economy and can therefore act as a building block for tourism growth across developed and developing destinations in South Africa (Mxunyelwa & Vallabh, 2017:1-3). There are benefits derived from major and small events. These include boosting the host destination's economy, social aspects (e.g. sense of community/community pride and appreciation), and helping to raise awareness about the host communities' natural habit/environment (Mair, 2015:1). These kinds of events are commonly categorised as major events, mega events, hallmark events, and local/community events.

Major events - "a large-scale event, with strong public interest and media coverage" (Oklobdžija, 2015:87). These are types of events that seek to attract large numbers of visitors with the aim of achieving good economic results (Oklobdžija, 2015:87). Getz (2007:25) defined "mega events, by way of their size or significance, are those that yield extraordinarily high levels of tourism, media coverage, prestige, or economic impact for the host community, venue or organization" (Cited by Getz, Svensson, Peterssen & Gunnervall, 2012:50). Hallmark events are described as recurring events that provide host destinations, including the community, with a competitive advantage due to their tradition, attractiveness and image significance (Getz, Svensson, Peterssen & Gunnervall, 2012:50). Local/community events are the type of events that are planned, organised and hosted by the community to primarily offer a fun, social and entertainment experience to local audiences (Allen, Harris, Jago, Tantrai, Jonson & D'Arcy, 2019:11). An example of local/community events are arts festivals. Arts festivals are temporary, unique themed events, open to the public and hosted with the purpose of attracting a larger audience, to showcase productions, shows and musical performances over a number of days or weeks with the aim of generating high levels of income and achieving a high media profile (Bowdin *et al.*, 2012:23; Kruger, 2019:3; Etiosa, 2012:13).

Unfortunately, these types of events can cause major stress on the environment. Thus, it is important to identify and discuss the negative environmental impacts that are caused by events and festivals.

## **2.2 FESTIVALS' NEGATIVE ENVIRONMENTAL IMPACTS**

The degradation of the natural environment and depletion of natural resources is still a major concern and is regularly overlooked in the context of outdoor arts festivals (Lord, 2019:3; Holmes & Mair, 2018:587 cited in Brikmann & Garren, 2018:587; Dangelico & Vocalelli, 2017:1264; Case,

2013:2). The degradation of the natural environment and depletion of the natural resources are caused by the noticeable negative environmental impacts that are a result of packaged activities such as onsite/offsite accommodation, food and beverages, as well as productions and music performances offered over a time, which causes a mass movement within the festival terrain, and to and from the festival. This, in turn, results in traffic and crowd-related congestion, waste and overconsumption of water and energy among others (Alonso-Vazquez *et al.*, 2019:91; Zhong *et al.*, 2015:2019; Gibson & Wong, 2011:93).

Previous studies have thoroughly reported the negative environmental impacts of festivals and, more particularly, of outdoor music, arts, and cultural festivals in different countries. An extensive study was conducted by Dávid in 2009 assessing the negative environmental impacts of events and tourism. The study included a case study on the Sziget Festival (music and cultural festival) hosted in Europe which attracted 371 000 attendees in 2007 and was hosted for 7 days (Dávid, 2009). The case study revealed that approximately 2 200 m<sup>3</sup> of waste was collected at the festival and this included used cooking oil (6 000 kg), plastic goods (160 000 pieces), empty bottles (150 kg), and batteries (150 kg) (Dávid, 2009).

Research was conducted by a global research company the Powerful Thinking in 2015, on the United Kingdom (UK) festival industry's negative environmental impacts. The findings of the report revealed that, annually, the UK festival industry attracts 3.17 million festival attendees which, as a result, produces noticeable negative environmental impacts. These negative environmental impacts included waste (23 500 tonnes annually - equivalent to 2.8 kg waste per person per day), attendees travelling to festivals carbon emission (78 115 tonnes annually – with 61% caused by the use of private cars), and water consumption (107 330 m<sup>3</sup>). Dodds (2017) research findings representing over 60 million Canadian festival attendees, revealed that, on average, each festival attendee is responsible for producing between 0.02 – 4.4 kg of waste.

Collins and Cooper (2017) focused on the ecological footprint of the Hay Festival (literature and arts festival hosted in Wales, United Kingdom). The festival in 2012 was hosted for 11 days and attracted 100 000 attendees. The findings of this research indicated that travelling to the festival, energy consumption at overnight accommodation establishments, and food and beverages waste were the major environmental impacts caused by the festival. The findings further pointed out that the use of these activities per visitor per day, the total ecological footprint was estimated to be 0.011 gha (global hectare), which resulted in a total Ecological Footprint that was estimated to be 3 300 gha (global hectare). The research conducted by Klein and Calif (2018) reported that the

Lightning in a Bottle Festival (music festival attracting 20 000 attendees) hosed for seven days in California, United States produced an estimated 60 tonnes of waste in 2015.

According to the research conducted by Singleton (n.a:52) the Bonnaroo Music and Arts Festival (hosted in Manchester, United States over 4 days, with 80 000 attendees) (Paulson & Rau, 2019) total carbon emission was estimated to be 900 metric tonnes of CO<sub>2</sub> produced before production, during festival activities, and after production. Singleton's (n.a:52) findings indicated that the festival's total transport carbon emission caused was between 60% and 80%. Furthermore, CUREs (2020) reported a possible estimation of the environmental impact of the Coachella festival (music and arts festival hosted in California, United States) attracting 250 000 attendees over two weekends. The findings interestingly estimated that the festival can "approximately emit 100 312 tonnes of CO<sub>2</sub> if attendees emit CO<sub>2</sub> at the same rate". This estimation based on the Coachella Festival was used as an example to indicate that large festivals attracting a large number of attendees can be responsible for producing approximately 65% of onsite carbon footprint (CUREs, 2020). Dodds and Graci's (2012:31) research confirms that festivals attracting over 10 000 attendees can leave a noticeable amount of emissions from congestion, transport, food and beverage waste, over usage of electricity, and sewage waste.

It is evident from previous research and statistics that waste, and transport (travelling to and from the festival) are the major negative environmental impacts experienced during large music and arts festivals. Based on the findings from the above previous research, the researcher (author) believes that these negative environmental impacts might have been reported considering the number of attendees attracted to festivals, the setting of the festival (indoor-outdoor with supporting infrastructure), the type of festival, duration of the festival, and attendees' behavioural aspects where considered (i.e. mode of transport choice and festival products/services preferences). Nevertheless, this does not mean that there are no other visible negative environmental impacts that can be caused by events and festivals.

### **2.2.1 Environmental impacts produced by arts festivals**

Possible negative environmental impacts that can be caused by arts festivals can be a result of festival-related water pollution and overconsumption, impact on fauna and flora, air and noise pollution, accommodation and catering facilities, lighting/visual impacts, changes in the land-use, waste pollution, traffic congestion, and overcrowding, and festival attendees' attitude and behaviour.

These negative environmental impacts are discussed below:

- *Festival related water pollution and overconsumption*

Water scarcity is a major problem affecting millions of people across the globe (Powerful Thinking, 2015:28). The provision of clean water depends greatly on the supply from water bodies and groundwater. However, chemicals such as spills of cleaning detergents, fuel, and oil used at festivals are considered as the most dangerous forms of pollution for water bodies, groundwater systems, and waterways. Also, the overconsumption of water at arts festivals can be a result of food preparation, cleaning, frequent flushing of toilets, and washing hands at festival venues. (CUREs, 2020; Dávid, 2009:106; International Association of Events Host, s.a; Luoma, 2018:6; Powerful Thinking, 2015:28).

- *Festival related fauna and flora impact*

Since arts festivals attract large numbers of attendees and different modes of transport at the festival terrain, this can as a result leave the natural environment vulnerable. Environmental impacts such as congestion, trampling by vehicles, vegetation loss, and soil compaction are generally noticeable at festival terrains (Luoma, 2018:8). Attendees parking their vehicles in undesignated areas and stamping on plants can damage the growth of plants and lead to loss of vegetation in the process. Consequently, soil compacting, or soil erosion and erection of temporary structures can occur (Dávid, 2009:104).

- *Festival related air and noise pollution*

An increase in the number of attendees, extra festival facilities (stages, sound equipment), transport and accommodation, and catering facilities can increase air and noise pollution in one area over some time. Emissions from exhaust gas and steam, energy consumption from generators or fuels used, smoke from cigarettes, or fire/burning coal are examples of air pollutants generated during festivals. Consequently, the air quality is affected due to the increase of greenhouse gas emitted into the atmosphere caused by fireworks/pyrotechnics. While noise pollution is the result of moving vehicles to and from the festival, entertainment productions, and crowd noise (CUREs, 2020; Luoma, 2018:6; Fontes, Pereira, Fernandes, Bandeira & Coelho, 2015; Dávid, 2009:102; International Association of Events Host, s.a).

- *Festival related accommodation and catering facilities*

Accommodation and catering facilities do not independently cause negative environmental impacts (Dávid, 2009:106). However, supporting facilities such as heaters, air conditioning, geysers, lights, water consumption, cooking equipment (stoves, coffee/tea stations), and serving cutlery (plastic plates, beverage cups) are the common problems that cause over-consumption of energy and water and increase waste pollution (Pagliara, Biggiero & Henke, 2019:194). This is a

result that may be caused by the number of attendees accommodated with unethical environmental behaviour.

- *Festival energy consumption and lighting/visual impacts*

Energy used at arts festivals is an important component contributing to the overall degradation of natural resources (Jones, Pilgrim, Thompson & Macgregor, 2008:7). Energy is mostly consumed during preparations of the festival which includes the construction of production venues, used for running festival venues, and is mostly used by festival attendees travelling to the festival (International Association of Events Host, n.a). The increased use of temporary lights for outdoor venues and stages can be harmful for plants and small living organisms which survive on minimum brightness (Dávid, 2009:112).

- *Festival infrastructure - changes in the land-use*

Large arts festivals commonly make use of the outdoor area for the additional construction of stages (temporary structures), seating areas, food, beverages, clothing/artwork stalls, and even parking, which have a significant negative impact on the environment (International Association of Events Host, n.a). The changes in land use can hinder the rehabilitation process of the natural environment, pose a threat to the conservation of biodiversity and cause soil compaction (Chamen, Moxey, Towers, Balana & Hallett, 2015:11; Hardner, Gullison, Anstee & Mayer, 2015:8).

- *Festival related to waste pollution*

The amount of waste produced from the disposal of items is one of the biggest problems faced during arts festivals (Luoma, 2018:7). The festival experience and future festival attendance can be affected by the amount of waste seen on the festival terrain and the result of the poor implementation of waste management initiatives. Waste, especially non-biodegradable products such as cigarette butts, plastic, and empty/broken bottles can be consumed by or injure animals and, if not effectively cleaned-up and removed, can have a long-term impact on the natural environment (Luoma, 2018:7; Klein & Calif, 2018; Powerful Thinking, 2015; Dodds, 2017; Zhong, Buckley, Wardle & Wang, 2015; Dávid, 2009).

- *Festival related traffic congestion and onsite crowding*

The motive linked with hosting arts festivals is to attract a large number of attendees to the festival site which, as a result, can cause problems such as crowding or overcrowding, traffic congestion, parking problems, and air and noise pollution (Luoma, 2018:7; UNESCO (United Nations Educational, Scientific and Cultural Organization), 2015:16; David, 2009:105). Overcrowding and

traffic congestion on the festival site can lead to trampling of vegetation, increased water and energy consumption, as well as ecological disturbance (Luoma, 2018:8; Marumo, 2016:63). These impacts can be caused by a lack of consideration of the capacity of the festival site and the number of attendees' regulations.

- *Arts festival attendees' attitude and behaviour*

Although there are visible and direct environmental impacts as identified above, from a psychological perspective, negative attitudes and behaviours of individuals can also influence and hinder the management of these environmental impacts and this issue is therefore discussed below.

Research indicates that it is not only that festival managers are slow to react to the increase of environmental impacts and do not understand the process of greening, but the major issue is most often on the attendees' level of engagement (Harris & Schlenker, 2018:1060; Laing & Frost, 2010:262). This is supported by Biselli, Mateus, Biagi, Leira and Mayer (s.a:9) who indicate that attendees' attitude and behaviour is the third major challenge/barrier towards festivals going green. Most festival managers are striving to reduce negative environmental impacts (Wong, Wan & Qi, 2015:295) and, although festival attendees express their level of inclination to support festivals' green initiatives (Viviers, Botha & Marumo, 2017), the challenge is that their attitude and awareness does not translate into actual behaviour (Biselli *et al.*, s.a:9). In addition, research conducted by Marumo (2016:124) in the context of two South African arts festivals presented another challenge that indicates that attendees are not inclined to support the implementation of green practices that require greater effort, time, or cost. This response indicates that there is, in most cases, a lack of communication, education, and awareness efforts at festivals about the purpose and benefits related to festivals going green.

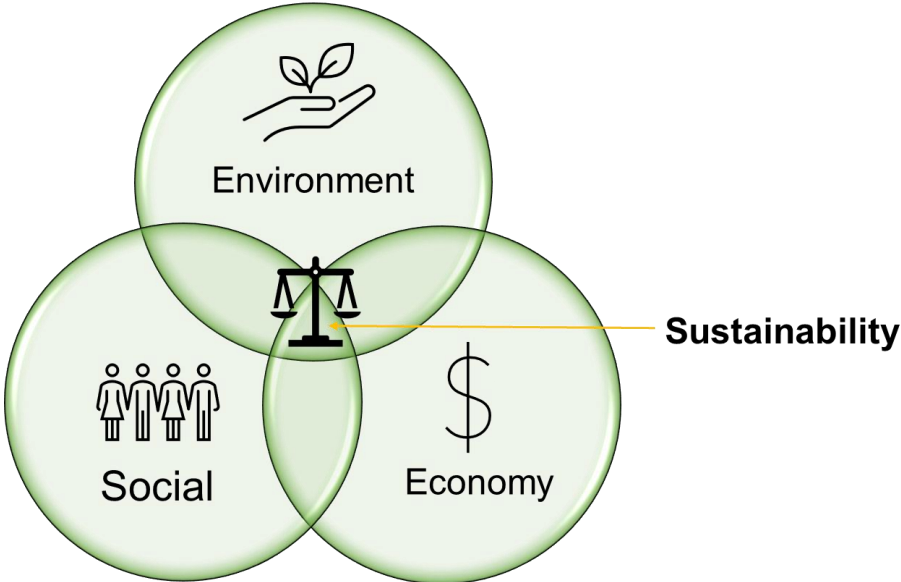
## **2.3 TOWARDS EVENT GREENING**

The increased motivation and obligation for arts festivals in South African to embark on the process of greening is primarily to assist the tourism and event industry to reduce the environmental footprint through committing to, and engaging in, green initiatives, and encouraging a change in stakeholders, particularly attendees' (consumers) attitude towards green behaviour (Almadani, 2012:15; Mair & Laing, 2012:683). Nguyen and Johnson (2020:539) support this by pointing out that consumer behaviour places an immense burden on the environment through the

increase in pollution and the destruction of non-renewable natural resources. This makes it an important task for key stakeholders within the events management sector to encourage more green behaviours that are crucial for environmental sustainability (Nguyen & Johnson, 2020:539).

### 2.3.1 Sustainability and greening

When seeking to understand possible ways in which arts festivals can reduce negative environmental impacts, the interconnection between sustainability and going green/greening cannot be left out without being explained. Richmond (2017:11) explains that the concept of sustainability, in a broader perspective, has four important areas. These are human (i.e. *attitude and behaviour, decision making process*), social (i.e. *balance between social equality and the economy*), economic (i.e. *addressing the cost-effectiveness of all economic activities*) and environmental sustainability (i.e. *conservation and protection of natural resources*) (Caroponna, 2014; Hall, 2010:133–134).



**Figure 2.1: The three pillars of sustainability**

Source: Adapted from Schutte, 2009:23.

Tahir, Athar and Afzal (2020:3) define greening as a process of decision or choice to becoming environmentally conscious or environmentally friendly by practising ways to reduce various types of pollution and preserving the non-renewable and renewable resources. Li and Liu (2020:1933) add by stating that the term going green also refers to the ‘adoption of environmental management practices’, that aim to reduce the depletion of non-renewable and renewable resources and pollution caused by the harmful negative impacts on the environment.

According to Sarbassova, Abdugalina, Burganova, Shaikheslyamova, Abdrasheva and Jamaliyeva (2021:3) the following are the main goals of greening/going green stated by geographer-generalist Innokenti Petrovich Gerasimov: (1) 'Optimise of the living conditions of mankind by preserving and improving the properties of the natural environment'; (2) 'Transition of production to waste-free technologies and closed cycles of resource consumption'; (3) 'Rational use of natural resources, which ensures their protection, restoration and expanded reproduction'; (4) 'Protection and preservation of the gene pool of flora and fauna'.

This research, however, places more emphasis on human (e.g. communities, visitors, festival managers, and other key stakeholders) and environmental sustainability areas within the event management field as this chapter seeks to provide information on the process of greening arts festivals. The successful outcomes of greening arts festivals, which includes the environmental benefits as well as social and economic benefits, are where the interconnection of greening and sustainability meet.

### **2.3.2 Event greening, green event, and sustainability-focused event**

Besides using the term sustainability to address the issues of the degradation of the natural environment and natural resources, terms such as "*event greening*", "*green event*" and "*sustainability-focused event*" are often used in event management (Henderson, 2014:6). Rameley and Rashid (2014:2) mention that these terms are interchangeably used, and one needs to understand the vision and purpose of what each term means. According to Henderson (2011:6) terms such as 'responsible', 'greening', 'environmentally friendly', 'corporate social responsibility', 'ecology', 'eco-friendly' and 'sustainable' are often confused when defining event greening, green event, and sustainability-focused events.

However, event greening is described as the process of planning and organising an event in a way that sustainable development aspects are supported (Department of Environmental Affairs, 2019:2). The host location and event organisers can achieve this through successfully implementing green initiatives that assist to reduce negative environmental impacts while contributing towards social and economic benefits (Department of Environmental Affairs, 2019:2). Tzschentkea, Kirk and Lynch (2008:126) define event greening as going green which is a process whereby events and festivals adopt green practices aimed at reducing negative event ecological footprints (e.g. the depletion of natural resources and pollution). Steadfast Greening (2012:3) defines event greening as the process of planning, organising festivals in such a manner that social and environmentally responsible decisions are taken into consideration. Katzel (2007:2)



broadly affirms that “event greening is a methodology that incorporates sustainable development best practice (of environmental, social and economic concerns), in some instances mainstreamed into the operations and logistics of the event management process”.

A green event, on the other hand, is defined by Laing and Frost (2010:262) as a type of event that includes sustainable best management practices in the festival planning and operations. Wong, Wan and Qi (2015:296) interestingly describe a green event as a type of event that is capable of attracting green seekers with a positive attitude and behaviour towards green practices and individuals seeking green environmental benefits as resulting in attending a green event.

Sustainable-focused events, on the other hand, are seen as events that incorporate and adopt sustainability principles in the management of the event, the aim being to reduce potential negative effects resulting from its staging, the consideration of financial objectives, and the intention to inform event attendees of sustainability issues and educate and motivate them toward sustainable behaviour change (Tölkes & Butzmann, 2018:1). Mair and Laing (2012:1117) interpret a sustainability-focused event as a type of event capable of acting as a platform to effectively raise awareness and providing information about environmental concerns, green practices and which possible behavioural changes can be made. Such events act as a building block to facilitate change towards green behaviour amongst the host communities and visitors and can facilitate key relationships and collaboration in assisting events/festivals to change and reinforce attendees’ green behaviour through providing rewards.

The vision and purpose of event greening in South Africa is slowly growing. However, most events, and particularly arts festivals, are still lagging behind in understanding how to go about beginning the process of event greening. Thus, providing a guided standard procedure of event greening is crucial towards steering arts festivals to keep up with the trends of going green without compromising the festival experience. Table 2.1. provides examples of green practices/initiatives that are implemented at different events/festivals in South African, which arts festival managers need to take into consideration when embarking on the journey of greening the festivals.

**Table 2.1: Green practices/initiatives implemented at festivals and events in South Africa**

Festivals and events	Green practices/initiatives	Sources
Rocking the Daisies	<ul style="list-style-type: none"> <li>• Recycling bins (two-bin system)</li> <li>• Biodegradable packaging</li> <li>• Digital and e-marketing</li> <li>• Item-refundable system</li> </ul>	Steadfast Greening (2012)

Festivals and events	Green practices/initiatives	Sources
	<ul style="list-style-type: none"> <li>• Grey water system</li> <li>• Mobile/composting toilets</li> <li>• Carpooling</li> <li>• Bicycle rental services or walking</li> <li>• LED lights</li> </ul>	
Klein Karoo National Arts Festival	<ul style="list-style-type: none"> <li>• Trapsuutjies Tent, which enables attendees to determine the carbon dioxide attendees emitted while travelling.</li> </ul>	Dobson and Snowball (2012)
Eco Mobility Festival	<ul style="list-style-type: none"> <li>• Greener transportation</li> <li>• Walking</li> <li>• Carpooling</li> <li>• Metros (Gautrain)</li> <li>• Trams</li> <li>• Scooter</li> </ul>	Sandton Central Management District (2015)
Innibos Lowveld National Arts Festival	<ul style="list-style-type: none"> <li>• Green audit to reduce green washing</li> <li>• Recycling</li> <li>• Water-bottle filling stations</li> </ul>	Dobson and Snowball (2012)
Eden Festival	<p>The following projects are implemented to create a long-term relationship and engagement with stakeholders and attendees:</p> <ul style="list-style-type: none"> <li>• Tree planting - urban greening and reforestation</li> <li>• Alien clearing</li> <li>• Eco-building</li> <li>• Eco-education</li> <li>• Environmental art</li> </ul>	Greenpop (2021)
Hermanus Festival	<ul style="list-style-type: none"> <li>• The festival has partnered with stallholders and local businesses not to sell, offer or use balloons as gifts during the festival.</li> <li>• The festival has further partnered with restaurants and local takeaway outlets to stop giving out plastic straws with drinks.</li> </ul>	Hermanus Whale Festival (2022)
Muizenberg Festival	<p>Green initiatives implemented at the festival include:</p> <ul style="list-style-type: none"> <li>• Support communal food garden</li> </ul>	Eco Atlas (2023)

Festivals and events	Green practices/initiatives	Sources
	<ul style="list-style-type: none"> <li>• Recycling - organic waste management</li> <li>• Saving water</li> <li>• Permaculture workshops, socio and environmental talks</li> <li>• Beach clean-ups</li> <li>• Interactive discussions about the environment, science, and water should raise awareness about current challenges in South Africa</li> </ul>	

Source: Adapted from Marumo, 2016:101-102.

### 2.3.3 The benchmark for event greening in South Africa

The benchmark for event greening in South Africa began in 2002 with the project Greening of the World Summit on Sustainable Development (GWSSD) which was initiated by the South African government at the United Nations World Summit on Sustainable Development (WSSD) held in the city of Johannesburg, Gauteng province (Gauteng Tourism Authority, 2012:9; Katzel, 2007:1). The aim of introducing the project was to plan, organise, and implement the WSSD in a way that environmental and social best practices were reflected (Katzel, 2007:1).

This was followed by the Green Goal 2010 project that was implemented at the 2010 FIFA World Cup hosted in South Africa (United Nations Environment Programme, 2012). During this time, South Africa “strived to remain on top of global environmental management best practices through lessons learned from the 2006 FIFA World Cup in Germany, the 2008 Beijing Olympic Games and new initiatives which were combined and helped the country to deliver the 2010 FIFA World Cup with minor ecological footprint” (Department of Environmental Affairs, 2019).

Later, in 2011, the Event Greening Forum (EGF) was established to assist the South African event industry to become more environmentally and socially sustainable, while also being economically viable. The Forum is a platform that shares information, educates, and raises awareness, and promotes best event greening practices (Event Greening Forum, 2020; Gauteng Tourism Authority, 2012:10).

The beginning of the quest for green and sustainable events in the past decades has led to worldwide discussions through seminars, conferences, and exhibitions to make environmentally

responsible decisions and actions on ways to reduce noticeable negative environmental impacts (Greening the WSSD, 2002:6). This has led to the increased checklists, guidelines/policies, and organisations that have been developed and serve as a blueprint to promote and raise awareness about the minimum required green practices that can be implemented as an approach towards greening events and festivals without compromising the festival experience (Tölkes & Butzmann, 2018:1; Ferdinand & Kitchin, 2012:203-204; Mair & Laing, 2012:1113). There are published guidelines internationally and in South Africa, although most focus on the hosting of conferences, and events/exhibitions, and not specifically for the hosting of larger outdoor arts festivals (Dodds & Graci, 2012:3). ISO International Standard, ISO 20121 is an important international tool that is used to manage events and festivals so that each event hosted can contribute socially, environmentally and economically to the host region and country (ISO, 2012). In South Africa, these guidelines include the National Greening Framework for Event Greening and the Built Environment; Greening 2010 FIFA World Cup; The greening of large events: volunteer's guide; National legacy report (Department of Environmental Affairs, 2019), Event Greening Forum Sustainable Events guidelines (Event Greening Forum, 2017), Rocking the Daisies 2012, 2014 event sustainability reports (Steadfast Greening, 2012,2014), Smart events handbook: greening guidelines for hosting sustainable events in Cape Town (City of Cape Town, 2010); Gauteng Green Events Guidelines (Gauteng Tourism Authority, 2012). These guidelines and green plans are blueprints that share a similar goal and green practices that festival managers can adopt/adapt and implement at arts festivals.

All these green plans/guidelines consist of the similar green practices such as energy management, waste minimisation, and management, green transport options, emissions reduction, water conservation and management, biodiversity conservation and protection, awareness-raising and education, and programmes. However, arts festivals in most cases find it difficult to implement these green practices all at once because of some barriers related to event greening.

## **2.4 BARRIERS RELATED TO GREENING ARTS FESTIVALS**

The negative environmental impacts of festivals differ as revealed in the previous sections and incorporating green strategies into the planning and organising of arts festivals can bring about barriers. These barriers/obstacles are as follows (Hämäläinen, 2021:19-20; Marumo, 2016:204; Alonso-Vazquez, 2014:27; Mair & Laing, 2012:690):

- Lack of funds/financial support.
- Lack of resources.
- Lack of knowledge.
- Lack of awareness and skills amongst festival organisers.
- Lack of support from stakeholders to support the going green vision and purpose.
- Lack of time and effort to do research and source green/environmentally friendly supplies.
- Lack of control over patron behaviour especially at the festival terrain.
- Arts festival attendees indicating to be inclined to support green practices that are easy to use, less costly, and only if there are rewards offered.
- Lack of availability of sustainable suppliers.
- The resistance to change and engage with other stakeholders (sponsors, suppliers, media etc).

Even though some arts festivals experience these obstacles towards event greening, there is a very real issue whereby the increase of visible negative environmental impacts is already being experienced in certain host areas in South Africa. Therefore, these impacts cannot be overlooked and eventually the pressure and obligation for arts festivals to reduce these impacts needs to happen. This can only successfully happen if there is a cohesive co-operation between various stakeholders.

## **2.5 STAKEHOLDER ENGAGEMENT**

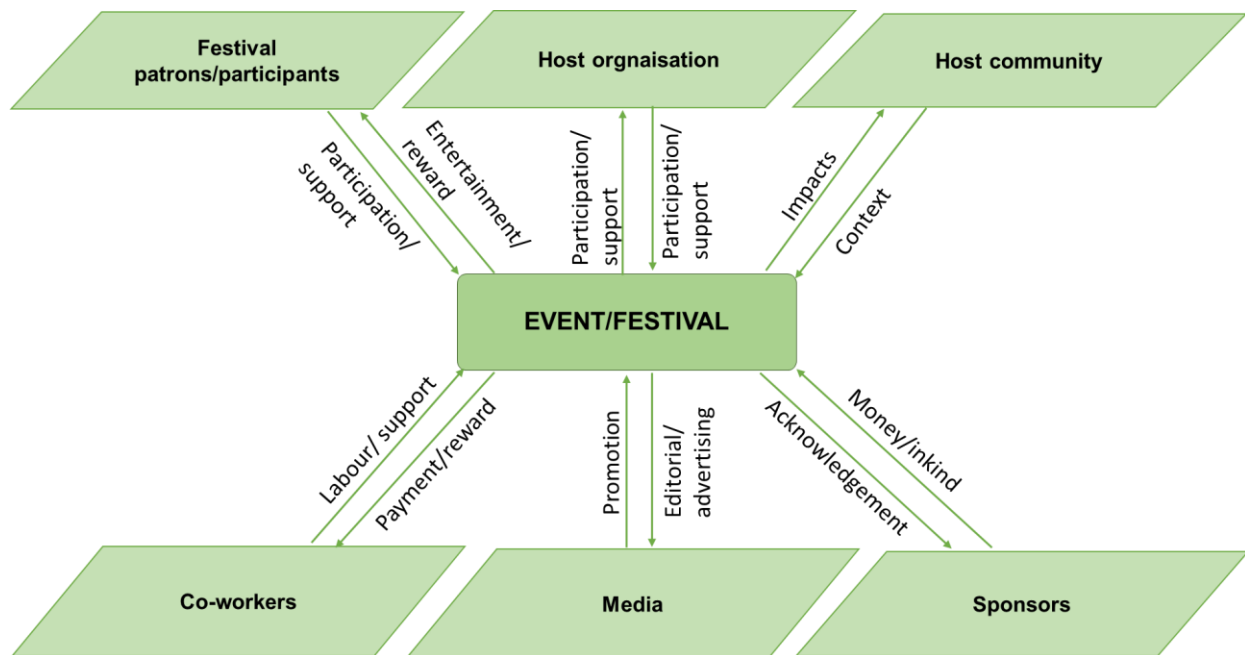
Recently the global outbreak of COVID-19 led to the call across social media that “*the virus doesn’t move people, people move it. We stop moving, the virus stops moving, the virus dies - it is that simple!*” (Mokgokong, 2020). Environmentalists have indicated that, since the outbreak of COVID-19 and early lockdown restrictions on movement that affected the tourism industry, activities, including events and festivals and the natural environment appear to be healing. Nevertheless, there were concerns that the impact of waste was not reduced due to the operation of food retailers and the closing of waste management companies and with the restrictions being relaxed a rapid increase of travel emissions and waste was set to rise (United Nations Conference on Trade and Development, 2020). Therefore, with this being said and as restrictions are being relaxed and industries/sectors (including the tourism and events industry) moving into a “new normal”, on an events point of view and emphasis on the ecological footprint, one can call those negative environmental impacts are caused by individuals' lifestyle choices. If individuals change

their attitude and awareness towards deciding to engage in/adopt a certain behaviour that incorporates green practices, a possible decrease in visible ecological footprint will be noticeable.

This is, however, possible and heavily dependent on the support of- and collaborations with various stakeholders/role-players, especially festival attendees. Stakeholders, including the government, private sector, festival managers and the festival patrons are individuals/groups who are characterised with the following abilities (Krce, Miočić, Razović & Klarin, 2016:103):

- **Power** – the ability of an individual or a group to encourage change in someone else’s behaviour.
- **Legitimacy** – the ability to determine an individual/group/organisation’ suitable behaviour that is considered acceptable in society.
- **Urgency** – this implies that interest and influenceable individual’s/groups have more or less urgent rights on the result achieved by an organisation.

The following are the roles/responsibilities of stakeholders who are considered to play a crucial role in the process of greening arts festivals:



**Figure 2.2: The relationship of stakeholders to events and festivals**

Source: Adapted from Bowdin, Allen, O’Toole, Harris and McDonnell, 2011:230.

- **Festival patrons/participants:** Festival patrons are the largest group of participants at festivals who can intimately determine the success or failure of the festival and thus their support and engagement with a festival's green initiatives are extremely important in reducing negative environmental impacts (Makhooane, 2017:35; Bowdin, *et al.*, 2011:240; Laing & Frost, 2010:262; Andersson & Getz, 2009:199; Kim, Choi, Agrusa, Wang & Kim, 2010:309). This is more important considering that attendees purchase, consume, and dispose of products and services offered by festivals, causing an increase in environmental pollution (Sethna & Blythe, 2016:6). Therefore, if attendees are aware and understand the positive impacts likely to emerge if they change their attitude and awareness towards engaging in green behaviours, there is a good chance that festivals will achieve becoming green and sustainable (Makhooane, 2017:35).
- **Host organisation:** The host organisation, such as the government or corporate sector, have the responsibility to develop and determine key policies, plans and provide an enabling environment that encourages and motivates host communities, visitors, the private sector, and other related sectors to host major tourism activities including events and festivals in a sustainable manner (Makhooane, 2017:34).
- **Host community:** The host community members are seen to play an important role in the decision-making process of festivals and in providing valuable environmental and cultural information and resources. As a result of having communities that are knowledgeable about the natural environment/host location, the process of preserving and conserving valuable natural resources will create a favourable tourist destination and demonstrate the community's sense of pride and appreciation towards the festival (Du Plessis, Van der Merwe & Saayman, 2012; Bowdin *et al.*, 2011:234).
- **Co-workers:** They are the key stakeholders that drive and are tasked with implementing the festival. The team includes festival managers, stall owners, venue/site hosts, artists/performers, and suppliers from the community (e.g. guesthouses, venue, restaurants, transport). This team plays a key role in supporting festivals' green vision and goals and ensuring that the green practices are implemented accordingly (Bowdin *et al.*, 2011:240).
- **Media:** Social media (e.g. Facebook, Instagram, Twitter, blogs), digital photography and videos, TV and radio can act as an effective platform to reach a wide range of audiences, to raise awareness, update/share information and educate attendees about festivals' green practices, aim and goals, and campaigns. Therefore, partnering with media organisations is crucial (Bowdin *et al.*, 2011:238).

- **Sponsors:** Play a major role in the success of event greening. Sponsors can provide benefits such as enhancing the image of the festival; developing awareness campaigns; effectively influencing consumers/festival patrons' attitudes about green products and services. Sponsors can associate products and services at the festival with a green/eco-friendly lifestyle; and provide acknowledgement and rewards that can be given to attendees for supporting the green goals and green initiatives at festivals. Sponsors can additionally act as a marketing tool and access and connect with specific targeted audience (Department of Environmental Affairs, 2019; Makhooane, 2017:35; Bowdin *et al.*, 2011:451-453).

On a practical level, one can ask what can be done and who needs to be in the frontline of assisting to reduce negative environmental impacts caused by arts festivals? This can be achieved through the cohesive collaboration between various stakeholders, festival managers and festival patrons can play a massive role in reducing the visibility of arts festival impacts on the natural environment. Thus, it is therefore important to mention the motives towards making this happen and thereafter provide the greening practices that can be implemented by festivals managers and, of course, supported by festival attendees.

## **2.6 MOTIVATION TOWARDS GREENING ARTS FESTIVALS**

Greening of events and festivals is about the process, contribution and legacy and not about perfection (Ahmad, Rashid, Razak, Mohd & Shah, 2013:331). Hence, understanding stakeholders, such as festival attendees and managers points of view, their motives for incorporating and supporting green practices, and the opportunities of greening arts festivals are important aspects that need to be taken into consideration to preserve non-renewable and renewable resources and create a favourable balance between environmental, social and economic benefits from greening arts festivals.

### **2.6.1 Arts festival attendees' perspective (demand side)**

According to Mair and Laing (2012:688) when it comes to understanding attendees' perspectives on the greening or the sustainability of festivals, the question of whether greening or sustainability plays a role in their decision making to attend the festival and whether they are aware of the green practices that are implemented or incorporated into the staging of the festival by the managers is still far from being answered. In recent research on what role festival attendees (including the



local community) might play in responding and mitigating the greater challenges of environmental sustainability, Brennan, Scott, Connelly and Lawrence (2021:265) pointed out that the major issue that attendees face is a lack of control over their green behaviours routine at the festival vs at home.

Generally, attendees have mixed levels of interest or are sceptical when it comes to deciding to engage in green practices at festivals (Moro, 2020:17; Mair & Laing, 2012:692). However, research on exploring whether there is a demand for arts festivals to go green, Viviers and Botha (2019), Viviers, Botha and Marumo (2019) indicated that arts festival attendees are inclined to engage in and support green practices, but less inclined to engage and support those green practices that require more time, effort and cost.

### **2.6.2 Festival managers perspective (supply side)**

Mair and Laing (2012:688) further point out that research on gaining festival managers' perspective as to why they should invest in sustainable/green practices and facilities at the festival is lacking. This includes gaining their perspective on how or why they should motivate attendees (including the local community) to be involved in the festival's green practices. Mair (2019) and Getz (2017) argue that events/festival management should shift the focus to how events can contribute to the environmental, social and economic development of the host place/destination (cited by Mair & Smith, 2021:1740). This implies that the motivation towards greening arts festivals should not only focus on protecting and conserving the natural environment and resources, but the process needs to also seek to address and create a favourable balance between social, environmental and economic benefits.

Hämäläinen (2021:17) mentioned that managers can leverage on using the festival experience (e.g. music, the arts, production materials, facilities) in a fun, exciting manner without compromising the festival experience to educate attendees and the local community about green practices. A focus on a rewards programme recommended by Viviers and Botha (2018:475) is one of the green practices/initiatives through which managers can explore the demand and supply for greener arts festivals.

### **2.6.3 Benefits and opportunities within greening arts festivals**

The existing South African greening guidelines and plans for events and festivals encourage organisers to leave a positive legacy though showcasing the positive impacts the implemented green practices have done in the host location. Therefore, the following are the positive benefits

and opportunities that can be applicable within greening arts festivals in South Africa (Dobbs & Graci, 2017:37; Perić, Nižić, Koščak, Studio, Skender *et al.*, 2015:4; Hämäläinen, 2021:17; Mair & Laing, 2012:690; Mair, 2011:27):

- Assists increase environmental education and awareness.
- Enhances the image and competitive advantage of arts festivals.
- Reduces arts festival's negative impact on the natural environment.
- Enhances arts festival's attractiveness to key sponsors (e.g. financial benefits).
- Makes the host location and the local community to be seen as green.
- Increases consumer demand for more green and sustainable arts festivals.
- Acts an "*incubator of change*" (e.g. assist to change attendees' green attitude and awareness towards actual behaviour).

This can be achieved through identifying possible green practices that can be implemented and incorporated into the staging of arts festivals.

## **2.7 POTENTIAL GREEN PRACTICES TO BE SUPPORTED BY ATTENDEES SHOULD THEY BE IMPLEMENTED AT THE FESTIVAL**

The following green practices were identified and analysed in depth in a current researcher's (author) Master's study that was conducted between 2015 and 2016 (Marumo, 2016). However, because time has passed since the Master's study was conducted and because there has been an increased focus and awareness around the concept of going green/greening, more information might have been included in the literature. Therefore, the following green practices have been extracted from the Master's study and an updated overview of the green practices and their descriptions will be provided.

### **2.7.1 Greener transport**

The first motivation towards greening outdoor arts festivals is to promote the use of transport that produces fewer carbon emissions and promotes the use of the non-motorised alternative modes of transport (Department of Environmental Affairs, 2019; Collins & Cooper, 2017; Dodds & Graci, 2012). This can be done by motivating attendees to support the following festival's green practices to reduce dependence on the use of their own vehicles:

- *Shuttle services*

Shuttle services are an alternative use of transport that assists in reducing the dependence on own/personal car to travel from one point to another. A shuttle service, which can include carpooling, uber/bolt rides, hired busses/taxis are viewed as alternative ways of travelling involving more than two passengers (Troisi, Loia & Maione, 2018:556). Arts festivals can implement this initiative by offering a free taxi flexible shuttle services that can transport attendees within the festival terrain or pick attendees from the parking lot and drop them near the venue (McKinley, 2019). This green initiative is reliable, economical and convenient and can assist lower vehicle emission, noise pollution and traffic congestion related to the hosting of festivals (Orsi, 2015:75).

- *Bicycle rental services*

In general, cycling is an alternative mode of transport viewed as a healthy activity and presents positive environmental benefits such as the reduction of carbon dioxide emissions to destinations that promote the use of cycling (Karanikola, Panagopoulos, Tampakis & Tsantopoulos, 2018:1). Arts festivals can implement the use of bicycle rental services and motivate attendees to use this service to take a short trip from the designated parking area to the main festival terrain. This service can assist in reducing parking congestion at the festival terrain (Marumo, 2016:59).

- *Carpooling/shared rides*

Carpooling is viewed to be an alternative mode of transport involving sharing of rides in a private vehicle with more than two people travelling to the same destination (Troisi, Loia & Maione, 2018:556). Arts festival attendees can be encouraged to make use of carpooling to travel to and from the festival to assist to lower the number of own car dependence, fuel consumption, air and noise pollution, travel miles, and a reduction in the demand for parking facilities (Shaheen, Cohen & Bayen, 2018:5; Laine, Lampikosk, Rautiainen, Bröckl, Bang, Poulsen & Kofoed-Wiuf, 2018:13; Gauteng Tourism Authority, 2012:21).

## **2.7.2 Waste management**

The second motivation towards the greening of arts festival is to reduce the amount of waste produced and increase the recycling and waste sorting efforts at festivals (Department of Environmental Affairs, 2019:58). This can be done through implementing the following green practices:

- *Recycling bin system*

The use of recycling bins is expected at festivals and therefore recycling bins need to be placed at key points at the festival terrain/venue (i.e. near food and beverage areas (food courts), clothing and craft areas, music/stage area, and in production venues, onsite accommodation sites, and at the main entrance) (Event Greening Forum, 2017:12). A multiple bin system for glass, plastic, tin, paper, and wet waste (food) or three-system bin system for plastic, glass and tins can be used and each bin needs to be properly labelled and color-coded (e.g. paper – green bin, plastic – yellow bin, and glass – black bin, tin - red bin and non-recyclable – orange bin). This is an effective way to educate and raise awareness of the different types of waste produced at arts festivals and how the waste can be separated and removed frequently for hygienic purposes (Department of Environmental Affairs, 2019; Event Greening Forum, 2017:12; Marumo, 2016:53).

- *Biodegradable/compostable alternatives packaging*

Biodegradable and compostable packaging materials are viewed as a possible solution to assist in reducing the negative impact of plastic or non-biodegradable materials have on the natural environment (Vostrejs, Adamcová, Vaverková, Enev, Kalina, Machovsky, Šourková, Marova & Kovalcik, 2020:29202). Biodegradable refers to the ability of materials or products to decompose/breakdown “under natural conditions into elements found naturally in the environment”. While compostable refers to the ability of materials or products to decompose into “carbon dioxide, water, inorganic compounds and biomass” (Event Greening Forum, 2017:1).

Arts festivals need to encourage key stakeholders such as food and beverage stall owners and supplies to make use compostable food packaging and cutlery (e.g. spoons, fork, and knives) and festival attendees can also be encouraged to bring and make use of their reusable/eco-friendly beverage cups for coffee/drinks purchases and bring along reusable grocery bags to use during food, clothes and crafts purchases (Department of Environmental Affairs, 2019:26; Marumo, 2016:58; Shukla, Ahmed & Singh, 2015:130; Steadfast Greening, 2012:6; Graci & Dodds, 2008:11,13).

- *Item-refundable system*

A refundable cup/bottle system can be an effective green practice incentive that can be implemented at arts festivals as a way to get festival attendees involved in the process of reducing waste at the festival terrain. An item-refundable system can be described as an activity whereby attendees purchase beverage in a bottle or can material/packaging and given an option to return

the empty can/bottle and be rewarded (Department of Environmental Affairs, 2019:26; Viviers, Botha & Marumo, 2017:5; Marumo, 2016:56; Steadfast Greening, 2012:28).

- *Digital marketing and e-marketing*

Festivals have been keeping up with the trend of making use of digital technology to communicate and engage with festival attendees to share marketing materials, updates and to create awareness and educate attendees regarding going green. The use of digital marketing and e-marketing provides festivals with positive benefits including being less expensive, taking up less time and reaching a large number of audiences across the world (Viviers & Botha, 2018:491). Therefore, arts festival can effectively use and encourage attendees to make use of digital marketing and e-marketing as a way to reduce the use of paper. Digital platforms such Instagram, Facebook, Twitter, YouTube, blogs and television can be used by attendees to access the festival information (i.e. programmes, education, and awareness information) (National Arts Festival, 2020; Marumo, 2016:55; Rocking the Daisies, 2015; Steadfast Greening, 2012:14; Sustainable Events Guide, 2012:35).

- *Electronic ticketing system*

An electronic ticketing system is another effective green practice that can lower operational costs, reduce paper waste and require less effort (Kos-Łabędowicz, 2014). An electronic ticketing system, also known as e-ticketing, is described as the use of wireless mobile technology to sell and purchase festival tickets with no physical interaction between the service provider and attendees (Marfo & Quansah, 2020:162). Festivals can implement and encourage the use of the festival's website and the festival App to purchase the online festival tickets whereby the barcoded ticket can be downloaded and saved on attendees' devices and later scanned on arrival at the festival using ticket scanning devices/apps software (Gunelius, 2018).

- *Cashless system*

A new green practice that arts festivals can implemented is the cashless system. A cashless system is a practice that is easy to use, saves time and can assist in reducing the use of paper money and coins. Rocking the Daisies in South African was hosted as a cashless event in 2018 whereby attendees used only contactless cards systems and credit/cheque/debit cards to pay for every purchase on the festival terrain (News24, 2018). A contactless card payment is a secured payment method by tapping a credit/cheque/debit card a few inches from a terminal equipped with radio frequency contactless payment device/technology (Kagan & Anderson, 2020). Smartphone devices with banking apps (e.g. ABSA, Nedbank, Standard bank, Capitec, FNB)

linked with individuals' credit/cheque/debit card information can also be used by waving the smartphone few inches from radio frequency contactless payment device (Martucci, 2020). A smartphone device payment is viewed to be more eco-friendly than the contactless cards system because it reduces the need to use plastic cards such as the banking cards (Martucci, 2020).

### **2.7.3 Water management**

South Africa is one of the countries experiencing water scarcity issues and this has called for every stakeholder and industry to implement alternative ways to conserve water (Donnenfeld, Crookes & Hedden, 2018:1). Therefore, the third motivation towards greening arts festivals is to implement water management practices to ensure and promote water use/consumption and saving behaviour (Department of Environmental Affairs, 2019:58). The following water management practices can be implemented at arts festivals:

- *Grey water*

Grey water is type of wastewater collected from baths and basins (City of Cape Town, 2012:25). Arts festivals can implement the use of grey water in toilet facilities for flushing, showering and bathing, for irrigation purposes and it can be used during the rehabilitation process to conserve the use of fresh clean water during the festival (Viviers & Botha, 2018:491; Marumo, 2016:57; Gauteng Tourism Authority, 2012:19; Steadfast Greening, 2012:10,2013:21).

- *Mobile/composting toilets*

Alternative green sanitation initiatives such as mobile or composting toilets can be implemented to reduce the overconsumption of water and negative impacts on the natural environment at arts festivals. Mobile toilets are viewed as eco-friendly, very easy to maintain and assist in reducing traffic at permanent structured toilet facilities at the festival terrain (Geoff's Mobile Showers & Toilets, 2019; Toilet Rental Expert, 2018). Composting toilets are considered to be more eco-friendly because they use no water and don't need any sewage reticulation and treatment. They make use of a natural decomposition which makes this green practice cost effective (City of Cape Town, 2012:23).

- *Gel hand sanitiser*

The outbreak of Covid-19 has effectively educated and raised awareness that washing hands with soap and water is the most effective hygienic method to prevent the spread of the virus/germs/infections (National Department of Health, 2020:10). However, due to the scarcity of water and lack of hand wash/soaps it has been advised to make use of at least 60% or more

alcohol-based hand sanitisers as an alternative to lower the spread of infections (National Department of Health 2020:12). Arts festivals are therefore advised to implement alcohol-based hand sanitiser stations at key points such as near food stalls, food courts/seating areas and to have sanitisers in all toilet facilities as well as encouraging attendees to always carry and use their own sanitisers. This green practice can assist in reducing water consumption and, in the process, reduce hand wipes' waste (Viviers & Botha, 2018:491; Viviers, Botha & Marumo, 2017:5).

#### **2.7.4 Energy management**

The fourth motivation to be considered when greening arts festivals is by implementing energy management green practices to reduce energy consumption and take advantage of the use of renewable energy (Department of Environmental Affairs, 2019:58).

- *LED/natural lighting and air ventilation*

Alternative ways to reduce energy consumption at arts festivals include using LED (light-emitting diodes) light bulbs in mobile toilets (Department of Environmental Affairs, 2019). LED lights are considered to be energy efficient, have a long-life span, shine brighter than normal light bulbs and are considered to be green lighting technology (City of Cape Town, 2012:20). Natural air ventilation and natural lighting are the best green practices arts festivals can use to lower the high demand on electricity generated from the use of electric fans and air conditioners, which are not energy-efficient, for cooling and lighting venues during the day (Event Greening Forum, 2017:10; Gauteng Tourism Authority, 2012:21). Natural air ventilation is simply described as the use of natural fresh air by opening windows and doors for indoor cooling (Department of Environmental Affairs, 2019).

- *Solar energy and biodiesel generators*

Arts festivals can also opt for solar energy and eco-friendly biodiesel generators to generate power for fridges and other equipment to lower the pressure on energy use throughout the festival and reduce carbon emission (Gauteng Tourism Authority, 2012:21). Solar energy is described as the usable energy that is generated from the sun (Kabir, Kumar, Kumar, Adedun, & Kim, 2018:894) and biodiesel is described as an eco-friendly, biodegradable, renewable and efficient energy that is produced from vegetable material and waste cooking oil (Lai, 2014:1).

### 2.7.5 Crowd and traffic management

Implementing crowd and traffic management green practice objectives will increase the protection and enhancement of biodiversity and reduce any form of pollution (Department and Environmental Affairs, 2019:58). Therefore, the fifth motivation towards greening arts festivals can be by implementing the following:

- *Biodiversity conservation*

Biodiversity is described as “life on earth” with various plants, trees, living species and important bacteria, therefore it is important for the biodiversity near and around the festival terrain to be protected and conserved (Department of Environmental Affairs, 2019). Possible green initiatives that arts festivals can implement is well-planned walking routes and rehabilitation programmes. Well-planned walking routes are gravel or paved paths that are used to walk around within the festival terrain that lowers the impact of attendees from trampling on plants or walking on the lawns. To make this happen, green initiatives such as placing reusable, generic and clear signage that communicates directions or maps out various areas within the festival terrain need to be implemented (McKinley, 2019).

- *Rehabilitation programme*

A rehabilitation programme is a process whereby actions are carried out to restore damaged areas to their natural form (e.g., soil erosion or biodiversity loss) (Mentis, 2020:1). Within the programme activities such as plant control which is the process of communicating and raising awareness through posters informing attendees to not trample over plants; and soil erosion reclamation which is the process of restoring soil with organic fertilisers are implemented (Marumo, 2016:62). Furthermore, green practices including water management (e.g. fixing taps/pipe and sewerage pipe) and waste management (e.g. collection of waste) can also contribute to the restoring of the biodiversity (Department of Environmental Affairs, 2019).

- *Parking fines/penalties*

Arts festivals can implement parking fines/penalties as a green practice to reduce the negative impact on biodiversity and natural environment. Fines/penalties in the form of payments or car towing can be given to attendees who do not adhere to the parking restrictions at festivals (Marumo, 2016:63; Migotti, 2015:374). Parking in restricted areas include no parking on yellow lines, lawns or grass, pedestrian crosswalk ways, disabled parking areas and on access ramps at the festival terrain (Virginia Tech Transport services, 2020:14).



- *Capping the number of attendees*

One of most important green initiatives that can be implemented is by regulating or limiting the number of attendees allowed at arts festivals terrain per day. Regulating the number of attendees per day on the festival’s terrain can assist in lowering negative environmental impacts such soil compaction and increasing the peace and quiet in the area for biodiversity protection (Viviers & Botha, 2018:494; City of Cape Town, 2010:17). Soil compaction is a process whereby the top or subsoil particles are pressed together, lowering the level of oxygen, the organic matter, water and nutrients supply to enter through the pores of the soil (Correa, Postma, Watt & Wojciechowski, 2019:6023-6024). This can be caused by the amount of stress caused by parking in non-parking zones and crowd congestion during festivals that are hosted over a number of days. This can, however, be reduced by further implementing the use of wood chips/shavings to cover some parts of the soil near crowded areas on the festival terrain (Marumo, 2016:64).

These green practices will be included into the questionnaire that aimed to determine the extent to which attendees are inclined to support the specific green practices should they be implemented at the Vrystaat Arts Festival. The findings will therefore reveal the gap needed to develop a green rewards programme framework for the Vrystaat Arts Festival.

Table 2.1 provides a detailed summary of the extracted and updated green practices from the questionnaire in Marumo’s (2016) Master’s study, which will be considered as aspects that will be incorporated when developing the framework for a green rewards programme for the Vrystaat Arts Festival.

**Table 2.1: Summative table of potential green practices to be supported by attendees should they be implemented at the festival**

Green practices	Sources
<b>Greener transport</b>	
I will use a bicycle rental service offered by the event during the festival period	Karantikola, Panagopoulos, Tampakis and Tsantopoulos (2018)
I will use a shuttle service offered by the event to travel to the festival	Ciasullo, Troisi, Loia and Maione (2018); McKinley (2019); Orsi (2015)
I will use a shuttle service offered by the event at the festival	McKinley (2019); Ciasullo, Troisi, Loia and Maione (2018); Orsi (2015)

Green practices	Sources
I will make use of well-planned walking routes with clear signage to get to various show venues at the festival instead of using my car	She, Crowcroft, Fu and Ho (2014); Steenbekkers (2014); Saayman (2009)
I will support the idea that larger travel groups travelling in one vehicle pay less for parking	Ciasullo, Troisi, Loia and Maione (2018); Shaheen, Cohen and Bayen (2018); Laine, Lampikosk, Rautiainen, Bröckl, Bang, Poulsen and Kofoed-Wiuf (2018); Gauteng Tourism Authority, (2012)
Waste management	
I will use a recycling bin system at the festival to reduce littering	Department of Environmental Affairs (2019); Event Greening Forum (2017);
I support the use of only biodegradable packaging by all stall owners at the festival	Vostrejs, Adamcová, Vaverková, Enev, Kalina, Machovsky, Šourková, Marova and Kovalcik (2020); Department of Environmental Affairs (2019); Event Greening Forum (2017); Marumo (2016); Shukla, Ahmed and Singh (2015); Steadfast Greening (2012); Graci and Dodds (2008)
I will support a 'refundable cup/bottle system' for drinking beverages at the festival	Department of Environmental Affairs (2019); Viviers, Botha and Marumo (2017); Steadfast Greening (2012)
I will support the exclusive use of electronic festival programmes downloaded on personal electronic devices to reduce paper usage	National Arts Festival (2020); Viviers & Botha (2018); Rocking the Daisies (2015); Steadfast Greening (2012); Sustainable Events Guide (2012)
I insist that the festival makes use of digital marketing rather than printed posters to reduce littering	National Arts Festival (2020); Viviers & Botha (2018); Rocking the Daisies (2015); Steadfast Greening (2012); Sustainable Events Guide (2012);
I will pay a R5 levy at the entrance for service rendered by the community members to pick up litter	Viviers, Botha & Marumo (2019); Viviers and Botha (2018); Viviers, Botha and Marumo (2017);

Green practices	Sources
I insist that the festival organisers do not allow junk mail via flyers on car windows to reduce littering	Viviers, Botha and Marumo (2019); Viviers and Botha (2018); Viviers, Botha and Marumo (2017)
I insist that the festival uses e-marketing as opposed to promotional flyers to reduce littering	National Arts Festival (2020); Viviers and Botha (2018); Rocking the Daisies (2015); Steadfast Greening (2012); Sustainable Events Guide (2012)
I insist that the festival arranges for regular waste removal on the festival terrain for hygiene purposes	Viviers, Botha and Marumo (2019); Viviers and Botha (2018); Viviers, Botha and Marumo (2017)
<b>Water management</b>	
I am happy to pay R5 for toilet facilities that use less water	Berardi and Albozford (2015); Anand and Apul (2014); Almadia (2012); City of Cape Town (2010)
I am happy to pay a green-fee included in the entrance fee to show my support towards the festival's green initiatives	Royne, Levy and Martinez (2011)
I insist that the festival organisers promote only accommodation partners who are water-wise	Viviers, Botha and Marumo (2019); Viviers, Botha and Marumo (2017)
I will support the use of gel hand sanitiser instead of water and soap at the festival	National Department of Health (2020); National Department of Health (2020); Viviers and Botha (2018); Viviers, Botha and Marumo (2017)
I insist that the festival initiates a water saving campaign to raise awareness	Viviers, Botha and Marumo (2019); Viviers, Botha and Marumo (2017)
I insist that the festival designates certain areas on the festival terrain for smoking to reduce fire risks	Viviers, Botha and Marumo (2019); Viviers, Botha and Marumo (2017)
I insist that the festival management ensures the use of only environmentally friendly detergents	Viviers, Botha and Marumo (2019); Viviers, Botha and Marumo (2017)
<b>Energy management</b>	
I insist that the festival raises awareness about ways to save energy	Cape Town Green Map (2020); Piccolo and Alani (2016)

Green practices	Sources
I insist that the festival implements the use of only LED and CFL light bulbs during productions	Department of Environmental Affairs (2019); Event Greening Forum (2017); City of Cape Town (2012); Gauteng Tourism Authority (2012)
I insist that the festival implements the use of only LED and CFL light bulbs on the festival terrain	Department of Environmental Affairs (2019); City of Cape Town (2012)
I insist that the festival resorts to natural light and ventilation at venues as far as possible	Department of Environmental Affairs (2019); Event Greening Forum (2017); Gauteng Tourism Authority (2012)
<b>Crowd &amp; traffic management</b>	
I support that from midnight, the disturbance of the peace and quiet is not permitted (e.g. loud music)	Humberstone, Price and Henderson (2015); Batey (2013)
I support penalties/fines for parking on undesignated areas to reduce the environmental impact	Virginia Tech Transport services (2020); Migotti (2015)
I insist that the event regulates daily visitor numbers on the terrain to reduce the environmental impact	Viviers and Botha (2018); City of Cape Town (2010)
I insist that the festival initiates a rehabilitation programme of the natural surroundings after the event	Department of Environmental Affairs (2019); Hardner, Gullison, Anstee and Mayer (2018)
I insist that the festival makes use of ways to reduce soil compression on the festival terrain (e.g. scattering of wood shavings)	Correa, Postma, Watt and Wojciechowski (2019)

Source: Author's compilation.

## 2.8 SUMMARY

Arts festivals can play an important role in reducing negative environmental impacts and act as a platform to increase greening opportunities in the tourism and events industry. This literature review identified different environmental impacts that are often overlooked and the obstacles that event managers often come across when seeking to green arts festival by means of implementing green practices. However, existing information and guidelines on practical ways to green festivals is available and, through collaboration with key stakeholders, arts festival managers can receive

the support and key resources needed to start seeing and experiencing the benefits of events greening. Even so, the literature points out that festival managers need to consider that the success of greening arts festivals heavily lies in the opinions, support, engagement and the change of festival attendees' behaviour. With festivals attendees expressing their green attitude and awareness, it is further crucial for festival managers and other key stakeholders to understand the aspects that influence/motivate/encourage attendees' decision-making process to engage and support green practices should they be implemented at the arts festival and to identify ways on how to motivate/encourage attendees' to be greener in their behaviour at arts festival.

## CHAPTER 3

---

# GREEN CONSUMER BEHAVIOUR AND GREEN REWARDS PROGRAMMES

### 3.1 INTRODUCTION

Scientists and researchers confirm that the increase of environmental degradation and the depletion of natural resources can be caused by consumers' behaviour and lifestyle choices (Lubowiecki-Vikuk, Dąbrowska & Machnik, 2021:93; Touchette & Nepomuceno, 2020:1; Bolderdijk & Steg, 2015:4). The understanding of consumers' behaviour is a complex issue and understanding how consumers' (in this case festival attendees') environmental concern increases and what triggers their green behaviour is still limited in the context of festivals (Darnton, Elster-Jones, Lucas & Brooks, 2005:5; Coelho, Pereira, Simões & Barata, 2017:127; Jiang & Kim, 2014:309; Choi & Ng, 2011:269; Dickson & Arcodia, 2010:1). Nevertheless, previous studies have taken into consideration that various aspects can be responsible for influencing consumers'/festival attendees' decisions to adopt a green behaviour (Van der Baan, 2019; White, Habib & Hardisty, 2019:24-31; White & Habib, 2018:13-52; Nguyen, Nguyen & Hoang, 2019:120; Mair & Laing, 2013:1114).

This chapter, therefore, reviews existing research from previous researchers and provides opinions about the concept of green consumer behaviour. This chapter consists of information related to consumer behaviour, green consumer behaviour, aspects that can motivate/encourage green behaviour, rewards preferences and the aspects for consideration in the green rewards framework. This chapter is critical as the chapter explores how attendees can be motivated to be greener in their behaviour, engage and support the implementation of green practices at the Vrystaat arts festival. In addition, this chapter provides the necessary background towards understanding the need for developing a green rewards programme framework for a South African arts festival.

### 3.2 CONSUMER BEHAVIOUR OVERVIEW

According to Samarasinghe (2016:27), consumer behaviour is referred to be a “subfield of a larger context of human behaviour which conceptualises it as a field that generally studies human behaviour with the focus on individuals’ preferences”. Kazambe (2019:83) elaborates that consumer behaviour is a concept studied in various fields which seek to determine and understand the attitude and behavioural patterns of consumers (psychology), how communities’ cultural aspects can motivate/encourage individual’s purchasing behaviour (anthropology) and consumers’ level of income and spending power (economics).

Van der Baan (2019:45), points out that consumer behaviour in a marketing perspective refers to the understanding of consumers purchasing behaviour based on their demographic profile and attitude and behavioural aspects with the attempt to determine which products and services can satisfy their needs, wants and expectations (Kruger, Botha & Saayman, 2012:108). Mohotloane (2017:10) insists that consumer behaviour refers to the probability for consumers to engage in/adopt a certain behaviour. The focus of this study is mainly based on the definitions by Samarasinghe (2016:27) and Mohotloane (2017:10), as this study seeks to understand festival attendees’ process of behavioural change, the aspects that can motivate/encourage their green behaviour and increase their level of inclination to engage and support green practices should they be implemented at arts festivals.

The body of this chapter takes into consideration the importance of providing an overview link between consumers’ attitude and behaviour, although there are several research findings regarding the contradictory relationship (Joseph, 2019:7; Marumo, 2016:143; Samarasinghe, 2014:35; Do Paço, Alves, Shiel & Filho, 2014:414). According to Samarasinghe (2014:34-35) in simple terms, consumers attitude is what builds up their behaviour. Fishbein and Ajezen (1975:216) explain that attitude refers to an individual’s character to respond acceptably or unacceptably towards a given scenario. Tan, Chai, and Min (2017:157) state that a consumer’s attitude is caused by a frequent and consistent set of beliefs towards a product/service that motivate/encourage their choice of behaviour towards the offered product/service. Samarasinghe (2016:34) further provides a similar definition that expresses that “attitude is a favourable or unfavourable evaluative traction toward a scenario exhibited in ones’ beliefs, feelings or intended behaviour”. For instance, if consumer showcases a favourable attitude towards certain behaviour, their intentions to perform the required behaviour is very high or vice versa (Samarasinghe, 2016:34-35).

Thus, consumers'/individuals' behaviour is highly dependent on their attitude and, for that reason, these two concepts need to be measured together (Cherian & Jacob, 2012:119). From a green/environmental perspective, green attitude and green behaviour are two concepts that are not interrelated; however, both are modified by various influential aspects (Minoli, Goode & Metcalfe, 2017:72). Samarasinghe (2016:35) confirms that the combination of various aspects such as habits, income, level of awareness, type of products and services can assist to predict consumers'/individuals' green behaviour.

### **3.3 GREEN CONSUMER BEHAVIOUR**

Green consumer behaviour is the environmental or socially responsible behaviour expressed by individuals when making favourable or non-favourable purchasing decisions (Lakra, Bedi & Gupta, 2014:5). This implies that the focus on green consumer behaviour takes into account consumers' attitudes towards green products, their purchasing decision-making process concerning the environment, and how, when and where consumers purchase green products and services (Lakra *et al.*, 2014:5). Mkhize (2014:19) explains that green consumer behaviour can be described through words such as 'pro-environmental consumer behaviour', 'ecologically conscious consumer behaviour', 'environmentally friendly consumer behaviour' and 'environmentally conscious consumers. Adhitiya and Astuti (2019:194) add that green consumer behaviour can therefore refer to the purchasing of green products that are easily recyclable and of benefit to the natural environment and society.

Tan, Johnstone, and Yang (2016:289) point out that green consumer consumption behaviour is a problematic concept because going green means to "protect and conserve natural resources, while consumption generally involves their destruction". Hosseinpour, Mohamed, Rezai, Shamsudin and AbdLatif (2015:929) expands that green consumer behaviour towards green behaviour can be performed through waste recycling, purchasing and consuming green products, adopting sustainable green travel behaviours and conserving energy and water. Wong, Wan and Qi (2015:295) support these statements and point out that consumers have recognised the increase in environmental impacts including the depletion of natural resources due to their overconsumption. In turn, consumers are changing their purchasing, consumption, and product disposal behaviours.

However, previous research revealed that, when it comes to reducing negative environmental impacts seen during events and festivals, the assumption is that the festival organisers should

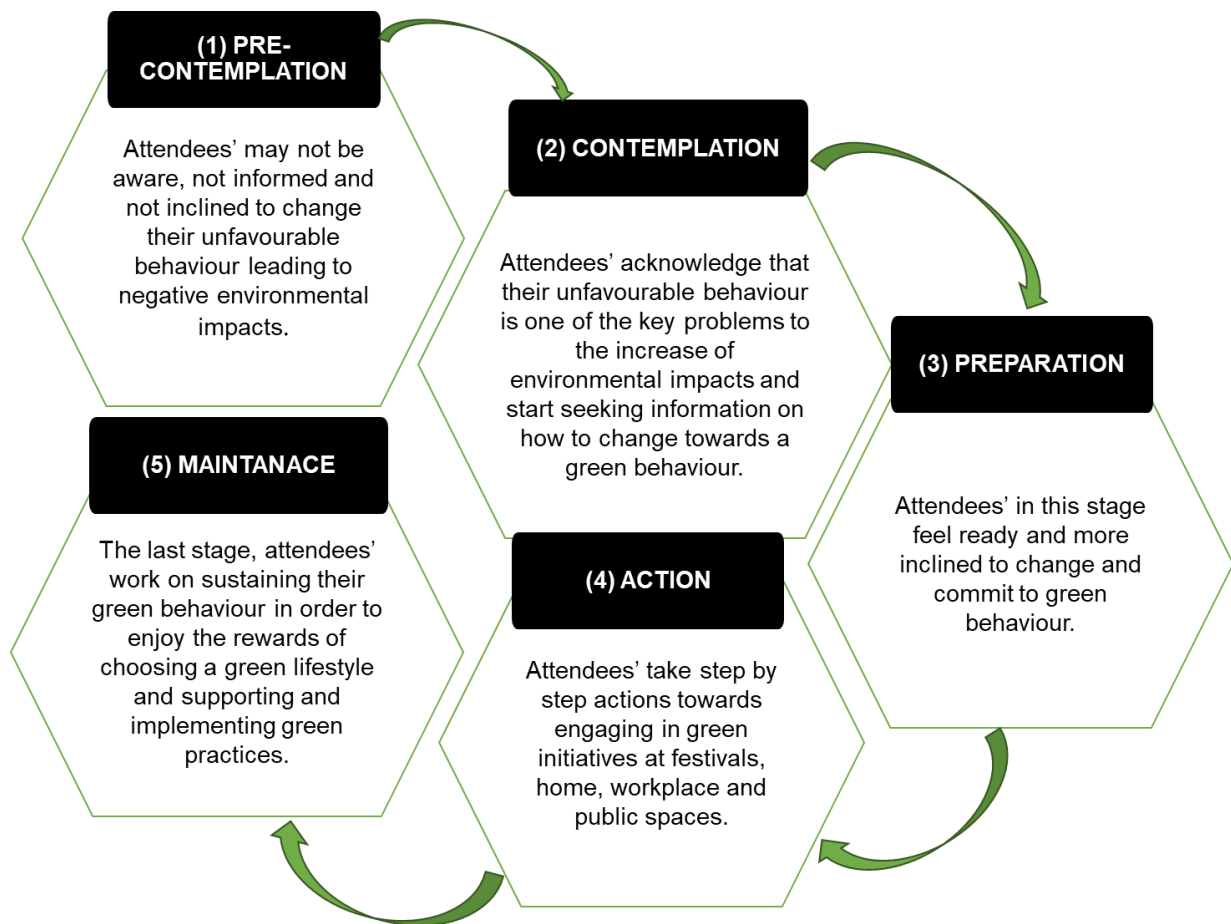


take the frontline responsibility in attending to this matter and not the festival attendees' (Henderson, 2011:7; Laing & Frost, 2010:262; Mair & Jago, 2010:89). On the other hand, festival attendees seem not to be aware that they are responsible for the purchasing, consuming and disposing of products/services that are packaged and offered by festival managers (Samarasinghe, 2016:27).

Given the point raised on who needs to take the responsibility for reducing negative environmental impacts, festival managers have been using different strategies, such as environmental messages across key areas at the festival terrain, offering social support and rewards as a way to communicate and encourage green behaviour amongst festival attendees (Alonso-Vazquez, 2014:27). Nevertheless, with efforts made by festival managers, Mair and Laing (2013:7) state that there is still less participation from attendees in engaging in green behaviours at festivals (Zifkos, 2015:11). This result leads to the need to better understand consumers/festival attendees. Their shift from general behaviour (i.e. purchasing and consumption behaviour) towards green behaviour will be discussed through the application of the Transtheoretical Model of Change (TTM) in a festival perspective.

### **3.3.1 The Transtheoretical Model of Change (TTM)**

The Transtheoretical Model of Change, also referred to as the Stages of Change model, will be applied as the theory of behaviour change and will reveal the process of how attendees' green behaviour and green attitude changes through a sequence of five (5) stages shown in Figure 3.1 as they "adopt voluntary changes in their life" (Hiselius & Rosqvist, 2016:35; Reddinga, Mundorf, Kobayashic, Brick, Horiuchi, Paiva & Prochaska, 2015:242; Mair & Laing, 2013; He, Greenberg & Haung, 2010).



**Figure 3.1: Arts festival attendees' green behaviour stage of change model**

Source: Adapted from Hiselius & Rosqvist (2016:35); Reddinga *et al.* (2015:242); He *et al.* (2010); Mair & Laing (2013).

Mair and Laing (2013:1117-1118) research provides a comprehensive explanation of the effective use of “green festivals” and “sustainability-focused festivals” to motivate/encourage the process of change in green behaviour and attitude through the application of the Transtheoretical Model of Change as highlighted in Table 3.1 below.

**Table 3.1: Green behaviour and attitude process of change**

Dimension	Stage of change	Process of change	Description of process
Attitudinal	Moving from pre-contemplation to contemplation	<b>Consciousness-raising</b>	Becoming aware of a problem.
		<b>Dramatic relief</b>	Emotional arousal, such as fear of failure or inspiration for change.

Dimension	Stage of change	Process of change	Description of process
		<b>Environmental re-evaluation</b>	Appreciating that change will have a positive impact on society.
	Moving from contemplation to Preparation	<b>Self-re-evaluation</b>	Appreciating that change will have a positive impact on one's identity.
	Moving from preparation to Action	<b>Self-liberation</b>	Believing that change can succeed and making a commitment to change.
<b>Behavioural</b>	Moving to action, and maintenance	<b>Helping relationships</b>	Seeking and using social support to facilitate change.
		<b>Reinforcement management</b>	Finding intrinsic and extrinsic rewards for making the change.
		<b>Counterconditioning</b>	Substituting new behaviours and cognitions for the previous behaviour.
		<b>Stimulus control</b>	Restructuring one's environment to elicit new behaviour and inhibit old habits.
	Maintenance	<b>Social liberation</b>	Empowering others, advocating for the behaviour.

Source: Adopted from Mair and Laing (2013:1116).

Table 3.1 explains that in terms of the **attitudinal dimension**, festivals that are hosted in a green/sustainable manner can motivate/encourage greener behaviour by providing a platform to raise awareness of the negative environmental impacts caused by festivals and provide key information related to the benefits of opting for a greener lifestyle and supporting green practices should they be implemented at the festival. This, as a result, forms a **consciousness-raising** process of change.

A **dramatic relief** is motivated/encouraged through the development of attractive rewards that can motivate attendees to engage and support the implementation of green practices. As a result, an environmental re-evaluation occurs through festivals' effectiveness to promote and demonstrate the process of going green and the implementation of green practices that can have a positive spillover effect on local communities and the environment.

Green festivals and sustainability-focused festivals can motivate/encourage attendees' **self-re-evaluation** process regarding their own belief on why it is important to change to a favourable

green behaviour and attitude and how this will have a positive impact on their lifestyle. Thus, **self-liberation** is encouraged through positive evidence demonstrated by green festivals and sustainability-focused festivals that the change towards a greener behaviour and a greener-sustainable lifestyle can be achieved by all attendees regardless of age, gender, race, location, and level of education and income.

With regards to the **behavioural dimension**, green festivals and sustainability-focused festivals can facilitate **helping relationships** through the provision of affordable and easy access to exhibitions promoting the benefits of engaging and supporting the implementation green practices at festivals, homes, and public spaces.

Taking the focus of this research as a practice example, the development of a framework for a green rewards programme to motivate attendees' green behaviour can form part of a **reinforcement management** change. For a **counter-conditioning and stimulus control**, the provision of green rewards, products, and services at festivals can motivate attendees' green behaviour change process easily. Lastly, regarding the **action and the maintenance stages**, green festivals and sustainability-focused festivals can provide support, assistance, and encouragement to trigger attendees' inclination to continue to act in an environmentally favourable manner not just at festivals but in all aspects of their daily life as well.

The Transtheoretical Model of Change has provided the process of how green festivals and sustainability-focused festivals can have a direct impact on motivating attendees' green behaviour. These festivals prove to be an effective platform to educate and raise awareness and demonstrate how green practices can be implemented (Tölkes & Butzmann, 2018; Mair & Laing, 2015). Therefore, the next step on further examining the process of how to motivate/encourage attendees' green behaviour will be addressed through discussing the aspects that can motivate/encourage green behaviour.

### **3.4 ASPECTS THAT CAN MOTIVATE/ENCOURAGE GREEN BEHAVIOUR**

To motivate/encourage festival attendees' green behaviour is a process that involves the identification of aspects that motivate attendees' green behaviour, decision to engage and support the implementation of green practices at festivals. Figure 3.2 illustrates the possible aspects that can motivate/encourage attendees' to be greener in their behaviour at arts festivals.

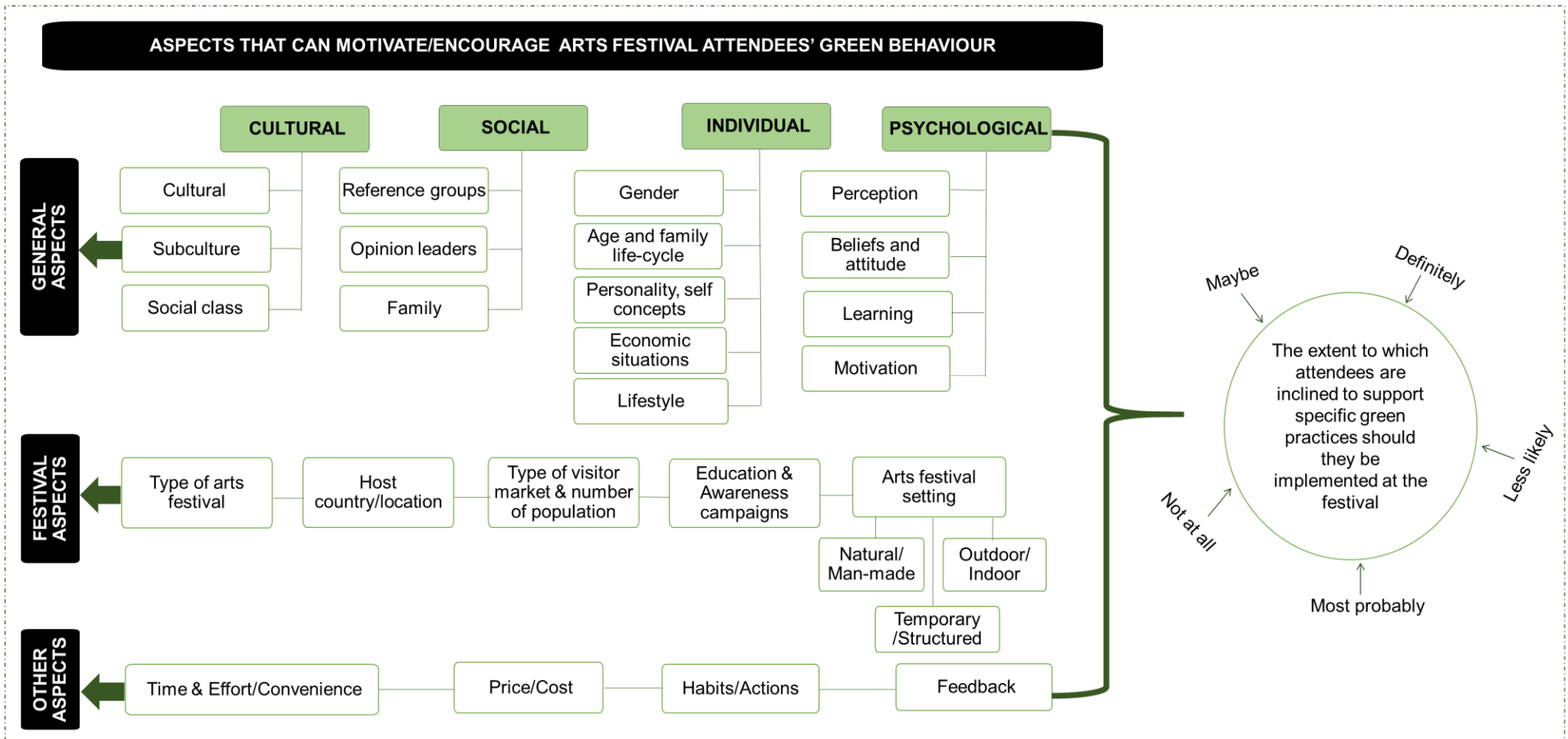


Figure 3.2: Integrated conceptual framework of the aspects that can motivate/encourage festivals attendee's green behaviour

Source: Developed by Author and adapted from Oke, Kamolshotiros, Popoola, Ajagbe and Olujobi (2016:45).

These aspects are discussed in detail below:

### 3.4.1 General aspects that motivate attendees' green behaviour

- **Cultural aspects** are revealed to play a role in predicting individuals' green behaviour. Culture is defined as a "collective programming of the mind which distinguishes one group from another" (Nguyen, Lobo & Greenland, 2017:378). It has been pointed out that, to understand the role that culture plays in predicting behavioural patterns, it is important to understand the impact that values, subculture and social class have on festival attendees' green behaviour and attitude. Cultural values involve the protection and conservation of communities' dress codes, cultural events, handcraft, traditional food and natural environment for future generations (Noakes, 2012:117). Subculture involves ethnic groups or individuals who are believed to share the same values (environmental protection values). Festival attendees in the same social class are seen to be equal in terms of income and social status. For example, attendees with a high level of income in their decision-making process involve evaluating green products and services in detail before deciding to purchase or use green products and services (Solomon, Bamossy, Askegaard & Hogg, 2010:427,442).
- **Social aspects** such as reference groups and people's and family's opinions can influence how consumers'/festival attendees live their daily lives and motivate/encourage their decision-making process to engage in greener behaviours (Yakup & JablonskÄ, 2012:64). Kumar and Ghodeswar (2014:334) state that consumers recognise that behaviour in an environmental manner is reputational and a modern way of living because of how green the majority of social behaviour appears. Yakup and JablonskÄ (2012:65) further add that consumers' green behaviour and decision making is defined by being part of many groups, family, clubs and organizations where a green lifestyle is highly recommended.
- In terms of **individual aspects**, previous market research studies have revealed that using aspects such as age, gender, personality and self-concept, economic situations and lifestyle plays a significant role in influencing consumers'/festival attendees' green behaviour and attitude, and segmenting and profiling green attendees at events and festivals (Yakup & JablonskÄ, 2012:65). Studies revealed that it is mostly individuals, more especially women with high-income levels, who tend to be more concerned about protecting the natural environment (Leonidou, Coudounaris, Kvasova & Christodoulides, 2015:640; Bronfman, Cisternas, López-Vázquez, Maza & Oyanedel, 2015:14137). While other findings point out it is mostly younger individuals more environmentally conscious and more inclined to engage in green consumption behaviour (Nguyen, Lobo & Greenland, 2017:379; Strieder Philippsen, Soares Angeoletto & Santana, 2017:42). Personality refers to "the unique psychological characteristics that lead to relatively consistent and lasting responses to one's environment".

While self-concept is described as the totality of event attendee's ideas with their thoughts and feelings about themselves concerning being pro-environmentally conscious in a socially determined context (Roe & Bruwer, 2017:1363; Yakup & JablonskÄ, 2012:65; Nair, 2015:174-175).

- **Psychological aspects** involve attendees' perception, motivation, learning experience, beliefs and attitude that motivate/encourage their green behaviour and attitude (Yakup & JablonskÄ, 2012:67). The learning experience is the change in festival attendees' thoughts due to past experiences. The experience can be linked to purchasing and consuming green products and implementing green practices (Yakup & JablonskÄ, 2012:67). Festival attendees' awareness about the importance of reducing environmental impacts by supporting green initiatives, purchasing green products and implementing green practices is revealed to have a positive impact on individuals' overall environmental beliefs and attitudes (Nguyen, Lobo & Greenland, 2017:379; Cherian & Jacob, 2012:120). According to O'Rourke and Ringer (2015:2) through the availability of information, consumers need to know, and believe, that their decision will provide different behavioural impacts and that the accessibility of information will assist to distinguish one choice from another.
- **Motivation as part of the psychological aspects:** The focus of this study places more emphasis on the motivation aspect. This study aimed at providing a better understanding of the extent to which green rewards can motivate attendees to become greener at arts festivals and increase the inclination to support and engage in green initiatives at arts festivals. Thus, the researcher of this study found it appropriate to apply B.F. Skinner's theory of operant condition to provide a better understanding of how rewards can motivate/encourage festival attendees' to be greener in their behaviour.

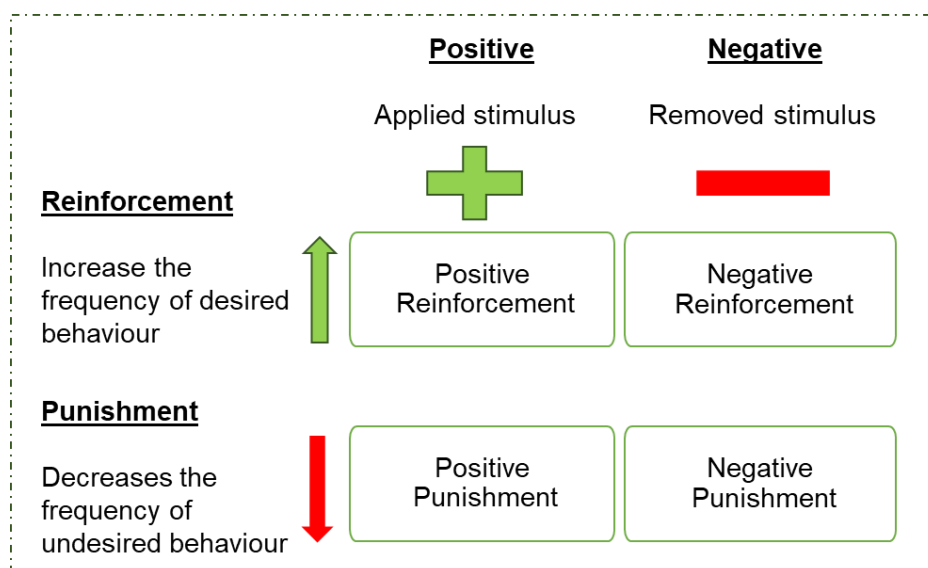
### 3.4.2 Skinner's theory of operant conditioning

According to Farnsworth (2019) researchers (i.e. academics and commercials) are seeking to deepen understanding as to how individuals'/consumers make their decisions and what triggers them to engage in a certain movements/brands/themes. As noted, green consumer behaviour is a complex area due to general aspects (cultural, social, individual and psychological), festival aspects (type of festival, location, festival setting, type visitor market) and other aspects (rewards, habit, time, effort/convenience) that motivate/encourage consumers' decision-making process.

Burrhus Frederic Skinner is regarded as the father of Operant Conditioning, which is also known as the reinforcement theory. Even so, Skinner's work is based on Edward Thorndike's (1898) law of effect, which suggested that a behaviour connected with a favourable outcome is more likely to be repeated or vice versa (Cherry, 2019; McLeod, 2018:1). Skinner (2014:65) explains that the

application of the operant conditioning focuses on strengthening an operant in the sense of making the response of an individual's behaviour more frequent. From an environmental perspective, the application of the theory of operant conditioning will seek to explain that, with changes in the natural environment/climate change that brings about unprepared new changes (e.g. lifestyle changes, purchasing and consuming changes, and disposal changes), individuals/consumers' behaviour can, in most cases, adjust quickly as a new behavioural response is developed and when the old behaviour is removed (Skinner, 2014:66).

Figure 3.3 demonstrates the adapted theory of operant conditioning by B.F Skinner which provides a viewpoint on green consumer behaviour towards greening arts festivals. This involves the process of reinforcing attendees' behaviour with a reward or discouraging their behaviour by punishment as a means to motivate attendees to be greener in their behaviour at arts festivals (Parchment, 2016:12; Gordan & Amutan, 2014:685). In other words, the purpose of developing a green rewards programme framework for a South African arts festival will seek to modify evident/visible positive or negative attendees' green behaviour by applying reinforcements such as rewards as a motivation tool to trigger positive green behaviours (Ward, 2016:21).



**Figure 3.3: Skinner's Theory of Operant Conditioning**

Source: Adopted from Parchment (2016:12); Gordan & Amutan (2014:685).

The following are the key approaches of operant conditioning:

- **Reinforcement (Positive and negative)**

Strohacker, Galarraga and Williams (2014:2) based on Figure 3.3 explain that reinforcements can be positive when a stimulus is presented in response to a behaviour or a negative reinforcement



is when a stimulus in response to a behaviour is removed. According to Gordan and Amutan, (2014:682) reinforcement is a term in “operant conditioning and a behaviour analysis for the process of increasing the rate or probability of behaviour in the form of response by delivery either immediately or shortly after performing the behaviour”. Reinforcements, therefore, focus on individuals’ attitude changes that occur when acting or behaving in a particular manner.

Positive reinforcement presents a stimulus to increase the regularity of the desired behaviour. Positive reinforcements, therefore, can be applied through promotions and other benefits (Petkov, 2019:38; Parchment, 2016:12; Gordan & Amutan, 2014:685). McLeod, (2018:3) adds that a favourable behaviour can be strengthened by providing a scenario that an individual can see as rewarding. On the other hand, negative reinforcement is the removal of stimuli to increase the probability of repeated behaviour and involves “removing a negative consequence when the desired behaviour occurs” as pointed by Wei and Yazdanifard (2014:683). This further means that the response presented when rewards are no longer offered can decrease the regularity of undesired behaviour (Parchment, 2016:12; Gordan & Amutan, 2014:685; Omomia & Omomia, 2014:175).

- **Punishment**

Punishment is a tool used to remove undesired actions and can be used to decrease the strength of the unfavourable behaviours (Wei & Yazdanifard, 2014:10). Punishment reinforcement is used to remove dangerous/unfavourable behaviour in a way that an individual being punished will be less likely to repeat the unwanted behaviour (McLeod, 2018:3-4; Gordan & Amutan, 2014:683).

- **Extinction/Non- reinforcement**

Extinction occurs when a behaviour that had previously been reinforced is no longer effective (Parchment, 2016). This is when reinforcements such as rewards are no longer offered and as a result, this decreases the probability of undesired behaviour (Gordan & Amutan, 2014:684). This means behaviour responses that are no longer rewarded are likely to be repeated (Omomia & Omomia, 2014:17).

#### *3.4.2.1 How the theory of operant conditioning/reinforcement can be applied to the festival setting*

For festival managers and sponsors, it will be important to select the appropriate type of rewards to motivate festival attendees’ to be greener in their behaviour and, in the process, avoid unforeseen conflicts. This will depend greatly on the aspects that can influence festival attendees’

decision-making process towards engaging in festivals' green practices and the festival setting in which the attendee's green behaviour will be visibly presented.

Below are ways that may assist festival managers to motivate/encourage attendees' positive green behaviour:

- **Reinforcement/rewards**

**Positive reinforcement** – Festival attendees' can be offered monetary rewards, free items to aid behaviour, egoistic rewards and altruistic rewards which can likely provide a repeated response with regards to motivating attendees to be greener in their behaviour and to support the implementation of green practices at festivals (Wei & Yazdanifard, 2014:9-10; Omomia & Omomia, 2014:175). Monetary rewards can be effective to motivate attendees to adopt and maintain their green behaviour (White & Habib, 2018:24). Providing festival attendees with greener transport options to travel to and use at the festivals can positively motivate attendees' to be greener in their behaviour towards the use of public transport than the use of personal cars. Therefore, attendees living in surrounding areas where the festival is hosted can be rewarded with temporary free festival bus tickets to use to travel to the festival (Greyhound, 2018; Edwards, 2017-2018; Bolderdijk, *et al.*, 2012:237).

While other rewards can motivate/encourage attendees' green behaviour to use green transport options (e.g. bus/taxi), recycling bins and use water wisely and comply with the crowd and traffic management rules and regulations (White & Habib, 2018:24). Besides offering clear and understandable prompts such as verbal or written messages on festival terrains as a reminder to attendees that their efforts in supporting the implementation of green practices (e.g. waste management, use of green transport options, water and energy management, crowd and traffic management) can positively motivate/encourage attendees' green behaviour (White & Habib, 2018:23).

**Negative reinforcement** – Similar to positive reinforcements, negative reinforcements are used to remove punishments and therefore offer rewards to increase green/environmental behaviour (O'Shaughnessy, 2012:94). For instance, rewards including free items, discounts/cash backs or VIP benefits can be removed if festival attendees do not present/illustrate positive green behaviour during the festival. This, as a result, can motivate/encourage attendees' to be greener in their behaviour at festivals (Levine, 2020; Grate, 2019; de Wet, 2019; Eventbrite, 2017:8; Smith, 2016; Robinson, Lück & Smith, 2013:377).

- **Punishment**

Festival managers can decide whether the framework for a green rewards programme needs to include any form of penalties. Penalties can be given to motivate favourable behaviour in areas that can be monitored such as the festival terrain (White, Habib & Hardisty, 2019:26). This implies that when festival attendees repeatedly and consciously choose to ignore the festival's green procedures/strategies/practices that have been implemented, despite the being effectively communicated, sometimes the best alternative will be to punish attendees for their negative green behaviour. For example, festivals can effectively implement parking penalties for festival attendees who decide to park their vehicles in undesignated parking spaces at festivals (Keteyi, 2018). These penalties can come in the form of monetary fines where attendees will be required to pay a certain amount which can, as a result, contribute towards festival green practices (Keteyi, 2018). Implementing penalties can be a good practice and, on the other hand, can discourage attendees' to be greener in their behaviour (Bolderdijk, Lehman & Geller, 2012:239).

- **Extinction**

Extinction is the process of “overcoming changes to current routine that have resulted in a positively reinforced behaviour” (Anon, s.a). For instance, removing rewards offerings and benefits from the implemented rewards programme can cause the programme to be less effective due to individuals no longer presenting favourable behaviours (Feldman, 2016). Therefore, the introduction and implementation of a green rewards programme for a South African arts festival will seek to only introduce positive reinforcements (e.g. rewards) that can motivate attendees to be greener in their behaviour and will be the desired strategy.

#### *3.4.2.1.2 Implementation of the rewards programme at arts festivals*

It is important for festival managers and potential sponsors to set behaviour goals (i.e. green behaviour); determine the appropriate reinforcers (i.e. positive rewards); select procedures for changing festival attendee's behaviour (i.e. a green rewards programme); to implement the rewards programme and record the results; and evaluate the progress of attendees green behaviours and adapt as where possible (Omomia & Omomia, 2014:175). Therefore, the following guidelines need to be taken into consideration towards effectively implementing the framework for a green rewards programme for South African arts festivals (Gordan & Amutan, 2014:686):

- The rewards/reinforcements need to be offered frequently, based on the rewards programme objectives.
- The rewards should be offered in a way to keep attendees from losing interest in being green and supporting the implementation of green practices during the festival.

- Offering rewards needs to be continued every time managers see improvement in attendees' green behaviour towards engaging and supporting the implementation of green practices during the festival to motivate attendees to continue to be greener in their behaviour.
- Clear and understandable social reinforcements such as verbally encouraging and complementing/thanking festival attendees for their support in implementing green practices and being green at the festival is considered an effective reward to offer.
- Each reward that will be offered should be appropriate for younger and older attendees.
- The rewards proposition is what drives individuals to engage in the behaviour being requested (i.e. to be greener in their behaviour). Therefore, the rewards offered need to be attractive and achievable (Feldman, 2016).

### 3.4.3 Festival aspects that can motivate/encourage attendees' green behaviour

- Research on events and attendees' attitudes and behaviour has pointed out that the **type of festivals** can motivate/encourage attendees' green behaviour (Alonso-Vazquez, 2016:29). This is supported by the research conducted by Mair and Laing (2013:1113), which indicated that sustainability-focused events have the potential to attract attendees who are already significantly inclined and committed to engaging in greener behaviours. While the research by Tölkes and Butzmann (2018:1) points out that green festivals attract attendees who have adapted green behaviour and are environmentally conscious.
- Research conducted by Alonso-Vazquez (2016:27) provides two reasons to motivate/encourage attendees to attend an event hosted in a **specific country/location**. The first reason is that attendees are seeking to leave their homes, to escape from their normal daily routine, and seek different social interactions. Secondly, attendees are motivated/encouraged by cultural experiences and the nature of the host destination. This implies that the host destination and the host community can motivate/encourage attendees' to be greener in behaviour (Alonso-Vazquez, 2016:27-28).
- Previous research revealed five (5) types of **consumer/visitor market** and their characteristics. The identification of the following type of consumers plays a crucial role in providing a better understanding of what kind of targeting initiatives/green rewards need to be developed (Leal-Millan, Peris-Ortiz & Leal-Rodríguez, 2018:143-145; Subramanian, 2017:17; Zhao, Zhu & Cui, 2016:178; Afonso, 2016:33; Bhattacharya, 2016:68; Mkhize, 2014:16).
  - 1) *True-blue greens/pure greens* consumers: These consumers are known to be green activists and very environmentally conscious.

- 2) *Greenback greens consumers*: Consumers interested in protecting and preserving the natural environment through purchasing green products/services, however, they are not inclined to adopt a green lifestyle.
  - 3) *Sprouts/light greens consumers*: These consumers demonstrate an average concern about reducing environmental impacts and adopting green behaviour.
  - 4) *Grouzers consumers*: They are not inclined to adopt green behaviour due to a lack of knowledge and information about environmental issues.
  - 5) Lastly *basic browns consumers*: These consumers believe that their behaviour does not positively impact the natural environment and is not likely to consume/purchase green products/services and change their behaviour towards green behaviour/actual behaviour.
- Previous research points out that arts festivals such as ***nature/man-made, outdoor/indoor, or temporary/structured*** can play a role in influencing attendees' decision to support and engage in green initiatives and consume green products/services. Research points out that environmental impacts such as waste/littering can be caused by the number of attendees attracted to the festival, the host site characteristics. Also, attendees' environmental concerns and their inclination to support green practices should be implemented at the festival can impact attendees' decision-making process when attending a nature/outdoor type of festival (Jackson, Henderson & Musgrave, 2014:248; Cierjacks, Behr & Kowarik, 2012:329; Song, Lee, Kang & Boo, 2012:1426).
  - ***Green education and awareness campaigns*** are described as campaigns that aim to raise awareness to the public about environmental impacts and educate society about ways of adopting green behaviours (Hosseinpour, Mohamed, Rezai, Shamsudin & AbdLatif, 2015:929). Raising environmental awareness campaigns also include events/festivals, audio-visual productions (e.g. clips and commercials) and electric/hard copy written productions (e.g. posters and scientific reports) (Mkik, Khouilid & Aomari: 2017:2). These awareness campaigns can motivate/encourage attendees to engage and support green practices should they be implemented at the festival (Mkik *et al.*, 2017:9).

#### **3.4.4 Other aspects that motivate/encourage attendees' green behaviour**

Research done by Viviers *et al.* (2019:12) points out that aspects such as ***time and effort/convenience*** can motivate/encourage attendees' to be greener in behaviour in the sense that attendees, most of the time, feel that it is not their responsibility to reduce negative environmental impacts at festivals but that this is the festival organisers responsibility. Joshi and Rahman (2015:134) added that the higher ***price/cost*** of green products negatively influences

consumers' purchase decisions, while a lower cost of green products positively influenced consumers' purchase decisions.

To instil green behaviour that will later form a *habit*, repeated actions are required (White, Habib & Hardisty, 2019:25). Erve (2013:11) adds to this by stating that consumers are, however, not sufficiently persistent to adapt greener behaviours until it becomes a habit. The author further reveals that consumers would continue with the same behaviour, rather than putting the extra effort to adopt new behaviour and be socially and environmentally responsible.

The rewards/incentive preferences are discussed next.

### **3.5 REWARDS/INCENTIVE PREFERENCES**

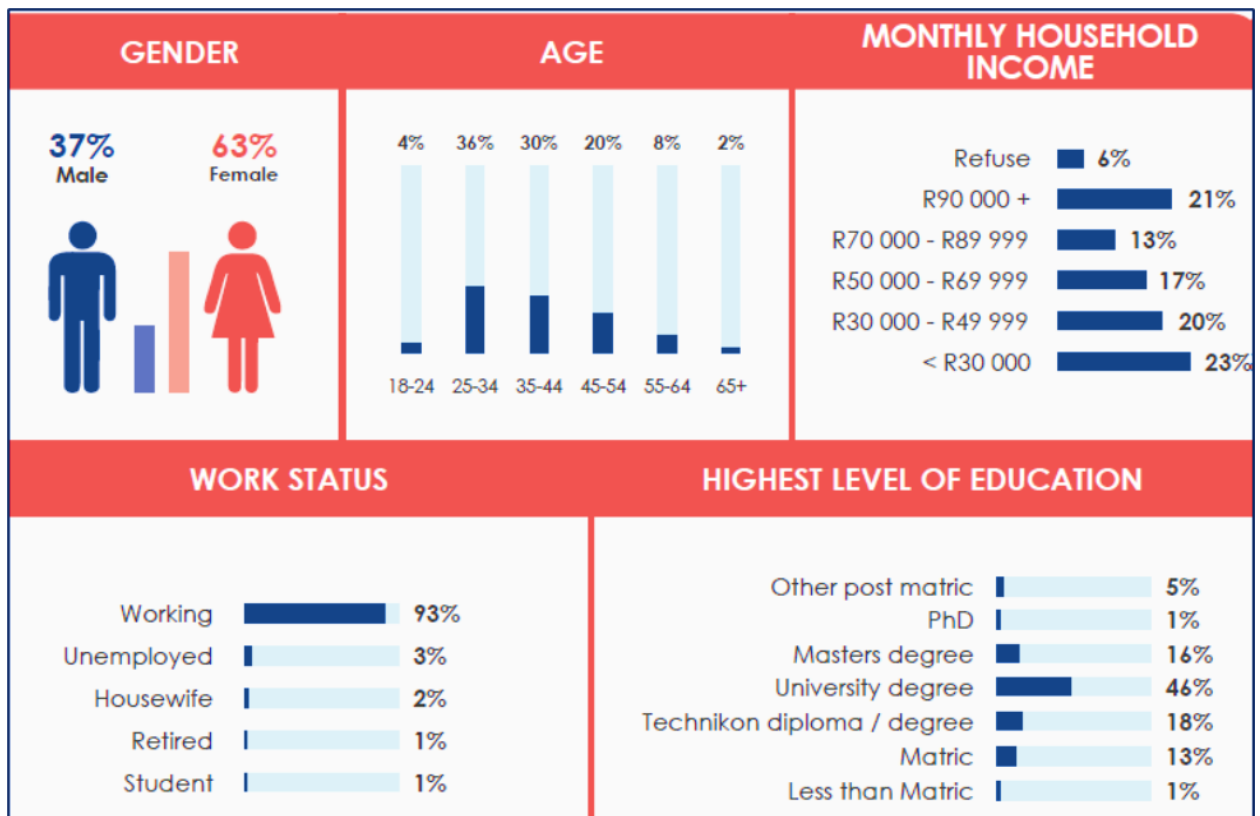
This section provides the types of rewards programmes in South Africa that can be used as green rewards to motivate/encourage attendees' to be greener in their behaviour and engage and support the implementation of green practices at arts festivals.

#### **3.5.1 A desktop overview of existing rewards programmes in South Africa**

In November 2017, an online survey was conducted by the Eighty20 Consulting and Trittech Media to explore customer perspectives on their level of engagement, value of rewards offered and how the loyalty/rewards programme motivates/encourages customer behaviour. A total of 1 413 respondents with online access were able to complete the survey (Eighty20 & Trittech Media, 2018:2). Below is an overview/snapshot of the findings key finding of the survey.

- **Respondent demographic**

Looking at Figure 3.4, the respondents of the survey were mostly females (63%), aged between 25 and 35 (34%), educated with a tertiary qualification (80%), working (93%) and earning a higher monthly income of R50 000 or more (51%) (Eighty20 & Trittech Media, 2018:5).



**Figure 3.4: Respondent demographic**

Source: Adopted from Eighty20 & Tritech Media (2018:6).

- **Tested loyalty/rewards programmes**

There are more than one hundred loyalty programmes in South Africa, however only 26 programmes were selected and used in the Loyalty Programme Member Engagement Survey (Figure 3.5) (Eighty20 & Tritech Media, 2018:3).



**Figure 3.5: Tested loyalty programmes**

Source: Adopted from Eighty20 & Tritech Media (2018:6). (Programmes labels from left to right: *Grocery/Health & Beauty; Retail banking; Lifestyle, leisure & entertainment; Medical aid/Insurance; Fashion retailers; Restaurant & take-aways; Travel; and Credit cards*)

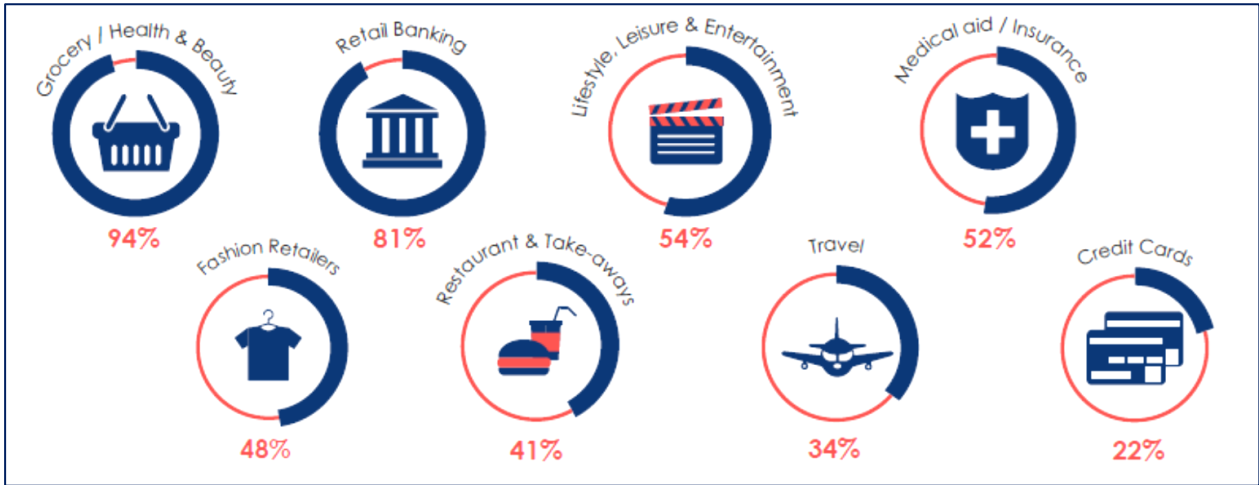
- **Membership penetration by industry sector and programme active usage**

Looking at Figure 3.6 and Figure 3.7, based on the 26 programmes used in the survey, the top programme membership size was the **grocery, health and beauty sector (94%)**. The rewards programmes used by consumers included: Pick n Pay Smart Shopper (85%), Woolworth (81%), Clicks ClubCard and Dis-Chem Benefits with 78% respectively. My Spar Rewards Club Card (62%) and the Makro mCard (47%) had a lower level of membership penetration.

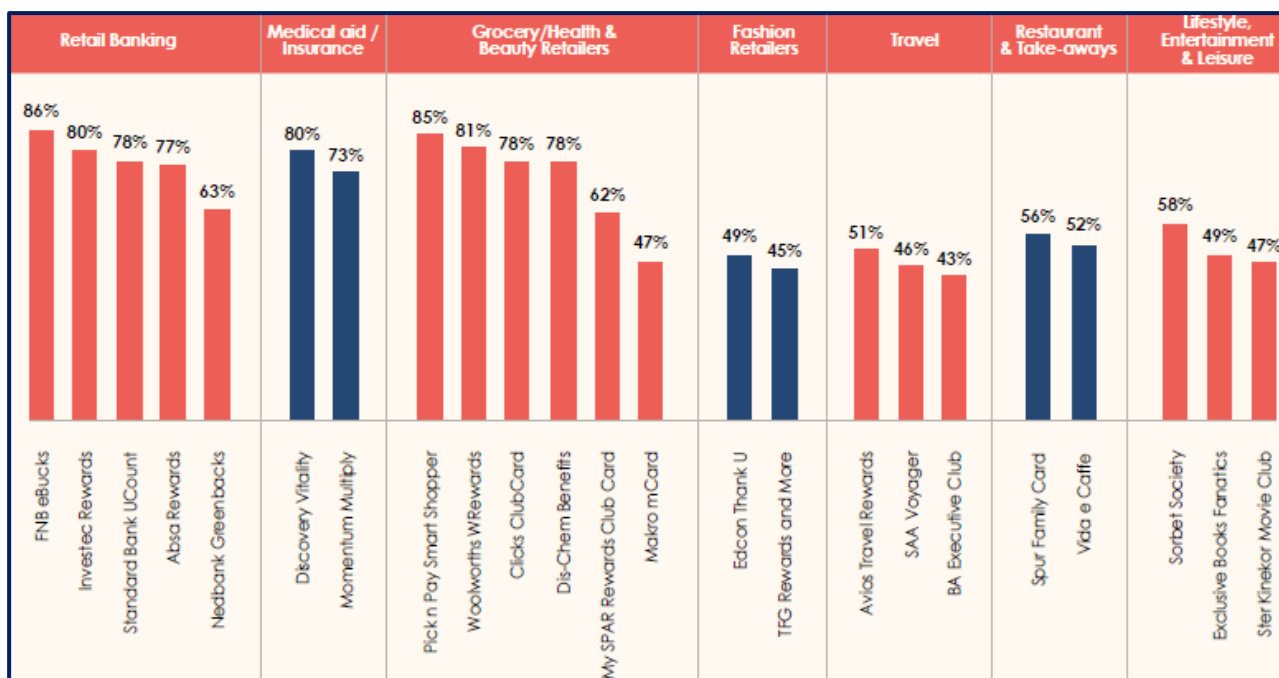


The **retail banking sector** had 81% membership size penetration. The most used rewards programmes included: the FNB eBucks (86%), Investec Rewards (80%), Standard Bank UCount (78%), Absa Rewards (77%) and Nedbank Greenbacks (63%). The **lifestyle and entertainment, and leisure sector** had fifty-four percent (54%) members registered and actively using the rewards programmes such as the Sorbet Society (58%), Exclusive books Fanatics (49%) and Ster Kinekor Movie Club (47%).

The **medical/insurance sector** had fifty-two percent (52%) of members registered and actively using the Discovery Vitality (80%) and the Momentum Multiply (73%) rewards programmes. The membership penetration for the **fashion retailers' sector** was 41% and the most used rewards programmes included Edcon Thank U (49%) and TFG Rewards and More (45%) registered and active members. The **restaurant and take-always sector** had 41% membership penetration with the Spur Family card (56%) and the Vida e Caffe (53%) as the most used rewards programmes. Lastly, the **travel sector** had 34% membership penetration and Avios travel rewards (81%), South African Airways Voyager (46%) and the British Airways Executive Club (43%) were the most used rewards programmes (Eighty20 & Tritech Media, 2018:6&8).



**Figure 3.6: Membership penetration by industry sector**  
 Source: Adopted from Eighty20 & Tritech Media (2018:6&8).



**Figure 3.7: Membership penetration by programme active usage**

Source: Adopted from Eighty20 & Trittech Media (2018:6&8).

- **Programme encouraging behaviour change**

The findings of the survey indicated that the good collaboration/partnership is the answer to how loyalty/rewards programmes can encourage behaviour change. This is the result of the effective partnership between fuel retail and retail banking programmes with other programmes. For instance, regarding the fuel retail, there is a partnership between SAA Voyager and Total, Edcon Thank U and Engen, Clicks ClubCard and Shell, SAA Voyager and Total and Absa Rewards and Sasol. While regarding the retail banking programmes a partnership is seen between Pick n Pay Smart Shopper with Absa Rewards, Discovery Vitality and Momentum Multiply; Dis-Chem Benefits with Discovery Vitality, Momentum Multiply and FNB eBucks programmes (Eighty20 & Trittech Media, 2018:6).

### 3.5.1.1 Highlights of the desktop survey

The findings indicate that it is mostly older females, earning a high monthly income who are registered and actively using the 26 loyalty/rewards programmes daily related to the identified eight (8) industry sectors. Rewards programmes offered benefits were valued by most members because members felt that their loyalty and engagement were being recognised. The most important finding was that rewards programmes with strong partnerships with other rewards programmes motivate/encourage members' behaviour.

This survey provides evidence that rewards programmes can be a promising and effective tool to improve consumer behaviour. This thus provides the motivation for including the demographic profile and seven (7) membership industry sectors' rewards programmes (travel; grocery, health and beauty retail; retail banking; fashion retail; restaurant and takeaway; lifestyle, leisure and entertainment and medical aid/insurance) in this study.

### **3.5.2 Motivating green behaviour considerations**

According to Brain Sheehan (Former Sustainability Manager at Sam's Club) there are five (5) key reasons that need to be taken into consideration when it comes to motivating green behaviour change among attendees. The following reasons are why attendees' will be more eager to change their behaviour, increase their inclination to engage and support the implementation of green practices (cited in Allen 2016:115):

1. The support of green practices must be easy to understand and implement.
2. Festival attendees need to understand the purpose of engaging in green practices, so they implement them.
3. The support and engagement in green practices needs to be desirable.
4. 'Must be rewarding, and not necessarily financially but that does not hurt.'
5. Attendees need to be reminded about the green practices and environmental issues, regularly.

Allen (2016:115) further elaborates that, unless the programmes developed do not address all five (5) reasons, they will result in no behaviour change. For that reason, the development of a green rewards programme framework for a South African arts festival will seek to address all five key identified reasons.

The following section provides ways to motivate/encourage festival attendees to engage and support green practices should they be implemented at the festival as well as at their respective homes, work environment and in public spaces.

### **3.5.3 Motivating support in green practices through green rewards programmes**

Green rewards can come in the form of monetary-based rewards (e.g. cash incentives) and non-monetary rewards (e.g. gifts/vouchers/points system). However, based on the recommendations revealed in the research done by Mandago (2018:11), a green rewards programme can have a negative impact on the quest for going green and protecting the natural environment depending on the choice and intentions of the rewards. Gupta (s.a:15) adds to this by pointing out that further

research is needed to explore the effectiveness of the application of both green rewards and green penalties to motivate attendees' to be greener in their behaviour. Bolderijk, Lehman and Geller (2012:238) support the statements of Mandogo (2018:11) and Gupta (s.a:15) that there is a need to determine how the success of the programme will motivate attendees' to be greener in their behaviour.

Therefore, the following key questions need to be answered to determine the success of the green rewards programme for arts festivals:

1. Will the framework for a green rewards programme include green rewards or green penalties, or both?
2. Will the framework for a green rewards programme make use of monetary-based rewards or non-monetary rewards?

According to Bolderijk, *et al.* (2012:239) the following need to be further taken into consideration regarding the application of green rewards and green penalties:

1. The application of green rewards costs money, whereas penalties generate revenue.
2. Green rewards differ from penalties in that they signal that behaviour is voluntary, whereas penalties communicate mandatory behaviour.
3. The application of green rewards, even large ones, may sometimes be insufficient to motivate a change in behaviour.

Regarding the application of monetary rewards and non-monetary rewards, Table 3.2, explains in a festival perspective of whom, the nature, perception and the conflicts between monetary rewards and non-monetary rewards. And so, the purpose of applying green rewards and green penalties will be to encourage festival attendees' to be more environmentally responsible or conscious (Alnajdawi *et al.*, 2018:173).

**Table 3.2: Monetary rewards vs. Non-Monetary rewards in a festival context**

Monetary rewards	Non-monetary rewards
Momentary rewards are incentives which involve direct money to the festival attendees.	Non-Monetary rewards are the incentives which do not involve money to the festival attendees.
<b>Given to:</b>	
Monetary rewards are given to festival attendees' who are extremely environmentally conscious and with high knowledge of green issues.	Non-Monetary rewards are usually given to all festival attendees' will low level performance and less knowledge about environmentally and green issues.
<b>Nature:</b>	

Monetary rewards	Non-monetary rewards
Monetary rewards can work as a negative force to green festivals due to festival attendees' only concentrating on receiving money and not on events sustainability goals.	Non-Monetary rewards act as a positive force because festival attendees' receiving non-monetary are more focused on being more environmentally conscious (green behaviour and attitude benefits).
<b>Perceived as:</b>	
Monetary rewards are considered as an expense to festivals because it is an additional payment reward to attendees'.	Non-Monetary rewards are also considered as an expense, however, with no direct money given to festival attendees.
<b>Conflicts:</b>	
Monetary rewards sometimes are given to festival attendees may cause conflict with other attendees and there would be a problem of disturbed relationships among event organisers, sponsors and attendees.	Non-Monetary rewards do not arise any conflict, however, instil a healthily relationship between festival organisers, sponsor and festival attendees.

Source: Adapted from Smith (2016).

Previous research has revealed that not all festival attendees are inclined to support the implementation of green practices due to the effort, time and cost required (Deliana & Rum, 2019:359; Viviers, Botha & Marumo, 2019:2; Marumo, 2016:124). The following identified green rewards programmes are possible practices that can assist in determining whether rewards can motivate attendees to be greener in their behaviour at art festivals. Therefore, the development of a framework for a green reward programme will provide the answers to what type of green rewards arts festival attendees expect from supporting green practices at events.

### **3.6 ASPECTS FOR CONSIDERATIONS IN A GREEN REWARDS PROGRAMME FRAMEWORK**

Greening arts festivals is a long-term process, and this process does not mean perfection but better (Marumo, 2016:5; Zifkos, 2015:13; Mair & Laing, 2011:684). This implies that it is not only through the implementation of green practices that can assist in reducing environmental impacts to make arts festival green; but it can also be through motivating/encouraging festival attendees to behave in an environmentally responsible manner (White & Habib, 2018:9). To achieve this, it is important for festival managers and key sponsors to develop and introduce the green rewards programmes that can motivate attendees' to be greener in their behaviour during the festival. Therefore, the following aspects of a green rewards programme are discussed in detail: (1) consumeristic/monetary rewards; (2) free items to aid green behaviour; (3) egoistic green rewards; and (4) altruistic green rewards.

### **3.6.1 Consumeristic/Monetary rewards programmes**

Consumeristic/monetary “benefits are used to describe perceived benefits inherent in programmes that reward the consumers” (Corbishley, 2017:9). Rewards can be in a form of monetary (e.g. cash) or non-monetary (e.g. symbolic) (Lossin, Kozlovskiy, Sodenkamp & Staake, 2016:5). Research indicates momentary rewards such as cash or coupons/discounts can motivate consumers to engage with brands (e.g. green brands) (Goldsmith, 2015:74). These rewards are usually short-term rewards offered to consumers as a form of appreciation for purchases (Corbishley, 2017:34). Corbishley (2017:154), and Goldsmith (2015:175) further point out that consumers usually opt for consumeristic rewards programmes to spend less and save money, to accumulate rewards points or to redeem rewards, and to receive cashback and discounts (Corbishley, 2017:154; Goldsmith, 2015:175).

The following are the possible consumeristic/monetary rewards that can be incorporated into the green rewards programme framework for arts festivals:

#### **1. Travel discounts/vouchers/rewards**

Travel discounts/vouchers/rewards are a type of rewards redeemed by valued consumers through a voucher system (Travel Rewards, 2020; Smith, 2016). The redeemed voucher can offer consumers discounts on holiday accommodation during certain times, car hire, bus fares and flights as well as fuel discounts (Travel Rewards, 2020; de Wet, 2019). Discounts/rewards offerings are categorised into frequent travellers’ discounts, student discounts, senior citizen discounts, children discounts, and family discounts (Lewis & Herbert, 2016; Intercap, 2014).

The following are the 2020 top seven fuel rewards programmes in South Africa (Money Today, 2020):

- a. Sasol and ABSA rewards – Consumers earn cash rewards through swiping their ABSA cards when filling up or making a purchase at Sasol
- b. Shell V+ rewards scheme – By registering online and presenting the V+ card during every fuel purchase consumers are rewarded with credit from every litre.
- c. BP or Shell and Discovery Insure - Consumers with vehicles covered under insurance and members of classic, essential or purple plans are rewarded with a cash-back of a minimum-maximum of a percentage of the amount spent on fuel.
- d. Total and Dis-Chem rewards – Consumers signed up for this rewards programme can earn points for every litre of fuel purchased.

- e. FNB eBucks and Engen – Members of the FNB's or eBucks reward programme can earn at least a minimum to a maximum cashback for every fuel litre bought.
- f. Pick n Pay Smart Shopper and BP – Consumers registered to this rewards programme can be rewarded with Smart Shopper points by swiping their Smart Shopper card every time they pay for fuel.
- g. Caltex and Standards Bank UCount - Standard bank clients can earn cashback for every litre of fuel.

In addition to the above-identified fuel rewards programmes, the following are the top three most used travel rewards programmes in South Africa:

- Avis car rental rewards programme – This is a revenue-based type of rewards programme that offers consumers the opportunity to earn points based on how much they spend on hiring a vehicle. The earned points can be redeemed for free upgrades, rental, and accessories (Seemann, 2020).
- South African Airways (SAA) Voyager rewards programme - This rewards programme is developed to rewards frequent flyers *equitably through the accrual and redemption of Miles*. These Miles can be used for flights, upgrades, car rentals, spa vouchers and retail purchases (South African Airways, 2020).
- British Airways (BA) Executive Club - Members of BA Executive Club can collect points and redeem travel rewards such as flight ticket purchases, holiday and hotel bookings, and car rentals, access to the first-class lounge with programmes range of rewards partners (British Airways, s.a).

## **2. Grocery, health and beauty retailers' discounts/vouchers/rewards**

- Pick n Pay Smart Shopper – This rewards programme offers consumers a convenient customer experience through the Pick n Pay App, discounted offerings and consumers can earn Smart Shopper points when swiping their Smart Shopper cards during every purchase or presenting the card at BP stations and Planet Fitness (Planet Fitness, 2020; © Pick n Pay, 2020; Fin24, 2019; South African Loyalty Awards, 2019). Consumers using this programme are given the option to switch to redeemed points as cashback to spend on any production at the store or donate their earned points to charity (© Pick n Pay, 2020).
- Clicks Club Card rewards programme - In 2019 Clicks was crowned as the best programme of the year in the retail category with over 8 million active members (South African Loyalty Awards, 2019:4). This is not surprising because the Clicks Club rewards programme offers consumers (including seniors) special offers on beauty and lifestyle products (e.g. Claire's,

The Body Shop, Sorbet, Net Florist), entertainment (e.g. Misica), lifestyle (e.g. fuel at Engen), health (e.g. SpecSavers) and travel (e.g. Courtyard, City Lodge and Town Lodge hotels; car rentals from Europcar) (© Clicks, 2020). Consumers from the age of eighteen and older (65+) are offered rewards such as reduced prices on selected products, cashback and savings, double points bonus, ClubCard magazine benefits and partner benefits such as discounts and additional points from fuel purchases (Hallett, 2018; Clicks Group Limited, s.a).

- Dis-Chem benefits rewards programme - The Dis-Chem benefits programme rewards consumers with points provided they spend a certain amount. The accumulated points can be used to receive discounts on purchases (RainFin, 2014).
- Woolworths WRewards programme – The has three reward tiers ranging from valued members, loyal members, and VIP members and each tier offer consumers with various discounts offering (Woolworths Holdings Limited, 2015).

### **3. Fashion retail discounts/vouchers/rewards discounts/vouchers/rewards**

- The Edcon Thank U rewards programme - This programme rewards consumers with points for making purchases at Edgars Home or Edgars Beauty stores, CNA, Jet stores, and filling up at any Engen 1-Plus or 1-Stop sites (Vallie, 2017).
- The TGF Rewards & More - This rewards programme rewards consumers with a voucher that offers percentage discounts to price-drops and has a range of rewards partners including Markham, Total sports SA, Sports Scene, @home ware store, Foschini and Sterns (Proome, 2016).

### **4. Restaurant and take-way discounts/vouchers/rewards**

- Spur Family Card rewards programme - This programme offers members using the cards or the Spur App monetary rewards, vouchers, and exclusive promotions and automatic entries into competitions (Spur Corporation, 2020).
- Mugg & Bean Generosity – Members using the App provides benefits from earning and redeeming rewards and getting access to special promotions, vouchers and members get a slice of cake on their birthdays (Mugg & Bean, 2019).
- Kauai® – The Kauai was voted as the best rewards programme of the year in 2019 in the restaurants category (South African Loyalty Awards, 2019:6). Members using the KAUAI App enjoy rewards such as cash-back and loyalty points through purchased, get the skip-the-queue options by ordering ahead and collecting later, get the option to pay using the App and receive promotional offers (Kauai®, 2019).



## **5. Retail banking discounts/vouchers/rewards**

According to the customer satisfaction index (SA-CSI) the banking rewards programmes mostly used in South Africa include, FNB eBucks, Standard bank UCount, Absa Rewards and the Nedbank Greenbacks (Staff Writer, 2019).

- FNB eBucks - In 2019 the FNB eBucks made a comeback by being the best rewards programme of the year (South African Loyalty Awards, 2019:4). Consumers registered to the FNB eBucks rewards programmes earn eBucks through buying groceries, petrol purchases, and online shopping. The eBucks can be spent on anything (travelling, gadgets, or fashion).
- Standard bank UCount rewards programme - Members registered to this programme earn rewards points every time the cards are used during fuel purchases at Caltex, grocery purchases, fashion purchase or lifestyle purchases at selected retailers. Members are further offered the option to donate their rewards to charity (Standard Bank. 2020).
- Absa rewards - This rewards programme offers members rewards such as cashback on grocery, fuel, travel, retail/fashion, lifestyle at selected Absa rewards partners. This rewards programme gives members the option to donate their monetary rewards to charities supported by the bank (Absa Bank Limited, 2020).
- Nedbank Greenbacks rewards - The Greenbacks rewards programme offer members monetary rewards every time they use their card. Members are given the option to use their Greenbacks for retail purchases, travel, donate their monetary rewards to a verified charity or save their rewards as in investment (Nedbank Group, 2020).

## **6. Lifestyle and beauty discounts/vouchers/rewards**

Lifestyle rewards are a type of rewards consumers earn from lifestyle, entertainment, and leisure-related experiences. Edgars Club and Discovery Vitality members get the opportunity to receive benefits through the Ster-Kinekor rewards programme such discounts on ticket prices, get a VIP screening and events benefits and birthday party experiences (Vermeulen, 2016; Anon, s.a). While members who have joined the Nu-Metro club can earn points for ticket purchases and the points can be used towards snacks or any ticket (Nu Metro, s.a; Vermeulen, 2016). For beauty rewards, the Sorbet society members can earn frequent rewards points, get exclusive offers, birthday specials tailored to the tier members classified after any retail or treatment purchase (Sorbet Group, 2019).

## **7. Medical aid/insurance-related discounts/vouchers/rewards**

- Discovery Vitality rewards programme - This rewards programme has a range of rewards partners and they offer members using the App with rewards on entertainments discounts (movies, festival/events tickets), cashback on grocery, health and fashion purchases (health food, healthcare items, Gym fees, and sports gear), travel discounts (flights, car hire, hotels, fuel, Uber) (Discovery Limited, 2020).
- Momentum Multiply rewards programme – The Momentum Multiply members received discounts and cashback at a range of partners and online shops. The discounts and cashback are received during grocery, health and beauty purchases (Gym fees, healthcare items, and healthcare gadgets), travel purchases (flights, hotels, car hires) and entertainment purchases (movies) (Momentum Multiply, 2019).

## **8. Discounts/vouchers rewards for festival related products/services**

A special tailored festival rewards programme can be developed to offer festival attendees discounted rewards on tickets purchases for productions/performances (National Arts Festival, 2020:4; Cape Town Jazz Festival, 2020; Befumo, 2016; Sawyer, 2016), on shuttle services (Social Tables, 2019; Hillmer, 2016:104) to and from the festival and food/beverages on the festival terrain (Sawyer, 2017; Eventbrite, 2016), accommodation at the festival, branded merchandise sold on the festival terrain for a range of rewards partners (Festival Republic, 2020).

### **3.6.2 Free items to aid green behaviour**

Free items are also known as freebies/giveaways such as gifts, prize draws. Membership gift cards are the most used types of rewards to motivate consumers to support a brand or product (Robinson, Lück & Smith, 2013:377). The following are the possible free items to aid green behaviour that can be incorporated into a green rewards programme for arts festivals.

- Bicycle services and shuttle services – Rewarding festival attendees with free bicycle and shuttle services is a flexible service that festival attendees can use to travel between venues to reduce their walking distance from the parking lots. Making use of these services is eco-friendly and they produce little to no pollution (Rinkesh, 2020; Collins & Cooper, 2017:152-153; Viviers, Botha & Marumo, 2017:5; Marumo, 2016; Laing & Frost, 2010:2636).
- Gel hand sanitiser – Gel hand sanitiser is an ideal small item to reward consumers'/festival attendees. This type of free item can be used to raise awareness on different alternatives to save water at the festivals and public spaces, and also reduce the risks of infections (Viviers,

Botha & Marumo, 2017:5; Marumo, 2016:58; Tamimi, Maxwell, Edmonds & Gerba, 2015:3335).

- Eco-friendly shopping bag – The adoption of eco-friendly or reusable shopping bags is rapidly increasing globally as consumers and businesses are realising the negative impacts that non-reusable plastics have on the natural environment (Rinkesh, 2020; Temp, 2019, Taylor, 2019; Spranz, Schlüter & Vollan, 2018:270; Smith, Cho, Smith, 2016:693). Reusable shopping bags are cost-effective, can be multi-purposed, assist in reducing plastic recycling issues, are long-lasting and decrease pollution (James, 2019; Rinkesh, 2020).
- Reusable eco-friendly beverage bottle/cup – Reusable beverage options such as water bottles, reusable cups, and coffee mugs are the best alternatives to disposable ones (Evans, 2019; Green, 2018). Reusable beverage bottles/cups are safer, long-lasting and more sustainable (Evans, 2019; Green, 2018). Providing reusable beverage cup options as rewards can motivate and encourage consumers'/festival attendees to make use of their green bottle/cups during coffee or alcohol beverage purchases during the festival (Shambala, 2020; Kershaw, 2019).

### **3.6.3 Egoistic rewards**

The term egoistic refers to an individual acting on the behalf of oneself, i.e. personal benefits (Yadav, 2016:93). Egoistic rewards are the type of rewards that provide consumers with a feeling of self-satisfaction as they believe that they are doing the right thing for themselves or others (Corbishley, 2017:9). An egoistic rewards programme is a type of programme developed to reward consumers who show favourable behaviours or show environmentally friendly acts that enhance their social status, social class, prestige or recognition (Corbishley, 2017:9, 56,62).

Recent research pointed out that egoistic rewards can negatively impact consumers' choice to adopt green behaviour because it involves personal sacrifice (Lee, Kim, Katz-Gerro & Kim, 2019:350). The findings of Steg, Bolderdijk, Keizer and Perlaviciute (2014:107) revealed that consumers who embody egoistic motivations of "self-enhancement do not usually possess green beliefs and norms to behave in a green manner". The authors' findings interestingly indicate that consumers with egoistic motivations can be triggered to adopt green behaviours, even though it might be for the wrong reasons (Steg *et al.*, 2014:107). Erna, Tjiptoherijanto, Heruwasto and Aruan (2019:282) add to this by stating that, usually, the higher the consumer's egoistic motivation, the less they will spend on green products/services. Nevertheless, Prakash, Choudhary, Kumar, Garza-Reyes, Khan, and Panda (2019:1660) revealed a contradictory finding that egoistic motivations can positively motivate/encourage consumers' behaviour towards green products/services.

In a festival perspective, the possible egoistic green rewards that can be incorporated framework for a green rewards programme is providing attendees with a memorable VIP experience. A VIP (Very Important Person) rewards programme is a special tier of ticket pricing that guarantees attendees a personalised experience (Grate, 2019; Sawyer, 2017). VIPs are the type of attendees who are drawn to packages that offer them access to an exclusive community and they are willing to pay more than double the price of general access tickets (Levine, 2020; Grate, 2019; Sawyer, 2017). Festival attendees who have registered for the VIP rewards programme can be offered or rewarded with a VIP parking lot, VIP shuttles, skip-the-line passes, drink and food tickets, and backstage passes at festivals. Besides, festival attendees enter special VIP competitions where they can stand a chance to receive exclusive VIP discount codes and VIP ticket giveaways or other prizes (Levine, 2020; Grate, 2019; Eventbrite, 2017:8).

#### **3.6.4 Altruistic rewards**

The term altruistic benefits are described as types of rewards programmes that trigger consumers' motivation to 'giving back' through donating money/capitalised rewards to charity or a good cause (Amos, Holms & Allred, 2015:354; Tapia-Fonllem, Corral-Verdugo, Fraijo-Sing & Durón-Ramos 2012:713). Altruistic rewards are a type of programme that motivates consumers through intangible rewards, motivates consumers to volunteer and be motivated to make a humanitarian contribution to society (Ochieng, Duma, Ochieng & Kaseje, 2016:9). Research by Herbes, Friege, Baldo, and Mueller (2015:564) and Gatersleben, Murtagh and Abrahamse (2014:382) point out that altruistic motives can have a positive impact on consumers' environmental behaviour (i.e. environmental concern, protection and engagement in green practices).

Yadav and Pathak (2016:737) revealed that consumers with altruistic motives have a positive behaviour towards adopting green behaviours by purchasing green products/services. Gueguen and Stefan (2016:337) add to this by pointing out that consumers' interest in environmental protection significantly encourages their altruistic motives. Steg *et al.* (2014:11) further reveal that consumers with high levels of altruistic motives tend to be more conscious about the environment and whether their behaviour is of benefit to the environment, even though such concern is linked to some personal cost.

In a festival perspective, possible altruistic green rewards that can be incorporated in the framework for a green rewards programme is through providing festival attendees with the opportunity to contribute the rewards such as cashback, vouchers, received points, free rewards they received for other rewards programmes for which they are signed up. Attendees can contribute their rewards towards the festival's green initiatives (Viviers, Botha & Marumo, 2017:2),

towards helping the host community to become a better, cleaner place (Claridge, 2019), and to support a good cause (reducing environmental impacts) (Mckinley, 2018; de Brito & Terzieva, 2016:53-54).

These green rewards (aspects) will be included in the questionnaire that will be used to measure the extent to which green rewards can motivate attendees to be greener in their behaviour and support the implementation of green practices at the Vrystaat arts festival. Therefore, a summary of these aspects is presented in Table 3.3 and will be taken into account and incorporated when developing a green rewards programme framework for a South African arts festival.

**Table 3.3: Summative table of aspects that can motivate/encourage attendees' green behaviour**

Aspects	Sources
<b>Individual aspects</b>	
Gender	Leonidou <i>et al.</i> (2015); Bronfman <i>et al.</i> (2015); Yakup & Jablonska (2012)
Age	Nguyen <i>et al.</i> (2017); Strieder Philippsen <i>et al.</i> (2017)
Province of origin	Strieder Philippsen <i>et al.</i> (2017); Bronfman <i>et al.</i> (2015)
Monthly household income	Solomon <i>et al.</i> (2010).
Level of education	Yakup and Jablonska (2012)
Work status/occupation	Egresi and Kara (2014); Horng, Su and So (2013)
<b>Psychological aspects</b>	
How "green" do you consider yourself to be?	Leal-Millan, Peris-Ortiz and Leal-Rodríguez (2018); Zhao <i>et al.</i> (2016); Afonso (2016); Subramanian (2017); Bhattacharya (2016); Mkhize (2014)
How "green" do you consider the event to be?	Ting <i>et al.</i> (2019); O'Rourke and Ringer (2015)
<b>Cultural and social aspects</b>	
Group number	Nguyen <i>et al.</i> (2017); Kumar and Ghodeswar (2014); Yakup and Jablonska (2012)
<b>Other aspects</b>	
Type of festival	Tölkes and Butzmann (2018); Alonso-Vazquez (2016); Mair and Laing (2013)
Host location/festival setting	Alonso-Vazquez (2015); Jackson <i>et al.</i> (2014); Cierjacks, Behr and Kowarik (2012); Song <i>et al.</i> (2012)
<b>Consumeristic/monetary</b>	
Travel discounts/vouchers/rewards (Avios, Uber, Sasol fuel, flight tickets, Bidvest car rental)	Travel Rewards (2020); Seemann (2020); South African Airways (2020); Smith (2015)
Grocery, health, and beauty retail discounts/vouchers/rewards (Dis-Chem Benefits, Pick n Pay Smart Shopper, WRewards, My SPAR Rewards, Clicks ClubCard)	Planet Fitness (2020); © Pick n Pay (2020); © Clicks (2020); Fin24 (2019); South African Loyalty Awards (2019); Staff Writer (2019); RainFin (2014)

Retail banking discounts/vouchers/rewards (FNB eBucks, Investec Rewards, Standards bank UCount, Absa Rewards, Nedbank Greenbacks)	Standard Bank (2020); Absa Bank Limited (2020); Nedbank Group (2020); South African Loyalty Awards (2019)
Fashion retail discounts/vouchers relating to fashion retail (Edgars Thank U, TFG Rewards)	Vallie (2017); Proome (2016)
Restaurant and take-away discounts/vouchers/rewards (Spur Family card, Mike's Kitchen card)	Spur Corporation (2020); Mug and Bean (2019); Kauai ® (2019)
Lifestyle discounts/vouchers/rewards relating to lifestyle and entertainment & leisure (e.g. Ster-Kinekor, Nu-Metro, airtime/data, Sorbet spas)	Sorbet Group (2019); Vermeulen (2016); Anon, (s.a); Nu Metro (s.a)
Medical aid/insurance-related discounts/vouchers/rewards (Discovery Vitality, Momentum Multiply)	Discovery Limited (2020); Momentum Multiply (2019)
Discounts/vouchers for productions/performances at the festival	National Arts Festival (2020:4); Cape Town Jazz Festival (2020); Social Tables (2019); Befumo (2016); Sawyer (2016)
Discounts/vouchers for festival shuttle services to and from the festival	Hillmer (2016:104)
Discounts/vouchers for food/beverages on the festival terrain	Sawyer (2017); Eventbrite (2016)
Discounts/vouchers for accommodation at the festival	Festival Republic (2020)
Discounts/vouchers for merchandise sold on the festival terrain	Festival Republic (2020)
Discounts/vouchers for festival branded merchandise sold at the festival	Festival Republic (2020)

### Free items to aid green behaviour

A complimentary bicycle service to travel between venues at the festival	Rinkesh (2020); Viviers <i>et al.</i> (2017); Collins and Cooper (2017); Laing and Frost (2010)
A complimentary gel hand sanitiser to use at the festival	Viviers <i>et al.</i> (2017); Marumo (2016); Tamimi <i>et al.</i> (2015)
A complimentary reusable eco-friendly shopping bag for my purchases at the festival	Rinkesh (2020); James (2019)
A complimentary shuttle service between venues at the festival	Rinkesh (2020); Collins and Cooper (2017); Viviers <i>et al.</i> (2017); Marumo (2016); Laing and Frost (2010);
A complimentary reusable eco-friendly beverage bottle/cup to use at the festival	Shambala (2020); Kershaw (2019); Evans (2019); Green (2018)

### Egoistic

Vouchers for a VIP skip-the-queue service at festival entrances/venues	Levine (2020); Grate (2019); Eventbrite (2017)
Vouchers for VIP-seating at festival production venues	Levine (2020); Grate (2019); Eventbrite (2017)
Vouchers for exclusive VIP designated areas on festival terrain (beer/tea gardens, parking areas)	Grate (2019); Levine (2020); Eventbrite (2017)
Vouchers for festival backstage-pass entry	Levine (2020); Grate (2019); Eventbrite (2017)
Entries into a competition to win an all-inclusive weekend break-away at an eco-lodge	Levine (2020); Grate (2019); Eventbrite (2017)

### Altruistic

Option to contribute my green rewards towards green initiatives (e.g. rehabilitation of festival terrain)	Viviers <i>et al.</i> (2017); Herbes <i>et al.</i> (2015)
Knowing that I will be helping the environment by being environmentally responsible	Herbes <i>et al.</i> (2015)

Knowing that I will be helping the host community to become a better, cleaner place for everyone	Claridge, 2019; Ochieng <i>et al.</i> (2016)
Knowing that I will be helping the festival to minimise its environmental impact	Viviers <i>et al.</i> (2017); Herbes <i>et al.</i> (2015:564)
Knowing that I will be supporting a good cause	Amos <i>et al.</i> (2015); Tapia-Fonllem <i>et al.</i> (2012)

Rewards programmes in south Africa	
Pick 'n Pay Smart Shopper	Eighty20 and Trittech Media (2018)
Edgars Thank U	Eighty20 and Trittech Media (2018)
Clicks ClubCard	Eighty20 and Trittech Media (2018)
Woolworths WRewards	Eighty20 and Trittech Media (2018)
FNB eBucks	Eighty20 and Trittech Media (2018)
Dis-Chem Benefits	Eighty20 and Trittech Media (2018)
Discovery Vitality	Eighty20 and Trittech Media (2018)
Spur family	Eighty20 and Trittech Media (2018)
Standard Bank U-Count	Eighty20 and Trittech Media (2018)
ABSA Rewards	Eighty20 and Trittech Media (2018)
SAA Voyager	Eighty20 and Trittech Media (2018)
Exclusive Books Fanatics	Eighty20 and Trittech Media (2018)
Avios	Eighty20 and Trittech Media (2018)
Nedbank Greenbacks	Eighty20 and Trittech Media (2018)
TFG Rewards & More	Eighty20 and Trittech Media (2018)

Source: Author's own compilation, based on the literature.

### 3.7 SUMMARY

Through the application of the Transtheoretical Model of Change and Skinner's operant condition/reinforcement theory, the process of how individuals' green behaviour changes and the aspects that motivate/encourage attendees' decision-making processes to engage in greener behaviour have been identified. This literature review provided a desktop review to identify rewards programmes and from the survey, it was evident that rewards programmes can, indeed, be an effective and promising tool to motivate attendees' decision to be greener in their behaviour and support green practices should they be implemented at the festival. Even so, the literature provided reasons that festival managers need to take into consideration when it comes to motivating/encouraging attendees to be greener in their behaviour. These reasons thus provide festival managers with a better understanding of the green rewards they will be able to offer their attendees to support the specific green practices they can implement at their festival.

## CHAPTER 4

---

### RESEARCH METHODOLOGY

#### 4.1 INTRODUCTION

Research is conducted to “pursue questions of interest and that can be of importance and contribution to the society” (Phakeng, 2019). Therefore, the aim of this chapter is to provide a detailed discussion of the empirical results of the study, the research methodology choice and the research design process carried out for the study, which later led to the development of a green rewards programme framework for a South African arts festival. The research paradigms, the development of the literature review, research approaches and the application of a mixed method approach focusing on explanatory sequential design which consists of two phases are explained. The first phase consists of the quantitative research (e.g. surveys) that explored demand-side pertaining to the greening of the Vrystaat Arts Festival. This later led to the use of a “follow-up” approach to conduct the second phase, which was the qualitative research (e.g. interviews) that explored the supply-side pertaining to the greening of the same arts festival. Finally, the chapter explains the procedure carried out for data collection, statistical analysis, reliability and validity as well as ethical issues.

#### 4.2 RESEARCH PARADIGM

A paradigm is understood to be a set of beliefs that can represent a worldview or either an approach or a design (Pham, 2018:8; Singh, 2019). Kivunja and Kuyini (2017:26) elaborate by stating that a paradigm includes four elements, i.e., ontology, epistemology methodology and axiology.

Ontology assumptions seek to assist a researcher to redirect their way of thinking about the research problem presented, the significance that might be discovered and how the problem can be approached to answer the research question, understand the problem investigated and find solutions (Kivunja & Kuyini, 2017:26; Alharahsheh & Pius, 2020:40). Scotland (2012:9) indicates that epistemology is concerned with how “knowledge can be created, acquired and how it can be communicated to other human beings”. Kivunja and Kuyini (2017:27) add that epistemology focuses on the nature of human knowledge and the level of understanding that the researcher can gain to provide an in-depth understanding of the respective field of research. A methodology



is understood by Singh (2019) as a kind of blueprint that provided a guideline on how a researcher needs to select the appropriate research methods that can correlate with a particular paradigm. Kivunja and Kuyini (2017:26) explain that axiology refers to the ethical issues that a researcher needs to take into consideration and clearly demonstrate the best ethical conduct by showing an understanding of what is right or wrong behaviour as you conduct the research through identifying the privacy, accuracy and property issues that will be taken into consideration.

According to Singh (2019) there are some paradigms that are “favourable for a quantitative approach, while others are favourable for a qualitative approach. Yet there are some other paradigms that are favourable for both approaches and known as a mixed method approach”. These paradigms include positivism, interpretivism and pragmatism and are concerned with the assumptions, nature of the world and the nature of knowledge (Antwi & Hamza, 2015:217; Kivunja & Kuyini, 2017; Singh, 2019).

#### **4.2.1 Positivism paradigm**

Positivism is used for quantitative research and this paradigm uses deductive and confirmatory approaches (Yong, Husin & Kamarudin, 2021:5859-5860). Siddiqui (2019:257) points out that the methodologies used in the positivism paradigm include “experimental research, descriptive survey research, correlational research, causal-comparative research and experimental research”. The strengths a researcher needs to take into account when using this paradigm is that the analysed collected data are considered statistically reliable, a large population sample can be studied, and the findings can be generalised (Siddiqui, 2019:258). The limitation of this paradigm is that “it aims to generalise findings thereby increasing the risk of neglecting individuals whose understanding and interpretation can reveal plenty of truths about reality” (Siddiqui, 2019:258). Table 4.1 provides the examples of the positivism paradigm and quantitative approach.

#### **4.2.2 Interpretivism paradigm**

Interpretivism is used for qualitative research and differs from positivism because it aims to provide “richness” of the research context (Alharahsheh & Pius, 2020). Ryan (2018:8) points out that, when it comes to this paradigm, individuals’ experiences and understanding of the truth and knowledge are subjective. Kivunja and Kuyini (2017:33) state that interpretivism paradigm “assumes subjectivist epistemology, a relativist ontology, a naturalist methodology, and a balanced axiology”. Siddiqui (2019:260) adds that the phenomenology, ethnography-literally, case study and grounded theory are the types of methodologies that can be used in a study. The strengths a researcher needs to take into account when using this paradigm are that it can be

applied in a study that focuses on human behaviour, the use of research designs is flexible which means that it offers a researcher the flexibility to change the direction of the research process and, as a result, provide detailed or in-depth answers to research questions (Siddiqui, 2019:260). On the other hand, the limitation is that, because of the sample size, the qualitative research findings cannot be generalised (Siddiqui, 2019:260). Table 4.1 provides examples of the interpretivism paradigm and qualitative approach.

**4.2.3 Pragmatism paradigm**

Kivunja and Kuyini (2017:38) point out that pragmatic paradigm supports the use of both the qualitative and quantitative research methods and research is conducted considering the use of methodologies from both research methods. Singh (2019) support Kivunja and Kuyini (2017:38) by adding that, to make the research meaningful and legitimate, research conducted within this framework is free to use the methodology of qualitative as well as quantitative paradigms. Furthermore, the pragmatic paradigm takes into account “multiple viewpoints, perspectives, positions and standpoints” of the problem under study (Singh, 2019). The strengths a researcher needs to take into account when using this approach are that quantitative and qualitative research strengths can be provided, and it can “provide stronger evidence for a conclusion through convergence and corroboration of findings and can be used to increase the generalisability of the results” (Siddiqui, 2019:262). One of the limitations is that the researcher will need to learn and gain knowledge about different types of methodologies and approaches and understand how to integrate them appropriately (Siddiqui, 2019:263). Table 4.1 provides examples of the pragmatism paradigm and mixed methods approach.

**Table 4.1: Research paradigms summary**

<b>Orientation</b>	<b>Positivism paradigm [quantitative approach]</b>	<b>Interpretivism paradigm [qualitative approach]</b>	<b>Pragmatism paradigm [mixed-methods approach]</b>
<b>Ontology</b>	<ul style="list-style-type: none"> <li>• Naïve realism</li> </ul>	<ul style="list-style-type: none"> <li>• Relativism</li> </ul>	<ul style="list-style-type: none"> <li>• Non-singular</li> </ul>
<b>Epistemology</b>	<ul style="list-style-type: none"> <li>• Objectivism</li> </ul>	<ul style="list-style-type: none"> <li>• Subjectivism</li> </ul>	<ul style="list-style-type: none"> <li>• Objective nor subjective /Intersubjective/Realism</li> </ul>
<b>Methodology</b>	<ul style="list-style-type: none"> <li>• Experimental</li> <li>• Causal comparative</li> <li>• Manipulative</li> </ul>	<ul style="list-style-type: none"> <li>• Case studies</li> <li>• Hermeneutical</li> <li>• Ethnography</li> </ul>	<ul style="list-style-type: none"> <li>• Case Study</li> <li>• Ethnography</li> <li>• Experimental</li> <li>• Causal Comparative</li> </ul>
<b>Axiology</b>	<ul style="list-style-type: none"> <li>• Beneficiate</li> </ul>	<ul style="list-style-type: none"> <li>• Balanced</li> </ul>	<ul style="list-style-type: none"> <li>• Value-laden</li> </ul>
<b>Research methods</b>	<ul style="list-style-type: none"> <li>• Questionnaires</li> <li>• Experiments/Surveys</li> </ul>	<ul style="list-style-type: none"> <li>• Interview</li> <li>• Observation</li> </ul>	<ul style="list-style-type: none"> <li>• Interview</li> <li>• Observation</li> <li>• Experiments/Surveys</li> </ul>
<b>Scientific method</b>	<ul style="list-style-type: none"> <li>• Deductive approach</li> </ul>	<ul style="list-style-type: none"> <li>• Inductive approach</li> </ul>	<ul style="list-style-type: none"> <li>• Abductive approach</li> </ul>

Source: Author’s compilation based on Singh (2019); Welthagen (2019:163); Kivunja & Kuyini (2017); Morgan (2007).

In the case of this study, due to the global outbreak of Covid-19 in 2020 that enforced restrictions and cancellation of events and festivals in South Africa, a mixed methods approach was adopted by the researcher (author) with an objectivism and subjectivism perspective. The aim of this study is to develop a green rewards programme framework for a South African arts festival, which led to the study using a demand and supply approach and required a case study approach to be followed. Hence, both quantitative and qualitative approaches were used sequentially but at different times (Wheeldon & Åhlberg, 2012:120). Firstly, the quantitative research (deductive approach) (Phase 1) was conducted and this entailed self-administered surveys conducted at the Vrystaat Arts Festival followed by the use of multiple data analysis tools to indicate the statistical relationship amongst variables. Two and half years later, the qualitative research (inductive approach) (Phase 2) that entailed interviews with key members of the festival management team of the Vrystaat Arts Festival was conducted to provide an in depth understanding of key themes/aspects from the quantitative research. Most importantly, this study recognises the important contribution of the people, festival managers, and festival attendees (including the community) as they are closely related to this phenomenon. Their contribution provides a “richer” and meaningful understanding and knowledge of their own personal perceptions of the outside world realities and the interpretation between individual’s attitude and behaviour and their connection towards reducing negative environmental impacts towards greening the festival.

The next section discusses the planning related to the literature review.

### **4.3 RESEARCH PROJECT LITERATURE REVIEW**

This section provides the planning, development, and literature review logical flow for this study.

#### **4.3.1 Literature review**

A literature review is defined as a written document/chapter(s) that provides comprehensive context, background and presents a logically argued case obtained from previous research that defends the conclusions drawn by the thesis (Machi & McEvoy, 2016:5). Hart (2018:5) states that a literature review demonstrates the researcher’s skill in library searching, presents the level of knowledge and understanding to the research problem and assists in justifying the choice of research topic, research designs and methodology approaches. According to Rudestam and Newton (1992) (cited by the University of Edinburgh, 2021) when it comes to literature, it is important for the researcher to take note that:

*“...your task is to build an argument, not a library.”*

Hart (2018:6) further states that a literature review assists in answering questions on “what have other researchers found on the topic?”, “what are the core concepts?” and “what are some of the key variables/aspects?” that needed to be taken into consideration in the research. Therefore, by means of a literature review, the research investigated key elements/aspects relating to rewards programmes, greening of events and festival and green consumer attitude and behaviour to develop a green rewards programme framework for a South African arts festival.

According to Boote and Beile (2005:13) the purpose of a literature review includes the following:

- Discovers variables/key aspects relevant to the research topic.
- Explores and assists the research to gain a new outlook.
- Assists in identifying the interconnection between ideas and practices.
- Assist in relating ideas and identify relevant theory applications.
- Assist in justifying the significance of the research problem.
- Assist in identifying the research methods and techniques that have been previously used.
- Assist in providing background to the research topic and problem.

For this study, a literature review was important for the following reasons:

- Little academic attention is given to gaining managers' perspectives on event greening in an arts festivals context and on arts festivals not recognised as being “green” context (e.g. not green award-winning festivals/events) especially in South Africa.
- Limited research in the context of South African arts festivals is lacking particularly on better understanding the key aspects (including rewards) that contribute to attendees’ green behaviour towards actual green behaviour and the challenges and opportunities faced by festival management when implementing green practices/initiatives towards event greening (Viviers & Botha, 2018:476). [*A combination of a Demand and Supply perspective*]
- Limited answers to questions, such as how attendees’ environmental concern increases and what triggers their green behaviour and converts the behaviour into real actions, are far from well answered (Jiang & Kim, 2014:309).

Event greening is a process that involves a number of key role-players and key aspects that need to be taken into consideration to successfully manage the negative environmental impacts caused by events and festivals. However, there are a number of gaps in the literature that were identified during the investigation to better understand the greening process of festivals and how to motivate/encourage attendees to be greener in their behaviour at arts festivals (Lord, 2019:3; Holmes & Mair, 2018:587 cited in Brikmann & Garren, 2018:587; Dangelico & Vocalelli, 2017:1264; Case, 2013; Hämäläinen, 2021:19-20; Marumo, 2016:204; Alonso-Vazquez,

2015:27; Mair & Laing, 2012:690; Brennan, Scott, Connelly, Lawrence, 2021:265; Mair and Laing, 2012:688; Darnton, Elster-Jones, Lucas & Brooks, 2018:5; Coelho, Pereira, Simões & Barata, 2017:127; Jiang & Kim, 2014:309; Choi & Ng, 2011:269; Dickson & Arcodia, 2010:1; as seen in Chapters 2 and 3).

These authors point out that more attention needs to be given to better understand the environmental impacts caused by festivals with an outdoor-indoor setting and providing a better understanding of the event greening process (including the green practices that can be implemented) for events, more particularly arts festivals, to responsibly manage their impact on the environment (Almandani, 2012:15; Mair & Laing, 2012:683; Lossin *et al.*, 2016:5; Holmes & Mair, 2018:585-586; Cummings, 2016:170; Dodds, Walsh & Koç, 2019; Boggia, Massei, Paolotti, Rocchi & Schiavi, 2018:837; Martinho, Gomes, Ramos, Santos, Gonçalves & Fonseca, 2018:10; Collins & Cooper, 2017:149). Furthermore, more attention needs to be given to better understand how key aspects (including using rewards) can motivate/encourage attendees to be greener in their behaviour at the festival (Van der Baan, 2019; White, Habib & Hardisty, 2019:24-31; White & Habib, 2018:13-52; Liu, 2017:37; Nguyen, Nguyen & Hoang, 2018:120; Mair & Laing, 2013:1114; Allen 2016:115).

The literature reviews were compiled to better understand the process of steering towards event greening and understanding greening consumer behaviour and green rewards programmes, the scientific databases, books, internet sources and library facilities were used to investigate previous research conducted on concepts that were explored by the researcher of this thesis. Chapters 2 and 3 in this thesis were successfully structured and compiled through consulting the following relevant sources in Table 4.2. It is important to note that these resources were also consulted during the development of chapters 1, 4 and 5 in this thesis.

**Table 4.2: Resources used to gather information for the literature review**

Type of resource	Resource name
<b>Scientific database</b>	<ul style="list-style-type: none"> <li>Wiley Online Library</li> <li>Science Direct</li> <li>Directory of Open Access Journals (DOAJ)</li> </ul>
<b>Books</b>	<ul style="list-style-type: none"> <li>Marketing research focused books</li> <li>Events management focused books</li> <li>Consumer attitude and behaviour focused books</li> </ul>
<b>Internet sources</b>	<ul style="list-style-type: none"> <li>Google Scholar</li> <li>Google</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>Library services from the North-West University Potchefstroom campus, Ferdinand Postma Library</li> <li>Online dissertations and theses from various universities</li> </ul>

Source: Author's compilation based on Schoeman (2015:162).

The literature review logical flow is discussed next.

4.3.1.1 Literature review logical flow

Figure 4.1 illustrates that relevant information that was gathered by the researcher that is included in Chapters 2 and 3 after the sources of the literature identified in Table 4.2 were used to gather the relevant references related to the investigation of this study. This assisted in achieving this study’s Objective 1, which was to examine the literature regarding the negative environmental impacts, barriers and motivators, stakeholder engagement and the green practices that festival managers need to consider towards event greening. This literature also assisted in achieving Objective 2, to contextualise the research problem by examining the literature to better green consumer behaviour and aspects (including rewards) that can motivate/encourage green behaviour at arts festivals.

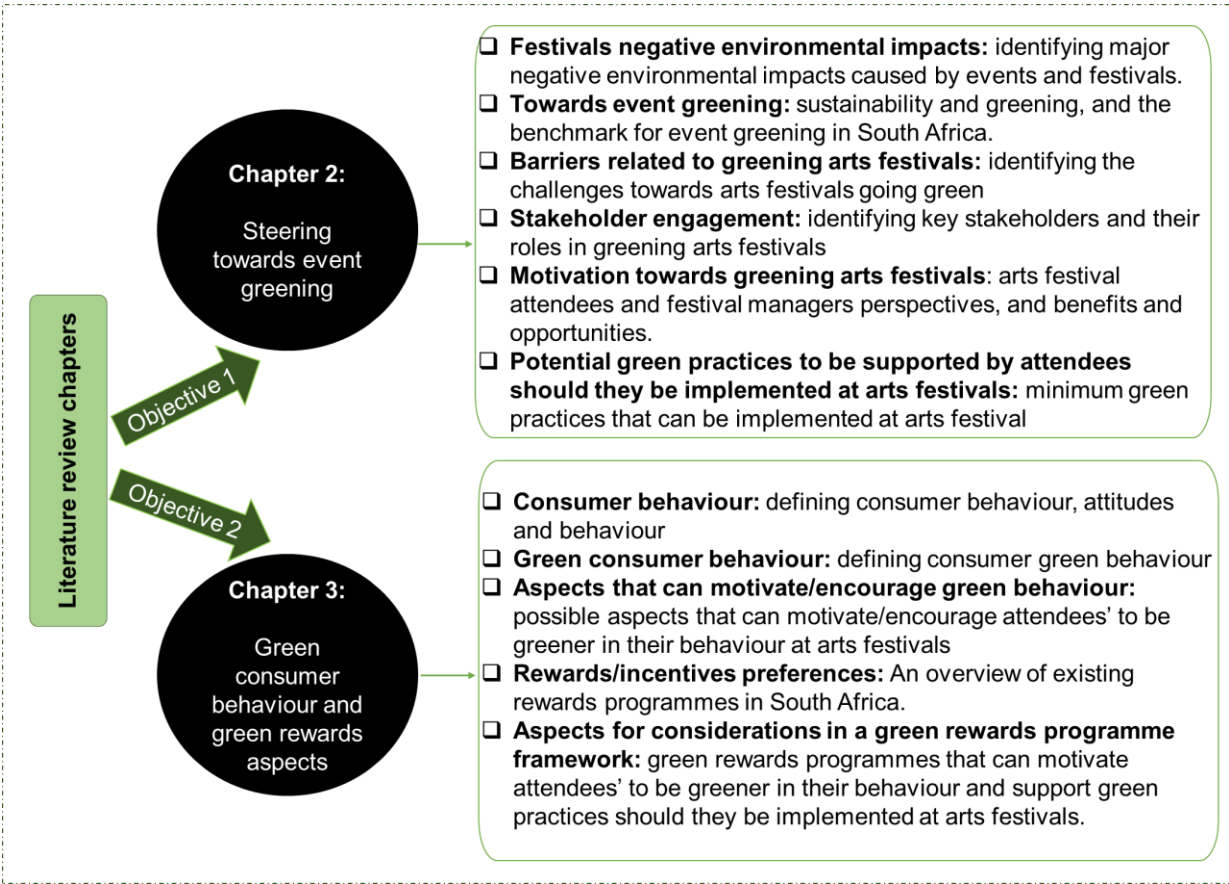


Figure 4.1: Literature reviews structure

Source: Author’s own compilation.

The literature review for this thesis was divided into two chapters, as seen in Figure 4.1. The comprehensive literature review in Chapters 2 and 3 assisted to gain insight and a better understanding of the key aspects that were incorporated to develop a green rewards programme

framework. The following are the keywords that were included in the literature investigation: *arts and music festivals, negative environmental impacts, event greening, green practices/initiatives, stakeholder engagement, green consumer behaviour, aspects that can influence behaviour, rewards programmes in South Africa*. The resources in Table 4.2 were all researched and added value to the literature review. This study used the following resources: international and national journal articles, books, dissertations and theses from various universities and, Google (internet) and Google Scholar and peer-reviewed literature in relation to event greening challenges and opportunities, attendees' attitude and behaviour and rewards programmes. International and national journal articles, Google (internet) and Google Scholar resources were mostly used and significantly added value to the literature review Chapters 2 and 3 for this thesis.

In addition, it is very important to note that, for the core purpose of this chapter, relevant primary (i.e. empirical surveys and interviews) and secondary (i.e. literature review) sources were included in this study. Also, the literature related to the research design, methodology and statistical analysis was gathered from research design handbooks, marketing research books and peer-reviewed literature.

The next section discusses the research design.

#### **4.4 RESEARCH DESIGN**

According to Burns and Bush (2014:98) a research design is a flow of decisions within a research study plan and consists of identifying the methods and the procedure that will be carried out to collect and analyse data. Sileyew (2019:28) supports this statement and explains that the most important decision within a research design is selecting the appropriate research approach as this determines "how relevant information for a study will be obtained; however, the research design process involves many interrelated decisions". There are different types of research designs (sometimes referred to as research approaches). These are descriptive, exploratory, and explanatory research design (Burns & Bush, 2014:107). Nonetheless, Lelissa (2017) points out that each of research designs' definition and classification is based on the purpose of the study or on what the researcher hopes their study will provide answers to questions of interest. In the case of this study, the following sections explain the research designs applied for the quantitative research and qualitative research and the mixed methods research designs integration.

#### **4.4.1 Explanatory research design**

Explanatory research “is a type of research design that builds on exploratory and descriptive research and goes on to identify the actual reasons a phenomenon occurs” and provides answers to “why?” and “how?” questions (Lelissa, 2017:99). With explanatory research the focus is on seeking to gain understanding about a research problem and to describe the relationships between variables (Saunders *et al.*, 2009:134). Strydom (2013:155) adds on to Saunders *et al.* (2009:134) statement and mentions that the purpose of an explanatory research “can be useful in programme evaluation in order to make statements about the influence of the programme on participants and it focuses on causal relationships between the independent variable (the intervention) and the dependent variable (change in the behaviour of a group).”

This research design is intended to gain in-depth understanding of the extent to which attendees are inclined to support specific green practices should they be implemented at the festival and the extent to which green rewards will motivate/encourage attendees to be greener in their behaviour at the festival by supporting green practices. The research design will provide a better understanding of the process taken by festival managers to implement green practices, the challenges they encounter towards greening the festival and if or why they would make use of rewards to motivate/encourage their attendees to be greener in their behaviour and to support green practices should they be implemented at the festival.

#### **4.4.2 Descriptive quantitative research design**

A descriptive research design purpose is to gain information to answer questions of “who?”, “what?”, “where?”, “when?” and “how?” (Burns & Bush, 2014:103). The aim of descriptive research design is to present an accurate profile of individuals and situations (Saunders *et al.*, 2009:134). Through larger-scale numerical efforts, individual’s profiles characterised as income, level of education, age and work status, are a way to understand and gain a clearer picture of the individuals or group patterns so as to identify relevant programme activities (Strydom, 2013:153). For the purpose of this study, this research design was employed to determine the socio-demographic profile and the general behaviour of festival attendees, to determine the extent to which attendees are inclined to support specific green practices should they be implemented at the Vrystaat Arts Festival and determine the extent to which green rewards will motivate/encourage attendees to be greener in their behaviour at the same festival by supporting these green practices.



#### **4.4.3 Phenomenology qualitative research design**

According to van Manen (2007) a phenomenology “is a philosophic method for questioning, not a method for answering or discovering or drawing determinate conclusions”. Alase (2017:10) adds by explaining that a phenomenology research design seeks to gain a better understanding of the background of research participants’ “lived experiences and the meaning related to their perceptions, beliefs, memories, feelings, decisions and judgements”. Thus, this research design focuses on the “what?” questions (e.g. what individuals have experienced?) and the “how?” questions (e.g. how did the individual experience it?) (Bester, 2021; Pietkiewicz & Smith, 2014:8).

#### **4.4.4 Case study qualitative research design/approach**

Rahim (2017:3) explains that a case study is a written description that focuses on a particular issue/problem gained or presented by small group of individuals. A case study as a research design provides a researcher with the opportunity to “retain the holistic and meaningful characteristics of real-life events - such as individual life cycles, small group behaviour” (Yin, 2009:4). This research design can provide answers to the “why?” questions and, in addition, have the ability to provide “what?” and “how?” questions that are usually answered using a survey approach (Saunders *et al.*, 2009:139). Therefore, this research design can also be used in explanatory research.

For this study, a phenomenology research design with a case study approach was applied to gain in-depth information, understanding and knowledge on seeking answers to “why?”, “what?” and “how?” questions related to using green rewards to motivate/encourage attendees’ to be greener in their behaviour and support green practices should they be implemented at the festival. Also, to gain in-depth information, understanding and knowledge on seeking answers to “why?”, “what?” and “how?” questions related to the challenges and opportunities of implementing green practices towards greening the festival.

The next section discusses the research approach.

### **4.5 RESEARCH APPROACH**

Quantitative, qualitative, and mixed methods are the three approaches that can be used by a researcher to conduct research (Williams, 2007; Creswell & Plano-Clark, 2007). As mentioned, the study consists of collecting, analysing, and interpreting the quantitative research and qualitative research data, which means that a mixed methods approach is applied. The next section provides the explanation for this approach:

#### 4.5.1 Mixed methodology

A mixed methods approach is defined in various ways by researchers (Venkatesh, Brown & Bala, 2013:22; Gorard & Symonds, 2010:3). Nonetheless, mixed methods research in social and behavioural science is the process of using both the quantitative research (self-administered questionnaires) and the qualitative research (interviews) data collection procedures and the combination of the strengths of each to provide in-depth answers to the research questions (Creswell, Klassen, Clark & Smith, 2011:5). Mixed methods research is known as the third major research approach alongside quantitative as the first research approach and the qualitative as the second research approach (Gorard & Symonds, 2010:3; Venkatesh, Brown & Bala, 2013:22; Johnson, Onwuegbuzie & Turner, 2007:112). Mixed methods approach is based on abductive reasoning which means this approach values both deductive (quantitative) and inductive (qualitative) approaches “but relies principally on the expertise, experience, and intuition of researchers” (Creswell, Klassen, Clark & Smith, 2011:5; Wheeldon & Åhlberg, 2012:8).

Therefore, the mixed method approach stages are each explained below:

##### *Phase 1: Quantitative approach (research)*

A qualitative approach is normally selected by a researcher whose study is seeking to provide answers to research questions requiring numerical data (Williams, 2007:66). A quantitative method (mainly deductive) is suitable “measuring pervasiveness of ‘known’ phenomena and central patterns of association, including inferences of causality” (Creswell, Klassen, Clark & Smith, 2011:5). The advantage of legitimate quantitative data is that data is collected using appropriate methods and analysed using appropriate tools that present its reliability and assist in determining possible comparisons or similarities between groups being researched (Choy, 2014:101).

In the case of this study, the quantitative research method was applied to examine the following socio-demographic and general behavioural research questions.

- *RQ1: Gender?*
- *RQ2: Year of birth?*
- *RQ3: Home language?*
- *RQ4: Province of origin?*
- *RQ5: What is your monthly income?*
- *RQ6: Highest level of education?*
- *RQ7: How ‘green’ do you consider yourself to be?*
- *RQ8: Length of stay at the event?*

- *RQ9: What type of accommodation do you use during the event?*
- *RQ10: Including this time, how many times have you attended this festival?*
- *RQ11: Number of people travelling in your group?*
- *RQ12: How many tickets have you purchased for performances at this festival?*
- *RQ13: How green do you consider the festival to be?*
- *RQ14: Type of transport used to travel to the event?*
- *RQ15: Work status?*

To answer these research questions, a quantitative approach with a descriptive analysis such as averages, mean, maximum and minimum efficiency scores was used to analyse the data collected.

Key aspects of potential green practices and potential green rewards were identified and examined through the application of the quantitative research method. The research question statements related to key aspects integrated in the study read as:

- *RQ16: Indicate to what extent you will support the following green practices should they be implemented at the festival.*
- *RQ17: Please indicate to what extent the following will motivate/encourage you to be greener in behaviour at the festival.*

To answer these research questions, a quantitative approach with various multivariate techniques such as descriptive analysis, exploratory and confirmatory factor analyses, independent/paired *t*-test analysis, ANOVAs and correlation coefficient analysis was used to analyse the data collected.

Additionally, the quantitative research method was applied to examine the following research sub-questions:

- *RQ18: Which of the following rewards programmes are you currently signed up for?*
- *RQ19: From the identified programmes, list 3 rewards programmes that you use the most?*
- *RQ20: Indicate the extent to which you prefer the following rewards.*

To answer these research questions, a quantitative approach with a descriptive analysis such as averages, mean, maximum and minimum efficiency scores was used to analyse the data collected.

The quantitative approach was used because it was a suitable approach to provide answers to these key research questions and the sub-questions that contribute to the development of a green rewards programme framework for a South African arts festival.

In addition, as it has been pointed out in the research design, a qualitative research study was included in this study as a “follow-up” and support for the quantitative research approach to provide more in-depth knowledge, understanding, explanation and interpretation.

#### *Phase 2: Qualitative approach (research)*

A qualitative approach (mainly inductive) method is normally selected by a researcher whose study is seeking to provide deeper or richer answers/explanations of “why” and “how” research questions requiring text data (e.g. in-depth discussions) (Creswell *et al.*, 2011:5). In qualitative research, a researcher purposefully examines and attentively makes note of small clues to determine individuals’ behaviour and make sense of the context and build larger knowledge claims about the culture (Tracy, 2013:3). The advantage of the qualitative approach is that the research investigation can be broad and open-ended. This allows the selected participants to raise issues that matter most to them (Choy, 2014:102).

The qualitative phase consisted of conducting in-depth interviews with festival managers to provide response to the following key themes with research sub-questions:

- *RQ1: Green awareness.*
- *RQ1: Implementation of green practices at your festival.*
- *RQ3: Challenges and motivators towards greening.*
- *RQ4: Green rewards.*

This study aims to pursue the qualitative approach through interviewing festival managers. The festival managers are important participants who are directly linked with the planning and organising of activities at the festival and are part of the decision-making process. Thus, the qualitative phase can potentially provide a better understanding and knowledge into the event greening process and the challenges experienced.

The next section presents the research methodology.

## **4.5 RESEARCH METHODOLOGY**

This section provides detailed planning of the mixed methodological process and the ethics considerations for this study.

### **4.5.1 Phase 1: Quantitative research approach (Demand-side)**

In this study, self-administered questionnaires were used to collect the quantitative data. The data collection procedure is briefly discussed below:

#### *4.5.1.1 Survey*

A survey is a “system for collecting information from or about individuals to describe, compare or explain their knowledge, attitudes and behaviours” (Scheuren, 2004:9; Fink, 2003:1). This can be done by asking people to answer questions to gain an understanding about their thoughts concerning the research. The advantage of using a survey is that it provides standardisation. It is easy to administer, provides the ability to tap the “unseen” and is easy to analyse (Burns & Bush, 2014:172-173). For the purpose of this study, self-administered questionnaires were used with structured questions and statements concerning the attendees’ demographic profile, general behaviour, the likelihood of potential green practices to be supported by attendees should they be implemented at the festival, and the likelihood of potential green rewards to motivate/encourage green behaviour at the festival.

#### *4.5.1.2 Survey site and survey administration*

The survey was conducted at the Vrystaat Arts Festival from 3-7 July 2019 at the Free State University in the Bloemfontein, Free State Province, South Africa. A team of four students including the researcher (author) were the administrators of the survey at the festival. The survey administrators were all from the North-West University, had good communication/interaction skills and survey experience. The survey administrators were firstly trained and informed about the aim of the questionnaire and the study before they distributed the questionnaires throughout the festival terrain during the week of the festival.

#### *4.5.1.3 Sampling techniques and size*

Probability sampling is a type of sampling where every member of the population has an equal chance of being selected into the sample (Burns & Bush, 2014:242). Stratified sampling assists the researcher to attempt to “stratify the population in such a way that the population within a stratum is homogeneous with respect to the characteristics on the basis of which it is being stratified” (Kumar, 2011). On the other hand, a nonprobability sampling method means taking

samples where the selection of members of the population is unknown (Burns & Bush, 2014:242). Convenience sampling is a type of nonprobability sampling where members of a population to be selected are easily accessible and in the same area. Therefore, for the purpose of this study, both probability and nonprobability sampling methods were employed. The stratified and convenience sampling procedures were employed targeting attendees on the festival terrain focusing high-traffic designated areas such as food stalls, food courts and outdoor entertainment areas. The attendees at the festival were available and had the willingness to participate in the study.

Out of the 160 000 attendees attracted to the festival, a total sample of 450 (N) was selected. A total of  $n = 408$  usable surveys were retained for data analysis. Cooper and Emory (1995:207) and Krejcie and Morgan (1970:608) indicated that for a population of 100 000 (N), the ideal sample is 384 (S). Therefore, the sample size of the quantitative study was adequate.

#### *4.5.1.4 Structure of the questionnaire*

The questionnaire was adapted from the study that was conducted by Marumo (2016) and used to obtain festival attendees' replies to the research questions through four structured sections. The first part of the questionnaire was Section A, which consisted of determining festival attendees' demographic profile and attendees' attitude and behavioural aspects regarding their green awareness at an arts festival. These questions were gathered from Chapter 3 (literature review).

Section B consisted of questions that were gathered from Chapter 2 (literature review). The purpose was to determine attendees' inclination to support specific green practices should they be implemented at the Vrystaat Arts Festival. A five (5)-point Likert scale where 5 = Definitely to 1 = Not at all was used to rate the statements (aspects). This section categorised into five (5) green practice themes with many different aspects (practices) under each theme labelled: (1) *Greener transport management*, (2) *Waste management*, (3) *Water management*, (4) *Energy management*, and (5) *Crowd and traffic management* (Viviers *et al.*, 2019:9-10; Viviers *et al.*, 2017:4-5; Marumo, 2016:53-65).

Section C categorised rewards programmes information taken from chapter 3 (literature review), which included consumeristic/monetary, free items to aid green behaviour, egoistic; and altruistic. To rate the statements to motivate attendees to support green initiatives under the categories a five (5)-point Likert scale where 5 = Definitely to 1 = Not at all was used.

Section D was the final section that consisted of statements related to the type of rewards programmes that would motivate/encourage attendees to be greener in their behaviour at the Vrystaat Arts Festival by supporting these green practices. This section was categorised into four

(4) green rewards themes with many different aspects (rewards) under each theme labelled: (1) *Consumeristic/monetary*; (2) *Free reward items to aid green behaviour*; (3) *Egoistic*; and (4) *Altruistic*. A five (5)-point Likert scale measurement in the questionnaire were 5 = Definitely to 1 = Not at all was used to rate statements (Eighty20 & Trittech Media, 2018:3,6; Truth & WhyFive, 2016; 2017; 2018; Corbishly. 2017:56,61-64).

Sections A - D structure of the questionnaire

# VRYSTAAT ARTS FESTIVAL: GREEN REWARDS SURVEY 2019

## SECTION A

1. Gender: 

Male	Female
------	--------

2. Year of birth (e.g. 1980)

3. Home language:	Afrikaans	1
	Sesotho	2
	English	3
	Other (specify)	4

4. Province of origin:		
	Free State	1
	Western Cape	2
	KwaZulu-Natal	3
	Mpumalanga	4
	Eastern Cape	5
	Northern Cape	6
	Gauteng	7
	Limpopo	8
	North West	9
	Outside RSA borders, specify below	10

5. What is your monthly household income?		
	<R30 000	1
	R30 000 - R49 999	2
	R50 000 - R69 999	3
	R70 000 - R89 999	4
	R90 000+	5

6. Highest level of education:		
	Less than Matric	1
	Matric	2
	Diploma	3
	Degree	4
	Master's degree	5
	PhD degree	6
	Other post Matric	7
	Professional	8

7. How "green" do you consider yourself to be?		
	Very green	1
	Somewhat green	2
	Not green at all	3

8. Length of stay at the event?  Days

9. What type of accommodation do you use during the event?

Own home	Y	N
Stay with family and friends	Y	N
Guesthouse & B&B	Y	N
Hotel or Lodge	Y	N
Camping	Y	N
Other, specify below	Y	N

10. Including this time, how many times have you attended this festival?

11. Number of people travelling in your group?

12. How many tickets have you purchased for performances at this festival?

13. How "green" do you consider this event to be?

Very green	1
Somewhat green	2
Not green at all	3

14. Type of transport used to travel to the event:

Private vehicle	Y	N
Rental car	Y	N
Aeroplane	Y	N
Bus	Y	N
Uber	Y	N
Shuttle services	Y	N
Train	Y	N
Taxi	Y	N
Bicycle/walking	Y	N
Other, specify below	Y	N

15. Work status:

Working:	Y	N
Full-time	Y	N
Part-time	Y	N
Unemployed	Y	N
Housewife	Y	N
Retired	Y	N
Student	Y	N
Other (please specify below)	Y	N



## SECTION B

**Indicate to what extent you will support the following green practices should they be implemented at the festival**

		5. Definitely				
		4. Most probably				
		3. Maybe				
		2. Less likely				
		1. Not at all				
<b>Greener Transport</b>						
1	I will use a bicycle rental service offered by the event during the festival period	1	2	3	4	5
2	I will use a shuttle service offered by the event to travel to the festival	1	2	3	4	5
3	I will use a shuttle service offered by the event at the festival	1	2	3	4	5
4	I will make use of well-planned walking routes with clear signage to get to various show venues at the festival instead of using my car	1	2	3	4	5
5	I will support the idea that larger travel groups travelling in one vehicle pay less for parking	1	2	3	4	5
<b>Waste Management</b>						
6	I will use a recycling bin system at the festival to reduce littering	1	2	3	4	5
7	I support the use of only biodegradable packaging by all stall owners at the festival	1	2	3	4	5
8	I will support a 'refundable cup/bottle system' for drinking beverages at the festival	1	2	3	4	5
9	I will support the exclusive use of electronic festival programmes downloaded on personal electronic devices to reduce paper usage	1	2	3	4	5
10	I insist that the festival makes use of digital marketing rather than printed posters to reduce littering	1	2	3	4	5
11	I will pay a R5 levy at the entrance for service rendered by the community members to pick up litter	1	2	3	4	5
12	I insist that the festival organisers do not allow junk mail via flyers on car windows to reduce littering	1	2	3	4	5
13	I insist that the festival uses e-marketing as opposed to promotional flyers to reduce littering	1	2	3	4	5
14	I insist that the festival arranges for regular waste removal on the festival terrain for hygiene purposes	1	2	3	4	5
<b>Water Management</b>						
15	I am happy to pay R5 for toilet facilities that use less water	1	2	3	4	5
16	I am happy to pay a green-fee included in the entrance fee to show my support towards the festival's green initiatives	1	2	3	4	5
17	I insist that the festival organisers promote only accommodation partners who are water-wise	1	2	3	4	5
18	I will support the use of gel hand sanitiser instead of water and soap at the festival	1	2	3	4	5
19	I insist that the festival initiates a water saving campaign to raise awareness	1	2	3	4	5
20	I insist that the festival designates certain areas on the festival terrain for smoking to reduce fire risks	1	2	3	4	5
21	I insist that the festival management ensures the use of only environmentally friendly detergents	1	2	3	4	5
<b>Energy Management</b>						
22	I insist that the festival raises awareness about ways to save energy	1	2	3	4	5
23	I insist that the festival implements the use of only LED and CFL light bulbs during productions	1	2	3	4	5
24	I insist that the festival implements the use of only LED and CFL light bulbs on the festival terrain	1	2	3	4	5
25	I insist that the festival resorts to natural light and ventilation at venues as far as possible	1	2	3	4	5
<b>Crowd &amp; Traffic Management</b>						
26	I support that from midnight, the disturbance of the peace and quiet is not permitted (e.g. loud music)	1	2	3	4	5
27	I support penalties/fines for parking on undesignated areas to reduce the environmental impact	1	2	3	4	5
28	I insist that the event regulates daily visitor numbers on the terrain to reduce the environmental impact	1	2	3	4	5
29	I insist that the festival initiates a rehabilitation programme of the natural surroundings after the event	1	2	3	4	5
30	I insist that the festival makes use of ways to reduce soil compression on the festival terrain (e.g. scattering of wood shavings)	1	2	3	4	5

## SECTION C

Please indicate to what extent the following will motivate/encourage you to be greener in behaviour at the festival

**PLEASE BE AS SELECTIVE AS POSSIBLE IN YOUR CHOICES**

		5. Definitely				
		4. Most probably				
		3. Maybe				
		2. Less likely				
		1. Not at all				
<b>Consumeristic/Monetary</b>						
1	Travel discounts/vouchers/rewards (Avios, Uber, Sasol fuel, flight tickets, Bidvest car rental)	1	2	3	4	5
2	Grocery, health and beauty retail discounts/vouchers/rewards (Dis-Chem Benefits, Pick n Pay Smart Shopper, WRewards, My SPAR Rewards, Clicks Club Card)	1	2	3	4	5
3	Retail banking discounts/vouchers/rewards (FNB eBucks, Investec Rewards, Standards bank UCount, Absa Rewards, Nedbank Greenbacks)	1	2	3	4	5
4	Fashion retail discounts/vouchers relating to fashion retail (Edgars Thank U, TFG Rewards)	1	2	3	4	5
5	Restaurant and take-away discounts/vouchers/rewards (Spur Family Card, Mike's Kitchen card)	1	2	3	4	5
6	Lifestyle discounts/vouchers/rewards relating to lifestyle and entertainment & leisure (e.g. Ster-Kinekor, Nu-Metro, airtime/data, Sorbet spas)	1	2	3	4	5
7	Medical aid/insurance related discounts/vouchers/rewards (Discovery Vitality, Momentum Multiply)	1	2	3	4	5
8	Discounts/vouchers for productions/performances at the festival	1	2	3	4	5
9	Discounts/vouchers for festival shuttle services to and from the festival	1	2	3	4	5
10	Discounts/vouchers for food/beverages on the festival terrain	1	2	3	4	5
11	Discounts/vouchers for accommodation at the festival	1	2	3	4	5
12	Discounts/vouchers for merchandise sold on the festival terrain	1	2	3	4	5
13	Discounts/vouchers for festival branded merchandise sold at the festival	1	2	3	4	5
<b>Free reward items to aid green behaviour</b>						
14	A complimentary bicycle service to travel between venues at the festival	1	2	3	4	5
15	A complimentary gel hand sanitiser to use at the festival	1	2	3	4	5
16	A complimentary reusable eco-friendly shopping bag for my purchases at the festival	1	2	3	4	5
17	A complimentary shuttle service between venues at the festival	1	2	3	4	5
18	A complimentary reusable eco-friendly beverage bottle/cup to use at the festival	1	2	3	4	5
<b>Egoistic</b>						
19	Vouchers for a VIP skip-the-queue service at festival entrances/venues	1	2	3	4	5
20	Vouchers for VIP-seating at festival production venues	1	2	3	4	5
21	Vouchers for exclusive VIP designated areas on festival terrain (beer/tea gardens, parking areas)	1	2	3	4	5
22	Vouchers for festival backstage-pass entry	1	2	3	4	5
23	Entries into a competition to win an all-inclusive weekend break-away at an eco-lodge	1	2	3	4	5
<b>Altruistic</b>						
24	Option to contribute my green rewards towards green practices (e.g. rehabilitation of festival terrain)	1	2	3	4	5
25	Knowing that I will be helping the environment by being environmentally responsible	1	2	3	4	5
26	Knowing that I will be helping the host community to become a better, cleaner place for everyone	1	2	3	4	5
27	Knowing that I will be helping the festival to minimise its environmental impact	1	2	3	4	5
28	Knowing that I will be supporting a good cause	1	2	3	4	5

## SECTION D

18. Which of the following rewards programmes are you currently signed up for?

1	Pick n Pay Smart Shopper	Y	N
2	Edgars Thank U	Y	N
3	Clicks ClubCard	Y	N
4	Woolworths WRewards	Y	N
5	FNB eBucks	Y	N
6	Dis-Chem Benefits	Y	N
7	Discovery Vitality	Y	N
8	Spur Family	Y	N
9	Standard Bank U-Count	Y	N
10	ABSA Rewards	Y	N
11	SAA Voyager	Y	N
12	Exclusive Books Fanatics	Y	N
13	Avios	Y	N
14	Nedbank Green backs	Y	N
15	TFG Rewards & More	Y	N

19. From the identified programmes, list the 3 rewards programmes that you use the most?

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_

20. Indicate the extent to which you prefer the following rewards:

		5. Definitely				
		4. To a larger extent				
		3. To an extent				
		2. To a lesser extent				
		1. Not at all				
1	Consumeristic rewards (monetary value)	1	2	3	4	5
2	Free reward items to aid green behaviour	1	2	3	4	5
3	Egoistic rewards (VIP benefits)	1	2	3	4	5
4	Altruistic rewards (contributing to a worthy cause)	1	2	3	4	5

21. What other possible rewards would you prefer as for supporting and implementing green practices?

---



---

22. Any other suggestions or recommendations?

---



---

**Thank you and enjoy the festival!**

Research done by Tourism Research in Economics, Environs and Society (TREES), North-West University, in collaboration with the Vrystaat Arts Festival ©2019.

Ethical clearance number: (NWU-00783-19-A4)



Source: Adapted from Marumo (2016) and developed by Author (2019)

## 4.5.2 Statistical analysis

Microsoft Excel™ was used to capture and code the quantitative collected data. SPSS® version 26 was selected and multivariate statistical analysis was used to analyse the data collected to determine the influence of green rewards on attendees' green behaviour towards supporting and implementing green practices at the festival, which is important for the development of a green rewards programme framework. These multivariate statistical analyses are briefly discussed below:

### 4.5.2.1 Descriptive analysis

Descriptive analysis is used to describe the variables in the dataset in a way that the respondents pattern of response is revealed or presented through using measures such as the mean, median, mode, frequency distribution, range and standard deviation (Burns & Bush, 2014:317). For this study, the descriptive analysis was used to provide a detailed picture of the socio-demographic profile and the general behaviour of festival attendees, the likelihood of potential green practices to be supported by attendees should they be implemented at the festival, and the likelihood of potential green rewards to motivate/encourage green behaviour at the festival.

### 4.5.2.2 Confirmatory factor analysis (CFA)

A confirmatory factor analysis is a type of statistical technique that is “used to verify the factor structure of a set of observed variables” (Suhr, 2016:1). When using this analysis, the researcher can identify the number of factors and the pattern of indicator-factor loadings (Brown & Moore, 2012:3). The purpose of a confirmatory factor analysis is to assist in the determination of how a test should be scored. For instance, “when the latent structure is multifactorial (i.e., two or more factors), the pattern of factor loadings supported by CFA will designate how a test might be scored using subscales, i.e., the number of factors is indicative of the number of subscales, the pattern of item-factor relationships (which items load on which factors) indicate how the subscales should be scored” (Brown & Moore, 2012:3).

The confirmatory factor analysis was used in quantitative study to verify the five (5) broader themed factors with many different aspects (practices) under each factor that were measured. These were *Green transport options*, *Waste management*, *Water management*, *Energy management* and *Crowd and traffic management*. In addition, verify the four (4) broader themed factors with many different aspects (rewards) under each factor that were measured. These were, *Consumeristic/Monetary*, *Free items to aid green behaviour*, *Egoistic* and *Altruistic*. The purpose was to determine which green practices attendees are more inclined and less inclined to support,

and also verify which green rewards will motivate attendees to be greener in their behaviour at the festival.

#### 4.5.2.3 Independent/paired sample t-test

An independent sample *t*-test analysis is described as the analysis used to measure the possible difference between two data sets. The independent *t*-test is further used to compare two means that are not dependent on one another (Fourie, 2015:87). According to Borden, Bosch, Card, Casper, Fletcher, Hawkins, Jones, Schlomer, Wiggs, Koch, Koss and Langbert (2016:3-4), “*the significance level provides the difference observed between the means was greater than would be expected by chance*”. The guideline for interpreting the effective size of the independent sample *t*-test analysis (Ellis & Steyn, 2003):

- 0.2 – 0.4 = small
- 0.5 – 0.8 = medium
- 0.8 = large

This analysis will be used in this study to determine the significance of difference between the attendees’ gender, type of accommodation, type of transport and attendees work status and the influence of these aspects on the green rewards factors under the green practices and green rewards to motivate/motivate green behaviour.

#### 4.5.2.4 One Way Analysis of Variance (ANOVA)

An ANOVA is a statistical analysis used to determine whether differences exist between three or more groups in a research study (Quirk, 2016:165; MacFarland, 2014:74). The guideline for interpreting the effective size of the ANOVA is (Ellis & Steyn, 2003):

- 0.1 - 0.2 = small
- 0.3 - 0.4 = medium
- 0.5 - 0.8 large

This analysis was used in the study to determine if socio-demographic aspects (*province of origin, language, education and income*), general behavioural aspects (*how green to you consider yourself to be?; how green do you consider the event to be?*) have a significant influence on the green rewards factors under the heading green practices and green rewards to motivate/encourage green behaviour.

#### 4.5.2.5 Correlation coefficient analysis

A Spearman's rank-order correlation coefficient is an analysis *used to identify the strength and direction that is present between two variables on an ordinal scale* (Fourie, 2015:85; Hauke & Kossowski, 2011:3). The spearman rank order correlation is further used to assess how well the relationship between two variables can be described as a monotonic function (Metsi, 2017:14). The following is the guide used to determine the strength of the correlation for the value of (Cohen,1988:79):

- 0.10 – 0.29 =small
- 0.30 - 0.49 = medium
- 0.50 – 1.0 = large

The spearman's rank order correlation was used to reveal the possible significant correlation between the following: (1) green rewards to motivate/encourage green behaviour at the festival factors and green practices factors; (2) green practices factors, green rewards to motivate/encourage green behaviour at the festival factors and the most preferred green practices categories; and (3) demographics aspects, green practices factors, green rewards to motivate/encourage green behaviour at the festival factors and the most preferred green rewards categories.

#### 4.5.3 Phase 2: Qualitative research approach (Supply-side)

In studies that made use of qualitative studies, researchers can make use of sources such as documents, observations, and interviews to collect data (Polkinghorne, 2005:138). In this study, separate interviews were conducted to collect qualitative data as a “follow-up” on the quantitative findings. The data collection procedure is briefly discussed below:

##### 4.5.2.1 Interviews

Interviews in qualitative research are defined as “attempts to understand the world from the individuals' perspective, which provides “deeper” or “richer” meaning of those individuals' experiences (Mann, 2016:48). Hence, interviews are incorporated into this study as a way to obtain thick and richer data and gain more information and knowledge about the barriers and motivations toward greening arts and the use of green rewards from arts festival managers' perspective. The information gathered from the qualitative interviews is specifically used to justify some of the relationships seen in the quantitative findings. In this study, the interview questions are designed to be open-ended to give more space to more deeply explore how situations or

events affect individuals “thoughts and feeling and access the meanings to them of their relationships, their work, and their selves” (Mann, 2016:48).

#### *4.5.2.2 Interview participant and sampling selection*

One set of interviewees, festival managers, are selected to provide in-depth understanding and knowledge on their attitude and behaviour, the barriers and motivations they encounter towards greening their festival and to gain their perspective on the use of green rewards to motivate their attendees to be greener in behaviour at the festival. They are selected mainly because festival managers are believed to have broad knowledge about the marketing and promotion planning (e.g., marketing communications and community engagement), financial and sponsorship planning, event operations (e.g. staging) and risk management (e.g. safety, health and events) (Bowdin, Allen, O’Toole, Harris & McDonnelle, 2011). Thus, the researcher (author) believes that festival managers would have the ability to understand the research problem and thus purposive sampling is applied to select the appropriate participants to be interviewed (Creswell, 2013:156).

#### *4.5.2.3 Sampling size*

The festival director provided/identified six individuals in management positions to be part of this study. Out of these six festival managers, only four managers were committed to the process. According to Mann (2016:3), when estimating the sample size needed to reach saturation in a qualitative research factor such as the scope of this research, the nature of the research topic, the research designs used, the number of interviews needed, and the quality of the information obtained are taken into consideration. As mentioned in the previous section, a phenomenology research design with a case study approach was applied for this study, the participants are located at a single site and they are individuals who are all considered to be “experienced in the phenomenon being explored and can articulate their lived experiences” (Creswell, 2013:150). Therefore, Duke (1984) recommends that the sample size between 3 and 10 (cited in Creswell, 2013:156; Sim, Saunders, Waterfield & Kingstone, 2018:621) is adequate. Considering this information, interviewing 4 participants was adequate to reach saturation.

#### *4.5.2.4 Open-ended interview site and administration*

A researcher can use open-ended questions as an attempt to explore topic/situations/events in depth, to gain a better understanding and gain knowledge as well as, potentially, to point out similarities from the “lists of answers, short answers, or lengthy narratives” (Weller, Vickers, Bernard, Blackburn, Borgatti, Gravlee & Johnson, 2018:2).

Prior to the interviews, the selection of the interviewees involved sending an email to request to conduct further research at the Vrystaat Arts Festival. The e-mail highlighted the purpose of the first quantitative research conducted and the purpose of the need to conduct the qualitative research. The request was accepted, and the interviewees were identified and notified about the interviews. The researcher (author) communicated with the identified managers to set up appointments. In the case of no response after a week, a follow-up email was sent to the participant. Once the interview appointment was confirmed, a consent letter that included the background on the purpose of the study, procedures, risks, benefits and confidentiality was emailed. The participants were informed that the interview will only take place after the consent letter is signed and received for record keeping (see Appendix D). The participants were also informed that the interview will take place via zoom to adhere to the Covid-19 protocols.

The researcher (author) conducted the remote interviews and, on the day of the interview, consent was obtained for each participant to record the interview session for transcription purposes. Afterwards, the participants were asked questions that led to a discussion about the managers green attitude and behaviour and their opinion on the use of green rewards. The first interview was conducted on 02 September 2021 and the last interview was conducted on 10 September 2021. Each interview session was between 45 minutes and 1 hour 30 minutes. Table 4.3 below presents the details of the separate interview sessions.

**Table 4.3: Details of the separate interview sessions**

<b>Interview dates</b>	<b>Participants and interviewer (researcher/author) location</b>	<b>Meeting location</b>	<b>Interview time</b>
<b>02 September 2021</b>	Free state and Potchefstroom	Zoom Cloud Meetings	45 to 60 minutes
<b>09 September 2021</b>	Free state and Potchefstroom	Zoom Cloud Meetings	1 hour 30 minutes
<b>10 September 2021</b>	Free state and Potchefstroom	Zoom Cloud Meetings	45 to 60 minutes
<b>10 September 2021</b>	Free state and Potchefstroom	Zoom Cloud Meetings	45 to 60 minutes

Source: Author’s own compilation.

The selected participants (festival managers) were all asked the same questions related to the greening of arts festivals/event. The open-ended questions included in the interview guide are as follows:



## GREEN AWARENESS

1. Are you aware of the negative environmental impacts caused by large events and festivals? \*... *(Please elaborate)*
2. Are you aware of any existing green plans/guidelines in South Africa specifically for events? \*... *(Please elaborate)*
3. What do you understand about the importance of event greening/going green? \*... *(Please elaborate)*
4. Do you agree that large events and festivals have an increasing obligation to manage negative environmental impacts better? \*... *(Please elaborate)*

## IMPLEMENTATION OF GREEN PRACTICES AT YOUR FESTIVAL

1. Indicate if and how you make provision for green practices/initiatives in your current planning documents.  
Does the festival have a document specifically for greening? ... \**(Please elaborate)*
2. What green practices/initiatives are you currently implementing at this festival?
3. In the foreseeable future, what additional green practices and initiatives do you possibly see being implemented?
4. What is the festival's motive for implementing green practices/initiatives at the festival?
5. What green transport alternatives do you think can be implemented at your festival for your attendees?  
*\*(Prompts: bicycle rental service, well-planned walking routes, carpooling)*
6. What waste management alternatives do you think can be implemented at your festival for your attendees?  
*\*(Prompts: recycling bin system, refundable cup/bottle system', digital marketing, e-marketing, refundable cup/bottle system', regular waste removal)*
7. What water management alternatives do you think can be implemented at your festival for your attendees?  
*\*(Prompts: green-fee, water-wise establishments partners, gel hand sanitiser, water saving campaign, eco-friendly detergents)*
8. What energy management alternatives do you think can be implemented at your festival for your attendees? \**(Prompts: energy saving awareness, LED and CFL light bulbs, natural light and ventilation)*
9. What crowd and traffic management alternatives do you think can be implemented at your festival for your attendees? \**(Prompts: No loud music after 12am, parking fines, rehabilitation programme, scattering of wood shavings)*

## CHALLENGES AND MOTIVATORS TOWARDS GREENING

1. Which of your current green practices/initiatives are the easiest to implement? *\*Why?*
2. Which of your current green practices/initiatives are the most challenging to implement? *\*Why?*
3. What would encourage you, as a festival manager, to implement even more green practices?
4. What would deter you, as a festival manager, to implement more green practices?
5. Do you think that having a “green” festival image will impact your event positively? *\*... (Please elaborate)*
6. Since the co-operation of all the stakeholders is needed for a festival to become green, please indicate what you think will be the barriers for the following stakeholders to support/get on board with your greening practices/initiatives:

- a. Stall owners: \_\_\_\_\_
- b. Sponsors: \_\_\_\_\_
- c. Local municipality: \_\_\_\_\_
- d. University (premises): \_\_\_\_\_
- e. Artists: \_\_\_\_\_
- f. Other suppliers from the community *\*(e.g. guesthouses, venues, restaurants, transport):*  
\_\_\_\_\_
- a. Festival attendees: \_\_\_\_\_

7. Please indicate what you think will be the motivators for the following stakeholders to support/get on board with your greening practices/initiatives:

- a. Stall owners: \_\_\_\_\_
- b. Sponsors: \_\_\_\_\_
- c. Local municipality: \_\_\_\_\_
- d. University (premises): \_\_\_\_\_
- e. Artists: \_\_\_\_\_
- f. Other suppliers from the community *\*(e.g. guesthouses, venues, restaurants, transport):*  
\_\_\_\_\_
- g. Festival attendees: \_\_\_\_\_

## GREEN REWARDS

1. Previous research conducted at the Vrystaat Arts Festival and other arts festivals in South Africa indicated that the more effort, time or costs a green practice require from an individual, the less likely they are to support it. How do you think can attendees be motivated to become more involved / support these green practices that sometimes require more time, effort and costs?
2. In practice, rewards programmes are used to encourage green behaviour, and it can therefore be an invaluable tool for festival managers. Do you think offering rewards/incentives will increase the likelihood for the attendees to support these green practices/initiatives at the festival? \*... *(Please elaborate)*
3. What consumeristic / monetary reward options do you think your festival can offer to motivate your attendees to become greener at the festival? *\*(Prompts: Travel, food/beverages, accommodation, merchandise, or ticket discounts/vouchers)*
4. What free items to aid green behaviour reward options do you think your festival can offer to motivate/encourage you attendees to be greener in their behaviour at the festival? *\*(Prompts: complimentary bicycle service, gel hand sanitiser, reusable shopping bag, shuttle service, reusable beverage bottle/cup)*
5. What egoistic reward options do you think your festival can offer to motivate/encourage you attendees to be greener in their behaviour at the festival? *\*(Prompts: VIP skip-the-queue, VIP-seating, exclusive VIP designated areas, backstage-pass, all-inclusive weekend away at an eco-lodge)*
6. What altruistic reward options do you think your festival can offer to motivate/encourage attendees to be greener in their behaviour at the festival? *\*(Prompts: Options to contribute towards green initiatives, helping the environment, for a good cause)*
7. What do you think will be the major barriers regarding the implementation of rewards/incentives as a means to motivate/encourage attendees to be greener in behaviour the festival?
8. Do you have any other suggestions regarding the use of rewards/incentives to motivate/encourage green behaviour of attendees to the festival?

**Figure 4.2: Interview guide with questions across the 4 different categories**

Source: Author's own compilation.

### 4.5.2.5 Data analysis

The recorded data collected during the interviews was analysed based on the procedure of Creswell (2013). The qualitative interview data was transcribed from the recordings and not the zoom transcription feature by the researcher (author). The researcher (author) developed the interview guide and, during the development, the key themes and subthemes that were guided by the quantitative results and the literature review were already identified. Before interpretation and discussion, the researcher (author) conducted further research on the internet to review some of the information such as the festival projects that were pointed out by the interviewees to make sure the names are written correctly. The transcribed data were printed out and read through

carefully to gain a general sense of the information based on the categorised themes and subthemes used in the development of the interview guide. Finally, the data was interpreted and discussed, and key responses from the interviewees are quoted during the discussion.

#### 4.5.2.6 Trustworthiness/credibility for qualitative

Golafshani (2003:601), states that validity and reliability are two factors that researchers conducting qualitative research need to consider. Leung (2015:325) points out validity means “appropriateness” of the tools, processes and data”, while reliability “refers to exact replicability of the processes and the results” (Leung, 2015:326). For instance, Lincoln and Guba (1985) state that terms including credibility, dependability and transferability can be used as the essential criteria for quality (cited in Golafshani, 2003:601). In addition, it is important to provide the reader with the difference between internal and external validity in qualitative research. According to Brock-Utne (1996:615), internal validity refers to “how correctly the research portrays the phenomenon it is supposed to portray” and external validity refers “to what extent the findings can be generalised to other environments that are similar to the environments where the research was first carried out”. The following strategies in Table 4.4 were implemented to establish the reliability and validity of the qualitative research.

**Table 4.4: Reliability and Validity strategies**

<b>Reliability/Dependability</b>	<ul style="list-style-type: none"> <li>• Attempts were made to reduce errors and bias. The researcher checked on the internet and the festival’s website to review key information noted during the interview that was mentioned by the interviewees.</li> <li>• The researcher clearly prepared the interview guide questions and the interview is included in the study (Chapter 4).</li> </ul>
<b>Internal Validity (Credibility)</b>	<ul style="list-style-type: none"> <li>• The consent letter included the approved ethical clearance number obtained from the University.</li> <li>• The key themes are already being pointed out/identified in the interview guide and the researcher used key prompts to guide the interview and the discussion of the results.</li> </ul>
<b>External Validity (Transferability)</b>	<ul style="list-style-type: none"> <li>• The selected interview participants are those who are believed to have the ability to understand the research problem and thus, a purposive sampling and not a random sampling is applied.</li> <li>• A case study approach is used for the investigation and data collection from one festival.</li> </ul>
<b>Confidentiality</b>	<ul style="list-style-type: none"> <li>• The interview participants were informed that their participation in this study will be completely anonymous – This was stated in the consent letter.</li> </ul>

Source: Author’s own compilation based on Welthagen (2019:163); Lelissa (2017:129-130); Noble & Smith (2015)

The next section presents the procedural issues in this study.

## 4.6 PROCEDURAL ISSUES IN THIS STUDY

The qualitative research conducted in this study was a follow-up from the quantitative research based on the explanatory sequential design and was selected to help further explain the use of rewards to motivate attendees to become more involved and support green practices at the arts festival. Ivankova, Creswell and Stick (2006), Creswell, Clark, Gutmann and Hanson (2006) and Morgan (1998) mention that, when it comes to applying any mixed methods design, issues of priority, implementation, and integration of the quantitative and qualitative approaches need to be dealt with. This means that the researcher has to carefully consider which research approach between the quantitative and qualitative had more emphasis in the study to “establish the sequence of the quantitative and qualitative data collection and analysis; and decide where mixing or integration of the quantitative and qualitative approaches actually occurred in the study” (Ivankova, Creswell & Stick, 2006:9). However, to do so, the researcher has to use the purpose of the study, the research question and the methodology to guide the decision process of the addressing the issues of priority, implementation, and integration of the quantitative and qualitative approaches (Ivankova, Creswell & Stick, 2006:9).

### 4.6.1 Implementation (timing) decision

The implementation decision relates to whether data collection and analysis of the quantitative and qualitative research come in sequence, or concurrently (Creswell, Clark, Gutmann & Hanson, 2003:172; Ivankova, Creswell & Stick, 2006:10). For instance, in a sequential explanatory design, a researcher first collects and analyses the quantitative research data. In the second phase of the study, the qualitative research data is collected as a follow-up from the first, quantitative phase. Therefore the “decision to follow the quantitative-qualitative data collection and analysis sequence in this design depends on the study purpose and the research questions seeking for the contextual field-based explanation of the statistical results” (Creswell, 2013:70-72; Ivankova, Creswell & Stick, 2006:10; Creswell, Clark, Gutmann & Hanson, 2003:173).

Therefore, in this study, an explanatory sequential design was applied in two stages (see Figure 4.3). In quantitative Phase 1, the researcher (author) firstly conducted a survey to collect and analyse the data to determine the extent to which attendees are inclined to support specific green practices should they be implemented at the Vrystaat Arts Festival. Also, to determine the extent to which green rewards will motivate/encourage attendees to be greener in their behaviour at the Vrystaat Arts Festival by supporting these green practices (Objective 3 – *demand side*). As explained that, due to the global outbreak of Covid-19 in 2020 that enforced restrictions and cancellation of events/festivals in South Africa, the qualitative (Phase 2) data was later collected

by conducting separate interviews, the data was analysed and the researcher (author) used the results to further determine festival managers' green awareness, attitude and behaviour towards the greening of their arts festival (Objective 4 – *supply side*).

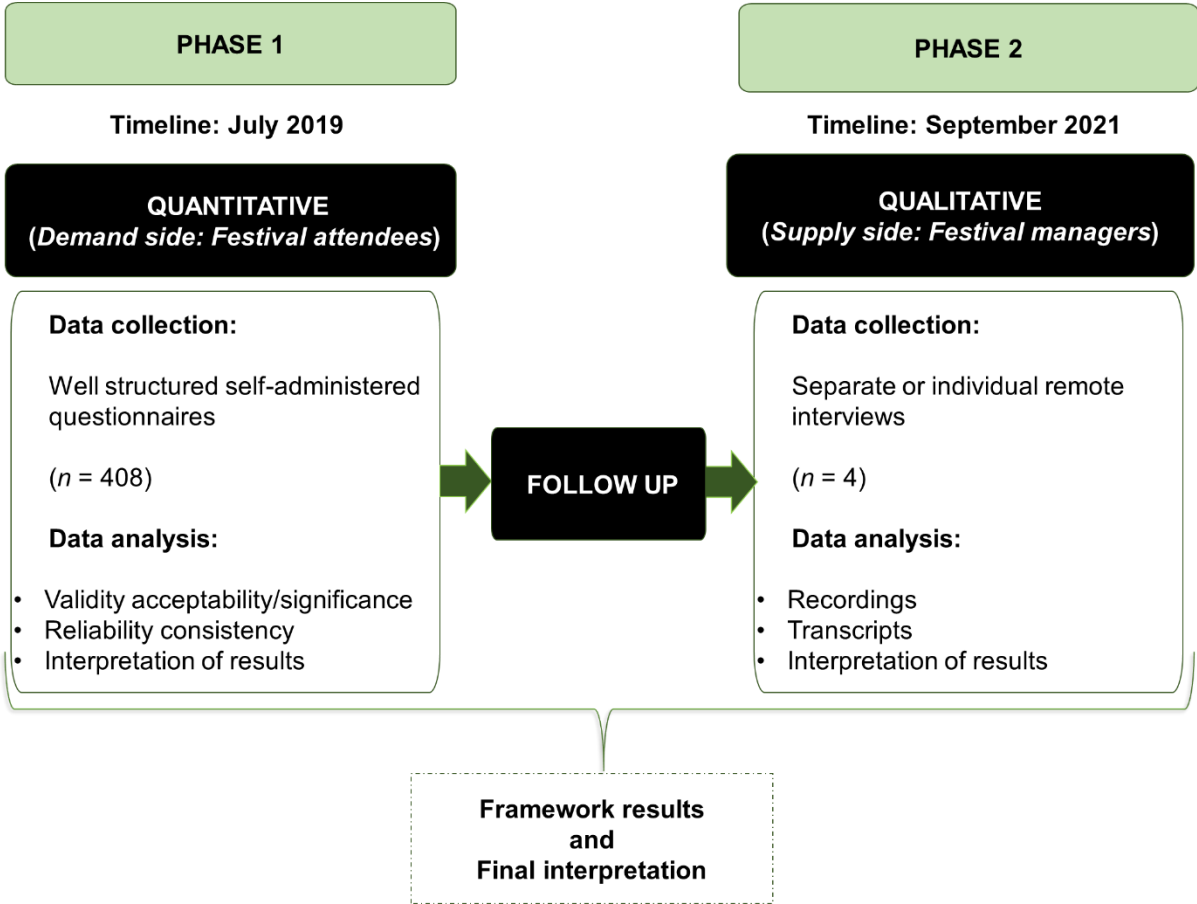


Figure 4.3: Explanatory sequential mixed methods research design applied for this study.

Source: Author's compilation based on Creswell, 2013:70-72 and adapted from Welthagen (2019:163)

4.6.2 Priority decisions

Priority refers to the decision made by the researcher on which approach between the quantitative and qualitative or both provided more weight throughout the process of data collection and data analysis in the study (Ivankova, Creswell & Stick, 2006:9; Creswell, Clark, Gutmann & Hanson, 2003:172; Morgan, 1998:366). For instance, Morgan (1998:366) suggests that a researcher can select an approach as the main means of data collection and then add a complementary approach to assist in providing a bigger picture in addition to the main approach. Nevertheless, considering the study goal, scope of quantitative and qualitative research questions and design of each phase; it is possible that a researcher may give the priority to either quantitative or qualitative data collection and analysis (Ivankova, Creswell & Stick, 2006:9).

Therefore, for the purpose of this research, priority is given to both the quantitative research and the qualitative approach. The main goal of this study is to develop and propose a green rewards programme framework for a South African arts festival. As mentioned, this research includes a demand and supply approach. Thus, the qualitative study was used as a follow-up aimed at explaining and relating some of the key aspects from the quantitative results. The first part of the study, the demand side, was to determine how green rewards can motivate attendees to be greener in behaviour and support green practices should they be implemented at the festival. The second and last part of the study, the supply side, was to determine managers' green attitude and behaviour towards greening arts festivals. Due to the availability of data and literature to quantitatively determine how green rewards can motivate attendees' to be greener in behaviour and support green practices should they be implemented at the festival and qualitatively determine festival managers' green awareness, attitude and behaviour towards the greening of their arts festival, priority is given to both approaches.

#### **4.6.3 Integration decision**

The integration refers to the decision stage in which the integration (mixing) of the quantitative method and qualitative methods occurs in the research study (Ivankova, Creswell & Stick, 2006:11; Creswell, Clark, Gutmann & Hanson, 2003:173). For instance, the integrations of quantitative and qualitative methods "occur within the research questions (e.g., both quantitative and qualitative questions are presented), within data collection (e.g., open-ended questions instrument), within data analysis (e.g., transforming qualitative themes into quantitative items or aspects), or in interpretation (e.g., examining the quantitative and qualitative results for convergence of findings)" (Creswell, Clark, Gutmann & Hanson, 2003:173).

This study follows the integration framework of the quantitative and qualitative approaches at the data collection instrument, research design and reporting or final interpretation stages:

- **Data collection:** The integration occurred during the development of the interview guide with open-ended questions based on the results and themes from the quantitative (first phase of the data collection) and the literature (Chapters 2 and 3).
- **Data analysis:** The themes measured in the qualitative approach rely on the themes used in the quantitative. Also, the qualitative findings are used to explain some of the findings revealed by quantitative research in detail.
- **Final outcome of the study:** the quantitative and qualitative results are mixed to provide answers and possible solutions to the research problem of the study. In addition, some

aspects from the separate findings of the quantitative and the qualitative research were compared and connected.

#### **4.7 ETHICAL CONSIDERATIONS**

Seeing as the study was going to involve people and, although participants from one festival are selected, the following ethical considerations were taken into account. Permission to conduct the quantitative survey at the Vrystaat Arts Festival in 2019 was granted to TREES (Tourism Research in Economics, Environs and Society) and the ethical clearance number for the study was (NWU-00783-19-A4) (see Appendix A). The purpose of the research and the respondent's contribution to the research was explained. A consent letter informing the respondents of their participation in the study was provided (see Appendix C). In addition, permission to conduct the qualitative interview was granted in 2021 and an ethics application for an extension of ethic numbers was approved (NWU-00633-20-A4) (see Appendix B). To protect the selected participants during the qualitative research, the festival organisers/managers were requested to go through and sign a consent form (see Appendix D) before the interview. Respondents, including the participants who were interviewed, were informed that their participation is completely voluntary, anonymous and confidential, and participants could withdraw at any time without any consequences and no rewards will be provided. The participants were also informed that all the captured data will be stored by NWU-TREES for five years and the study's results will also be used for academic purposes, through the PhD itself. The name of the festival will also be referred to in publications in academic journals that will be available to governments, destination marketers, educators, and practitioners around the world.

#### **4.8 SUMMARY**

This chapter aimed to provide a detailed methodological decision for this study. The research paradigms were discussed, and the pragmatism paradigm known as the mixed method approach was applied with an objectivism and subjectivism perspective. Objectives 1 and 2 were addressed by explaining the detailed planning of the literature review and the sources used to structure and gather the relevant information. This study finds that the explanatory research design, descriptive research design, and a phenomenology research design with a case study approach as suitable approaches to meet the research aim and objectives of the study. In addition, the application of the mixed methods approach was done by first conducting the quantitative research and this was



later followed up with the qualitative research to provide in-depth understanding of some key themes/aspects from the quantitative research.

The chapter explained the procedures used to separately collect, analyse and report the quantitative and qualitative data. The quantitative with a survey approach considered selecting attendees at the festival. The qualitative research consisted of separate interviews with 4 festival managers. The quantitative data was analysed using multivariate statistical analysis and the qualitative data was analysed using the identified themes and discussing the response of the interviewees.

This chapter explained the implementation procedural issues, where the quantitative research was “followed up” by the qualitative research. Furthermore, it pointed out that priority is given to quantitative approach to meet the goal of this study, the integration of both research approaches, the strategies of reliability and validity of both research approaches and the ethical consideration and the ethical clearance numbers of both research approaches.

## CHAPTER 5

---

### EMPIRICAL RESEARCH FINDINGS

#### 5.1 INTRODUCTION

The literature analysis in Chapters 2 and 3 established the need to develop a green rewards programme framework. This need is particularly justified by the key aspects that festival managers can leverage to influence attendees' green behaviour at arts festivals. The two crucial parts driving this research are (1) the increasing obligation for arts festival managers to better manage negative environmental impacts and (2) the need for attendees to recognise the impact their decision-making/choices have on the environment and shift towards engaging in green behaviour.

This study was conducted in two phases, one consisting of a quantitative and the other of a qualitative research approach. Phase 1, which was quantitative, explored demand-side data pertaining to the greening of the arts festival under investigation. This involved self-administered questionnaires that were distributed amongst attendees at the Vrystaat Arts Festival. The data from the survey was analysed using selected multivariate techniques to provide a better picture of the attendees' demographic and general behavioural profile, the likelihood of potential green practices to be supported by attendees should they be implemented at the festival, and the likelihood of potential green rewards to motivate/encourage green behaviour at the festival. The outcome and findings of the quantitative data provided key information/insights and was used to design the interview guide for Phase 2. Phase 2 was qualitative and explored the supply-side data pertaining to the greening of the same arts festival. This entailed interviews with four (4) key members of the festival management team of the Vrystaat Arts Festival. The response data is presented through discussion.

This chapter therefore presents the detailed results of the empirical data collected from the self-administered questionnaire amongst festival attendees (Phase 1: quantitative research); as well as from the interviews with the festival management (Phase 2: qualitative research). It is from these results and findings that a green rewards programme framework is developed and proposed for the Vrystaat Arts Festival.

## 5.2 PHASE 1: RESULTS OF THE QUANTITATIVE RESEARCH

The multivariate techniques used to analyse the quantitative data included descriptive analysis, confirmatory factor analyses, independent *t*-test analysis, ANOVAs and effect sizes, as well as Spearman's rank order correlation coefficient. These results are interpreted and discussed in the sections that follow.

### 5.2.1 Results from descriptive statistics: Socio-demographic and behavioural Profile of festival attendees (Section A of the quantitative questionnaire)

The first section of the quantitative research entailed determining the general socio-demographic and behaviour profile of festival attendees. Table 5.1 presents the results of this profile. Most of the attendees who attended the Vrystaat Arts Festival were females (58%), between 19 and 25 of age (28%) and the calculated average age of the respondents was 36 years. Eighty-seven percent (87%) of the respondents were predominately Afrikaans speaking and residents of the Free State province (69%). The respondents earn a monthly household income of less than R30 000 (47%), they are educated (hold a degree) (34%) and working full-time (60%). A similar study on South African arts festivals by Viviers, Botha and Marumo (2017) found that it is mostly female individuals who are well educated that are more likely to engage green behaviours.

The majority of the attendees' considered themselves somewhat green (71%) and considered the festival to be somewhat green (69%). The majority of the attendees (70%) are local and did not make use of paid accommodation. They attended an average of three (3) festival days. Respondents purchased between 0 and 3 tickets (69%), used their cars (93%) and travelled with 1 to 2 individuals to the event (36%). The calculated average number of people travelling in groups that were found was 3.9 people and the average number of tickets purchased was 3.33 tickets. The findings of attendees' general green behaviour reflect the findings of Tölkes and Butzmann (2018:10) that individuals' green behaviour can be influenced by their social peers' green lifestyle and intentions.

**Table 5.1: Descriptive statistics: The socio-demographic and behavioural profile of attendees at the Vrystaat Arts Festival**

Variable	Percentage/value	
<b>Socio-demographic</b>		
<b>Gender</b>	Male	42%
	<b>Female</b>	<b>58%</b>
<b>Age</b>	18	3%
	<b>19 – 25</b>	<b>28%</b>
	26 – 35	27%
	36 – 50	23%
		Average age: 36.21 years

	51+	19%	
<b>Language</b>	<b>Afrikaans</b>	<b>87%</b>	
	Sesotho	3%	
	English	9%	
	Other	1%	
<b>Province</b>	<b>Free State</b>	<b>69%</b>	
	Western Cape	5%	
	KwaZulu-Natal	2%	
	Mpumalanga	1%	
	Eastern Cape	6%	
	Northern Cape	4%	
	Gauteng	9%	
	Limpopo	1%	
	North West	2%	
	Outside RSA borders	1%	
<b>Monthly household income</b>	<b>&lt; R30 000</b>	<b>47%</b>	
	R30 000 - R49 999	25%	
	R50 000 – R69 999	13%	
	R70 000 – R89 999	6%	
	R90 000+	9%	
<b>Level of education</b>	Less than Matric	4%	
	Matric	29%	
	Diploma	16%	
	<b>Degree</b>	<b>34%</b>	
	Master's degree	12%	
	PhD degree	2%	
	Other post Matric	1%	
	Professional	2%	
<b>Work status</b>	<b>Full-time</b>	<b>60%</b>	
	Part-time	14%	
	Unemployed	3%	
	Housewife	1%	
	Retired	4%	
	Student	20%	
	Other	1%	
<b>General behaviour</b>			
<b>How green do you consider yourself to be?</b>	Green	18%	
	<b>Somewhat green</b>	<b>71%</b>	
	Not green at all	11%	
<b>Length of stay</b>	<b>1 day</b>	<b>36%</b>	Average number of days: 3.11 days
	2 days	20%	
	3 days	9%	
	4 days	7%	
	5+ days	28%	
<b>Type of accommodation</b>	<b>Own home</b>	<b>70%</b>	
	Staying with family and friends	16%	
	Guesthouse or B&B	6%	
	Hotel or lodge	4%	
	Camping	1%	
	Other	3%	
<b>Number of times attended</b>	1st time	19%	
	<b>2–4 times</b>	<b>46%</b>	
	5–9 times	23%	
	10+	12%	
<b>Number of people travelling in the group</b>	<b>1 – 2 individuals</b>	<b>36%</b>	Average number of people:

	3 – 4 individuals	34%	3.9 people
	5+ individuals	30%	
<b>Number of tickets purchased</b>	<b>0 – 3</b>	<b>69%</b>	Average number of tickets bought: 3.33 tickets
	4 - 7	19%	
	8+	12%	
<b>How green do you consider this event to be?</b>	Very green	10%	
	<b>Somewhat green</b>	<b>69%</b>	
	Not green at all	21%	
<b>Type of transport used to travel to the event</b>	<b>Private vehicle</b>	<b>93%</b>	
	Rental car	3%	
	Aeroplane	1%	
	Bus	-	
	Uber	-	
	Shuttle services	-	
	Train	-	
	Taxi	2%	
	Bicycle/walking	1%	
	Other	-	

Source: Author's own compilation.

### 5.2.2 Results from descriptive statistics: The likelihood of potential green practices to be supported if implemented at the festival (Section B of the quantitative questionnaire)

The second section of the quantitative research entailed determining the extent to which attendees are inclined to support specific green practices should they be implemented at the Vrystaat Arts Festival. The five broader themed factors (each with their own set of green practices/aspects) included *Greener transport*, *Waste management*, *Water management*, *Energy management* as well as *Crowd and traffic management*. The section below presents the mean values of these broader factors, as well as the mean values of the individual aspects (practices) based on a 5-point Likert scale of measurement in the questionnaire.

**Table 5.2: Descriptive results: The likelihood of potential green practices to be supported by attendees should they be implemented at the festival**

<b>Greener transport</b>	Average out of 5	Level of support
1. I will use a bicycle rental service offered by the event during the festival period	2.13	Less likely
2. I will use a shuttle service offered by the event to travel to the festival	2.80	Maybe
3. I will use a shuttle service offered by the event at the festival	2.89	Maybe
4. I will make use of well-planned walking routes with clear signage to get to various show venues at the festival instead of using my car	2.61	Maybe
5. I will support the idea that larger travel groups travelling in one vehicle pay less for parking	3.68	Most probably
<b>Waste management</b>	Average out of 5	Level of support

6. I will use a recycling bin system at the festival to reduce littering	4.48	Most probably
7. I support the use of only biodegradable packaging by all stall owners at the festival	4.34	Most probably
8. I will support a 'refundable cup/bottle system' for drinking beverages at the festival	4.12	Most probably
9. I will support the exclusive use of electronic festival programmes downloaded on personal electronic devices to reduce paper usage	3.78	Most probably
10. I insist that the festival makes use of digital marketing rather than printed posters to reduce littering	3.83	Most probably
11. I will pay a R5 levy at the entrance for service rendered by the community members to pick up litter	4.19	Most probably
12. I insist that the festival organisers do not allow junk mail via flyers on car windows to reduce littering	4.08	Most probably
13. I insist that the festival uses e-marketing as opposed to promotional flyers to reduce littering	4.34	Most probably
14. I insist that the festival arranges for regular waste removal on the festival terrain for hygiene purposes	3.34	Maybe
<b>Water management</b>	<b>Average out of 5</b>	<b>Level of support</b>
15. I am happy to pay R5 for toilet facilities that use less water	3.50	Most probably
16. I am happy to pay a green-fee included in the entrance fee to show my support towards the festival's green initiatives	3.48	Maybe
17. I insist that the festival organisers promote only accommodation partners who are water-wise	3.92	Most probably
18. I will support the use of gel hand sanitiser instead of water and soap at the festival	4.03	Most probably
19. I insist that the festival initiates a water saving campaign to raise awareness	3.92	Most probably
20. I insist that the festival designates certain areas on the festival terrain for smoking to reduce fire risks	4.08	Most probably
21. I insist that the festival management ensures the use of only environmentally friendly detergents	3.50	Most probably
<b>Energy management</b>	<b>Average out of 5</b>	<b>Level of support</b>
22. I insist that the festival raises awareness about ways to save energy	3.99	Most probably
23. I insist that the festival implements the use of only LED and CFL light bulbs during productions	3.98	Most probably
24. I insist that the festival implements the use of only LED and CFL light bulbs on the festival terrain	4.02	Most probably
25. I insist that the festival resorts to natural light and ventilation at venues as far as possible	4.04	Most probably
<b>Crowd and traffic management</b>	<b>Average out of 5</b>	<b>Level of support</b>
26. I support that from midnight, the disturbance of the peace and quiet is not permitted (e.g. loud music)	3.51	Most probably
27. I support penalties/fines for parking on undesignated areas to reduce the environmental impact	3.43	Maybe
28. I insist that the event regulates daily visitor numbers on the terrain to reduce the environmental impact	3.14	Maybe
29. I insist that the festival initiates a rehabilitation programme of the natural surroundings after the event	3.81	Most probably
30. I insist that the festival makes use of ways to reduce soil compression on the festival terrain (e.g. scattering of wood shavings)	3.82	Most probably

Source: Author's own compilation. (Note: Averages  $\geq 3.5$  are considered as most probably and those  $\geq 2.5$  are considered as maybe.)

Considering Table 5.2, it is evident that the respondents indicated that they will “most probably” support all four green practices relating to *Energy management*, namely, ‘*I insist that the festival resorts to natural light and ventilation at venues as far as possible*’ with a mean value of 4.04; ‘*I insist that the festival implements the use of only LED and CFL light bulbs on the festival terrain*’ with a mean value of 4.02; ‘*I insist that the festival raises awareness about ways to save energy*’ with a mean value of 3.99; and ‘*I insist that the festival implements the use of only LED and CFL light bulbs during productions*’ with a mean value of 3.98.

The respondents indicated that they will “most probably” support eight of the nine green practices relating to *Waste management*: ‘*I will use a recycling bin system at the festival to reduce littering*’ with a mean value of 4.48; ‘*I support the use of only biodegradable packaging by all stall owners at the festival*’ with a mean value of 4.34; ‘*I insist that the festival uses e-marketing as opposed to promotional flyers to reduce littering*’ with a mean value of 4.34; ‘*I will pay a R5 levy at the entrance for service rendered by the community members to pick up litter*’ with a mean value of 4.19; ‘*I insist that the festival organisers do not allow junk mail via flyers on car windows to reduce littering*’ with a mean value of 4.08; ‘*I insist that the festival makes use of digital marketing rather than printed posters to reduce littering*’ with a mean value of 3.83; and ‘*I will support the exclusive use of electronic festival programmes downloaded on personal electronic devices to reduce paper usage*’ with a mean value of 3.78. While attendees will “maybe” be inclined to support: ‘*I insist that the festival arranges for regular waste removal on the festival terrain for hygiene purposes*’ with a mean value of 3.34.

The respondents indicated that they will “most probably” support six of the seven green practices relating to *Water management*: ‘*I insist that the festival designates certain areas on the festival terrain for smoking to reduce fire risks*’ with a mean value of 4.08; ‘*I will support the use of gel hand sanitiser instead of water and soap at the festival*’ with a mean value of 4.03; ‘*I insist that the festival organisers promote only accommodation partners who are water-wise*’ with a mean value of 3.92; ‘*I insist that the festival initiates a water saving campaign to raise awareness*’ with a mean value of 3.92; ‘*I am happy to pay R5 for toilet facilities that use less water*’ with a mean value of 3.50; and ‘*I insist that the festival management ensures the use of only environmentally friendly detergents*’ with a mean value of 3.50. And “maybe” be inclined to support: ‘*I am happy to pay a green-fee included in the entrance fee to show my support towards the festival’s green initiatives*’ with mean value of 3.48.

The respondents indicated that they will “most probably” support two of the five green practices relating to *Greener transport*: ‘*I will make use of well-planned walking routes with clear signage to get to various show venues at the festival instead of using my car*’ with a mean value of

3.61; *'I will support the idea that larger travel groups travelling in one vehicle pay less for parking'* with a mean value of 3.68. And maybe be inclined to support: *'I will use a shuttle service offered by the event at the festival'* with a mean value of 2.89 and *'I will use a shuttle service offered by the event to travel to the festival'* with a mean value of 2.80 green transport options will maybe be supported. And "less likely" be inclined to support: *'I will use a bicycle rental service offered by the event during the festival period'* with a mean value of 2.13.

The respondents indicated that they will "most probably" support three of the five green practices relating to *Crowd and traffic management options*: *'I insist that the festival makes use of ways to reduce soil compression on the festival terrain (e.g. scattering of wood shavings)'* with a mean value of 3.82; *'I insist that the festival initiates a rehabilitation programme of the natural surroundings after the event'* with a mean value of 3.81; and *'I support that from midnight, the disturbance of the peace and quiet is not permitted (e.g. loud music)'* with a mean value of 3.51. And "maybe" inclined to support: *'I support penalties/fines for parking on undesignated areas to reduce the environmental impact'* with a mean value of 3.43 and *'I insist that the event regulates daily visitor numbers on the terrain to reduce the environmental impact'* with mean value of 3.14.

In Table 5.1 the question *'how green do you consider yourself to be?'* was asked to discover whether festival attendees engage in green behaviours outside the festival ground or on a daily basis. The study done by Robbins (2017:25) justifies the need to ask this question as this can positively indicate whether attendees engage and support green practices and showcase green behaviours at the festival terrain. The results seen in Table 5.2 provide evidence that festival attendees do, to some extent, implement green practices at their respective homes or work or in public areas, hence attendees indicate a positive level of inclination to support green practices should they be implemented at the Vrystaat Arts Festival. The study by Tölkes and Butzmann (2018:10) indicates that an individual's everyday green behaviour can be measured by the extent to which the individual implements, engages, and has an awareness of different green practices. In this study, attendees' everyday green behaviour can be noticed by their inclination to "most probably" support some practices relating to waste management, energy management, water management, crowd and traffic management and greener transport alternatives, should they be implemented at the Vrystaat Arts Festival.

### **5.2.3 Results from descriptive statistics: The likelihood of potential green rewards to motive/encourage green behaviour at the festival (Section C of the quantitative questionnaire)**



The third section of the quantitative research was to determine the extent to which green rewards will motivate/encourage attendees to be greener in their behaviour at the Vrystaat Arts Festival by supporting these green practices. Four broader themed factors with many different aspects (rewards) under each factor that were measured included *Consumeristic/monetary*, *Free reward items to aid green behaviour*, *Egoistic* and *Altruistic*. The section below presents the mean values of these broader factors, as well as the means values of the individual aspects (rewards) based on a 5-point Likert scale of measurement in the questionnaire.

**Table 5.3: Descriptive results: The likelihood of potential green rewards to motivate/encourage green behaviour at the festival**

<b>Consumeristic/Monetary</b>	<b>Average out of 5</b>	<b>Level of motivation</b>
1. Travel discounts/vouchers/rewards (Avios, Uber, Sasol fuel, flight tickets, Bidvest car rental)	3.67	Most probably
2. Grocery, health, and beauty retail discounts/vouchers/rewards (Dis-Chem Benefits, Pick n Pay Smart Shopper, WRewards, My SPAR Rewards, Clicks ClubCard)	3.85	Most probably
3. Retail banking discounts/vouchers/rewards (FNB eBucks, Investec Rewards, Standards bank UCount, Absa Rewards, Nedbank Greenbacks)	3.82	Most probably
4. Fashion retail discounts/vouchers relating to fashion retail (Edgars Thank U, TFG Rewards)	3.71	Most probably
5. Restaurant and take-away discounts/vouchers/rewards (Spur Family card, Mike's Kitchen card)	3.86	Most probably
6. Lifestyle discounts/vouchers/rewards relating to lifestyle and entertainment and leisure (Ster-Kinekor, Nu-Metro, airtime /data, Sorbet spas)	3.81	Most probably
7. Medical aid/insurance related discounts/vouchers/rewards (Discovery Vitality, Momentum Multiply)	3.75	Most probably
8. Discounts/vouchers for productions/performances at the festival	3.85	Most probably
9. Discounts/vouchers for festival shuttle services to and from the festival	3.70	Most probably
10. Discounts/vouchers for food/beverages on the festival terrain	3.88	Most probably
11. Discounts/vouchers for accommodation at the festival	3.69	Most probably
12. Discounts/vouchers for merchandise sold on the festival terrain	3.79	Most probably
13. Discounts/vouchers for festival branded merchandise sold at the festival	3.77	Most probably
<b>Free reward items to aid green behaviour</b>	<b>Average out of 5</b>	<b>Level of motivation</b>
14. A complimentary bicycle service to travel between venues at the festival	3.27	Maybe
15. A complimentary gel hand sanitiser to use at the festival	3.90	Most probably
16. A complimentary reusable eco-friendly shopping bag for my purchases at the festival	4.11	Most probably
17. A complimentary shuttle service between venues at the festival	3.70	Most probably
18. A complimentary reusable eco-friendly beverage bottle/cup to use at the festival	4.01	Most probably

Egoistic	Average out of 5	Level of motivation
19. Vouchers for a VIP skip-the-queue service at festival entrances/venues	3.36	Maybe
20. Vouchers for VIP-seating at festival production venues	3.34	Maybe
21. Vouchers for exclusive VIP designated areas on festival terrain (beer/tea gardens, parking areas)	3.31	Maybe
22. Vouchers for festival backstage-pass entry	3.38	Maybe
23. Entries into a competition to win an all-inclusive weekend break-away at an eco-lodge	3.55	Most probably
Altruistic	Average out of 5	Level of motivation
24. Option to contribute my green rewards towards green initiatives (e.g. rehabilitation of festival terrain)	3.85	Most probably
25. Knowing that I will be helping the environment by being environmentally responsible	4.02	Most probably
26. Knowing that I will be helping the host community to become a better, cleaner place for everyone	4.02	Most probably
27. Knowing that I will be helping the festival to minimise its environmental impact	4.06	Most probably
28. Knowing that I will be supporting a good cause	4.08	Most probably

Source: Author's own compilation. (Note: Averages  $\geq 3.5$  are considered as most probably and those  $\geq 2.5$  are considered as maybe.)

In Table 5.3, the respondents indicated that all 13 of the *Consumeristic/monetary rewards* will “most probably” motivate/encourage them to be greener in their behaviour at the festival: ‘Discounts/vouchers for food/beverages on the festival terrain’ with a mean value of 3.88; ‘restaurant and take-away discounts/vouchers/rewards (for example Spur Family card, Mike's Kitchen card)’ with a mean value of 3.86; ‘Grocery, health, and beauty retail discounts/vouchers/rewards (for example Dis-Chem Benefits, Pick n Pay Smart Shopper, WRewards, My SPAR Rewards, Clicks ClubCard)’ with a mean value of 3.85; ‘Discounts/vouchers for productions/performances at the festival’ (mean value of 3.85); ‘retail banking discounts/vouchers/rewards (for example FNB eBucks, Investec Rewards, Standards bank UCount, Absa Rewards, Nedbank Greenbacks)’ with a mean value of 3.82; ‘Lifestyle discounts/vouchers/rewards relating to lifestyle and entertainment and leisure (for example. Ster-Kinekor, Nu-Metro, airtime /data, Sorbet spas)’ with a mean value of 3.81; ‘Discounts/vouchers for merchandise sold on the festival terrain’ with a mean value of 3.79; ‘Discounts/vouchers for festival branded merchandise sold at the festival’ with a mean value of 3.77; ‘Medical aid/insurance related discounts/vouchers/rewards (for example Discovery Vitality, Momentum Multiply)’ with a mean value of 3.75; ‘fashion retail discounts/vouchers relating to fashion retail (for example Edgars Thank U, TFG Rewards)’ with a mean value of 3.71; ‘Discounts/vouchers for festival shuttle services to and from the festival’ with a mean value of 3.70; ‘Discounts/vouchers for accommodation at the festival’ with a mean value of 3.69; and ‘Travel discounts/vouchers/rewards (for example Avios, Uber, Sasol fuel, flight tickets, Bidvest car rental)’ with a mean value of 3.67.

The respondents indicated that all five of the *Altruistic rewards* will “most probably” motivate/encourage them to be greener in their behaviour at the festival: ‘*Knowing that I will be supporting a good cause*’ with a mean value of 4.08; ‘*Knowing that I will be helping the festival to minimise its environmental impact*’ with a mean value of 4.06; ‘*Knowing that I will be helping the host community to become a better, cleaner place for everyone*’ with a mean value of 4.02; ‘*Knowing that I will be helping the environment by being environmentally responsible*’ with a mean value of 4.02; and ‘*Option to contribute my green rewards towards green initiatives (for example rehabilitation of festival terrain)*’ with a mean value of 3.85.

The respondents indicated that four of the five *Free reward items to aid green behaviour* will “most probably” motivate/encourage them to be greener in their behaviour at the festival. These included: ‘*A complimentary reusable eco-friendly shopping bag for my purchases at the festival*’ with a mean value of 4.11; ‘*A complimentary reusable eco-friendly beverage bottle/cup to use at the festival*’ with a mean value of 4.01; ‘*A complimentary gel hand sanitiser to use at the festival*’ with a mean value of 3.90; and ‘*A complimentary shuttle service between venues at the festival*’ with a mean value of 3.70. While ‘*A complimentary bicycle service to travel between venues at the festival*’ with a mean value of 3.37 was indicated as a “maybe”.

The respondents indicated only one of the five *Egoistic rewards* to be a “most probable” motivator/encouraging for greener behaviour at the festival, namely, ‘*Entries into a competition to win an all-inclusive weekend break-away at an eco-lodge*’ with a mean value of 3.55. While ‘*vouchers for festival backstage-pass entry*’ with mean value of 3.38; ‘*Vouchers for a VIP skip-the-queue service at festival entrances/venues*’ with a mean value of 3.36; ‘*Vouchers for VIP-seating at festival production venues*’ with a mean value of 3.34; and ‘*Vouchers for exclusive VIP designated areas on festival terrain (for example beer/tea gardens, parking areas)*’ with a mean value of 3.31 will maybe motivate/encourage them to be to be greener in their behaviour at the festival.

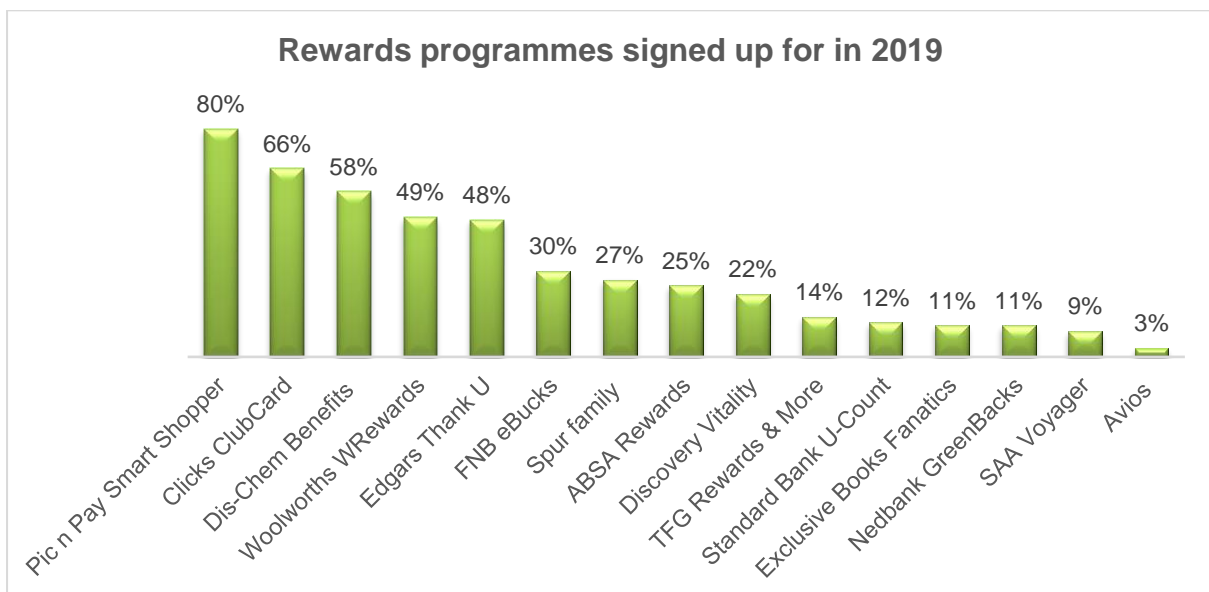
The findings in this section indicated that a green rewards programme will assist in motivating/encouraging attendees to be greener in their behaviour and, ultimately, support green practices should they be implemented at the Vrystaat Arts Festival. However, consumeristic/monetary rewards, altruistic rewards, and free reward items to aid green behaviour will motivate/encourage attendees to a greater extent to be greener in their behaviour as opposed to egoistic rewards. This supports the recommendation mentioned by Viviers, Botha and Marumo (2019:12) that the use of a ‘reward system psychology’ can potentially increase attendees’ level of inclination to support the implementation of green practices that require more effort, time and cost.

## 5.2.4 Results from descriptive statistics: Rewards programmes attendees are currently signed up for (Section D of the quantitative questionnaire)

The fourth section of the quantitative research entailed determining the different rewards programmes for which attendees are currently signed up, as well as to identify the most used rewards programmes and, lastly, the most preferred type of rewards category overall (*Consumeristic rewards, Free reward items to aid green behaviour, Egoistic rewards and Altruistic rewards*).

### *Rewards programmes signed up for*

Based on a yes and no response, Figure 5.1 (below) indicates that eighty percent (80%) of the respondents attending the Vrystaat arts festival have signed up for the Pic n Pay Smart shopper, Clicks ClubCard (66%), Dis-Chem Benefits (58%), Woolworths WRewards (49%) and Edgars Thank U (48%). Moreover, thirty percent (30%) signed up for the FNB eBucks, Spur Family rewards (27%), ABSA Rewards (25%) and Discovery Vitality rewards (22%).



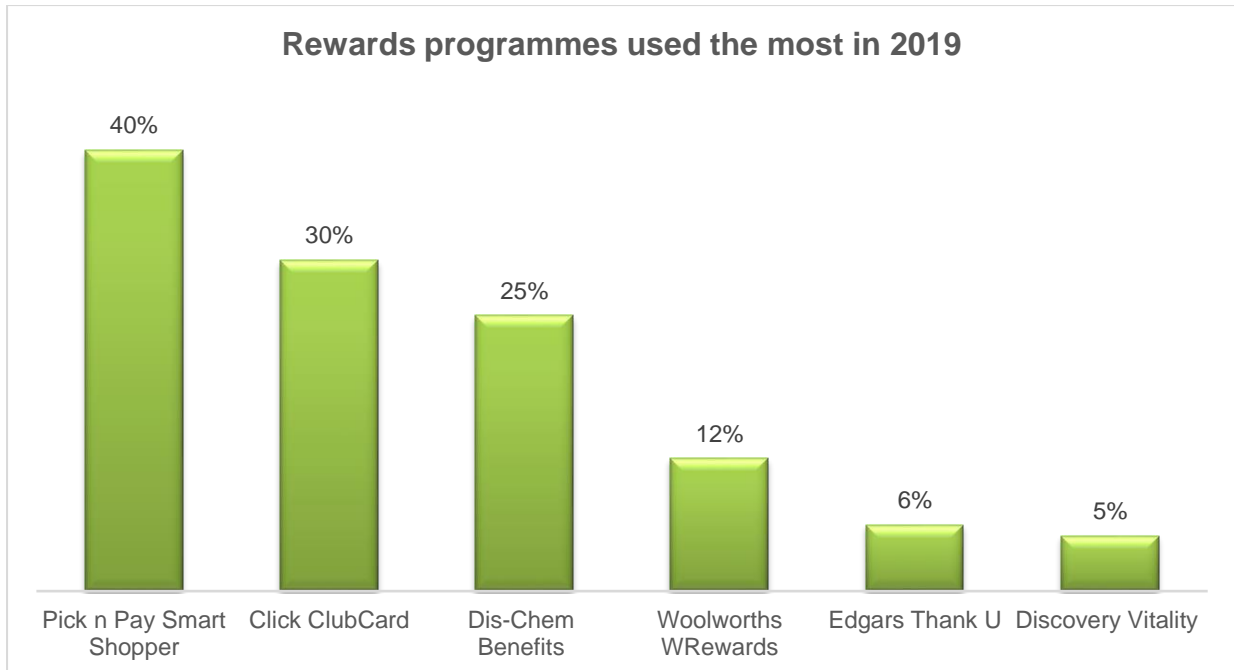
**Figure 5.1: Rewards programme in South Africa.**

Source: Author's own compilation.

### *Most used rewards programmes*

When asked to identify the three most currently used rewards programmes, respondents indicated that Pick n Pay Smart Shopper (40%), the Clicks ClubCard (30%) and the Dis-Chem Benefits (25%) are the three rewards programmes most used by attendees at the Vrystaat

arts festival. And Woolworths WRewards (12%), Edgars Thank U (6%) and Discovery Vitality (5%) are the lowest used rewards programmes (Figure 5.2).



**Figure 5.2: Rewards programmes in South Africa utilised the most**

Source: Author's own compilation.

#### *The most preferred type of rewards categories*

The four themed rewards categories that were measured included *Consumeristic rewards (monetary value)*, *Free reward items to aid green behaviour*, *Egoistic rewards (VIP benefits)* and *Altruistic rewards (contributing to a worthy cause)*. The following section presents the mean values of these broader theme factors based on a 5-point Likert scale of measurement in the questionnaire.

Table 5.4 indicates that three of the four of the following rewards will “most probably” be preferred by attendees to motivate/encourage them to be greener in their behaviour at the Vrystaat Arts Festival: The *Consumeristic rewards (monetary value)* with a mean value of 3.87), *Free reward items to aid green behaviour* with a mean value of 3.73) and *Altruistic rewards* with a mean value of 3.72). However, the *Egoistic rewards (VIP benefits)* with a mean value of 3.25) were indicated as a “maybe” but are still considered to be good according to the scale.

**Table 5.4: Descriptive results: The likelihood of the most preferred types of rewards categories to motivate/encourage green behaviour at the festival**

	<b>Themed categories</b>	<b>Average out of 5</b>	<b>Level of motivation</b>
1	Consumeristic rewards (monetary value)	3.87	Most probably
2	Free reward items to aid green behaviour	3.73	Most probably
3	Egoistic rewards (VIP benefits)	3.25	Maybe
4	Altruistic rewards (contributing to a worthy cause)	3.72	Most probably

Source: Author's own compilation. (Note: Averages  $\geq 3.5$  are considered as most probably and those  $\geq 2.5$  are considered as maybe.)

### **5.2.5 Results from the confirmatory factor analysis (CFA): Green practices**

The fifth section of the quantitative research entailed using a path diagram, presented in Figure 5.3 to identify and verify the five (5) factors and the green practice items for the green practice factors. The five (5) broader themed factors with many different aspects/items (practices) under each factor were labelled: *Greener transport, Waste management, Water management, Energy management, and Crowd and traffic management.*

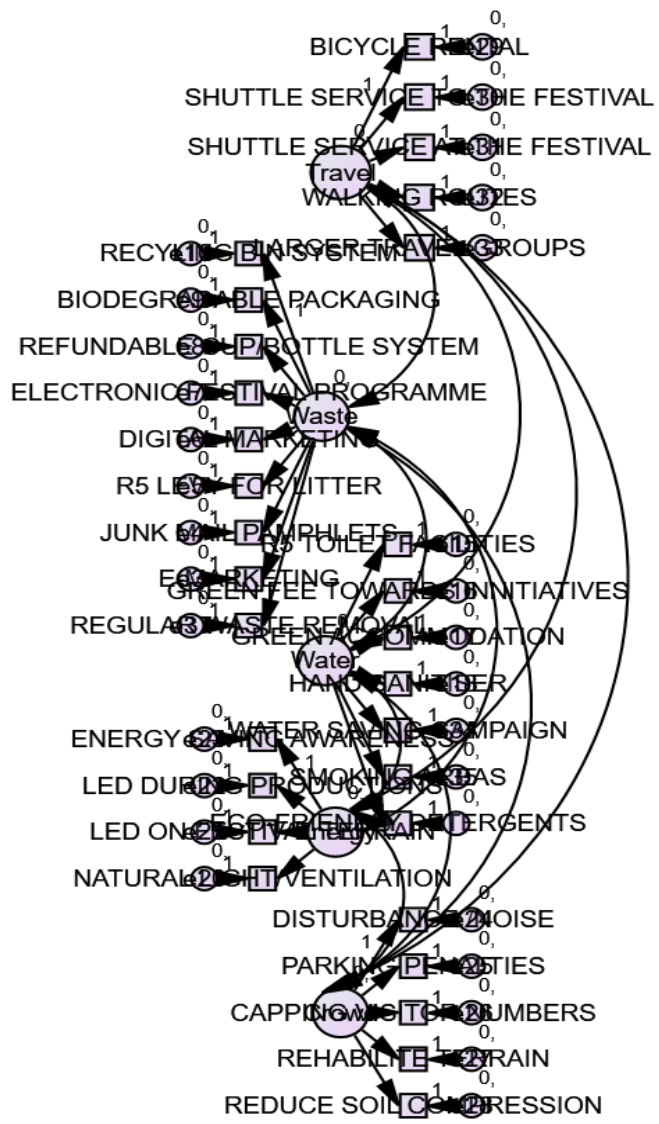


Figure 5.3: Confirmatory path diagram for the five broader themed green practice factors with many different aspects (practices)

Table 5.5 provides information extracted from the path diagram (Figure 5.3) that showcases the standardised estimates used to compare the relationship between the five (5) broader themed factors and thirty (30) aspects/items (practices). The findings indicated that there is a significant p-value of 0.01 which shows that the thirty (30) aspects/items (practices) aspects will be included in the development and proposed framework for a green rewards programme.

**Table 5.5: Item loading (green practice items/aspects) for the 5 broader themed green practice factors**

Question label	Green practice items/aspects		Broader themed factors	Estimate	S.E	P-value	Standardised estimate
QA13	I insist that the festival uses e-marketing as opposed to promotional flyers to reduce littering	< --	Waste	1.350	.095	***	.799
QA12	I insist that the festival organisers do not allow junk mail via flyers on car windows to reduce littering	< --	Waste	1.315	.096	***	.764
QA11	I will pay a R5 levy at the entrance for service rendered by the community members to pick up litter	< --	Waste	1.166	.102	***	.634
QA10	I insist that the festival makes use of digital marketing rather than printed posters to reduce littering	< --	Waste	1.223	.097	***	.698
QA9	I will support the exclusive use of electronic festival programmes downloaded on personal electronic devices to reduce paper usage	< --	Waste	1.280	.096	***	.746
QA8	I will support a 'refundable cup/bottle system' for drinking beverages at the festival	< --	Waste	1.096	.079	***	.774
QA7	I support the use of only biodegradable packaging by all stall owners at the festival	< --	Waste	1.139	.081	***	.789
QA6	I will use a recycling bin system at the festival to reduce littering	< --	Waste	1.000			.695
QA15	I am happy to pay R5 for toilet facilities that use less water	< --	Water	.986	.090	***	.606
QA16	I am happy to pay a green fee included in the entrance fee to show my support towards the festival's green initiatives	< --	Water	.964	.083	***	.646
QA17	I insist that the festival organisers promote only accommodation partners who are water-wise	< --	Water	1.010	.077	***	.731
QA18	I will support the use of gel hand sanitiser instead of water and soap at the festival	< --	Water	.951	.076	***	.700
QA25	I insist that the festival resorts to natural light and ventilation at venues as far as possible	< --	Energy	1.017	.068	***	.772
QA24	I insist that the festival implements the use of only LED and CFL light bulbs on the festival terrain	< --	Energy	1.280	.067	***	.965
QA23	I insist that the festival implements the use of only LED and CFL light bulbs during productions	< --	Energy	1.287	.068	***	.959
QA22	I insist that the festival raises awareness about ways to save energy	< --	Energy	1.000			.729
QA26	I support that from midnight, the disturbance of the peace and quiet is not permitted (e.g. loud music)	< --	Crowd	1.000			.650
QA27	I support penalties/fines for parking on undesignated areas to reduce the environmental impact	< --	Crowd	1.038	.089	***	.741



Question label	Green practice items/aspects		Broader themed factors	Estimate	S.E	P-value	Standardised estimate
QA28	I insist that the event regulates daily visitor numbers on the terrain to reduce the environmental impact	< --	Crowd	1.052	.090	***	.747
QA29	I insist that the festival initiates a rehabilitation programme of the natural surroundings after the event	< --	Crowd	.882	.076	***	.744
QA30	I insist that the festival makes use of ways to reduce soil compression on the festival terrain (e.g. scattering of wood shavings)	< --	Crowd	.872	.075	***	.738
QA1	I will use a bicycle rental service offered by the event during the festival period	< --	Greener transport	1.000			.466
QA2	I will use a shuttle service offered by the event to travel to the festival	< --	Greener transport	2.046	.236	***	.887
QA3	I will use a shuttle service offered by the event at the festival	< --	Greener transport	2.084	.241	***	.905
QA4	I will make use of well-planned walking routes with clear signage to get to various show venues at the festival instead of using my car	< --	Greener transport	.878	.150	***	.401
QA5	I will support the idea that larger travel groups travelling in one vehicle pay less for parking	< --	Greener transport	.970	.153	***	.453
QA19	I insist that the festival initiates a water saving campaign to raise awareness	< --	Water	.984	.066	***	.844
QA20	I insist that the festival designates certain areas on the festival terrain for smoking to reduce fire risks	< --	Water	1.000			.704
QA14	I insist that the festival arranges for regular waste removal on the festival terrain for hygiene purposes	< --	Waste	1.091	.081	***	.751
QA21	I insist that the festival management ensures the use of only environmentally friendly detergents	< --	Water	.999	.067	***	.840

P < 0.01 \*\*\* larger significance, \*\* medium significance, \* small significance. Source: Author's own compilation.

## 5.2.6 Results from the confirmatory factor analysis (CFA): Green rewards

The quantitative research further entailed using a path diagram presented in Figure 5.4 to identify and verify the four (4) factors and identify the green rewards items for the green rewards factors. The four (4) broader themed factors with many different aspects/items (rewards) under each factor were labelled: *Consumeristic/Monetary*, *Free items to aid green behaviour*, *Egoistic* and *Altruistic*.

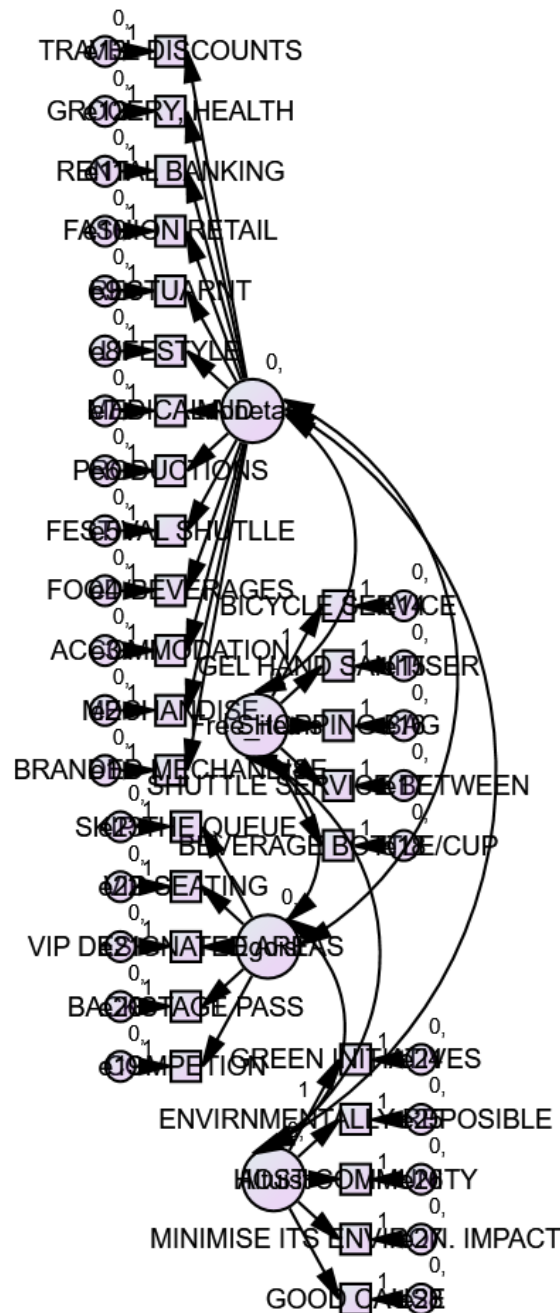


Figure 5.4: Confirmatory path diagram for the four broader themed green rewards themed factors with many different aspects (practices)

Table 5.6 provides information extracted from the path diagram (Figure 5.4) that showcases the standardised estimates used to compare the relationship between the four (4) broader themed factors and twenty-eight (28) aspects/items (rewards) aspects. The findings indicated that there is a significant p-value of 0.01 which shows the twenty-eight (28) aspects/items (practices) aspects that will be included in the development and proposed framework for a green rewards programme.

**Table 5.6: Item loading (aspects/rewards) for the 4 broader green rewards themed factors to motivate green behaviour**

Question label	Aspects/Rewards		Broader themed factors	Estimate	S.E	P-value	Standardised estimate
QA13	Discounts/vouchers for festival branded merchandise sold at the festival	< --	Consumerist/ Monetary	1.000	-		0.877
QA12	Discounts/vouchers for merchandise sold on the festival terrain	< --	Consumerist/ Monetary	0.985	0.040	***	0.890
QA11	Discounts/vouchers for accommodation at the festival	< --	Consumerist/ Monetary	1.069	0.045	***	0.878
QA10	Discounts/vouchers for food/beverages on the festival terrain	< --	Consumerist/ Monetary	0.933	0.042	***	0.845
QA9	Discounts/vouchers for festival shuttle services to and from the festival	< --	Consumerist/ Monetary	1.019	0.045	***	0.858
QA8	Discounts/vouchers for productions/performances at the festival	< --	Consumerist/ Monetary	0.947	0.042	***	0.858
QA7	Medical aid/insurance related discounts/vouchers/rewards (Discovery Vitality, Momentum Multiply)	< --	Consumerist/ Monetary	0.910	0.047	***	0.789
QA6	Lifestyle discounts/vouchers/rewards relating to lifestyle and entertainment & leisure (e.g. Ster-Kinekor, Nu-Metro, airtime /data, Sorbet spas)	< --	Consumerist/ Monetary	0.870	0.042	***	0.813
QA5	Restaurant and take-away discounts/vouchers/rewards (Spur Family card, Mike's Kitchen card)	< --	Consumerist/ Monetary	0.859	0.042	***	0.807
QA4	Fashion retail discounts/vouchers relating to fashion retail (Edgars Thank U, TFG Rewards)	< --	Consumerist/ Monetary	0.899	0.047	***	0.793
QA3	Retail banking discounts/vouchers/rewards (FNB eBucks, Investec Rewards, Standards bank UCount, Absa Rewards, Nedbank Greenbacks)	< --	Consumerist/ Monetary	0.899	0.043	***	0.821
QA2	Grocery, health, and beauty retail discounts/vouchers/rewards (Dis-Chem Benefits, Pick n Pay Smart Shopper, WRewards, My SPAR Rewards, Clicks ClubCard)	< --	Consumerist/ Monetary	0.885	0.045	***	0.794
QA1	Travel discounts/vouchers/rewards (Avios, Uber, Sasol fuel, flight tickets, Bidvest car rental)	< --	Consumerist/ Monetary	0.921	0.050	***	0.760
QA14	A complimentary bicycle service to travel between venues at the festival	< --	Free reward items	1.000	-		0.567
QA15	A complimentary gel hand sanitiser to use at the festival	< --	Free reward items	1.130	0.104	****	0.795

Question label	Aspects/Rewards		Broader themed factors	Estimate	S.E	P-value	Standardised estimate
QA16	A complimentary reusable eco-friendly shopping bag for my purchases at the festival	< --	Free reward items	1.138	0.101	****	0.838
QA17	A complimentary shuttle service between venues at the festival	< --	Free reward items	1.185	0.111	****	0.763
QA18	A complimentary reusable eco-friendly beverage bottle/cup to use at the festival	< --	Free reward items	1.142	0.105	***	0.792
QA23	Entries into a competition to win an all-inclusive weekend break-away at an eco-lodge	< --	Egoist	1.000	-		0.738
QA22	Vouchers for festival backstage-pass entry	< --	Egoist	1.177	0.069	***	0.864
QA21	Vouchers for exclusive VIP designated areas on festival terrain (beer/tea gardens, parking areas)	< --	Egoist	1.278	0.068	***	0.931
QA20	Vouchers for VIP-seating at festival production venues	< --	Egoist	1.288	0.068	***	0.944
QA19	Vouchers for a VIP skip-the-queue service at festival entrances/venues	< --	Egoist	1.279	0.070	***	0.910
QA24	Option to contribute my green rewards towards green initiatives (e.g. rehabilitation of festival terrain)	< --	Altruist	1.000	-		0.809
QA25	Knowing that I will be helping the environment by being environmentally responsible	< --	Altruist	0.983	0.044	***	0.926
QA26	Knowing that I will be helping the host community to become a better, cleaner place for everyone	< --	Altruist	1.035	0.045	***	0.939
QA27	Knowing that I will be helping the festival to minimise its environmental impact	< --	Altruist	0.995	0.045	***	0.917
QA28	Knowing that I will be supporting a good cause	< --	Altruist	0.967	0.048	***	0.869

P < 0.01 \*\*\* larger significance, \*\* medium significance, \* small significant. Source: Author's own compilation.

### 5.2.7 Goodness-of-fit indices

The goodness-of-fit index was used to measure the validity of questions/aspects there were measured in the quantitative questionnaire. According to Bolarinwa (2020:195) validity refers to "whether the questionnaire measured what it was supposed to". For this study, two variables, potential green practices to be supported by attendees should they be implemented at the festival and potential green rewards to motivate/encourage green behaviour at the festival were separately examined by means of the confirmatory factor analysis (CFA). A goodness of fit test model was carried out before any further analysis of the results was done and the following criteria of goodness fit statistics were taken into account: CMIN/DF (Chi-

square test statistic divided by the Degrees of Freedom ( $X^2/df$ ), CFI (Comparative Fit Index) and RMSEA (Root Mean Square Error of Approximation) (Koyuncu & Kılıç, 2019:364).

Table 5.7 presents the summarised goodness of fit test model statistical results, followed by the analysis revealed from the CFA Model for potential green practices to be supported by attendees should they be implemented at the festival (Figure 5.3), CFA Model for potential green rewards to motivate/encourage green behaviour at the festival (Figure 5.4) and the analysis of the relationship between the broader themed factors and aspects in Table 5.5 (green practices) and Table 5.6 (potential green rewards to motivate/encourage green behaviour at the festival).

Table 5.7 indicates that the CMIN/DF/Chi-Square recommended value considered an acceptable fit is 5 or less (Koyuncu & Kılıç, 2019:366). For this study, the examined model indicators reveal that the Chi-Square for potential green practices to be supported by attendees should they be implemented at the festival was 3.637 and 3.737 for potential green rewards to motivate/encourage green behaviour at the festival are both an acceptable fit.

The CFI values of the recommended value of 0.9 or less present a good fit (Koyuncu & Kılıç, 2019:366) and for this study the CFI value was 0.838 for potential green practices to be supported by attendees should they be implemented at the festival and for potential green rewards to motivate/encourage green behaviour at the festival which is still considered statistically acceptable. The model indicators further reveal that for motivation green rewards CFI value was 0.0905 which is a good fit.

An RMSEA recommended value of 0.08 or less is considered a good fit, with 'RMSEA = 0 indicating an acceptable fit' (Koyuncu & Kılıç, 2019:366; Özgül & Akpınar Söylemez, 2021:281; e Silva *et al.*, 2020:4). For this study, the examined model indicators for green practices reveal that RMSEA value was 0.081 and 0.082 for potential green rewards to motivate/encourage green behaviour at the festival which is both statistically a good fit.

**Table 5.7: Summary of CFA goodness of fit indices**

	Criteria of goodness	Recommend values	Model test results	Results
<b>Potential green practices to be supported by attendees should they be implemented at the festival</b>	CMIN/DF	5 or less	3.637	Acceptable
	CFI	0.9 or larger	0.838	Acceptable
	RMSEA	0.08 or less	0.081	Good
<b>Green rewards to motivate/encourage green behaviour at the festival</b>	CMIN/DF	5 or less	3.737	Acceptable
	CFI	0.9 or larger	0.905	Good
	RMSEA	0.08 or less	0.082	Good

Source: Author's own compilation.

### 5.2.7 Summary of the reliability evidence regarding green practice factors and green rewards to motivate/encourage green behaviour at the festival factor for a green rewards programme

Table 5.8 provides a summary of questionnaire sections B and C Cronbach Alpha (CA), inter-item correlation and mean scores.

**Table 5.8: Summary of the reliability per questionnaire section**

Question sections	Broader themed factors	Number of items	CA value	Inter-item correlation	Mean
<b>B – Potential green practices to be supported by attendees should they be implemented at the festival</b>	Factor 1: Greener transport	5	0.771	0.400	3.05
	Factor 2: Waste management	9	0.900	0.509	4.13
	Factor 3: Water management	6	0.863	0.490	3.73
	Factor 4: Energy management	4	0.907	0.710	3.98
	Factor 5: Crowd and traffic management	5	0.838	0.515	3.55
<b>C – Potential green rewards to motivate/encourage behaviour at the festival</b>	Factor 6: Consumerist/Monetary	13	0.971	0.721	3.75
	Factor 7: Free reward items that aid green behaviour	5	0.852	0.552	3.80
	Factor 8: Egoistic	5	0.943	0.768	3.40
	Factor 9: Altruistic	5	0.950	0.798	3.99

Source: Author's own compilation.

Table 5.8 reveals the summary of the Cronbach alpha values of section B - potential green practices to be supported by attendees should they be implemented at the festival and section C - potential green rewards to motivate/encourage behaviour at the festival. The Cronbach Alpha coefficient ranges from 0.771 to 0.950, indicating that the values are reliable (Taber 2018:1278; Namdeo & Rout, 2016:1374). There is a consistency in all factors as the inter-item correlation ranged between 0.400 and 0.798. This therefore means that both sections provide an acceptable reliability.

The following are the five (5) broader themed green practice factors with many different practices (aspects) ranked based on the attendees' highest to lowest level of inclination to support green practices should they be implemented at the festival. This is followed by the four (4) green rewards themed factors with many different rewards (aspects) that can motivate/encourage attendees to be greener in their behaviour at the festival.

#### *Green practice factors*

*Waste management* (Factor 2) obtained the highest mean value of 4.13, a Cronbach Alpha of 0.900 and an inter-item correlation of 0.509. The programme factor summary relating to green practices include: '*E-marketing as opposed to promotional flyers*', '*No junk mail via flyers on*

*car windows*, *'A R5 levy at the entrance for service rendered by the community members to pick up litter'*, *'Use of digital marketing rather than printed posters'*, *'Use of electronic festival programmes downloaded on personal electronic devices'*, *'A refundable cup/bottle system'*, *'Use of only biodegradable packaging by all stall owners'*, and *'Use a recycling bin system'*.

*Energy management* (Factor 4) obtained the second highest mean value of 3.98, a Cronbach Alpha of 0.907 and an inter-item correlation of 0.710, The programme factor included a summary relating to green practices such as *'Resort to natural light and ventilation at venues'*, *'Use of only LED and CFL light bulbs on the festival terrain'*, *'Use of only LED and CFL light bulbs during productions'* and *'Raises awareness about ways to save energy'*.

*Water management* (Factor 3) came third with a mean value of 3.73, a Cronbach Alpha of 0.863 and an inter-item correlation of 0.490. The summary relating to green practices included in the programme factor is *'Pay R5 for toilet facilities that use less water'*, *'Pay a green fee included in the entrance fee to show my support towards the festival's green initiatives'*, *'Promote only accommodation partners who are water-wise'* and *'Use of gel hand sanitiser'*.

*Crowd and traffic management* (Factor 5) received a mean value of 3.55, a Cronbach Alpha of 0.515 and an inter-item correlation of 0.838. The programme factor summary relating to green practices are *'From midnight, the disturbance of the peace and quiet is not permitted (e.g. loud music)'*, *'Penalties/fines for parking on undesignated areas'*, *'Event regulates daily visitor numbers on the terrain'*, *'A rehabilitation programme of the natural surroundings after the event'*, *'Use of ways to reduce soil compression on the festival terrain (e.g. scattering of wood shavings)'*.

*Greener transport* (Factor 1) obtained a mean value of 3.05, a Cronbach Alpha of 0.771 and an inter-item correlation of 0.400. The summary relating to green practices included in the programme factor are *'A bicycle rental service offered by the event during the festival period'*, *'A shuttle service offered by the event to travel to the festival'*, *'A shuttle service offered by the event at the festival'* and *'Use of well-planned walking routes with clear signage to get to various show venues'*.

From the results, it is evident that attendees at the Vrystaat Arts Festival were more inclined to support waste management, energy management, water management and crowd and traffic management green practices should they be implemented at the Vrystaat Arts Festival. The attendees were, however, less inclined to support practices relating to greener transport should they be implemented at the Vrystaat Arts Festival.

*Green rewards to motivate/encourage green behaviour at the festival factors*

*Altruistic rewards* (Factor 9) obtained the highest mean value of 3.99, a Cronbach Alpha of 0.950 and an inter-item correlation of 0.798. The programme factor relating to green rewards to motivate/encourage green behaviour at the festival includes '*Contribute my green rewards towards green initiatives*', '*Helping the environment by being environmentally responsible*', '*Helping the host community to become a better, cleaner place for everyone*', '*Helping the festival to minimise its environmental impact*' and '*Supporting a good cause*'.

*Free reward items that aid green behaviour* (Factor 7) obtained the second highest mean value of 3.80, a Cronbach Alpha of 0.852 and an inter-item correlation of 0.552. The programme factor included green rewards to motivate/encourage green behaviour at the festival such as '*A complimentary bicycle service to travel between venues at the festival*', '*A complimentary gel hand sanitiser to use at the festival*', '*A complimentary reusable eco-friendly shopping bag for my purchases at the festival*', '*A complimentary shuttle service between venues at the festival*' and '*A complimentary reusable eco-friendly beverage bottle/cup to use at the festival*'.

*Consumerist/Monetary rewards* (Factor 6) received a mean value of 3.75, a Cronbach Alpha of 0.721 and an inter-item correlation of 0.971. The programme factor relating to green rewards to motivate/encourage green behaviour at the festival are '*Discounts/vouchers for festival branded merchandise sold at the festival*', '*discounts/vouchers for merchandise sold on the festival terrain*', '*Discounts/vouchers for accommodation at the festival*', '*discounts/vouchers for food/beverages on the festival terrain*', '*Discounts/vouchers for festival shuttle services to and from the festival*', '*Discounts/vouchers for productions/performances at the festival*', '*Medical aid/insurance related discounts/vouchers/rewards (for example Discovery Vitality, Momentum Multiply)*', '*Lifestyle discounts/vouchers/rewards relating to lifestyle and entertainment & leisure (for example Ster-Kinekor, Nu-Metro, airtime/data, Sorbet spas)*', '*Restaurant and take-away discounts/vouchers/rewards (for example Spur Family card, Mike's Kitchen card)*', '*Fashion retail discounts/vouchers relating to fashion retail (for example Edgars Thank U, TFG Rewards)*', '*Retail banking discounts/vouchers/rewards (for example FNB eBucks, Investec Rewards, Standards bank UCount, Absa Rewards, Nedbank Greenbacks)*', '*Grocery, health, and beauty retail discounts/vouchers/rewards (for example Dis-Chem Benefits, Pick n Pay Smart Shopper, WRewards, My SPAR Rewards, Clicks ClubCard)*', and '*Travel discounts/vouchers/rewards (for example Avios, Uber, Sasol fuel, flight tickets, Bidvest car rental)*'.



*Egoistic rewards* (Factor 8) obtained a mean value of 3.40, a Cronbach Alpha of 0.768 and an inter-item correlation of 0.943. The programme factor relating to green rewards to motivate/encourage green behaviour at the festival include '*Entries into a competition to win an all-inclusive weekend break-away at an eco-lodge*', '*Vouchers for festival backstage pass entry*', '*Vouchers for exclusive VIP designated areas on festival terrain (for example beer/tea gardens, parking areas)*', '*Vouchers for VIP-seating at festival production venues*' and '*Vouchers for a VIP skip-the-queue service at festival entrances/venues*'.

The findings indicated that altruistic rewards, free reward items to aid green behaviour, and consumeristic/monetary rewards will motivate/encourage attendees to be greener in their behaviour at the Vrystaat Arts Festival as opposed to egoistic rewards.

## 5.2.8 Results from the Spearman's rank order correlation coefficient

The sixth section of the quantitative research entailed revealing whether there was a possible significant correlation between the broader themed factors. The correlation revealed was between the following: (1) green rewards to motivate/encourage green behaviour at the festival factors and green practices factors; (2) green practices factors, green rewards to motivate/encourage green behaviour at the festival factors and the most preferred green practices categories; and (3) demographics aspects, green practices factors, green rewards to motivate/encourage behaviour at the festival factors and the most preferred green rewards categories. The results are interpreted and discussed in the sections below.

### *Correlations between green rewards to motivate/encourage green behaviour at the festival and green practice factors*

Table 5.9 presents the results and reveals a large correlation between *Altruistic rewards*, *Energy management* ( $r_s = (378) = 0.584^{***}$ ,  $p < 0.000$ ); *Water management* ( $r_s = (379) = 0.582^{***}$ ,  $p < 0.000$ ); and *Waste management* ( $r_s = (377) = 0.527^{***}$ ,  $p < 0.000$ ). And a medium correlation between *Altruistic rewards*, *Crowd and traffic management* ( $r_s = (378) = 0.446^{**}$ ,  $p < 0.000$ ) and *Greener transport* ( $r_s = (370) = 0.300^{**}$ ,  $p < 0.000$ ) green practices.

*Consumeristic/Monetary rewards* had a medium correlation between *Energy management* ( $r_s = (385) = 0.494^{**}$ ,  $p < 0.000$ ); *Water management* ( $r_s = (387) = 0.492^{**}$ ,  $p < 0.000$ ), *Waste management* ( $r_s = (384) = 0.444^{**}$ ,  $p < 0.000$ ); *Crowd and traffic management* ( $r_s = (384) = 0.387^{**}$ ,  $p < 0.000$ ); and *Greener transport* ( $r_s = (375) = 0.346^{**}$ ,  $p < 0.000$ ) green practices.

A medium correlation was seen between *Free reward items to aid green behaviour* *Water management* ( $r_s = (383) = 0.457^{**}$ ,  $p < 0.000$ ), *Energy management* ( $r_s = (380) = 0.444^{**}$ ,  $p <$

0.000); *waste management* ( $r_s = (380) = 0.422^{**}$ ,  $p < .0.000$ ); *Greener transport* ( $r_s = (372) = 0.393^{**}$ ,  $p < 0.000$ ); and *Crowd and traffic management* ( $r_s = (380) = 0.336^{**}$ ,  $p < 0.000$ ) green practices.

Lastly, the *Egoistic rewards* was the only factor that presented a small correlation between *Waste management* ( $r_s = (376) = 0.225^*$ ,  $p < 0.000$ ), *Crowd and traffic management* ( $r_s = (377) = 0.184^*$ ,  $p < 0.000$ ), and *Greener transport* ( $r_s = (368) = 0.156^*$ ,  $p < 0.003$ ). However, the *Egoistic* factor had medium correlation between *Water management* ( $r_s = (378) = 0.319^{**}$ ,  $p < 0.000$ ) and *Energy management* ( $r_s = (377) = 0.272^{**}$ ,  $p < 0.000$ ) green practices.

The overall findings indicate that green rewards such the altruistic, consumeristic/monetary, free reward items to aid green behaviour will play a significant role in motivating/encouraging attendees to be greener in their behaviour at the festival and support green practices should they be implemented at the Vrystaat Arts Festival as opposed to egoistic rewards.

**Table 5.9: Spearman’s rank order correlations results: Green rewards factors and Green practices factors**

Green rewards to motivate/encourage green behaviour at the festival factors		Green practice factors				
		Greener transport	Waste management	Water management	Energy management	Crowd and traffic management
<b>Consumeristic/Monetary</b>	Correlation coefficient	0.346**	0.444**	0.492**	0.494**	0.387**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000
	N	375	384	387	385	384
<b>Free reward items to aid behaviour</b>	Correlation coefficient	0.393**	0.422**	0.457**	0.444**	0.336**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000
	N	372	380	383	380	380
<b>Egoistic</b>	Correlation coefficient	0.156**	0.225**	0.319**	0.272**	0.184**
	Sig. (2-tailed)	0.003	0.000	0.000	0.000	0.000
	N	368	376	378	377	377
<b>Altruistic</b>	Correlation coefficient	0.300**	0.527***	0.582***	0.584***	0.446**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000
	N	370	377	379	378	378

\*Significant = ( $p < 0.05$ ). Correlations ( $r$ ) values: 0.10 – 0.29 (small\*);  $r = 0.30 - 0.49$  (medium\*\*);  $r = 0.50 - 1.0$  (large\*\*\*) (Cohen,1988:79). Source: Author’s own compilation.

*Correlations between the green practice factors, green rewards to motivate/encourage green behaviour at the festival factors and the most preferred green rewards categories*

The following presents the correlation between the green practices that attendees indicate to be inclined to support should they be implemented at the festival, the green rewards that will motivate/encourage attendees to be greener in their behaviour at the festival and the most preferred green rewards by attendees.

*Green practice factors and the most preferred green rewards categories*

Table 5.10 indicates that there is a significant medium correlation between the green practice factor *Water management* and most preferred green rewards factors *Altruistic* ( $r_s = (328) = 0.354^{**}$ ,  $p < 0.000$ ), *Consumeristic/Monetary* ( $r_s = (335) = 0.309^{**}$ ,  $p < 0.000$ ) most preferred green practices. A small correlation between the most preferred green rewards factors *Free reward items to aid green behaviour* ( $r_s = (331) = 0.288^{**}$ ,  $p < 0.000$ ), and *Egoistic* ( $r_s = (326) = 0.169^*$ ,  $p < 0.000$ ).

The green practice factor *Energy management* also had a significant medium correlation between most preferred green rewards factors *Altruistic* ( $r_s = (327) = 0.317^{**}$ ,  $p < 0.000$ ) and *Free reward items to aid green behaviour* ( $r_s = (331) = 0.303^{**}$ ,  $p < 0.000$ ). A small correlation was seen with the most preferred green rewards factors *Consumeristic/Monetary* ( $r_s = (334) = 0.269^{**}$ ,  $p < 0.000$ ) and the most preferred *Egoistic* ( $r_s = (325) = 0.142^*$ ,  $p < 0.010$ ).

The green practice factor *Waste management* had a small correlation between the most preferred green rewards factors *Altruistic* ( $r_s = (327) = 0.292^{**}$ ,  $p < 0.000$ ), *Free reward items to aid green behaviour* ( $r_s = (330) = 0.268^{**}$ ,  $p < 0.000$ ) and *Consumeristic/Monetary* ( $r_s = (334) = 0.267^{**}$ ,  $p < 0.000$ ). Furthermore, there was no significant correlation between the green practice factor *Waste management* and the most preferred green rewards factor *Egoistic* ( $r_s = (325) = 0.089$ ,  $p < 0.109$ ).

The green practice factor *Greener transport* had a significant small correlation between the most preferred rewards factors, *Free items to aid green behaviour* ( $r_s = (326) = 0.235^{**}$ ,  $p < 0.000$ ); *Altruistic* ( $r_s = (323) = 0.213^{**}$ ,  $p < 0.000$ ); *Consumeristic/Monetary* ( $r_s = (331) = 0.176^{**}$ ,  $p < 0.001$ ); and *Egoistic* ( $r_s = (322) = 0.130^*$ ,  $p < 0.020$ ).

The green practice factor *Crowd and traffic management* had a small correlation between the most preferred green rewards factors *Consumeristic/Monetary* ( $r_s = (332) = 0.222^{**}$ ,  $p < 0.000$ ), *Altruistic* ( $r_s = (326) = 0.222^{**}$ ,  $p < 0.000$ ); *Free reward items to aid green behaviour* ( $r_s = (334)$

= 0.206\*\*,  $p < 0.000$ ); and no significant correlation between the most preferred green rewards factor *Egoistic* ( $r_s = (324) = 0.032$ ,  $p < 0.568$ ).

The overall findings indicate that attendees mostly preferred to receive green rewards such as altruistic and consumerist/monetary to support water management green practices should they be implemented at the festival and free reward items to aid and altruistic rewards to support energy management green practices should they be implemented at the Vrystaat Arts Festival. However, all four of the most preferred rewards had less influence on attendees supporting waste management, practices relating to greener transport and crowd and traffic management green practices should they be implemented at the festival.

**Table 5.10: Spearman’s rank order correlations results: Green practice factors and most preferred green rewards categories**

Green practice factors		Most preferred green rewards categories			
		Consumeristic/ Monetary	Free reward items to aid green behaviour	Egoistic	Altruistic
<b>Greener transport</b>	Correlation coefficient	0.176**	0.235**	0.130*	0.213**
	Sig. (2-tailed)	0.001	0.000	0.020	0.000
	N	331	326	322	323
<b>Waste management</b>	Correlation coefficient	0.267**	0.268**	0.089	0.292**
	Sig. (2-tailed)	0.000	0.000	0.109	0.000
	N	334	330	325	327
<b>Water management</b>	Correlation coefficient	0.309**	0.288**	0.169*	0.354**
	Sig. (2-tailed)	0.000	0.000	0.002	0.000
	N	335	331	326	328
<b>Energy management</b>	Correlation coefficient	0.269**	0.303**	0.142*	0.317**
	Sig. (2-tailed)	0.000	0.000	0.010	0.000
	N	334	331	325	327
<b>Crowd &amp; traffic management</b>	Correlation coefficient	0.222**	0.206**	0.032	0.222**
	Sig. (2-tailed)	0.000	0.000	0.568	0.000
	N	332	330	324	326

\*Significant = ( $p < 0.05$ ). Correlations ( $r$ ) values: 0.10 – 0.29 (small\*);  $r = 0.30 - 0.49$  (medium\*\*);  $r = 0.50 - 1.0$  (large\*\*\*) (Cohen,1988:79). Source: Author’s own compilation.

*Green rewards to motivate/encourage green behaviour at the festival factors and the most preferred green rewards categories*

Table 5.11 reveals the correlation between the green rewards that will motivate/encourage attendees to be greener in their behaviour at the festival and the green rewards most preferred by attendees. The green reward to motivate/encourage green behaviour at the festival factor

*Egoistic* had a significant large correlation between the most preferred green rewards factor *Egoistic* ( $r_s = (324) = 0.584^{***}$ ,  $p < 0.000$ ) and a significant medium correlation between the most preferred green rewards factors *Free reward items to aid green behaviour* ( $r_s = (331) = 0.337^{**}$ ,  $p < 0.000$ ); *Consumeristic/Monetary* ( $r_s = (331) = 0.317^{**}$ ,  $p < 0.000$ ) and a small correlation with most preferred green rewards factor *Altruistic* ( $r_s = (327) = 0.284^{**}$ ,  $p < 0.000$ ).

There was a significant large correlation between the green reward to motivate/encourage green behaviour at the festival factor *Altruistic* and the most preferred green rewards factor *Altruistic* ( $r_s = (326) = 0.511^{***}$ ,  $p < 0.000$ ) and a significant medium correlation between the most preferred green rewards factors *Free reward items to aid green behaviour* ( $r_s = (330) = 0.499^{**}$ ,  $p < 0.000$ ), *Consumeristic/Monetary* rewards ( $r_s = (332) = 0.365^{**}$ ,  $p < 0.000$ ); and a small correlation with most preferred green rewards factor *Egoistic* ( $r_s = (323) = 0.268^{**}$ ,  $p < 0.000$ ).

The green reward to motivate/encourage green behaviour at the festival factor *Consumeristic/Monetary* had a significant medium correlation between the most preferred green rewards factors *Free reward items to aid green behaviour* ( $r_s = (330) = 0.433^{**}$ ,  $p < 0.000$ ), *Consumeristic/Monetary* ( $r_s = (333) = 0.406^{**}$ ,  $p < 0.000$ ), *Altruistic* ( $r_s = (326) = 0.353^{**}$ ,  $p < 0.000$ ) and a small correlation with the most preferred green rewards factor *Egoistic* ( $r_s = (323) = 0.274^{**}$ ,  $p < 0.000$ ).

The green reward to motivate/encourage green behaviour at the festival factor *Free items to aid green behaviour* had a significant medium correlation between the most preferred green rewards factors *Free reward items to aid green behaviour* ( $r_s = (330) = 0.450^{**}$ ,  $p < 0.000$ ), *Altruistic* ( $r_s = (326) = 0.372^{**}$ ,  $p < 0.000$ ), *Consumeristic/Monetary* ( $r_s = (332) = 0.300^{**}$ ,  $p < 0.000$ ) and a small correlation with the most preferred green rewards factor *Egoistic* ( $r_s = (323) = 0.222^{**}$ ,  $p < 0.000$ ).

The overall findings indicated that the most preferred green rewards and green rewards to motivate/encourage green behaviour are considered important by attendees as a way to motivate/encourage them to be greener in their behaviour at the Vrystaat Arts Festival. However, indications are that attendees have less preference for egoistic rewards to motivate/encourage them to be greener in their behaviour at the festival.

**Table 5.11: Spearman's rank order correlations results: green rewards factors and most preferred green rewards categories**

Green rewards to motivate/encourage greener behaviour at the festival		Most preferred green rewards categories			
		Consumeristic/Monetary	Free reward items to aid green behaviour	Egoistic	Altruistic
<b>Consumeristic/Monetary</b>	Correlation coefficient	0.406**	0.433**	0.274**	0.353**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000
	N	333	330	323	326
<b>Free reward items to aid behaviour</b>	Correlation coefficient	0.300**	0.450**	0.222**	0.372**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000
	N	332	330	323	326
<b>Egoistic</b>	Correlation coefficient	0.317**	0.337**	0.584***	0.284**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000
	N	331	331	324	327
<b>Altruistic</b>	Correlation coefficient	0.365**	0.499**	0.268**	0.511***
	Sig. (2-tailed)	0.000	0.000	0.000	0.000
	N	332	330	323	326

\*Significant = ( $p < 0.05$ ). Correlations ( $r$ ) values: 0.10 – 0.29 (small\*);  $r = 0.30 - 0.49$  (medium\*\*);  $r = 0.50 - 1.0$  (large\*\*\*) (Cohen,1988:79). Source: Author's own compilation.

### *Green practice factors and socio-demographics and behavioural aspects*

Table 5.12 (below) reveals the correlation between the following green practice factors and *socio-demographics and behavioural aspects*. The green practice factor *Energy management* had a significant small negative correlation between *Number of people travelling in the group* ( $r_s = (377) = -0.144^{**}$ ,  $p < 0.005$ ) and *How green do you consider yourself to be?* ( $r_s = (388) = -0.123^*$ ,  $p < 0.015$ ).

The green practice factor *Crowd and traffic management* had a significant small correlation between *Age* ( $r_s = (376) = 0.243^*$ ,  $p < 0.000$ ) and a small negative correlation between *How green do you consider yourself to be?* ( $r_s = (384) = -0.122^*$ ,  $p < 0.016$ ). The green practice factor *Greener transport* had a significant small negative correlation between *Number of tickets purchased* ( $r_s = (302) = -0.141^*$ ,  $p < 0.014$ ).

A significant small positive correlation was seen between the green practice factor *Water management* and *Number of tickets purchased* ( $r_s = (308) = 0.130^*$ ,  $p < 0.022$ ), and a small negative correlation between *Number of people travelling in the group* ( $r_s = (380) = -0.106^*$ ,  $p < 0.038$ ). A significant small negative correlation was seen between the green practice factor

*Waste management* and *Number of people travelling in the group* ( $r_s = (378) = -0.119^*$ ,  $p < 0.021$ ) and *How green do you consider yourself to be?* ( $r_s = (389) = -0.109^*$ ,  $p < 0.031$ ).

This indicates that the greater the *Number of people travelling in the group*, *Number of tickets purchased* and *How green attendees considered themselves to be*, the less likely they are to be inclined to support the green practices should they be implemented at the Vrystaat arts festival.

**Table 5.12: Spearman's rank order correlations results: Socio-demographic, behavioural aspects and green practice factors**

Green practices		Socio-demographic and behavioural aspects							
		Age	Income	How green do you consider yourself to be?	Length of stay	Times of attendance	People travelling in the group	Number of tickets	How green do you consider the event to be?
<b>Greener transport</b>	Correlation coefficient	0.051	-0.017	-0.020	0.034	-0.078	0.099	0.141*	0.030
	Sig. (2-tailed)	0.331	0.757	0.696	0.543	0.138	0.057	0.014	0.559
	N	370	348	380	329	361	372	302	379
<b>Waste management</b>	Correlation coefficient	0.006	0.042	-0.109*	-0.061	-0.050	-0.119*	-0.042	0.020
	Sig. (2-tailed)	0.909	0.425	0.031	0.264	0.343	0.021	0.469	0.701
	N	379	358	389	336	369	378	306	387
<b>Water management</b>	Correlation coefficient	0.093	-0.009	-0.087	0.007	-0.041	-0.106*	0.130*	-0.047
	Sig. (2-tailed)	0.070	0.867	0.084	0.893	0.429	0.038	0.022	0.357
	N	381	361	391	337	372	380	308	389
<b>Energy management</b>	Correlation coefficient	0.091	0.014	-0.123*	0.015	-0.019	-0.144**	0.060	-0.026
	Sig. (2-tailed)	0.076	0.787	0.015	0.781	0.710	0.005	0.297	0.610
	N	379	360	388	336	369	377	306	386
<b>Crowd &amp; traffic management</b>	Correlation coefficient	0.243**	-0.041	-0.122*	-0.059	-0.023	-0.045	0.059	-0.100
	Sig. (2-tailed)	0.000	0.446	0.016	0.279	0.661	0.386	0.307	0.052
	N	376	356	384	334	367	375	305	381

\*Significant = ( $p < 0.05$ ). Correlations ( $r$ ) values: 0.10 – 0.29 (small\*);  $r = 0.30 - 0.49$  (medium\*\*);  $r = 0.50 - 1.0$  (large\*\*\*) (Cohen,1988:79). Source: Author's own compilation.

*Green rewards to motivate/encourage green behaviour at the festival factors and socio-demographics and behavioural aspects*

Table 5.13 indicates that the green reward to motivate/encourage behaviour at the festival factor *Altruistic* had a significant small negative correlation between *How green do you consider yourself to be?* ( $r_s = (378) = -0.151^{**}$ ,  $p < 0.003$ ) and *Number of people travelling in a group* ( $r_s = (369) = -0.165^{**}$ ,  $p < 0.001$ ). A significant small correlation was seen between the green reward to motivate/encourage behaviour at the festival factor *Egoistic* and *Income* ( $r_s = (350) = 0.186^{**}$ ,  $p < 0.000$ ). The results indicate that how green attendees consider themselves to be, altruistic rewards will likely motivate them to be greener in behaviour at the festival. While considering attendees' level of income, egoistic rewards will also motivate attendees to be greener in their behaviour at the Vrystaat Arts Festival.

**Table 5.13: Spearman's rank order correlations results: Socio-demographic, behavioural aspects and green rewards factors**

Green rewards factors		Socio-demographic and behavioural aspects							
		Age	Income	How green do you consider yourself to be?	Length of stay	Times of attendance	People travelling in the group	Number of tickets	How green do you consider the event to be?
<b>Consumeristic/Monetary</b>	Correlation coefficient	-0.046	-0.059	-0.042	0.041	-0.049	-0.077	0.026	0.029
	Sig. (2-tailed)	0.371	0.263	0.414	0.457	0.348	0.135	0.648	0.576
	N	377	358	386	334	369	378	305	383
<b>Free reward items to aid behaviour</b>	Correlation coefficient	-0.002	-0.024	-0.091	-0.009	-0.092	-0.074	-	0.010
	Sig. (2-tailed)	0.973	0.657	0.076	0.865	0.080	0.152	0.419	0.839
	N	372	354	382	332	365	373	300	378
<b>Egoistic</b>	Correlation coefficient	-0.075	-0.186**	-0.036	0.074	-0.093	0.021	0.019	-0.030
	Sig. (2-tailed)	0.149	0.000	0.483	0.183	0.079	0.681	0.746	0.567
	N	368	350	377	329	361	368	296	374
<b>Altruistic</b>	Correlation coefficient	0.043	-0.060	-0.151**	-0.001	-0.010	-0.165**	0.018	-0.030
	Sig. (2-tailed)	0.408	0.264	0.003	0.981	0.848	0.001	0.758	0.566
	N	369	351	378	329	362	369	298	375

\*Significant = ( $p < 0.05$ ). Correlations ( $r$ ) values: 0.10 – 0.29 (small\*);  $r = 0.30 - 0.49$  (medium\*\*);  $r = 0.50 - 1.0$  (large\*\*\*) (Cohen,1988:79). Source: Author's own compilation.



*Most preferred green rewards factors and socio-demographics and behavioural aspects*

Table 5.14 indicates that all four (4) of the most preferred green rewards by attendees revealed a small negative correlation between *How green do you consider yourself to be?*. The correlations are as follows: the most preferred green reward factor *Free reward items to aid green behaviour and How green do you consider yourself to be?* ( $r_s = (328) = -0.218^{**}$ ,  $p < 0.000$ ); the most preferred green reward factor *Consumeristic/Monetary and How green do you consider yourself to be?* ( $r_s = (332) = -0.179^{**}$ ,  $p < 0.001$ ), the most preferred green reward factor *Egoistic and How green do you consider yourself to be?* ( $r_s = (322) = -0.164^{**}$ ,  $p < 0.003$ ), and the most preferred green reward factor *Altruistic and How green do you consider yourself to be?* ( $r_s = (324) = -0.161^{**}$ ,  $p < 0.004$ ). These findings also indicate that, based on how green attendees consider themselves to be, the most preferred green rewards will likely motivate/encourage attendees to be greener in their behaviour at the Vrystaat Arts Festivals.

**Table 5.14: Spearman's rank order correlations results: Socio-demographic and the most preferred green rewards categories**

Green rewards factors		Socio-demographic and behavioural aspects							
		Age	Income	How green do you consider yourself to be?	Length of stay	Times of attendance	People travelling in the group	Number of tickets	How green do you consider the event to be?
<b>Consumeristic/Monetary</b>	Correlation coefficient	0.089	0.019	-0.179**	0.020	-0.049	-0.068	0.004	-0.040
	Sig. (2-tailed)	0.105	0.733	0.001	0.732	0.387	0.219	0.949	0.468
	N	329	309	332	293	318	326	265	331
<b>Free reward items to aid behaviour</b>	Correlation coefficient	0.017	-0.083	-0.218**	0.027	-0.049	-0.077	0.020	0.038
	Sig. (2-tailed)	0.754	0.151	0.000	0.645	0.388	0.169	0.748	0.494
	N	324	304	328	292	313	322	261	327
<b>Egoistic</b>	Correlation coefficient	-0.058	-0.084	-0.164**	0.035	-0.017	0.082	0.077	0.008
	Sig. (2-tailed)	0.304	0.146	0.003	0.560	0.768	0.149	0.221	0.890
	N	319	299	322	287	307	314	257	322
<b>Altruistic</b>	Correlation coefficient	0.031	-0.039	-0.161**	0.050	-0.068	-0.086	0.031	0.020
	Sig. (2-tailed)	0.575	0.502	0.004	0.395	0.231	0.125	0.622	0.716
	N	321	301	324	286	309	318	259	324

\*Significant = ( $p < 0.05$ ). Correlations ( $r$ ) values: 0.10 – 0.29 (small\*);  $r = 0.30 - 0.49$  (medium\*\*);  $r = 0.50 - 1.0$  (large\*\*\*) (Cohen,1988:79). Source: Author's own compilation.

### 5.2.9 Results from the *t*-test analyses

The seventh section of the quantitative research entailed determining whether gender, type of accommodation, type of transport and attendees' work status has any influence on the green rewards programme content factors under the green practices and green rewards to motivate/motivate green behaviour headings. The results are interpreted and discussed in the sections below.

*t*-test comparison of gender and green practice factors and green rewards to motivate/encourage green behaviour at the festival factors

Table 5.15 indicates that there is a small significant difference present between both genders with regard to green practice factor *Crowd and traffic management* ( $p = 0.021$ ,  $d = 0.22$ ), which indicates this as important green practices' that both male and female respondents would support should the green practices be implemented at the festival.

Although there is no significant difference evident for the majority of the green practices and all green rewards programme content factors as all *p*-values were above 0.05 ( $p \geq 0.05$ ), based on consideration of the observed mean values, green practice *Waste management* ( $M = 4.19$ ;  $M = 019$ ), and green rewards to motivate/encourage behaviour at the festival factor *Altruistic* ( $M = 4.06$ ;  $M = 3.91$ ) were also the most important factors for male and female respondents at the festival. Indicating that both male and female attendees will be more inclined to support waste management green practices should they be implemented at the festival and be motivated/encouraged by altruistic rewards to be greener in their behaviour at the festival.

Table 5.15: *t*-test results for gender of respondents and green practice factors and green rewards factors

Broader themed factors	Gender	(N)	Mean	Std. Deviation	Sig.2 Tailed	Effect size
<b>Green practices</b>						
<b>Greener transport</b>	Male	161	3.12	1.17	0.254	0.11
	Female	217	2.98	1.10		
<b>Waste management</b>	Male	163	<b>4.01</b>	0.98	0.054	0.19
	Female	224	<b>4.19</b>	1.03		
<b>Water management</b>	Male	164	3.63	1.02	0.091	0.16
	Female	225	3.79	0.92		
<b>Energy management</b>	Male	163	3.94	1.07	0.504	0.07
	Female	223	4.01	1.01		
<b>Crowd and traffic management</b>	Male	164	3.39	1.18	0.021*	0.22*
	Female	219	3.65	0.99		
<b>Green rewards to motivate/encourage green behaviour at the festival</b>						
<b>Consumeristic/Monetary green rewards</b>	Male	165	3.71	1.05	0.410	0.08
	Female	220	3.79	1.05		

<b>Free reward items to aid green behaviour</b>	Male	160	3.82	1.09	0.782	0.03
	Female	220	3.79	0.99		
<b>Egoistic</b>	Male	160	3.43	1.25	0.764	0.03
	Female	216	3.38	1.32		
<b>Altruistic</b>	Male	160	<b>3.91</b>	1.02	0.148	0.15
	Female	217	<b>4.06</b>	0.99		

\*Statistically significant:  $p \leq 0.05$ . Effect size (d): 0.2 – 0.4 = small\*, 0.5 – 0.8 = medium\*\* and 0.8 = larger\*\*\* (Ellis & Steyn, 2003). Source: Author's own compilation.

*t-test comparison of type of accommodation and green practice factors and green rewards to motivate/encourage green behaviour at the festival factors*

Table 5.16 indicates no statistically significant differences regarding types of accommodation and green practice factors and green rewards to motivate/encourage green behaviour at the festival. However, based on mean values, the most significant factors for attendees *Camping* were green rewards to motivate/encourage green behaviour at the festival factors *Egoistic* ( $M = 4.70$ ), *Free reward items to aid green behaviour and Altruistic* ( $M = 4.40$  respectively) and *Consumeristic/monetary* ( $M = 4.38$ ). While the green practice factor *Waste management* ( $M = 4.19$ ) was important for attendees staying with family and friends.

**Table 5.16: t-test results for type of accommodation and green practice factors and green rewards factors**

Broader themed factors	Type of accommodation	(N)	Mean	Std. Deviation	Sig.2 Tailed	Effect size
<b>Green practices</b>						
<b>Greener transport</b>	Own home	263	2.99	1.13	0.011	0.18
	Staying with family and friends	60	3.06	1.10	0.984	0.00
	Guesthouse and B&B	21	3.37	1.10	0.180	0.30**
	Hotel or Lodge	17	3.18	1.05	0.632	0.12
	Camping	2	3.80	0.56	0.351	0.66***
<b>Waste management</b>	Own home	269	4.09	0.92	0.213	0.14
	Staying with family and friends	61	<b>4.19</b>	0.79	0.571	0.08
	Guesthouse and B&B	22	4.07	0.94	0.771	0.06
	Hotel or Lodge	17	4.09	1.24	0.858	0.03
	Camping	2	3.69	0.27	0.501	0.48**
<b>Water management</b>	Own home	270	3.70	0.97	0.488	0.08
	Staying with family and friends	62	3.79	0.87	0.575	0.08
	Guesthouse and B&B	22	3.62	1.02	0.584	0.11
	Hotel or Lodge	17	3.76	1.14	0.893	0.03
	Camping	2	3.43	0.61	0.663	0.31**
<b>Energy management</b>	Own home	268	3.97	1.03	0.742	0.04
	Staying with family and friends	62	4.02	0.95	0.750	0.04
	Guesthouse and B&B	21	3.92	1.07	0.787	0.06
	Hotel or Lodge	17	3.96	1.34	0.942	0.01
	Camping	2	4.08	0.59	0.890	0.10
	Own home	265	3.53	1.05	0.841	0.02

Broader themed factors	Type of accommodation	(N)	Mean	Std. Deviation	Sig.2 Tailed	Effect size
<b>Crowd and traffic management</b>	Staying with family and friends	61	3.48	1.07	0.591	0.07
	Guesthouse and B&B	22	3.38	0.95	0.463	0.16
	Hotel or Lodge	16	3.57	1.19	0.897	0.03
	Camping	2	3.30	0.99	0.745	0.23*
<b>Green rewards to motivate/encourage green behaviour</b>						
<b>Consumeristic/Monetary green rewards</b>	Own home	265	3.75	1.08	0.903	0.01
	Staying with family and friends	63	3.66	1.11	0.432	0.10
	Guesthouse and B&B	22	3.87	0.89	0.598	0.11
	Hotel or Lodge	16	3.74	1.07	0.949	0.02
	Camping	2	4.38	0.87	0.403	0.59**
<b>Free reward items to aid green behaviour</b>	Own home	263	3.79	1.08	0.558	0.06
	Staying with family and friends	62	3.73	1.00	0.501	0.09
	Guesthouse and B&B	22	4.02	0.81	0.328	0.21*
	Hotel or Lodge	15	3.85	0.89	0.865	0.04
<b>Egoistic</b>	Camping	2	<b>4.40</b>	0.00	0.418	0.57**
	Own home	261	3.39	1.29	0.808	0.03
	Staying with family and friends	62	3.43	1.34	0.848	0.03
	Guesthouse and B&B	22	3.54	1.21	0.624	0.11
	Hotel or Lodge	14	3.44	1.11	0.911	0.03
<b>Altruistic</b>	Camping	2	<b>4.70</b>	0.42	0.156	1.01
	Own home	262	3.99	1.01	0.835	0.02
	Staying with family and friends	61	3.95	1.02	0.663	0.06
	Guesthouse and B&B	22	3.91	0.99	0.672	0.09
	Hotel or Lodge	15	3.92	1.12	0.761	0.07
Camping	2	<b>4.40</b>	0.85	0.568	0.40*	

\*Statistically significant difference:  $p \leq 0.05$ . Effect size (d): 0.2 – 0.4 = small\*, 0.5 – 0.8 = medium\*\* and 0.8 = larger\*\*\* (Ellis & Steyn, 2003). Source: Author's own compilation.

*t-test comparison of type of transport and green practice factors and green rewards to motivate/encourage green behaviour factors*

No statistically significant differences were found regarding types of accommodation and green practice factors and green rewards to motivate/encourage green behaviour at the festival (Table 5.17), as all p-values are above 0.05 ( $\geq 0.05$ ). The results indicate that attendees who used a *Bicycle/walking* considered the green rewards to motivate/encourage green behaviour at the festival factor *Free reward items to aid green behaviour* (M = 4.80) as the most important factor. *Shuttle services* and *bicycle/walking* considered the green practice factor *Energy management* (M = 4.75 respectively) is an important factor. The green practice factors *Energy management* (M = 4.54), *Waste management* (M = 4.53) and the green rewards to motivate/encourage green

behaviour at the festival factor *Altruistic* (M = 4.50) were considered important by respondents who used an *Aeroplane* to travel to the festival.

**Table 5.17: t-test results of type of transport and green practice factors and green rewards festival factors**

Broader themed factors	Type of transport	(N)	Mean	Std. Deviation	Sig.2 Tailed	Effect size
<b>Green practices</b>						
<b>Greener transport</b>	Private vehicle	358	3.04	1.14	0.628	0.10
	Rental car	13	3.19	0.94	0.645	0.13
	Aeroplane	4	3.60	0.77	0.033	0.49*
	Bus	-	-	-	-	-
	Uber	-	-	-	-	-
	Shuttle service	-	-	-	-	-
	Train	-	-	-	-	-
	Taxi	5	3.20	0.49	0.766	0.13
	Bicycle/walking	6	3.00	1.36	0.914	0.04
	<b>Waste management</b>	Private vehicle	365	4.17	0.91	0.061
Rental car		13	3.97	1.24	0.193	0.27*
Aeroplane		4	<b>4.53</b>	0.70	0.376	0.44*
Bus		-	-	-	-	-
Uber		-	-	-	-	-
Shuttle service		-	-	-	-	-
Train		-	-	-	-	-
Taxi		6	3.39	0.72	0.050	0.81***
Bicycle/walking		6	3.84	1.21	0.454	0.23*
<b>Water management</b>		Private vehicle	367	3.04	1.14	0.051
	Rental car	13	3.51	1.28	0.441	0.16
	Aeroplane	4	3.72	0.97	0.536	0.29*
	Bus	-	-	-	-	-
	Uber	-	-	-	-	-
	Shuttle service	-	-	-	-	-
	Train	-	-	-	-	-
	Taxi	6	3.09	0.88	0.109	0.66**
	Bicycle/walking	6	3.76	1.03	0.916	0.04
	<b>Energy management</b>	Private vehicle	364	3.99	1.02	0.383
Rental car		13	3.71	1.36	0.342	0.20*
Aeroplane		4	4.54	0.63	0.273	0.55**
Bus		-	-	-	-	-
Uber		-	-	-	-	-
Shuttle service		1	<b>4.75</b>	-	0.455	0.75**
Train		-	-	-	-	-
Taxi		6	3.50	0.72	0.252	0.47*
Bicycle/walking		6	<b>4.75</b>	0.50	0.065	0.76**
<b>Crowd and traffic management</b>		Private vehicle	360	3.56	1.04	0.107
	Rental car	12	3.11	1.10	0.142	0.41*
	Aeroplane	4	3.15	1.24	0.458	0.32*
	Bus	-	-	-	-	-
	Uber	-	-	-	-	-
	Shuttle service	1	4.20	-	0.530	0.63**
	Train	-	-	-	-	-
	Taxi	6	3.27	1.02	0.536	0.25*
	Bicycle/walking	6	3.60	0.83	0.887	0.06
	<b>Green rewards to motivate/encourage</b>					

Broader themed factors	Type of transport	(N)	Mean	Std. Deviation	Sig.2 Tailed	Effect size
<b>green behaviour at the festival</b>						
<b>Consumeristic/Monetary green rewards</b>	Private vehicle	362	3.73	1.07	0.378	0.17
	Rental car	12	3.79	1.03	0.892	0.40*
	Aeroplane	4	3.54	1.88	0.690	0.11
	Bus	-	-	-	-	-
	Uber	-	-	-	-	-
	Shuttle service	1	4.07	-	0.759	0.31*
	Train	-	-	-	-	-
	Taxi	6	3.71	0.43	0.924	0.04
	Bicycle/walking	6	4.23	0.91	0.266	0.46*
<b>Free reward items to aid green behaviour</b>	Private vehicle	359	3.79	1.05	0.500	0.14
	Rental car	12	3.74	0.98	0.841	0.06
	Aeroplane	4	4.30	0.12	0.337	0.48*
	Bus	-	-	-	-	-
	Uber	-	-	-	-	-
	Shuttle service	1	3.40	-	0.701	0.39*
	Train	-	-	-	-	-
	Taxi	6	3.56	0.67	0.579	0.23*
	Bicycle/walking	6	<b>4.80</b>	0.40	0.018	0.97***
<b>Egoistic</b>	Private vehicle	355	3.98	1.30	0.089	0.34*
	Rental car	12	4.20	0.81	0.095	0.49*
	Aeroplane	4	2.95	2.25	0.473	0.21*
	Bus	-	-	-	-	-
	Uber	-	-	-	-	-
	Shuttle service	1	4.00	-	0.647	0.46*
	Train	-	-	-	-	-
	Taxi	6	3.56	0.32	0.764	0.12
	Bicycle/walking	6	3.40	1.46	0.985	0.01
<b>Altruistic</b>	Private vehicle	356	3.99	1.00	0.794	0.05
	Rental car	12	3.83	1.21	0.570	0.14
	Aeroplane	4	<b>4.5</b>	1.00	0.315	0.51**
	Bus	-	-	-	-	-
	Uber	-	-	-	-	-
	Shuttle service	1	4.20	-	0.839	0.20*
	Train	-	-	-	-	-
	Taxi	6	3.73	0.52	0.520	0.26*
	Bicycle/walking	6	4.10	1.19	0.799	0.09

\*Statistically significant difference:  $p \leq 0.05$ . Effect size (d): 0.2 – 0.4 = small\*, 0.5 – 0.8 = medium\*\* and 0.8 = large\*\*\* (Ellis & Steyn, 2003). Source: Author's own compilation.

*t-test comparison of the working status of respondents and green practice factors and green rewards to motivate/encourage green behaviour at the festival factors.*

Table 5.18 indicates no statistically significant differences regarding attendees working status. All the festival respondents shared similar mean values; therefore, this means that the respondents considered the green practice factors and green rewards to motivate/encourage green behaviour factors to be important regardless of their working status. However, the green practice factor *Greener transport* was, to some extent, less important based on the attendees' working status.

Table 5.18: t-test results of work status of respondents and green practice factors and green rewards factors

Broader themed factors	Work status	(N)	Mean	Std. Deviation	Sig.2 Tailed	Effect size
<b>Green practices</b>						
<b>Greener transport</b>	Working	289	3.12	1.12	0.084	0.20*
	Full-time	227	3.18	1.13	0.019	0.25*
	Part-time	54	3.03	1.08	0.812	0.03
	Unemployment	15	2.13	0.72	0.001	0.85***
	Housewife	6	3.00	1.42	0.891	0.05
	Retired	13	3.01	1.49	0.868	0.04
	Student	80	2.87	1.01	0.090	0.21*
<b>Waste management</b>	Working	295	4.18	0.90	0.070	0.20*
	Full-time	234	4.20	0.93	0.088	0.17
	Part-time	54	4.19	0.70	0.668	0.06
	Unemployment	15	4.37	0.67	0.315	0.26*
	Housewife	6	3.75	1.43	0.308	0.27*
	Retired	15	3.63	1.14	0.330	0.46*
	Student	79	4.03	0.89	0.276	0.14
<b>Water management</b>	Working	296	3.74	0.97	0.569	0.07
	Full-time	235	3.77	0.99	0.309	0.10
	Part-time	54	3.66	0.88	0.604	0.08
	Unemployment	15	3.84	0.80	0.646	0.12
	Housewife	6	3.21	1.26	0.195	0.41*
	Retired	16	3.91	1.06	0.428	0.19
	Student	80	3.57	0.96	0.122	0.19
<b>Energy management</b>	Working	293	4.00	1.00	0.544	0.07
	Full-time	232	4.02	1.02	0.395	0.09
	Part-time	54	3.98	0.89	0.980	0.00
	Unemployment	15	4.18	0.88	0.448	0.20*
	Housewife	6	3.79	1.57	0.645	0.13
	Retired	17	4.08	1.22	0.673	0.09
	Student	80	3.82	1.03	0.105	0.20*
<b>Crowd and traffic management</b>	Working	288	3.56	1.07	0.541	0.07
	Full-time	228	3.58	1.10	0.396	0.08
	Part-time	53	3.47	0.92	0.574	0.08
	Unemployment	15	3.92	1.03	0.159	0.37*
	Housewife	6	3.53	1.29	0.978	0.01
	Retired	18	3.88	1.18	0.169	0.30*
	Student	80	3.21	0.93	0.002	0.39*
<b>Green rewards to motivate/encourage green behaviour at the festival</b>						
<b>Consumeristic/Monetary green rewards</b>	Working	288	3.75	1.06	0.596	0.06
	Full-time	229	3.78	1.07	0.605	0.05
	Part-time	53	3.59	0.96	0.199	0.19
	Unemployment	15	3.73	1.07	0.905	0.03
	Housewife	6	3.35	0.87	0.333	0.40*
	Retired	19	3.83	1.18	0.783	0.60**
	Student	79	3.82	1.09	0.549	0.07
<b>Free reward items to aid green behaviour</b>	Working	288	3.79	1.04	0.579	0.06
	Full-time	228	3.83	1.05	0.692	0.04
	Part-time	53	3.72	1.02	0.464	0.11
	Unemployment	15	3.68	1.15	0.616	0.12
	Housewife	4	3.30	0.83	0.325	0.49*
	Retired	18	3.67	1.41	0.555	0.11
	Student	78	3.89	1.05	0.436	0.10

<b>Egoistic</b>	Working	287	3.38	1.29	0.634	0.06
	Full-time	227	3.41	1.29	0.775	0.03
	Part-time	53	3.29	1.26	0.517	0.10
	Unemployment	14	3.79	1.33	0.253	0.30*
	Housewife	4	3.60	1.43	0.753	0.14
	Retired	17	3.28	1.41	0.708	0.09
	Student	79	3.51	1.28	0.395	0.11
<b>Altruistic</b>	Working	285	3.98	0.99	0.655	0.05
	Full-time	226	3.98	1.02	0.714	0.04
	Part-time	52	4.07	0.89	0.561	0.09
	Unemployment	15	4.13	1.06	0.594	0.13
	Housewife	4	4.00	0.75	0.996	0.00
	Retired	18	4.18	1.14	0.444	0.16
	Student	79	4.00	1.02	0.961	0.01

\*Statistically significant difference:  $p \leq 0.05$ . Effect size (d): 0.2 – 0.4 = small\*, 0.5 – 0.8 = medium\*\* and 0.8 = larger\*\*\* (Ellis & Steyn, 2003). Source: Author's own compilation.

### 5.2.10 ANOVA Results

The eighth section of the quantitative research entailed determining whether socio-demographic aspects (*province of origin, language, education and income*), general behavioural aspects (*how green to you consider yourself to be?; how green do you consider the event to be?*) have a significant influence on the green rewards programme content factors under the heading green practices and green rewards to motivate/encourage green behaviour. The results are interpreted and discussed in the sections below.

#### *ANOVA comparison of the province of origin and green practice factors*

Table 5.19 (below) indicates no statistically significant differences. The findings indicate that respondents' province of origin influences attendees' green behaviour regarding the green practice factors. Based on the highest mean values, the following green practice factors are important for respondents in the following provinces: Northern Cape - *Waste management* ( $M = 4.52$ ); Limpopo - *Energy management* ( $M = 4.30$ ).



Table 5.19: ANOVA, Tukey's Post Hoc Multiple Comparisons and effect sizes for province of origin and green practice factors

Green Practices	Province of origin	N	Mean	F-ratio	Sig. level	Effect size										
						with 1	with 2	with 3	with 4	with 5	with 6	with 7	with 8	with 9		
<b>Greener transport</b>	1 Free State	268	3.01	1.069	0.385											
	2 Western Cape	17	3.56			0.48*										
	3 KwaZulu-Natal	6	2.83			0.15	0.59**									
	4 Mpumalanga	5	2.97			0.04	0.55**	0.11								
	5 Eastern Cape	23	2.97			0.04	0.55**	0.11	0.00							
	6 Northern Cape	16	3.20			0.16	0.34*	0.30*	0.22*	0.21*						
	7 Gauteng	34	3.36			0.30*	0.19	0.42*	0.39*	0.36*	0.15					
	8 Limpopo	5	2.44			0.51**	0.99***	0.32*	0.47*	0.47*	0.67**	0.81***				
	9 North-West	5	2.48			0.32*	0.65**	0.21*	0.29*	0.30*	0.43*	0.53**	0.02			
	10 Outside RSA borders	5	2.95			0.04	0.38*	0.07	0.01	0.01	0.16	0.26*	0.32*	0.28*		
<b>Waste management</b>	1 Free State	273	4.11	1.078	0.378											
	2 Western Cape	19	4.36			0.27*										
	3 KwaZulu-Natal	7	4.28			0.18	0.11									
	4 Mpumalanga	5	4.00			0.13	0.43*	0.34*								
	5 Eastern Cape	24	4.30			0.21*	0.06	0.02	0.35*							
	6 Northern Cape	16	4.52			0.45*	0.26*	0.34*	0.63**	0.25*						
	7 Gauteng	35	3.94			0.15	0.37*	0.31*	0.05	0.32*	0.53**					
	8 Limpopo	5	3.91			0.15	0.32*	0.27*	0.06	0.28*	0.44*	0.03				
	9 North-West	4	4.17			0.06	0.29*	0.16	0.20*	0.15	0.57**	0.20*	0.19			
	10 Outside RSA borders	5	3.46			0.41	0.57**	0.52**	0.34*	0.53**	0.67**	0.31*	0.28*	0.45*		
<b>Water management</b>	1 Free State	273	3.74	0.656	0.749											
	2 Western Cape	20	3.89			0.15										
	3 KwaZulu-Natal	7	3.61			0.11	0.23*									
	4 Mpumalanga	5	3.91			0.18	0.02	0.25*								
	5 Eastern Cape	24	3.91			0.17	0.03	0.26*	0.01							
	6 Northern Cape	16	3.73			0.02	0.18	0.10	0.19	0.18						
	7 Gauteng	35	3.57			0.16	0.30*	0.04	0.32*	0.33*	0.15					
	8 Limpopo	5	3.02			0.66**	0.79**	0.50**	0.81***	0.81***	0.64**	0.50**				
	9 North-West	5	3.45			0.19	0.28*	0.11	0.30*	0.30*	0.18	0.08	0.28*			
	10 Outside RSA borders	5	3.57			0.19	0.36*	0.04	0.36*	0.33*	0.19	0.00	0.50**	0.07		
<b>Energy management</b>	1 Free State	271	3.96	0.587	0.808											
	2 Western Cape	20	3.91			0.05										
	3 KwaZulu-Natal	6	3.75			0.20*	0.15									
	4 Mpumalanga	5	4.25			0.24*	0.28*	0.42*								
	5 Eastern Cape	24	4.22			0.25*	0.30*	0.43*	0.02							
	6 Northern Cape	16	4.27			0.29*	0.35*	0.48*	0.02	0.05						
	7 Gauteng	35	3.95			0.01	0.04	0.19	0.25*	0.25*	0.29*					
	8 Limpopo	5	4.30			0.32*	0.38*	0.50**	0.04	0.08	0.05	0.32*				



*ANOVA comparison of the province of origin and green rewards to motivate/encourage green behaviour at the festival factors*

Table 5.20 indicates no statistically significant differences. The findings indicate that respondents' province of origin, however, does influence attendees' green behaviour regarding the green rewards to motivate/encourage green behaviour at the festival factors. Based on the highest mean values, the following green rewards to motivate/encourage green behaviour at the festival factors are important to respondents from Northern Cape – *Altruistic* (M = 4.26); Western Cape – *Free reward items to aid green behaviour* (M = 4.23); North West – *Egoistic* (M = 4.08); and Eastern Cape – *Consumeristic/monetary* (M = 4.02).

Table 5.20: ANOVA, Tukey's Post Hoc Multiple Comparisons and effect sizes for province of origin and green rewards factors

Green Rewards to motivate /encourage green behaviour at festival	Province of origin	N	Mean	F-ratio	Sig. level	Effect size																
						with 1	with 2	with 3	with 4	with 5	with 6	with 7	with 8	with 9								
<b>Consumeristic/Monetary</b>	1 Free State	271	3.76	1.120	0.347																	
	2 Western Cape	19	4.01			0.23*																
	3 KwaZulu-Natal	7	3.86			0.08	0.12															
	4 Mpumalanga	5	3.49			0.19	0.37*	0.26*														
	5 Eastern Cape	24	4.02			0.24*	0.01	0.12	0.38*													
	6 Northern Cape	15	3.94			0.17	0.07	0.06	0.32*	0.08												
	7 Gauteng	34	3.61			0.13	0.36*	0.19	0.09	0.37*	0.30*											
	8 Limpopo	5	3.47			0.19	0.36*	0.26*	0.01	0.37*	0.31*	0.09										
	9 North-West	5	3.66			0.09	0.33*	0.16	0.12	0.38*	0.29*	0.04	0.12									
	10 Outside RSA borders	5	2.63			1.06	1.28	0.95***	0.61**	1.48	1.44	0.90***	0.56**	1.08								
<b>Free items to aid green behaviour</b>	1 Free State	269	3.77	0.668	0.738																	
	2 Western Cape	19	4.23			0.44*																
	3 KwaZulu-Natal	7	3.45			0.22*	0.53**															
	4 Mpumalanga	5	3.40			0.35*	0.77**	0.04														
	5 Eastern Cape	24	3.92			0.14	0.35*	0.32*	0.48*													
	6 Northern Cape	15	3.86			0.08	0.45*	0.27*	0.42*	0.07												
	7 Gauteng	33	3.92			0.14	0.31*	0.32*	0.48*	0.00	0.07											
	8 Limpopo	5	3.64			0.13	0.56**	0.12	0.22*	0.27*	0.21*	0.27*										
	9 North-West	5	3.88			0.06	0.22*	0.25*	0.29*	0.03	0.01	0.03	0.14									
	10 Outside RSA borders	4	3.70			0.07	0.63**	0.16	0.27*	0.25*	0.20*	0.23*	0.06	0.11								
<b>Egoistic</b>	1 Free State	264	3.43	1.528	0.136																	
	2 Western Cape	17	3.84			0.31*																
	3 KwaZulu-Natal	7	3.82			0.30*	0.01															
	4 Mpumalanga	5	2.08			1.07	1.34	1.33*														
	5 Eastern Cape	24	3.37			0.05	0.34*	0.33*	0.93***													
	6 Northern Cape	16	2.97			0.36*	0.66**	0.64**	0.70**	0.29*												
	7 Gauteng	33	3.39			0.03	0.34*	0.33*	1.06	0.02	0.33											
	8 Limpopo	5	2.84			0.41*	0.69**	0.67**	0.52**	0.36*	0.09	0.38*										
	9 North-West	5	4.08			0.50**	0.18	0.19	1.57	0.51**	0.86***	0.54**	0.85**									
	10 Outside RSA borders	5	2.76			0.42*	0.67**	0.66**	0.42*	0.38*	0.14	0.39*	0.05	0.82**								
<b>Altruistic</b>	1 Free State	265	3.99	0.212	0.993																	
	2 Western Cape	17	3.97			0.01																
	3 KwaZulu-Natal	7	3.76			0.18	0.17															
	4 Mpumalanga	5	4.16			0.17	0.15	0.31*														
	5 Eastern Cape	24	4.06			0.07	0.07	0.24*	0.10													
	6 Northern Cape	16	4.26			0.27*	0.23*	0.40*	0.11	0.21*												

7	Gauteng	33	3.98	0.01	0.01	0.18	0.18	0.08	0.29*			
8	Limpopo	5	4.00	0.00	0.02	0.17	0.12	0.05	0.19	0.01		
9	North-West	5	4.12	0.12	0.12	0.28*	0.04	0.05	0.14	0.13	0.09	
10	Outside RSA borders	5	3.84	0.15	0.11	0.06	0.37*	0.24*	0.46*	0.16	0.12	<b>0.27*</b>

\*Statistically significant:  $p \leq 0.05$ . Effect size (d): 0.1 - 0.2 = small\*, 0.3 - 0.4 = medium\*\* and 0.5 - 0.8 large\*\*\* (Ellis & Steyn, 2003). Effect size labels should be interpreted as follows: 1 = Free State; 2 = Western Cape; 3 = KwaZulu-Natal; 4 = Mpumalanga; 5 = Eastern Cape; 6 = Northern Cape; 7 = Gauteng; 8 = Limpopo; 9 = North-West; 10 = Outside RSA borders. Source: Authors' own compilation.

*ANOVA comparison of language and green practice factors and green rewards to motivate/encourage green behaviour factors*

Based on the p-values in Table 5.21 there are no statistically significant differences observed for language and, considering the mean values, this could indicate that the respondents' language could influence their green behaviour regarding the *green practice factors and green rewards to motivate/encourage green behaviour at the festival factors*. When observing the mean values of respondents' evaluation based on language, the green practice factors, *Waste management* (M = 4.39); *Energy management* (M = 4.27); *Water management* (M = 4.09); *Crowd and traffic management* (M = 4.01) were important for Sesotho speaking respondents. The same respondents consider the green rewards to motivate/encourage green behaviour at the festival factors, *Altruistic* (M = 4.34); *Egoistic* (M = 4.22) and *Free reward items to aid green behaviour* (M = 4.01) as rewards that will motivate attendees to be greener in their behaviour at the Vrystaat Arts Festival.

**Table 5.21: ANOVA, Tukey's Post Hoc Multiple Comparisons and effect sizes for home language and green practice factors and green rewards factors**

Broader themed factors	Language	N	Mean	F-ratio	Sig. level	Effect size			
						with 1	with 2	with 3	
<b>Green Practices</b>									
<b>Green transport</b>	1 Afrikaans	323	3.04	0.259	0.856	0.18	0.04	0.22*	0.16
	2 Sesotho	11	3.25						
	3 English	34	2.99						
	4 Other	5	2.75						
<b>Waste management</b>	1 Afrikaans	331	4.14	1.208	0.307	0.27*	0.18	0.43*	0.31*
	2 Sesotho	11	4.39						
	3 English	35	3.98						
	4 Other	5	3.60						
<b>Water management</b>	1 Afrikaans	332	3.75	2.148	0.094	0.36*	0.37*	0.79**	0.08
	2 Sesotho	11	4.09						
	3 English	35	3.39						
	4 Other	5	3.47						
<b>Energy management</b>	1 Afrikaans	331	3.99	1.054	0.369	0.27*	0.22*	0.46*	0.10
	2 Sesotho	11	4.27						
	3 English	33	3.74						
	4 Other	5	3.63						
<b>Crowd and traffic management</b>	1 Afrikaans	327	3.54	1.666	0.174	0.44*	0.25*	0.78**	0.14
	2 Sesotho	11	4.01						
	3 English	34	3.27						
	4 Other	5	3.15						
<b>Green Rewards to motivate /encourage green behaviour at festival</b>									
<b>Consumeristic/Monetary</b>	1 Afrikaans	327	3.75	0.525	0.666	0.12	0.09	0.22*	0.37*
	2 Sesotho	11	3.88						
	3 English	35	3.65						
	4 Other	5	3.23						
	1 Afrikaans	324	3.80	0.365	0.778				

<b>Free reward items to aid green behaviour</b>	2	Sesotho	11	4.01	2.181	0.090	0.20*	0.39*	0.19					
	3	English	34	3.66			0.13							
	4	Other	5	3.84			0.03			0.24*				
<b>Egoistic</b>	1	Afrikaans	320	3.41			1.001			0.392	0.62**	1.01	0.08	
	2	Sesotho	10	4.22							0.24*			
	3	English	34	3.10							0.25*			0.68**
	4	Other	5	2.96										
<b>Altruistic</b>	1	Afrikaans	320	3.99			1.001			0.392	0.34*	0.57**	0.06	
	2	Sesotho	11	4.34							0.22*			
	3	English	34	3.77	0.14	0.45*								
	4	Other	5	3.84										

\*Statistically significant:  $p \leq 0.05$ . Effect size (d): 0.2 = small\*, 0.5 = medium\*\* and 0.8 large\*\*\*. Effect size labels should be interpreted as follows: 1 = Afrikaans; 2 = Sesotho; 3 = English; 4 = Other. Source: Author's own compilation

*ANOVA comparison of how green do you consider yourself to be? and green practices factors and green rewards to motivate/encourage green behaviour factors*

Table 5.22 indicates a practical significant difference with regard to green rewards to motivate/encourage green behaviour at the festival factor *Altruistic* ( $p = 0.019$ ). The effect size, however, indicates that a medium practical significant difference can be observed between *Not green at all* and *Very green* ( $d = 0.41$ ) and *Not green at all* and *Somewhat green* ( $d = 0.39$ ) regarding the green rewards to motivate/encourage green behaviour at the festival factor *Altruistic*. The results reveal that *Altruistic* rewards will motivate/encourage green behaviour at the festival amongst respondents who consider themselves *Very green* ( $M = 4.10$ ), and *Somewhat green* ( $M = 4.04$ ) as opposed to those who consider themselves *Not green at all* ( $M = 3.60$ ) at the Vrystaat Arts Festival. Overall, *Altruistic rewards* are considered important for all respondents regards of *How green they considered themselves to be*. The results do, however, indicate that each group of respondents considers some of the broader themed factors as more important than others. Thus, all the green practice factors and green rewards to motivate/encourage green behaviour at the festival factors will be included in the framework for a green rewards programme because of the portrayed mean values.

**Table 5.22: ANOVA, Tukey's Post Hoc Multiple Comparisons and effect sizes for how green do you consider yourself to be? and green practice factors and green rewards factors**

Broader themed Factors	How green do you consider yourself to be?		N	Mean	F-ratio	Sig. level	Effect size	
							with 1	with 2
<b>Green Practices</b>								
<b>Green transport</b>	1	Very green	66	2.99	1.790	0.168	0.10	0.26*
	2	Somewhat green	271	3.11				
	3	Not green at all	43	2.77				
<b>Waste management</b>	1	Very green	68	4.13	2.319	0.100	0.03	0.29*
	2	Somewhat green	277	4.17				
	3	Not green at all	44	3.85				

<b>Water management</b>	1	Very green	70	3.83	0.730	0.483	0.08	0.10
	2	Somewhat green	277	3.73				
	3	Not green at all	44	3.60				
<b>Energy management</b>	1	Very green	70	4.15	1.907	0.150	0.14	0.17
	2	Somewhat green	275	3.98				
	3	Not green at all	43	3.76				
<b>Green rewards to motivate /encourage green behaviour at festival</b>								
<b>Crowd and traffic management</b>	1	Very green	67	3.75	2.252	0.107	0.19	0.16
	2	Somewhat green	274	3.53				
	3	Not green at all	43	3.33				
<b>Consumeristic/Monetary</b>	1	Very green	71	3.79	1.253	0.287	0.03	0.03
	2	Somewhat green	272	3.75				
	3	Not green at all	43	3.72				
<b>Free reward items to aid green behaviour</b>	1	Very green	68	3.87	1.253	0.287	0.03	0.23
	2	Somewhat green	271	3.83				
	3	Not green at all	43	3.58				
<b>Egoistic</b>	1	Very green	65	3.39	0.319	0.727	0.02	0.13
	2	Somewhat green	269	3.42				
	3	Not green at all	43	3.25				
<b>Altruistic</b>	1	Very green	65	4.10	4.004	0.019*	0.05	0.39*
	2	Somewhat green	270	4.04				
	3	Not green at all	43	3.60				

\*Statistically significant:  $p \leq 0.05$ . Effect size (d): 0.1 - 0.2 = small\*, 0.3 - 0.4 = medium\*\* and 0.5 - 0.8 large\*\*\* (Ellis & Steyn, 2003). Effect size labels should be interpreted as follows: 1 = Very green; 2 = Somewhat green; 3 = Not green at all. Source: Author's own compilation.

*ANOVA comparison of how green do you consider the event to be? and green practice factors and green rewards to motivate/encourage green behaviour at the festival factors*

Table 5.23 indicates no statistically significant differences, indicating that *How green do you consider the event*, does not motivate attendees to support green practices should they be implemented at arts festivals and be motivated/encourage by green practices to be green in their behaviour at arts festivals. Based on the highest mean values, respondents who consider the event *Somewhat green* considered the green practice factor *Waste management* ( $M = 4.15$ ) an important factor and those who considered the event *Not green at all* consider the green practice factor *Energy management* ( $M = 4.02$ ) important. While green rewards to motivate/encourage green behaviour at the festival factor *Altruistic* ( $M = 4.00$  respectively) is important for respondents who consider the event *Very green* and *Somewhat green*. However, the results indicate that each group of respondents considers some of the green practice factors and green rewards to motivate/encourage green behaviour at the festival factors as more important than other factors. Therefore, it is still important to include all the factors in the framework for a green rewards programme.



**Table 5.23: ANOVA, Tukey's Post Hoc Multiple Comparisons and effect sizes for how green you consider the event to be? and green practice factors and green rewards factors**

Broader themed factors	How green do you consider the event to be?		N	Mean	F-ratio	Sig. level	Effect size	
							with 1	With 2
<b>Green Practices</b>								
<b>Green transport</b>	1	Very green	36	2.87	0.565	0.569	0.15	0.13
	2	Somewhat green	263	3.08				
	3	Not green at all	80	3.04				
<b>Waste management</b>	1	Very green	37	3.85	1.814	0.164	0.23*	0.01
	2	Somewhat green	268	4.15				
	3	Not green at all	82	4.14				
<b>Water management</b>	1	Very green	39	3.65	0.541	0.583	0.08	0.11
	2	Somewhat green	268	3.77				
	3	Not green at all	82	3.66				
<b>Energy management</b>	1	Very green	40	3.85	0.638	0.529	0.13	0.09
	2	Somewhat green	266	4.02				
	3	Not green at all	80	3.92				
<b>Green rewards to motivate /encourage green behaviour at festival</b>								
<b>Crowd and traffic management</b>	1	Very green	40	3.68	1.269	0.282	0.09	0.17
	2	Somewhat green	262	3.57				
	3	Not green at all	79	3.39				
<b>Consumeristic/Monetary</b>	1	Very green	40	3.54	0.857	0.425	0.17	0.02
	2	Somewhat green	263	3.78				
	3	Not green at all	80	3.75				
<b>Free reward items to aid green behaviour</b>	1	Very green	37	3.72	0.140	0.870	0.08	0.02
	2	Somewhat green	260	3.82				
	3	Not green at all	81	3.80				
<b>Egoistic</b>	1	Very green	36	3.51	0.160	0.852	0.08	0.02
	2	Somewhat green	257	3.40				
	3	Not green at all	81	3.37				
<b>Altruistic</b>	1	Very green	35	4.00	0.005	0.995	0.00	0.01
	2	Somewhat green	258	4.00				
	3	Not green at all	82	3.98				

\*Statistically significant:  $p \leq 0.05$ . Effect size (d): 0.1 - 0.2 = small\*, 0.3 - 0.4 = medium\*\* and 0.5 - 0.8 large\*\*\* (Ellis & Steyn, 2003). Effect size labels should be interpreted as follows: 1 = Very green; 2 = Somewhat green; 3 = Not green at all. Source: Author's own compilation

*ANOVA comparison of education and green practice factors and green rewards to motivate/encourage green behaviour factors*

*Green practice factors*

Table 5.24 indicates a practical significant difference in education relating to the green practice factor *Waste management* ( $p = 0.034^*$ ). The effect size indicates that a medium practical significance difference can be observed with regards to the green practice factor *Waste management* between respondents with a *PhD degree* and those who have *Less than matric* ( $d = 0.39$ ); *PhD degree* and *Diploma* ( $d = 0.34$ ); *PhD degree* and *Degree* ( $d = 0.46$ ); *PhD degree*

and *Master's degree* ( $d = 0.44$ ); and a small significant difference between *Professional* and *PhD degree* ( $d = 0.25$ ). This indicates that waste management is an important factor for attendees with a PhD degree.

There is a practical significant difference relating to the green practice factor *Energy management* ( $p = 0.023$ ). The effect size does indicate that there is a large practical significant difference observed between respondents with *Professional* and *Other post matric* and ( $d = 0.94$ ); between *Professional* and *Less than matric* ( $d = 0.51$ ). A medium practical difference between *Professional* and *Matric* ( $d = 0.35$ ); *Professional* and *Diploma* ( $d = 0.42$ ); *Professional* and *PhD degree* ( $d = 0.44$ ); *Master's* and *Less than matric* ( $d = 0.47$ ); *Master's* and *Diploma* ( $d = 0.32$ ); *PhD degree* and *Degree* ( $d = 0.31$ ); *PhD degree* and *Master degree* ( $d = 0.42$ ). A small practical difference present between respondents with *Matric* and *Less than matric* ( $d = 0.22$ ); *Degree* and *Diploma* ( $d = 0.24$ ); *Professional* and *Degree* ( $d = 0.25$ ); and *Professional* and *Master's degree* ( $d = 0.22$ ). This indicates that attendees with less than matric, matric, diploma, degree, Master's degree, PhD degree and professional considered energy management as an important factor as opposed to attendees with other post matric.

The overall findings indicated that education plays a role in influencing attendees' green behaviour relating to the green practice factors. This also indicated that educated festival attendees will be inclined to support green practices relating to waste management and energy management should they be implemented at the Vrystaat Arts Festival.

Table 5.24: ANOVA, Tukey's Post Hoc Multiple Comparisons and effect sizes for education and green practice factors

Green Practices	Education	N	Mean	F-ratio	Sig. level	Effect size							
						with 1	with 2	with 3	with 4	with 5	with 6	with 7	
<b>Green transport</b>	1 Less than matric	15	2.91	0.641	0.722								
	2 Matric	106	2.98			0.06							
	3 Diploma	60	3.04			0.11	0.05						
	4 Degree	130	3.07			0.14	0.08	0.02					
	5 Master's degree	47	3.26			0.37*	0.24*	0.18	0.16				
	6 PhD degree	6	2.51			0.38*	0.40*	0.44*	0.48*	0.72**			
	7 Other post Matric	3	2.45			0.49*	0.45*	0.49*	0.53**	0.85***	0.06		
	8 Professional	7	2.91			0.00	0.05	0.09	0.11	0.25*	0.28*	0.33*	
<b>Waste management</b>	1 Less than matric	15	4.16	2.192	0.034*								
	2 Matric	110	4.12			0.04							
	3 Diploma	62	4.21			0.05	0.09						
	4 Degree	131	4.09			0.08	0.04	0.13					
	5 Master's degree	48	4.12			0.05	0.01	0.10	0.03				
	6 PhD degree	7	4.51			0.39*	0.42	0.34*	0.46*	0.44*			
	7 Other post Matric	3	2.18			1.88	1.85	1.93	1.82	1.84	2.22		
	8 Professional	7	4.14			0.01	0.01	0.05	0.03	0.02	0.25*	1.34	
<b>Water management</b>	1 Less than matric	15	3.80	1.939	0.062								
	2 Matric	110	3.70			0.11							
	3 Diploma	63	3.91			0.12	0.21*						
	4 Degree	132	3.71			0.10	0.02	0.20*					
	5 Master's degree	48	3.56			0.27*	0.14	0.38*	0.16				
	6 PhD degree	7	3.71			0.09	0.01	0.20*	0.00	0.15			
	7 Other post Matric	3	2.00			1.81	1.67	1.91	1.72	1.56	1.70		
	8 Professional	7	3.79			0.01	0.07	0.08	0.06	0.17	0.06	1.32	
<b>Energy management</b>	1 Less than matric	15	4.28	2.363	0.023*								
	2 Matric	109	4.05			0.22*							
	3 Diploma	62	4.15			0.14	0.10						
	4 Degree	131	3.89			0.36	0.14	0.24*					
	5 Master's degree	48	3.85			0.47*	0.19	0.32*	0.03				
	6 PhD degree	7	4.23			0.05	0.18	0.09	0.31*	0.42*			
	7 Other post Matric	3	2.16			2.03	1.81	1.91	1.58	1.63	1.99		
	8 Professional	7	3.53			0.51**	0.35*	0.42*	0.25*	0.22*	0.48*	0.94***	

\*Statistically significant:  $p \leq 0.05$ . Effect size (d): 0.1 - 0.2 = small\*, 0.3 - 0.4 = medium\*\* and 0.5 - 0.8 large\*\*\* (Ellis & Steyn, 2003). Effect size labels should be interpreted as follows: 1 = Less than Matric; 2 = Matric; 3 = Diploma; 4 = Degree; 5 = Master's degree; 6 = PhD degree; 7 = Other post Matric; 8 = Professional. Source: Author's own compilation

### *Green rewards to motivate/encourage green behaviour at the festival factors*

Table 5.25 indicates a practical significant difference relating to the green rewards to motivate/encourage green behaviour at the festival factor *consumeristic/monetary* ( $p = 0.049$ ). The effect size indicates a large significant difference between *Other post matric* and *PhD degree* ( $d = 0.95$ ); *Professional* and *Less than matric* ( $d = 0.70$ ); *Professional* and *Other post matric* ( $d = 0.73$ ); and *Professional* and *Matric* ( $d = 0.53$ ). A medium significant difference between *Professional* and *Degree* ( $d = 0.45$ ); *Professional* and *Master's degree* ( $d = 0.40$ ); *Professional* and *PhD degree* ( $d = 0.34$ ); and *Master's degree* and *Less than matric* ( $d = 0.35$ ) respondents level of education. A small practical significance between respondents with *Matric* and *Less than matric* ( $d = 0.21$ ); *Degree* and *Less than matric* ( $d = 0.33$ ); *Degree* and *Diploma* ( $d = 0.23$ ); *Master's degree* and *Diploma* ( $d = 0.26$ ); and *PhD degree* and *Less than matric* ( $d = 0.26$ ). This indicates that attendees with less than matric, matric, diploma, degree, Master's degree, PhD degree and professional considered consumeristic/monetary rewards as an important factor than attendees with other post matric.

A practical significant difference relating to the green rewards to motivate/encourage green behaviour at the festival factor *Free reward items to aid green behaviour* ( $p = 0.053$ ). The effect size does indicate that a large significant difference between respondents with *Professional* and *Other post matric* ( $d = 0.78$ ); *Professional* and *Less than matric* ( $d = 0.51$ ); *Diploma* and *Professional* ( $d = 0.54$ ); and *Professional* and *Less than matric* ( $d = 0.51$ ). A medium significant difference is seen between *PhD degree* and *Diploma* ( $d = 0.44$ ); *PhD degree* and *Less than matric* ( $d = 0.41$ ); *Professional* and *Matric* ( $d = 0.38$ ); *Professional* and *Degree* ( $d = 0.38$ ); and *Professional* and *Master's degree* ( $d = 0.37$ ). A small significant difference is present between respondents with a *Diploma* and *Matric* ( $d = 0.20$ ); *Degree* and *Diploma* ( $d = 0.23$ ); *Master's degree* and *Less than matric* ( $d = 0.21$ ); *Master's degree* and *Diploma* ( $d = 0.26$ ); *PhD degree* and *Degree* ( $d = 0.26$ ); *PhD degree* and *Matric* ( $d = 0.25$ ); and *PhD degree* and *Master's degree* ( $d = 0.24$ ). This indicates that attendees with less than matric, matric, diploma, degree, Master's degree, PhD degree and professional considered free reward items to aid green behaviour important than attendees with other post matric.

A practical significant difference relating to the green rewards to motivate/encourage green behaviour at the festival factor *Egoistic rewards* ( $p = 0.002$ ). The effect size, however, indicates that a large significant difference was seen between *Master's degree* and *Diploma* ( $d = 0.73$ ); *Master's degree* and *Less than matric* ( $d = 0.66$ ); *PhD degree* and *Matric* ( $d = 0.84$ ); *PhD degree* and *Degree* ( $d = 0.64$ ); *Other post matric* and *Diploma* ( $d = 0.68$ ); *Other post matric* and *PhD degree* ( $d = 0.67$ ); *Other post matric* and *Less than matric* ( $d = 0.53$ ); *Professional* and *Diploma*

( $d = 0.67$ ) and *Professional* and *Less than matric* ( $d = 0.62$ ). A medium significant difference was seen between *Professional* and *Matric* ( $d = 0.46$ ); and *PhD degree* and *Professional* ( $d = 0.38$ ); *Degree* and *Less than matric* ( $d = 0.42$ ); *Degree* and *Diploma* ( $d = 0.47$ ); *Master's degree* and *Matric* ( $d = 0.46$ ); *PhD degree* and *Master's degree* ( $d = 0.42$ ); *Other post matric* and *matric* ( $d = 0.34$ ). A small significant difference can be observed between respondents with a *Diploma* and *Matric* ( $d = 0.21$ ); *Degree* and *Matric* ( $d = 0.24$ ); *Master's degree* and *Degree* ( $d = 0.24$ ); *Professional* and *Degree* ( $d = 0.22$ ). This indicates that across all levels of education, egoistic rewards is an important factor.

Table 5.25 further indicates a practical significant difference relating to the green rewards to motivate/encourage green behaviour at the festival factor *Altruistic* ( $p = 0.015^*$ ). The effect size indicates a large significant difference between respondents with a *PhD degree* and *Diploma* ( $d = 0.61$ ); *Professional* and *Other post matric* ( $d = 0.91$ ), *Professional* and *Diploma* ( $d = 0.51$ ). A medium significant difference between *Master's degree* and *Diploma* ( $d = 0.39$ ); *Professional* and *Less than matric* ( $d = 0.36$ ); *Professional* and *Matric* ( $d = 0.39$ ); *Professional* and *Degree* ( $d = 0.35$ ); *PhD degree* and *Matric* ( $d = 0.41$ ); *PhD degree* and *Less than matric* ( $d = 0.42$ ); and *PhD degree* and *Degree* ( $d = 0.47$ ). A small significant difference is present between respondents with a *Diploma* and *Less than matric* ( $d = 0.24$ ); *Degree* and *Diploma* ( $d = 0.24$ ); *Master's degree* and *Less than matric* ( $d = 0.20$ ); *Master's degree* and *Matric* ( $d = 0.25$ ); and *PhD degree* and *Master's degree* ( $d = 0.21$ ). This indicates that attendees with less than matric, matric, diploma, degree, Master's degree, PhD degree and Professional considered altruistic rewards as an important factor than attendees with other post matric.

The overall findings indicated that education plays a role in influencing attendees' green behaviour relating to the green reward to motivate/encourage green behaviour at the festival factors. This also indicated that educated festival attendees would be motivated/encouraged by consumeristic/monetary, free reward items to aid green behaviour, egoistic and altruistic rewards to be greener in their behaviour at the Vrystaat Arts Festival.

Table 5.25: ANOVA, Tukey's Post Hoc Multiple Comparisons and effect sizes for education and green rewards factors

Green rewards to motivate /encourage green behaviour at festival		Education	N	Mean	F-ratio	Sig. level	Effect size							
							with 1	with 2	with 3	with 4	with 5	with 6	with 7	
<b>Crowd and traffic management</b>	1	Less than matric	16	3.63	1.841	0.078								
	2	Matric	107	3.47			0.14							
	3	Diploma	60	3.82			0.19	0.31						
	4	Degree	130	3.48			0.14	0.01	0.328					
	5	Master's degree	48	3.48			0.15	0.01	0.37*	0.00				
	6	PhD degree	7	3.74			0.08	0.20*	0.06	0.19	0.19			
	7	Other post Matric	3	2.13			1.47	1.18	1.65	1.29	1.32	1.20		
	8	Professional	7	3.02			0.38*	0.28*	0.49*	0.28*	0.28*	0.44*	0.55**	
<b>Consumeristic/Monetary</b>	1	Less than matric	16	4.04	2.044	0.049*								
	2	Matric	111	3.81			0.21*							
	3	Diploma	59	3.94			0.11	0.12						
	4	Degree	131	3.70			0.33*	0.10	0.23*					
	5	Master's degree	46	3.63			0.35*	0.15	0.26*	0.06				
	6	PhD degree	7	3.63			0.26*	0.11	0.19	0.05	0.00			
	7	Other post Matric	3	2.12			1.87	1.53	1.77	1.54	1.29	0.95***		
	8	Professional	7	3.10			0.70**	0.53**	0.63**	0.45*	0.40*	0.34*	0.73**	
<b>Free items to aid green behaviour</b>	1	Less than matric	16	4.00	2.008	0.053*								
	2	Matric	107	3.80			0.17							
	3	Diploma	58	4.03			0.04	0.20*						
	4	Degree	132	3.81			0.19	0.00	0.23*					
	5	Master's degree	47	3.79			0.21*	0.01	0.26*	0.02				
	6	PhD degree	7	3.48			0.41*	0.25*	0.44*	0.26*	0.24*			
	7	Other post Matric	3	2.13			1.82	1.46	1.86	1.64	1.62	1.07		
	8	Professional	7	3.25			0.51**	0.38*	0.54**	0.38*	0.37*	0.16	0.78**	
<b>Egoistic</b>	1	Less than matric	16	3.80	3.412	0.002*								
	2	Matric	104	3.59			0.16							
	3	Diploma	57	3.87			0.05	0.21*						
	4	Degree	131	3.27			0.42*	0.24*	0.47*					
	5	Master's degree	47	2.97			0.66**	0.46*	0.73**	0.24*				
	6	PhD degree	7	2.45			1.06	0.84**	1.30	0.64**	0.42*			
	7	Other post Matric	3	3.13			0.53**	0.34*	0.68**	0.11	0.13	0.67**		
	8	Professional	7	2.97			0.62**	0.46*	0.67**	0.22*	0.00	0.38*	0.12	
<b>Altruistic</b>	1	Less than matric	16	4.00	2.522	0.015*								
	2	Matric	105	4.05			0.05							
	3	Diploma	57	4.21			0.24*	0.15						
	4	Degree	131	3.99			0.01	0.06	0.24*					
	5	Master's degree	47	3.77			0.20*	0.25*	0.39*	0.19				

6	PhD degree	7	3.54			0.42*	0.47*	0.61**	0.41*	0.20*		
7	Other post Matric	3	2.26			1.58	1.62	1.77	1.57	1.33	1.16	
8	Professional	7	3.51			0.36*	0.39*	0.51**	0.35*	0.19	0.02	0.90***

\*Statistically significant:  $p \leq 0.05$ . Effect size (d): 0.1 - 0.2 = small\*, 0.3 - 0.4 = medium\*\* and 0.5 - 0.8 large\*\*\* (Ellis & Steyn, 2003). Effect size labels should be interpreted as follows: 1 = Less than Matric; 2 = Matric; 3 = Diploma; 4 = Degree; 5 = Master's degree; 6 = PhD degree; 7 = Other post Matric; 8 = Professional. Source: Author's own compilation.

*ANOVA comparison of income and green practice factors*

Table 5.26 indicates a practical significant difference relating to the green practice factor *Energy management* ( $p = 0.023^*$ ). The effect size, however, indicates that a small significant difference is present between respondents earning  $\geq R90\ 000$  and  $< R30\ 000$  ( $d = 0.25$ ). This indicates that energy management is an important factor for attendees earning less than R30 000.

The overall findings indicate that income plays a role in influencing respondents' green behaviour relating to the green practice factors as attendees are inclined to support only energy management green practices should they be implemented as opposed to greener transport, waste management, water management and crowd and traffic management. Based on the means, all green practice factors are considered important regardless of attendees' level of income.

**Table 5.26: ANOVA, Tukey's Post Hoc Multiple Comparisons and effect sizes for income and green practice factors**

Green practices factors	Income	N	Mean	F-ratio	Sig. level	Effect size			
						with 1	with 2	with 3	with 4
<b>Green transport management</b>	1 <R30 000	164	3.11	0.881	0.475				
	2 R30 000 – R49 999	88	3.13			0.01			
	3 R50 000 – R69 999	44	3.07			0.04	0.05		
	4 R70 000 – R89 999	22	3.35			0.21*	0.19	0.25*	
	5 $\geq R90\ 000$	30	2.79			0.24*	0.25*	0.21*	0.42*
<b>Waste management</b>	1 <R30 000	170	4.15	0.814	0.517				
	2 R30 000 – R49 999	90	4.25			0.12			
	3 R50 000 – R69 999	46	4.22			0.09	0.03		
	4 R70 000 – R89 999	22	4.29			0.14	0.04	0.07	
	5 $\geq R90\ 000$	30	3.95			0.16	0.25*	0.23*	0.29*
<b>Water management</b>	1 <R30 000	171	3.77	0.879	0.477				
	2 R30 000 – R49 999	91	3.91			0.15			
	3 R50 000 – R69 999	46	3.76			0.01	0.14		
	4 R70 000 – R89 999	22	3.57			0.18	0.31*	0.18	
	5 $\geq R90\ 000$	31	3.62			0.13	0.25*	0.12	0.04
<b>Energy management</b>	1 <R30 000	170	4.03	0.581	0.023*				
	2 R30 000 – R49 999	91	4.17			0.14			
	3 R50 000 – R69 999	46	4.60			0.00	0.14		
	4 R70 000 – R89 999	22	4.03			0.01	0.14	0.01	
	5 $\geq R90\ 000$	31	3.87			0.13	0.25*	0.13	0.13
	1 <R30 000	169	3.60	0.851	0.078				



<b>Crowd and traffic Management</b>	2	R30 000 – R49 999	92	3.67		0.07			
	3	R50 000 – R69 999	44	3.58		0.02	0.08		
	4	R70 000 – R89 999	22	3.35		0.24*	0.30*	0.23*	
		R70 000 – R89 999							
	5	≥R90 000	29	3.33		0.21*	0.27*	0.20*	0.01

\*Statistically significant:  $p \leq 0.05$ . Effect size ( $d$ ): 0.1 - 0.2 = small\*, 0.3 - 0.4 = medium\*\* and 0.5 - 0.8 large\*\*\* (Ellis & Steyn, 2003). Effect size labels should be interpreted as follows: 1 = <R30 000, 2 = R30 000 – R49 999; 3 = R50 000 – R69 999; 4 = R70 000 – R89 999; 5 = ≥R90 000. Source: Author's own compilation.

#### *ANOVA comparison of income and green rewards to motivate/encourage green behaviour at the festival factors*

Table 5.27 indicates a practical significant difference relating to the green rewards to motivate/encourage green behaviour factor *Consumeristic/monetary* ( $p = 0.049^*$ ), with the effect size indicating that there is a medium significant difference between respondents earning R50 000 – R69 999 and <R30 000; R50 000 – R69 999 and R30 000 – R49 999 ( $d = 0.39$ ); and a small significant difference between R70 000 – R89 999 and R50 000 – R69 999 ( $d = 0.28$ ). This indicates that the consumeristic/monetary rewards are an important factor for attendees earning less than (<)R30 000, R30 000 – R49 999 and R70 000 -R89 999.

Statistically significant differences are present relating to the green rewards to motivate/encourage green behaviour factor *Egoistic* ( $p = 0.002^*$ ). The effect size does indicate that a large significant difference between R70 000 – R89 999 and <R30 000 ( $d = 0.84$ ); between R70 000 – R89 999 and R30 000 – R49 999 and ( $d = 0.69$ ) and R70 000 – R89 999 and R50 000 – R69 999 ( $d = 0.58$ ); and a small significant difference between respondents earning R50 000 – R69 999 and <R30 000 ( $d = 0.27$ ). This indicates that the egoistic rewards are an important factor across attendees' levels of income.

A statistically significant difference is present relating to the green rewards to motivate/encourage green behaviour factor *Altruistic* ( $p = 0.015^*$ ) with the effect size indicating that there is a small significant difference between respondents earning ≥R90 000 and <R30 000 ( $d = 0.29$ ); ≥R90 000 and R30 000 – R49 999 and ( $d = 0.27$ ); ≥R90 000 and R50 000 – R69 999 ( $d = 0.29$ ); and ≥90 000+ and R70 000 – R89 999 ( $d = 0.23$ ). This indicates that altruistic rewards are an important factor across attendees' levels of income.

The overall findings indicated that income does play a role in influencing respondents' green behaviour as consumeristic/monetary, egoistic and altruistic rewards will motivate/encourage them to be greener in their behaviour at the festival other than free reward items to aid green

behaviour. Based on the means all green rewards to motivate/encourage green behaviour factors are considered important regardless of attendees' level of income.

**Table 5.27: ANOVA, Tukey's Post Hoc Multiple Comparisons and effect sizes for income and green rewards factors**

Green rewards to motivate/encourage green behaviour at the festival factors	Income	N	Mean	F-ratio	Sig. level	Effect size			
						with 1	with 2	with 3	with 4
<b>Consumeristic/Monetary</b>	1 <R30 000	170	3.84	1.279	0.049*				
	2 R30 000 – R49 999	91	3.92			0.08			
	3 R50 000 – R69 999	44	3.53			0.30*	0.39*		
	4 R70 000 – R89 999	22	3.81			0.03	0.12	0.28*	
	5 ≥90 000+	31	3.70			0.11	0.18	0.15	0.09
<b>Free rewards items to aid green behaviour</b>	1 <R30 000	168	3.82	0.398	0.053				
	2 R30 000 – R49 999	90	3.90			0.07			
	3 R50 000 – R69 999	44	3.80			0.02	0.09		
	4 R70 000 – R89 999	22	3.97			0.14	0.06	0.20*	
	5 ≥R90 000	30	3.67			0.14	0.21*	0.12	0.29*
<b>Egoistic</b>	1 <R30 000	166	3.66	4.126	0.002*				
	2 R30 000 – R49 999	88	3.42			0.19			
	3 R50 000 – R69 999	44	3.32			0.27*	0.08		
	4 R70 000 – R89 999	22	2.60			0.84**	0.69**	0.58**	
	5 ≥R90 000	30	3.24			0.31*	0.14	0.06	0.47*
<b>Altruistic</b>	1 <R30 000	167	4.10	0.875	0.015*				
	2 R30 000 – R49 999	89	4.07			0.03			
	3 R50 000 – R69 999	44	4.09			0.01	0.02		
	4 R70 000 – R89 999	22	4.02			0.08	0.05	0.08	
	5 ≥R90 000	29	3.74			0.29*	0.27*	0.29*	0.23*

\*Statistically significant:  $p \leq 0.05$ . Effect size (d): 0.1 - 0.2 = small\*, 0.3 - 0.4 = medium\*\* and 0.5 - 0.8 large\*\*\* (Ellis & Steyn, 2003). Effect size labels should be interpreted as follows: 1 = <R30 000, 2 = R30 000 – R49 999; 3 = R50 000 – R69 999; 4 = R70 000 – R89 999; 5 = R90 000+. Source: Author's own compilation.

### 5.3 PHASE 2: RESULTS OF THE QUALITATIVE RESEARCH (*SUPPLY-SIDE*)

The qualitative research explored the supply-side data pertaining to the greening of the Vrystaat Arts Festival. This was conducted as a follow-up to the quantitative research. Prior to the interviews, six individuals in management positions were identified and only four managers committed to the process and were included in the study. Each manager was asked to answer questions to gain their perspective on the challenges and opportunities they encounter with implementing green practices towards greening the festival and their opinion on potentially using a rewards programme to motivate their attendees to be greener in their behaviour at the festival. The interview guide consisted of open-ended questions that were answered through a series of discussions. Separate Zoom interviews were conducted and recorded after signed permission was obtained from each participant (see Appendix D). The converted recorded zoom interview was transcribed, and the following section consists of quotes that illustrate the depth of feeling and understanding expressed by the festival management team.

The selected festival managers' have different roles or responsibilities at the festival; however, they were all asked the same questions to gain their general perspective and as well as their perspective based on their responsibilities at the festival. Due to this study being a case study the festival managers' roles and responsibilities will not be mentioned, and they will be referred to interviewees in the below discussions. The findings are categorised into four (4) broader themes with many different aspects under each theme, namely, *Green awareness, Implementation of green practices at the festival, Challenges and motivators towards greening arts festivals, and Green rewards.*

The results are discussed below.

#### 5.3.1 Green awareness (Theme 1)

- *Festival managers (O1, O2, O3, and O4) were asked if they are aware of the negative environmental impacts caused by large events and festivals and asked to provide examples of the negative environmental impacts.*

All the interviewees (O1, O2, O3, and O4) were aware of the negative environmental impacts caused by large events and festivals. The identified examples of environmental impacts mentioned were waste: (O1), "*a lot of rubbish*" (O3) and 'a lot of waste' and 'oil being used' (O4); transport: 'travel by car and by plane' (O1), '*travel costs, the airplanes*' (O4); and energy consumption: "*use quite a lot of power*" (O1). Although the question was not specifically asked about what negative impacts are caused by the Vrystaat Arts Festival, based on observation from

the interview it seemed that there is some lack of awareness about the negative impacts. For instance, that each of the initiatives carried out at the festival can negatively impact the environment.

- *Festival managers were asked about what they understand about the importance of event greening/going green.*

Interviewees O2, O3 and O4 seemed to be unsure of the importance of event greening/going green from a festival perspective. However, based on each response, the interviewees generally understood what event greening/going green entailed. O1 stated that the importance of event greening/going green entails “*to do that tiny little bit...to have a massive impact*”, “*making these difficult decisions*” and “*acting now*”. According to Interviewee O3, it is about “*a cleaner earth*” and “*we have to do something about the planet we are living on*”. According to Interviewee O4, it simply means “*being as respectful to the environment*”. However, interviewee O2 seemed to be uncertain about how important it is for a festival to go green. Nevertheless, it was understood that it is imperative for events and festivals to “*take steps to go green*”.

- *Festival managers were asked if they agree with the statement that large events and festivals have an increasing obligation to better manage negative environmental impacts.*

All interviewees (O1, O2, O3 and O4) agreed that large events and festivals need to take responsibility for better managing negative environmental impacts. Three of the interviewees elaborated on why they agreed with this statement and revealed: “*that is our responsibility. We serve the community. That is what we do as a festival. And part of that serving of the community is creating a sustainable life for us*” (O1), “*large festivals need to find a safer way or a more green way for us to sustainably do certain things*” (O3) and “*we have to take that responsibility because, in a certain context, we have a part in it*” (O4).

- *Festival managers were asked if they are aware of any existing green plans/guidelines in South Africa specifically for events.*

All the interviewees (O1, O2, O3 and O4) were unaware of any existing green plans/guidelines in South Africa, specifically for events. Interviewee O1 was, however, keen to see the existing green plans/guidelines. Interviewee O2 indicated that “*I did not know that South Africa had any green plans, which is ignorant on my part*”. Interviewee O3 mentioned that the university where the festival is hosted has a plan for the whole campus. Interestingly, interviewee O4 mentioned Julie’s Bicycle, an international non-profit organisation that focuses on high-impact programmes and

policies to address climate issues through its mission of mobilising arts and culture to take action on reducing climate and environmental issues was mentioned by one of the interviewees (Julie's Bicycle, 2021). The interviewee stated that this organisation "*basically consulted us as well on how to go green with our festival and certain areas that are flagged where we can improve on.*" Although this is an international organisation, the researcher finds it an important aspect to take note of, as this can indicate that the festival managers understand, to some extent, what it entails to go green. This might be the case due to the festival being one of the key arts festivals on the African continent that offers various national and international works in a range of genres.

### **5.3.2 Implementation of green practices at the festival (Theme 2)**

- *Festival managers were asked to indicate whether and how they make provisions for green practices/initiatives in their current planning documents and whether the festival has a document specifically for greening.*

Three of the four interviewees did not mention whether or how the festival makes provision for green practices/initiatives and stated that the festival does not have a document specifically for greening. However, one of the interviewees (O3) mentioned that they are not aware of a festival greening document, they mentioned that "*I do know that we did do several audits and sustainability initiatives at some point. So maybe those initiatives specifically had planning documents, but none have crossed my desk, to my knowledge*". This probably means that certain people that are part of the festival management team but who were not interviewed might have had some knowledge with regards to the above and this might reflect the lack of transparency across all the management departments at the festival. Interviewee O4 did not provide a direct answer to these questions but mentioned the use of an application form, for example, "*let's say you want to be part of the festival; you fill out an application form and part of the application form is where are you? What is your sustainability plan? And are you involved in any green and sustainability projects? If not, is this something you would be interested in? That is part of the process.*"

- *Festival managers were asked what green practices/initiatives they are currently implementing at the festival.*

The festival is hosted at the University and some of the green practices/initiatives used during the festival are initiatives that have already been implemented by the university. Interviewee O1 indicated that the festival makes use of a solar farm that is being implemented at the University to generate "*sustainable energy...*" and to use during "*load-shedding so that we can keep*

*powering ourselves*". Interviewee O3 mentioned the use of water-saving initiatives such as "grey water" and "...green water-wise gardens" which are also implemented at the university. Two of the interviewees (O2 and O4) pointed out projects that are running and for which they expressed great interest and passion. These projects mentioned by the interviewees incorporate green initiatives to some extent. Interviewee O4 mentioned that one of the projects has "to do with the sustainability of food" and interviewee O3 explained that, within the project, there are workshops, and they teach the community how to reuse different kinds of materials (e.g. wood and metal): "we taught them the process of doing prints on wood and scrap metal that they could find in their communities instead of having to buy new materials all the time" and "making tote bags." In addition, interviewee O4 mentioned a type of celebration; "this big celebration over the course of a weekend during the festival, where we just explore the green art. So, we build houses using sustainable methods, we share how you can use plants, there's a whole education programme, how to grow a garden, that's a lot of sustainable art that's being celebrated every year." It is thus evident that, due to the partnership the festival has with the university, the festival is implementing green initiatives and also with the projects and celebrations they host during the festival that they have through effective ways of incorporating green initiatives. Nonetheless, regarding these types of celebrations, one might wonder whether the managers have been successful in incorporating green initiatives because of the assistance of Julie's Bicycle and the several audits that were mentioned.

- *Festival managers were asked what additional green practices/initiatives they possibly see being implemented in the foreseeable future.*

All the interviewees (O1, O2, O3 and O4) mentioned that they want to implement several green practices/initiatives in the foreseeable future. Interviewee O1 asked for suggestions and a bicycle rental service was proposed and stated that "I like that idea about bicycles", interviewee O2 mentioned "going paperless", "to do all the rubbish separations" was mentioned by the interviewee (O3), while interviewee O4 also mentioned "going paperless" and added the "implementing projects that are green and the use of "shared rides". Based on the responses of the interviewees the festival managers want to implement green transport options. However, the green transport options mentioned will be the responsibility of the attendees and will be based on their level of inclination to support the implementation of the shared rides. Furthermore, the implementation of the waste management and the green projects will fall under the management's efforts and planning around making these green practices/initiatives easy to be implemented if supported by their attendees.

- *Festival managers were asked about the festival's motive for implementing green practices/initiatives at the festival.*

Interviewees (O1, O2, O3 and O4) each provided their own opinions about the festival's motive for implementing green practices/initiatives at their festival. Their responses were as follows: Interviewee O1 stated that *"we do not have a choice, we must do it and it is our responsibility. It is important for us to create something sustainable, and that will not contribute towards further climate change"*. Interviewee O2: *"it is imperative for us to take care of our environment as well as our health"*. Interviewee O3 stated, *"if we can, I will do and I will follow every implementation that is necessary"*. Interviewee O4 expressed that *"the festival wants to be as sustainable as possible... and we want to be as responsible as possible not only to our immediate communities but as a whole for our country as well"*. Although, the festival managers provide different motives, greening the festival is a priority as much as it is to offer their attendees an exciting festival experience.

- *Festival managers were asked to identify what greener transport alternatives they think can be implemented at the festival for their attendees.*

The green transport options festival managers think can be implemented at the festival for their attendees include the following: *"festival carpooling"* (O1), *"shared transport"* and *"electrical golf carts or bicycles"* (O4). Interviewee O2 was not certain of the type of green transport options but rather proposed *"a trolley system, train system...like a train but like in the middle of the road"* which was regarded however as a futuristic initiative as the infrastructure in South Africa does not support this kind of development. Furthermore, interviewee O3 was also not certain of the type of green transport options that can be implemented, however, later proposed the implementation of *"transport between venues that are used outside of the festival terrain"*. Most of the green transport options mentioned (e.g., carpooling, bicycles, electric golf carts) can be successfully implemented only if the attendees will be more inclined to support their implementation.

- *Festival managers were asked to identify what waste management alternatives they think can be implemented at the festival for their attendees.*

One of the interviewees identified that the festival *"programme booklet in PDF format"* and pointed out that they will be *"embracing QR codes soon"* (O1). Interviewee O2 did not respond to this question as they pointed out they have already included the answer when they were responding to the previous question. The interviewee's response was *"we do have a lot of options for people"*

*who prefer to go paperless*". Interviewee O3 did not provide a clear answer as the response was linked back to the previous question on the possible green initiatives that can be implemented in the foreseeable future. Lastly, waste management options identified by interviewee O4 include a *"huge marketing campaign"* to be *"as visible as possible with your options to dispose of your waste"*. From the responses, it seemed that some of the waste management options such as PDF festival programme and the visibility of the disposal of waste are already being implemented at the festival.

- *Festival managers were asked to identify what water management alternatives they think can be implemented at the festival for their attendees.*

Three of the four interviewees (O1, O3 and O4) mentioned water management green practices that are already being implemented by the university and did not identify green practices that can be implemented. The university water management initiatives that were identified include the use of *"grey water to water the water-wise garden"* (O3 and O4), the *"water renewable project"* and *"collaborating with the university on being water-wise"* (O1). However, interviewee O4 referred to one of the methods used during Covid-19 and stated that *"we have now, due to the COVID pandemic, solidified the fact that hand sanitizers do work"* therefore the festival *"will give you a small bottle of waterless hand sanitiser"*. Interviewee O2 expressed that *"I do recognise that it has not been something that I have had to think about as much"*. This response reflects that there is, to some extent, a lack of awareness and *"ignorance"* as expressed by the interviewee.

- *Festival managers were asked to identify what energy management alternatives they think can be implemented at the festival for their attendees.*

Same as the previous responses, all the interviewees identified the energy management options that are already being implemented by the university and used during the festival. Due to the festival hosted on the University grounds/terrain, the festival is also collaborating with the University to reduce overconsumption of energy by implementing the following initiatives: All interviewees mentioned the solar farm - *"we do have the solar power"* (O1); *"there are several solar panels on campus"* (O2); *"they also have a solar farm"* (O3); *"solar panels"* (O4). Furthermore, the following are initiatives already being implemented during the festival: they *"burn wood"*, use *"gas heaters"* and *"little blankets at the restaurant"* and the stall owners are encouraged *"to move away from power and to use different means"* (O1). Interviewee O4 mentioned the use of generators when there is no power and expressed *"we are also looking directly at the art market where we were trying to limit the number of coffee machines or microwaves or stoves to also reduce the power consumption. And that is just one of many factors*



*we were every year improving on. It is not something we can do overnight, but it has been happening since 2016*". In addition, the interviewee mentioned that there is a *"transitioning from old halogen lighting, to LED lighting"*. In response to this question, interviewee O3 suggested a *"windmill"* as an energy management option they can implement for their attendees.

- *Festival managers were asked to identify what crowd and traffic management alternatives they think can be implemented at the festival for their attendees.*

All the interviewees had different suggestions and opinions on what kind of crowd and traffic management green initiative options they can implement. Interviewee O1 identified the implementation of *"golf carts to help elderly people"* and *"encouraging people to park in designated parking areas"*. The festival terrain is at the university and controlling the number of attendees or accommodating the number of vehicles entering the gates during the festival can result in several issues, thus interviewee O2 explained that *"when it comes to crowd and traffic management, it is a very complex situation. And all depends on what parking areas we are using"*. Interviewee (O3) said that *"at the moment we have Computicket, this managing the entrance of the people"* and *"we ask only one fee per car not per person"*. In addition, interviewee (O4) briefly explained that *"there is gated access control. So, if you have a ticket, you may enter certain gates or for entry certain gates for an exit. And due to the entire pandemic, we are moving on to a certain similar structure, even when you are on campus. The entire festival grounds will be partitioned into different sections with only one entry point and one exit point. And that is going to leave the entire way. So that is just to have a nice flow and to avoid bottlenecks."* Most of the responses provided were based on the crowd and traffic management options that seemed to be already being implemented at the festival and will be improved during the hosting of the next festivals during the Covid-19 pandemic.

### **5.3.3 Challenges and motivators towards greening (Theme 3)**

- *Festival managers were asked to identify which green practices/initiatives are the easiest to implement and why.*

All the interviewees had different views on which green practices/initiatives they find the easiest to implement. Interviewee O1 identified *"encouraging people to use carrier bags"* and encouraging *"restaurants and the stall owners to use recycled materials"*. In terms of artists, interviewee O2 mentioned that *"I think it's very easy for us to set things that demand that the artists take initiative themselves"*. In connection with the food stall owners, interviewee O3 stated that *"I ask in the*

*application forms for plastic not to be used and to rather use environmentally friendly packaging material*". Lastly "going paperless" was identified as the easy green initiative to implement by interviewee O4 and elaborated with a reason stating that "because you already have the medium, because if you want to print something you have hammered in digital format, usually. So you just literally cut out the final step. And then you have a paperless system". Most of the identified green practices/initiatives are considered the easiest because it might be that, for instance, the implementation of these green practices do not require a lot of effort and cost from a supply-side point of view.

- *Festival managers were asked to identify which green practices/initiatives are the most challenging to implement and why.*

Three of the four interviewees identified transport and travel and provided reasons for their answers: "The travel is the difficult thing. If you must ask somebody to come with their car from Cape Town they will be less keen" (O1); "I think our biggest constraints in terms of going green would have to do with transport" (O2). Interviewee O4 also did state transport, however, did not provide a reason. Interviewee O4, further identified energy management (for example "power consumption and that is largely to do with the slow transition from halogen lighting to LED light in the theatres") as the most challenging to implement. Interviewee O3 was not certain how to answer this question, however, the interviewer asked about parking issues. The interviewee said "that is a great problem; that is a big problem. There are big parking spaces for cars on campus but attendees always want to park near the festival grounds. Furthermore, interviewee O3 mentioned costs related to hiring golf carts "to bring people from the parking spaces to the festival grounds" was the other challenging green practice to implement. Based on the responses, most of the green practices identified are challenging to implement because there might be that there is lack of support or cooperation from attendees and other green practices such as the use of planes are something the festival management has no control over as this is the most used mode of transport used by international and national attendees or artists.

- *Festival managers were asked what would encourage them as festival manager to implement more green practices/initiatives.*

Different views on this question were expressed by all the interviewees and this seemed to reflect their general attitude and behaviour or personal values towards going green which appeared to have a spillover effect towards greening their arts festival. Interviewee O1 expressed that it is research studies conducted about the festival: "...something like this study, it encourages me. We are on the right track, and somebody is even using us as a case study. That means that we are

*doing something right and that encourages me to keep going.*” Interviewee O2 mentioned incentives or tax incentives offered by the government. Interviewee O3 referred to social media posts and said, *“I do not want to see so many videos and video clips from what the planet is going through.”* Lastly interviewee O4 expressed that it is *“the sustainability of a festival, the future of the festival. And the festival has a responsibility not only as a platform but as an organisation toward the community. And the best interest for the community is going green.”*

- *Festival managers were asked what would deter them as festival managers to implement more green practices/initiatives.*

Interviewees O1 and O4 both mentioned expenses/costs and Interviewee O2 added that project funding would deter them to implement more green practices at their arts festival. Greening is a process and arts festivals cannot convert to being green or incorporate all green practices overnight. Unfortunately, the process to a large extent requires capital. Thus, these factors were identified. However, interviewee O3 needed clarity about the word “deter” and the interviewer explained that the question meant what would not encourage them to implement more green practices. Interviewee O3 then stated *“nothing. I want to implement.”*

- *Festival managers were asked if they think that having a “green” image will impact their festival positively.*

All interviewees agreed that having a “green” image will impact their festival positively. The interviewees provided reasons why they thought that a green image will positively impact the festival. Interviewee O1 stated that they *“get the sense that for the younger generations being green and being sustainable is more and more important.”* Interviewee O3, *“people want to work together especially now after the whole Corona pandemic. They have seen what happened in the world when it was in total lockdown”* And Interviewee O4, *“I think everyone is buying into all these new initiatives and practices a lot more as opposed to 10 years ago. So open-mindedness is coming into effect.”* From the responses, knowing the type of attendees attracted to the festival, targeting the younger attendees, and engaging with the community and other stakeholders are key aspects that can enhance the green image of the festival.

- *Festival managers were asked to point out the barriers they thought stakeholders will experience when supporting/getting on board with the festival’s green practices/initiatives.*

All the interviewees had different opinions on what barriers they thought stakeholders will experience when supporting/getting on board with the festival's green initiatives and the responses are as follows:

- a) Stall owners: Interviewee O1 stated that *"people are averse to change"*. Interviewee O2 pointed out that *"the biggest problem would be that they could be stall owners who would not be honest about whether or not they are taking those steps of becoming green."* Interviewee O3, *"they have to get vaccinated. And I know a lot of them are not willing to do that."* Interviewee 4, *"they have to buy into the entire project of going green. So the products must also reflect the green vision we want to go towards. But not only the product, but the production and the consumption of it.* Therefore, people being averse to change, lack of honesty about whether or not they are taking those steps of becoming green, the unwillingness to get vaccinated' and having to buy into the entire project of going green are the barriers.
- b) Sponsors: Interviewees O1, O3 and O4 do not foresee any barriers with sponsors: Interviewee O1 said *"I think we would experience less challenges with sponsors"*, O3, *"I do not think there is a problem"* and O4, *"the sponsors have bought into whole green initiatives, they have been very supportive behind every single idea we have pitched to them."* However, interviewee O3 was not clear on what barriers this stakeholder will experience when supporting/getting on board with the festival's green initiatives.
- c) Local municipality: All the interviewees (O1, O2, O3 and O4) were uncertain and not clear about the barriers that the local municipality would experience when supporting the implementation of green initiatives. However, interviewee O1 mentioned that *"I am not sure what barriers there would be"* because *"we do not really work together"*.
- d) University (premises): Three of the four interviewees did not foresee any barriers with the University: O1 said *"I think we will have the least challenges with the university"*, O3 stated *"if we implement. Yes, they clap hands"* and O4 said, *"the university has fully bought into this."* However, Interviewee O2 was not clear on what barriers this stakeholder will experience when supporting/getting on board with the festival's green initiatives.
- e) Artists: Interviewee O1 said *"once again, transport I think"* and *"limiting what they were allowed to do to be green. I think that would be a barrier"*, O2 expressed that *"I do know, for example, that some of the barriers are finances"* and *"when you are not a big name and you are emerging and you are still trying to set up a name for yourself one of the biggest barriers is people will under-appreciate your value"*. Interviewee O3 said that they do not think that there is a problem for them. Lastly, interviewee O4 mentioned that *"it can be small things such as removing glitter or using the appropriate paint or trying not to have as much material wastage"*

*as possible.*” Therefore, the barriers are the use of transport and limiting what they were allowed to do, finances, feeling underappreciated and limiting material wastage.

- f) Other suppliers from the community (e.g. guesthouses, venues, restaurants, transport): Interviewee O1 pointed out that they “do not think being green is the first thing on the list; O2, stated that when it comes to the transport sector, infrastructure can be one of the barriers; O3, did provide any barrier as they thought that a “*lot of them are already beginning with their own green initiatives*”; and O4 expressed that it is “*costs on converting your power supply or installing solar panels or using greywater systems.*” Therefore, the going green not being the first thing on the list, transport infrastructure, finances and costs of converting to green initiatives are the identified barriers.
- g) Festival attendees: Interviewee O1 pointed out that “*if we make any blanket rules*; O2 expressed that festival attendees, do not have to print all their tickets. But the problem is that some people do not have smartphones; O3 pointed out that attendees “*know that there are bins, but they still throw waste on our garden, and someone has to pick it up*”; and O4 said “*well, not to be litterbugs. But it is a hand-in-hand process. So if we provide all the tools and necessary spots to not litter, then the public will definitely start to buy into it.*” Therefore, asking attendees not to litter will be a barrier, and making blanket rules and asking attendees to print out tickets will be the major barriers.
- *Festival managers were asked to point out what they thought will motivate stakeholders support/get on board with the festival’s green practices/initiatives.*

It is important to take note that interviewee O2 indicated that they mentioned them at the same time in the previous question about the barriers they thought stakeholders will experience when supporting/getting on board with the festival’s green initiatives. Also, note should be taken that interviewee O3’s response was the same on what will motivate stakeholders such as stall owners, sponsors, university, artists, other suppliers from the community, and festival attendees. They responded that “*they need all the information and good communication.*” Therefore, the responses below will be of interviewee O1 and O4 because their response is different for each stakeholder.

- a) Stall owners: Interviewee O1 stated “*if being more green and embracing more green initiatives is a means for the festival to be sustainable, I think that will motivate them to also embrace*” and O4 expressed that, “*I think the most important part for stall owners might be the fact that they might save money.*” Therefore, embracing more green initiatives, saving money, and marketing privileges.

- b) Sponsors: Interviewee O1 mentioned that *“to be associated with an initiative that is embracing going green. I think that going into the future it's becoming more and more important every day”*. Interviewee O4 said that they *“give as much recognition to our sponsors as possible. And we celebrate our sponsors at every angle we get.”* Therefore, association with a green initiative and recognition is what has been motivating sponsors to support the initiative of the festival because as mentioned they are already on board with their greening process.
- c) Local municipality: Interviewee O1 said *“to be associated with an initiative that is embracing going green”* and O4 stated that *“where the local municipality might save money, that is something that will motivate them and where they are put in good light.”*
- d) University (premises): Both interviewees O1 and O4 stated that the university is on board with the festival going green: O1 said *“the university embraces going green today, they are already on board”* and O4 stated that they are *“on board and it is the same as the sponsors, recognition, celebrate them as much as possible, and show the public what they are doing.* Therefore, what motivates the university is how the festival continues to recognise and celebrate them.
- e) Artists: Interviewee O1 expressed that *“I think that is part of the reason why we have been able to make these small changes, is because people also want to know how can they can help and be seen as a community and a collective of people who are trying to make some positive impact in the world”*. Interviewee O4 mentioned *“so you can market this, as these are green shows these artists use such material from this and this, and it has been recycled like that. And you can do an entire splash on it. That is marketing”*. Therefore, what will motivate arts to be involved will be the marketing privileges and offering assistance and association with a green initiative.
- f) Other suppliers from the community (e.g. guesthouses, venues, restaurants, transport): financial incentives and a green point system are the aspects that could motivate this stakeholder to support the greening initiatives at the festival. Interviewee O1 stated *“the first thing one thinks about might be some financial incentive”* and O4 said that *“if they achieve certain green points, then the festival will be using them. So let's say we work out on a system out of five. So if you have a five out of five green points, then we will definitely use you, if you have zero out of five green points, the likelihood of us using you would be low”*.
- g) Festival attendees: Interviewee O1 said, *“I do think the younger generations are already motivated. With the older groups, you know, they are more difficult”*. Therefore, *“if we, from the festival side, gave them something extra, I think that would motivate them”*. While interviewee O4 stated that *“Celebrate them. Thank you for not littering. Thank you for supporting the businesses that are going green. Thank you for buying a ticket. It is just thanking them and making them feel a part of this entire process.”* Therefore, having the festival celebrate, thanking them, giving them something extra, and making the feeling part of

the greening process could motivate attendees to get on board and support the festival greening initiatives.

#### **5.3.4 Green rewards (Theme 4)**

- *Festival managers were asked how they think attendees can be motivated to become more involved/support green practices that sometimes require more time, effort and costs.*

All the interviewees had different views about this question with rewards identified that are already implemented at the festival, while other rewards identified or suggested are not implemented.

Interviewee O1 suggested 'a discount or free parking' and creating a community group and having people part of the group be VIPs. Interviewee O2 suggested that green practices can be called just regular initiatives as most of the initiatives implemented at the festival where the community is involved are green initiatives but not identified as a green initiative: *"do not call it going green. You know, it is a green initiative, you can report to your stakeholders that it is a green initiative. For example, the community garden is a green initiative. We are not calling it a green initiative. It is about food security more than anything."* Interviewee O3 mentioned that the festival already offers a free stall as a prize: *"I have a prize for a stall. Every year a prize for the best food stall, the best art stall and the best artworks. Since 2019, there is now a prize for the best environmental sustainability stall."* Lastly, Interviewee O4 suggested offering a discount for using the festival ticket at a fully green stall: *"let's say you buy a ticket from the Free State Arts Festival and you take that ticket and go to a stall owner was fully green, then let's say you get it 5% or 10% discount on it, that entices you to then attend the festival and your ticket money is going to support the festival in supporting green initiatives and also going to support the green stall owner."* Therefore discounts, prizes and not making use of the title green initiatives for the activities/projects done at the festival can motivate/encourage attendees to support more green practices/initiatives at the festival.

- *Festival managers were asked if they think that offering rewards will increase the likelihood for attendees to support green practices at their festival.*

Three of the four interviewees agreed that offering rewards will increase the likelihood for attendees to support green practices at their festival: interviewee O2 'definitely'; interviewee O3 'yes'; and interviewee O4 'absolutely'. However, interviewee O1 was hesitant with their response, and they explained *"I do think so, because there is a range of ages and the older you are the less*

*likely you are to change. The younger ones do want to change. I think if we start with incentives as the generations come in who are already on board and motivated, these incentives will become less, and they won't need to be incentivised to do a thing. It will already be the way they do it.*

- *Festival managers were asked what consumeristic/monetary reward options they think the festival can offer to motivate/encourage attendees to be greener in their behaviour at the festival.*

All the interviewees had different views on which consumeristic/monetary reward options they thought they could offer to their attendees. Interviewee O1 mentioned that 'coming in for cheaper, getting cheaper tickets, getting discounts at the stalls'. Interviewee O2 mentioned 'competitions and an all-access pass to the festival' (O2). Interviewee O3 asked for an example and the interviewer suggested a ticket discount which the interviewee agreed to. While interviewee O4 suggested offering productions or event tickets: "*if you buy X amount of products from X amount of stall stores that are green, you are awarded with either tickets or tickets for arts festival productions or events*".

- *Festival managers were asked what free reward items to aid green behaviour reward options they think the festival can offer to motivate/encourage attendees to be greener in their behaviour at the festival.*

All the interviewees had different views on which free reward items to aid green behaviour reward options they thought they could offer to their attendees. These options included festival branded carrier/tote bags subsidised by the festival: "*Like our carrier bags, for example, we subsidise that*" (O1), "*we always have a certain amount of tote bags*" (O2). The interviewer suggested offering gel hand sanitizer and reusable beverage bottles/cups and interviewee O1 agreed and mentioned they can motivate attendees to become greener at the festival. Interviewee O2 suggested that they "*can speak to a company that has power banks*" and gift people with power banks, develop "*a free app to load all of your tickets*" and "*give people water bottles*". Interviewee O3 pointed out that 'the public can also have a say' and 'can vote for whatever initiative they want. Lastly, Interviewee O4 explained that "*let's say it is going to be very cold, then maybe, gloves or scarves made out of something reusable, and that repurposes is a more viable option. "Let's say it is very hot, then plastic bottles that have been recycled"*. Therefore, the interviewee suggested gloves or scarves and a plastic bottle and added that a 'waterless hand sanitiser' can be offered to artists and the attendees.



- *Festival managers were asked what egoistic reward options they think the festival can offer to motivate/encourage attendees to be greener in their behaviour at the festival.*

Regarding this question, two of the interviewees mentioned the use of a points system to offer an egoistic reward: *“every single activity you do that is green, you get a certain amount of points. And if you have so many points by the end of the festival, you earn an all-access pass. If you have this many points, you earn a VIP pass”* (O2) and *“So if you reach a certain amount of rewards, you get invited to certain premieres, and selected events”* (O4). Interviewee O1 was not sure of which rewards to offer, and the interviewer suggested to them the rewards such as VIP skip-the-queue, VIP-seating, exclusive VIP designated areas, backstage-pass, and the interviewee said *“Yes. All of the above. VIP passes, you can meet your favourite celebrities.”* Furthermore, the interviewer also suggested VIP tickets to interviewee O3 and they said, *“that is one of the things we can do and they can come to the VIP room and meet the stars.”* Therefore, a point system and a VIP experience can be potential egoistic reward options that can be offered by the festival.

- *Festival managers were asked what altruistic reward options they think the festival can offer to motivate/encourage attendees to be greener in their behaviour at the festival.*

Different opinions on which altruistic reward options could be offered to attendees were suggested. Interviewee O1 suggested having workshops or hosting events to teach and raise awareness about green initiatives: *“You know maybe if we had how to be green workshops and we made those free. We can have talks on how to have your own vegetable garden or how to have a water-wise garden. If we created opportunities for people to learn about green initiatives, I think they would come. I think people want to do things, but they just don’t know where to start, so if we taught them, they would come and hopefully actually implement these things in their own daily lives.”* Interviewee O2 mentioned that they could offer their attendees the option to volunteer their time: *“We have these projects that we are running, that is solely for the goodness of this community and we can have shuttles”* to pick up those who want to volunteer their time. Interviewee O3 needed clarity on the altruistic rewards and the interviewer suggested offering attendees the opportunity to support one of the festival's green projects which the interviewee agreed to. Lastly creating a vibrant space such as water-wise gardens, parks, or picnic areas for attendees to experience and enjoy green initiatives was another reward mentioned by interviewee O4: *“space where they can enjoy the impacts of green initiatives. So, water-wise gardens or parks, you know, where you can have picnics.”* Therefore, green workshops, volunteering and offering picnic areas can possible altruistic reward options that can be offered by the festival.

- *Festival managers were asked what they think will be the major barriers regarding the implementation of rewards as a means to motivate/encourage green behaviour of attendees to the festival.*

Three of the four Interviewees identified that costs (O4), finances (O2) and enough money to do something (O1) will be the major barriers they foresee regarding the implementation and a green rewards programme. Interviewee O2 added and mentioned that another barrier will be that “people hate change” and Interviewee O3 stated “as much as I hate to say it, liquor is one of the barriers”

### **5.3.5 Summative findings of the qualitative results**

The interviewees identified several points related to findings from the work of Mair and Laing (2012), Dodds and Graci (2012), Mair and Jago (2010) and Laing and Frost (2010) which focused on the aspects related to the supply-side of greening events and festivals. The conclusions drawn from the supply side follow.

- The negative environmental impacts caused by large events and festivals mentioned by the festival managers are transport/travelling issues, waste, overconsumption of energy and crowd issues. According to Laing and Frost (2010:263) the major issue experienced by festivals is travelling issues due to the impacts of congestion, noise pollution and emissions.
- Festival managers did not quite understand the importance of event greening but were aware of the responsibilities of what going green entailed. The responses are similar to the findings of Dodds and Graci (2012) that indicate that the organisational management of the Pride Toronto Festival did not fully understand the concept of sustainability and what responsibilities the concept entailed. However, the contradiction between the findings of Dodds and Graci (2012) and this finding was that the managers of the Vrystaat arts festival showed commitment and interest in making the required greening changes (Dodds & Graci, 2012).
- Festival managers’ responses reflected their general attitude and behaviour or personal values towards going green, research studies based on the festival, the sustainability of the festival and its impact on the community. These responses support the work of Mair and Jago (2010:86) and Mair and Laing (2012:691), which indicate that festival managers' values and beliefs reflect their commitments and the outcome of greening festivals.
- The lack of funding, cost or expenses related to investing in green practices will deter the festival managers from implementing more green practices. The responses from the interviews support the findings of Mair and Laing (2012:694), Dodds and Graci (2012) and Mair and Jago (2010:88) that revealed that the majority of festival managers interviewed

indicated that lack of finances or funding and the expenses related to greening was a major barrier. However, they are willing to implement more green practices/initiatives at the festival.

- Festival managers agreed that a “green” image will impact the festival positively. This supports the findings of Mair and Jago (2012:87) that indicate the festival managers who were interviewed pointed out that investing in green practices can lead to “being seen as green” by the public. This, according to Mair and Jago (2012:87), can be referred to as image enhancement.
- The barriers the festival managers foresee for other stakeholders to support/get on board with the festival’s green practices/initiatives include costs/lack of finances to implement green practices to align with the festival’s sustainability/green goals, encouraging stakeholders to incorporate green practices into their productions/shows, lack of collaboration with key stakeholders, and lack of control over attendees’ behaviour at the festival ground. In terms of the lack of collaboration with some key stakeholders. The research of Laing and Frost (2010:262) pointed out that not all stakeholders may be on board with greening a festival. The findings of Mair and Laing (2012:695) indicated that the lack of control over attendees’ behaviour is a result of not being able to control the amount of waste contributed by attendees after the festival leading to an increase in the cost to maintain the festival grounds. In addition, Mair and Jago (2010:88) found that lack of finances/expenses is the major barrier related to greening.
- The motivating factors/aspects that festival managers pointed out that would motivate stakeholders to support include offering marketing privileges, providing information, good communication, offering recognition/acknowledgements, offering cost-saving options, and incentives. This supports the work of Laing and Frost (2010:262) that actively engaging with stakeholders during the process of greening can potentially promote good communication and reduce conflicts. In addition, the promotion of green messages throughout the festival can encourage other stakeholders to support green initiatives (Laing & Frost, 2010:264).
- Festival managers agreed that rewards programmes can increase the likelihood of the attendees supporting green practices/initiatives at their festival. They are open to the idea of offering green rewards to their attendees.
- However, the festival managers stated that the barriers they foresee with implementing a rewards programme will be the costs. This supports Feldman (2016) who indicated that offering rewards in the long run can lead to an increase in marketing expenses and less engagement from the public.

## 5.4 SUMMARY

Surveys were conducted through a self-administered questionnaire consisting of structured questions and statements derived from the literature review to determine whether green rewards can motivate/encourage attendees to be greener in behaviour and support green practices should they be implemented at the Vrystaat Arts Festival. From the results of the survey, an interview questionnaire guide was developed. This chapter presented the quantitative and qualitative data, the analyses and interpreted data to determine the contribution of the study and to achieve the goals and objectives set for this study.

Section A in this chapter presented the results and findings of quantitative research obtained from the survey that was conducted to gain the demand-side perspective of greening through motivating/encouraging attendees to be greener in their behaviour and support green practices should they be implemented at the Vrystaat Arts Festival. Four hundred and eight (408) questionnaires were analysed through SPSS and revealed attendees' demographic profile and general behavioural aspects, the likelihood of potential green practices to be supported by attendees should they be implemented at the festival, and the likelihood of potential green rewards to motivate/encourage green behaviour at the festival. In terms of green practices, attendees are more inclined to support waste management, energy management, water management and crowd and traffic management and less likely to support some greener transport green practices should they be implemented at the festival. In terms of the green rewards, attendees indicated that they will be motivated/encouraged by altruistic rewards and free reward items to aid green behaviour as opposed to consumeristic/monetary rewards and egoistic rewards to support green practices should they be implemented at the Vrystaat Arts Festival.

Section B presented the results and findings of the qualitative research obtained from the interviews conducted to gain the supply-side perspective of the challenges and opportunities of greening festivals. It was concluded that festival managers agreed that festivals have an increased obligation to better manage their negative environmental impacts. However, the festival will need to access the existing green plans/guidelines in South Africa specifically for events to develop a Vrystaat Arts Festival's greening guideline that will also incorporate the green practices implemented by the University of the Free State. The festival managers are willing to implement more green practices and are open to the suggestion of implementing a potential green rewards programme. But, funding, sponsorship and increase in costs/expenses will be the biggest challenges festival managers foresee when it comes to implementing more green practices and offering green rewards to maintain the sustainability of the festival.

Based on the findings, there is a gap between what would motivate/encourage attendees to be greener in their behaviour at the festival and ultimately support green practices should they be implemented at the festival (demand side) and what would motivate/encourage festival managers to implement more green practices and offer rewards to motivate/encourage their attendees to engage in green behaviours (supply side). Therefore, from the findings, key themes and aspects are outlined to potentially develop a green rewards programme framework for the Vrystaat Arts Festival.

## CHAPTER 6

---

### CONCLUSIONS AND RECOMMENDATIONS

#### 6.1 INTRODUCTION

Environmental impacts are of great concern and, over the years, these impacts have received tremendous attention globally across various sectors and industries. The movement towards being responsible in behaviour and moving towards opting for, or implementing, greener alternatives has now also received greater attention. The events industry is one of the industries in South Africa moving in this direction as a way to assist in reducing negative environmental impacts. The main goal of this study was to develop a green rewards programme framework for a South African arts festival. More specifically, the study aimed to gain a better understanding of the demand and supply sides perspective on the implementation of green practices and the support of green practices should they be implemented at the festival. Also to understand the use of green rewards to motivate/encourage attendees to be greener in their behaviour and the general attitude and behaviour towards greening the Vrystaat Arts Festival. To achieve this goal, the following objectives were identified in Chapter 1 and were achieved in the respective chapters.

- **Objective 1:** To examine the literature regarding the negative environmental impacts, barriers and motivators, stakeholder engagement and the green practices that festival managers need to consider towards event greening. This was achieved in Chapter 2.
- **Objective 2:** To contextualise the research problem by examining the literature to better understand the concept of green consumer behaviour and aspects (including rewards) that can motivate/encourage green behaviour at arts festivals. This was achieved in Chapter 3.
- **Objectives 3 and 4:** Collection of the primary data for the study was conducted in two phases, one consisting of a quantitative and the other of a qualitative research approach. Phase 1, which was quantitative, consisted of determining the extent to which attendees are inclined to support specific green practices should they be implemented at the Vrystaat Arts Festival. Phase 1 also determined, by means of an empirical investigation the extent to which green rewards will motivate/encourage attendees to be greener in their behaviour at the Vrystaat Arts Festival by supporting these green practices (Demand side). Phase 2 was qualitative and consisted of determining festival managers' green awareness, attitude and behaviour towards the greening of their arts festival (Supply side). These two objectives were achieved in Chapter 5, where the quantitative and the qualitative data are analysed, and the results discussed.

The findings from Chapter 5 were used to develop and propose a green rewards programme framework for a South African arts festival and are revealed in Section 6.3 in this chapter.

- **Objective 5:** To draw conclusions and make recommendations and ultimately develop and propose a green rewards programme framework for the Vrystaat Arts Festival based on the results of the quantitative (demand side) and qualitative (supply side) study and the literature review. This will therefore be achieved in this chapter and attention will also be given to the limitation of the study.

## 6.2 CONCLUSIONS

Based on the objectives, the following conclusions can be drawn:

### **6.2.1 Conclusions regarding Objective 1: Literature overview regarding the negative environmental impacts, barriers and motivators, stakeholder engagement and the green practices that festival managers need to consider towards event greening.**

Previous research pointed out that the degradation of the natural environment and depletion of natural resources is still a major concern and is regularly overlooked in the context of outdoor arts festivals. Therefore, the main purpose of Chapter 2 was to provide information that festival managers need to consider when seeking to green their arts festival based on research-based facts. The following are the summarised conclusions regarding this chapter:

*Conclusions regarding the overview provided on the environmental impacts produced by arts festivals (c.f. 2.2.1)*

- Possible negative environmental impacts that can be caused by arts festivals can be a result of festival-related water pollution and overconsumption, impact on fauna and flora, air and noise pollution, accommodation and catering facilities, lighting/visual impacts, changes in land use, waste pollution, traffic congestion, overcrowding, and festival attendees' attitudes and behaviour.
- Although there are visible and direct environmental impacts from a psychological perspective, negative attitudes and behaviours of individuals can also influence and hinder the management of these environmental impacts. Two main barriers were recognised:
  - Attendees' attitude and behaviour are considered the third major challenge/barrier toward festivals being green.

- Research conducted in the context of two South African arts festivals, namely the Innibos National Arts Festival and the Aardklop National Arts Festival presented another challenge that indicates that attendees are not inclined to support green practices that require greater effort, time, or cost should they be implemented at the arts festivals.

*Conclusions regarding the overview provided on sustainability and greening (c.f. 2.3.1)*

- The concept of sustainability, in a broader perspective, has four important areas. These are human (i.e. *attitude and behaviour, decision-making process*), social (i.e. *balance between social equality and the economy*), economic (i.e. *addressing the cost-effectiveness of all economic activities*) and environmental sustainability (i.e. *conservation and protection of natural resources*).
- Greening is a process of decision or choice to become environmentally conscious or environmentally friendly by practising ways to reduce various types of pollution and preserving non-renewable and renewable resources.
- This research placed more emphasis on human (e.g. communities, visitors, festival managers, and other key stakeholders) and environmental sustainability areas within the event management field. The successful outcomes of greening arts festivals will thus include the environmental benefits as well as social and economic benefits and this is where the interconnection of greening and sustainability meet.

*Conclusions regarding the overview provided on event greening, green event, and sustainability-focused event (c.f. 2.3.2)*

- Besides using the term sustainability to address issues of the degradation of the natural environment and natural resources, terms such as “*event greening*”, “*green event*” and “*sustainability-focused event*” are often used in event management (c.f. 2.3.2):
  - Event greening is described as the process of planning and organising an event in a way that sustainable development aspects are supported.
  - The green event is a type of event that is capable of attracting green seekers with a positive attitude and behaviour towards green initiatives and individuals seeking green environmental benefits as resulting in attending a green event.
  - Sustainability-focused event is a type of event capable of acting as a platform to effectively raise awareness and provide information about environmental concerns, green initiatives and the possible behavioural changes that can be made. These events also act as a building block to facilitate the change toward green behaviour and actual green behaviour amongst the host communities and visitors. They can facilitate key



relationships and collaborate in assisting events/festivals to change and reinforce attendees' green attitude towards actual behaviour through demonstrating and providing rewards.

- However, the term event greening was used in this study to identify and explain the key aspects that arts festival managers need to take into consideration towards event greening.

*Conclusions regarding the overview provided on the benchmarks for event greening in South Africa (c.f. 2.3.3)*

- The benchmark for event greening in South Africa began in 2002 with the project Greening of the World Summit on Sustainable Development (GWSSD) which was initiated by the South African government at the United Nations World Summit on Sustainable Development (WSSD).
- This was followed by the Green Goal 2010 project that was implemented at the 2010 FIFA World Cup hosted in South Africa (United Nations Environment Programme, 2012).
- In 2011, the Event Greening Forum was established to assist the South African event industry to become more environmentally and socially sustainable, while also being economically viable.
- Identified existing green plans/guidelines in South Africa specifically for events:
  - National Greening Framework for Event Greening and the Built Environment.
  - Greening 2010 FIFA World Cup.
  - The greening of large events: volunteer's guide.
  - National legacy report.
  - Event Greening Forum Sustainable Events guidelines.
  - Rocking the Daisies 2012, 2014 event sustainability reports.
  - Smart events handbook: greening guidelines for hosting sustainable events in Cape Town
  - Gauteng Green Events Guidelines.

*Conclusions regarding the overview provided on the barriers relating to greening (c.f. 2.4)*

The following are the barriers that can be encountered by festival managers towards greening their arts festivals:

- Lack of funds / financial support.
- Lack of resources.

- Lack of knowledge.
- Lack of awareness and skill amongst festival managers.
- Lack of support from stakeholders to support the going green vision and purpose.
- Lack of time and effort to do research and source green/environmentally friendly supplies.
- Lack of control over patron behaviour especially at the festival terrain.
- Arts festival attendees indicate to be inclined to support green initiatives that are easy to use, less costly, and only if there are rewards offered.
- Lack of availability of sustainable suppliers.

*Conclusions regarding the overview provided on the stakeholder engagement (c.f. 2.5)*

- The key point regarding the environmental changes experienced during the lockdowns caused by the outbreak of Covid-19:
  - As restrictions are being relaxed and industries/sectors (including the tourism and events industry) are moving into a “new normal”; from an events point of view, and emphasising the ecological footprint, one can call that negative environmental impacts are caused by individuals' lifestyle choices. If individuals change their attitude and awareness towards deciding to engage in or adopt a certain behaviour that incorporates green initiatives, a possible decrease in the visible ecological footprint will be noticeable.
- This is, however, possible but heavily dependent on the support and collaboration of various stakeholders / role-players that can be involved in the greening of events and festivals:
  - Festival patrons/participants
  - Host organisation
  - Host community
  - Co-workers
  - Media
  - Sponsors
  - Government
  - Private sector

*Conclusions regarding the overview provided on the motivators towards greening (c.f. 2.6)*

- Arts festival attendees' perspective (demand side) (c.f. 2.6.1)
  - According to previous research, when it comes to understanding attendees' perspectives on the greening or the sustainability of festivals, the question of whether greening or sustainability plays a certain role in their decision making to attend the festival and

whether they are aware of the green practices that are implemented or incorporated into the staging of the festival by the managers is still far from being answered.

- Generally, attendees have mixed levels of interest or are sceptical when it comes to deciding to engage in green initiatives at festivals.
- Research previously conducted in South Africa indicated that arts festival attendees are inclined to support and engage in green practices, but less inclined to support and engage in those green practices that require more time, effort and cost.
- Festival managers' perspective (supply side) (c.f. 2.6.2)
  - Previous research further points out that research on gaining festival managers' perspectives on why they should invest in sustainable/green practices and facilities at the festival is lacking. This includes gaining their perspective on how they / why should they motivate attendees (local community) to be involved in the festival's green practices.
  - This implies that the motivation for greening arts festivals should not only focus on protecting and conserving the natural environment and resources, but the process needs also to seek to address and create a favourable balance between social, environmental and economic benefits.

*Conclusions regarding the overview provided on the benefits and opportunities within greening arts festivals (c.f. 2.6.3)*

- The positive benefits and opportunities within greening arts festivals in South Africa:
  - Assist in increasing environmental education and awareness.
  - Enhance the image and competitive advantage of the arts festival.
  - Reduce arts festival's negative impact on the natural environment.
  - Enhance arts festival's attractiveness to key sponsors (e.g. financial benefits).
  - Make the host location and the local community to be seen as green.
  - Increase consumer demand for more green and sustainable arts festivals.
  - Act as an "*incubator of change*" (e.g. assists in changing attendees' green attitudes and awareness towards actual behaviour).

*Conclusions regarding the overview provided on the green practices that can be implemented at arts festivals (c.f. 2.7)*

Based on the literature study, the following are the possible green practices that can be implemented at arts festivals.

- **Practices relating to greener transport (c.f. 2.7.1)**
  - Shuttle services.

- Bicycle rental services.
- Carpooling/shared rides.
- **Practices relating to waste management (c.f. 2.7.2)**
  - Recycling bin system.
  - Biodegradable/compostable alternative packaging.
  - Item-refundable system.
  - Digital marketing and e-marketing.
  - Electronic ticketing system.
  - Cashless system.
- **Practices relating to water management (c.f. 2.7.3)**
  - Grey water.
  - Mobile/composting toilets.
  - Gel hand sanitiser.
- **Practices relating to energy management (c.f. 2.7.4)**
  - LED/natural lighting and air ventilation.
  - Solar energy and biodiesel generators.
- **Practices relating to crowd and traffic management (c.f. 2.7.5)**
  - Biodiversity conservation.
  - Rehabilitation programme.
  - Parking fines/penalties.
  - Capping the number of visitors.

**6.2.2 Conclusions regarding Objective 2: Literature overview regarding a better understanding of the concept of green consumer behaviour and aspects (including rewards) that can motivate/encourage green behaviour at arts festivals.**

*Conclusions regarding the overview provided on consumer behaviour (c.f. 3.2)*

- The understanding of consumers' behaviour is a complex issue and understanding how consumers' (in this case festival attendees') environmental concern increases and what triggers their green behaviour is still limited in the context of festivals.
- Key definitions of consumer behaviour that applied to this study:
  - Consumer behaviour is referred to be a "*subfield of a larger context of human behaviour that conceptualises it as a field that generally studies human behaviour with the focus on individuals' preferences*".

- Consumer behaviour refers to the probability of consumers engaging in or adopting a certain behaviour.

*Conclusions regarding the overview provided on green consumer behaviour (c.f. 3.3)*

- Key definitions of green consumer behaviour:
  - Green consumer behaviour can be described through words such as ‘pro-environmental consumer behaviour’, ‘ecologically conscious consumer behaviour’, ‘environmentally-friendly consumer behaviour’ and ‘environmentally conscious consumers.
  - Green consumer consumption behaviour is a problematic concept because going green means “*protection and conservation of natural resources, while consumption generally involves their destruction*”.
- The Transtheoretical Model of Change (TTM) (c.f. 3.3.1)
  - The Transtheoretical Model of Change also referred to as the Stages of Change model was applied as the theory of behaviour change and revealed the process of how attendees’ green behaviour and green attitude change through a sequence of five (5) stages seen in Figure 3.1 as they “*adopt voluntary changes in their life*”.

*Conclusions regarding the overview provided on the aspects that can motivate/encourage green behaviour (c.f. 3.4)*

The following are the key aspect that festival managers should take into consideration when implementing green practices and green rewards to motivate/encourage attendees’ decision to engage in green behaviour and support green practices should they be implemented at the festivals.

- General aspects (c.f. 3.4.1)
  - Cultural aspects.
  - Social aspects.
  - Individual aspects.
  - Psychological aspects.
- *Key point:* The motivation aspect is one of the sub-aspects in the psychological aspect, on which this study placed more emphasis and B.F. Skinner’s theory of operant condition was applied to provide a better understanding of how rewards can motivate/encourage festival attendees’ to be greener in their behaviour. (c.f. 3.4.2; c.f. 3.4.2.1)
- Festival aspects (c.f. 3.4.3)
  - Type of festivals.
  - Host country/location.

- Consumer/visitor market (True-blue greens/pure greens consumers, greenback greens consumers, sprouts/light greens consumers, grouzers consumers, basic browns consumers).
- Festival setting (nature/man-made, outdoor/indoor, or temporary/structured).
- Green education and awareness campaigns.
- Other aspects (*c.f.* 3.4.4)
  - Time and effort/convenience.
  - Price/costs.
  - Habits/actions.
  - Feedback.
- Figure 3.2 presents an integrated conceptual framework of the aspects that can influence/motivate/encourage festival attendees' decision to engage in green behaviour and support green practices should they be implemented at the festival. (*c.f.* 3.4)

*Conclusions regarding the overview provided on motivating/encouraging green behaviour (c.f. 3.5.2)*

- The following are the five key reasons that should be taken into consideration by festival managers when it comes to motivating/encouraging attendees' decision to engage in green behaviour:
  - The support of green practices must be easy to understand and implement.
  - Festival attendees need to understand the purpose of engaging in green initiatives so that they implement them.
  - The support and engagement in green practices needs to be desirable.
  - 'Must be rewarding, not necessarily financially, but that does not hurt.'
  - Attendees need to be reminded about the green practices and environmental issues, regularly.

*Conclusions regarding the overview provided on motivating support in green practices through green rewards programmes (c.f.3.5.3)*

- Key questions that needed to be answered to determine the successful implementation of the green rewards programme for arts festival are:
  - Will the framework for a green rewards programme include green rewards or green penalties, or both?
  - Will the framework for a green rewards programme make use of monetary-based rewards or non-monetary rewards?

- The following need to be further taken into consideration by festival managers regarding the implementation of green rewards or green penalties:
  - The implementation of green rewards costs money, whereas penalties generate revenue.
  - Green rewards differ from penalties in that they signal that behaviour is voluntary, whereas penalties communicate mandatory behaviour.
  - The implementation of green rewards, even large ones, may sometimes be insufficient to motivate a behaviour change.

*Conclusions regarding the overview provided on possible green rewards programmes (c.f. 3.6)*

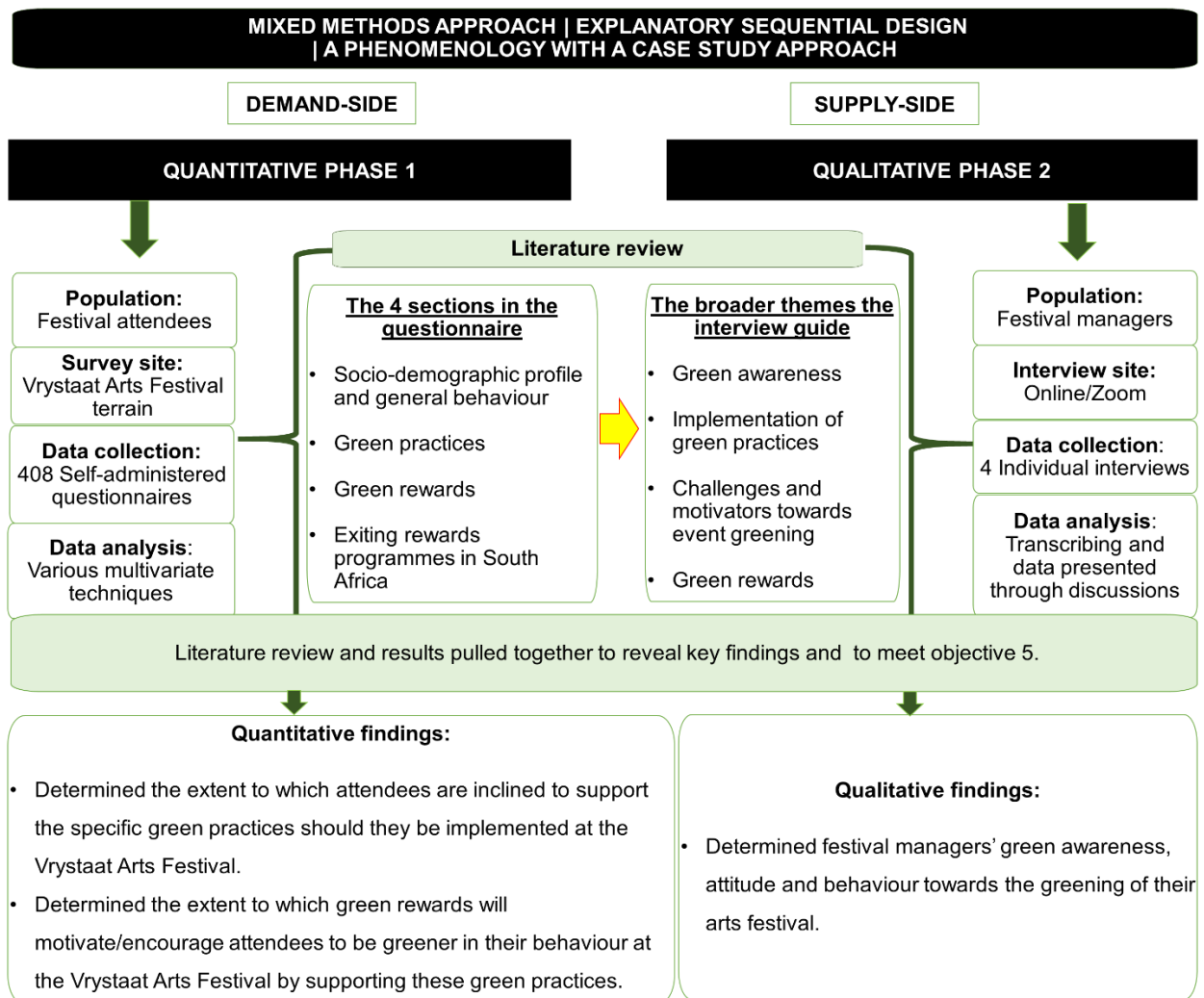
Based on the literature study, the following are the possible green rewards programmes that can be implemented at festivals to motivate/encourage attendees to be greener in behaviour, and engage and support green practices should they be implemented at arts festivals:

- **Consumeristic/monetary rewards** (c.f. 3.6.1)
  - Travel discounts/vouchers/rewards.
  - Grocery, health and beauty retailers' discounts/vouchers/rewards.
  - Fashion retail discounts/vouchers/rewards.
  - Restaurant and take-way discounts/vouchers/rewards.
  - Retail banking discounts/vouchers/rewards.
  - Lifestyle and beauty discounts/vouchers/rewards.
  - Medical aid/insurance-related discounts/vouchers/rewards.
  - Discounts/vouchers rewards for festival-related products/services.
- **Free reward items to aid green behaviour rewards** (c.f. 3.6.2)
  - Bicycle services and shuttle services.
  - Gel hand sanitiser.
  - Eco-friendly shopping bag.
  - Reusable eco-friendly beverage bottle/cup.
- **Egoistic rewards** (c.f. 3.6.3)
  - VIP parking.
  - VIP shuttles.
  - Skip-the-line passes.
  - Backstage passes.
- **Altruistic rewards** (c.f. 3.6.4)
  - Contribute rewards towards the festival's green practices.
  - Option to contribute my green rewards towards green practices.
  - Towards helping the host community to become a better, cleaner place.

- To support a good cause.

### 6.2.3 Conclusions regarding the research methodology overview for this study (c.f. 4.3; 4.4; 4.5)

To meet the third (3rd) and the fourth (4th) objective of the study, a mixed method approach consisting of a quantitative and qualitative research approaches, an explanatory sequential design and a phenomenology with a case study design/approach was applied. This consisted of two phases: one was quantitative and the other a qualitative research approach. Phase 1 (quantitative) explored demand side data to determine the extent to which attendees are inclined to support specific green practices should they be implemented at the Vrystaat Arts Festival. While phase 2 (qualitative) explored the supply side to determine festival managers' green awareness, attitude and behaviour towards the greening of their arts festival. Figure 6.1 presents an overview of the process that was followed.



**Figure 6.1: Methodological approaches used to develop a green rewards programme framework**

Source: Author's own compilation



**6.2.4 Conclusions regarding Objective 3: An overview regarding determining the extent to which attendees are inclined to support specific green practices should they be implemented at the Vrystaat Arts Festival. To determine the extent to which green rewards will motivate/encourage attendees to be greener in their behaviour at the Vrystaat Arts Festival by supporting these green practices by means of an empirical investigation. (*Demand side*)**

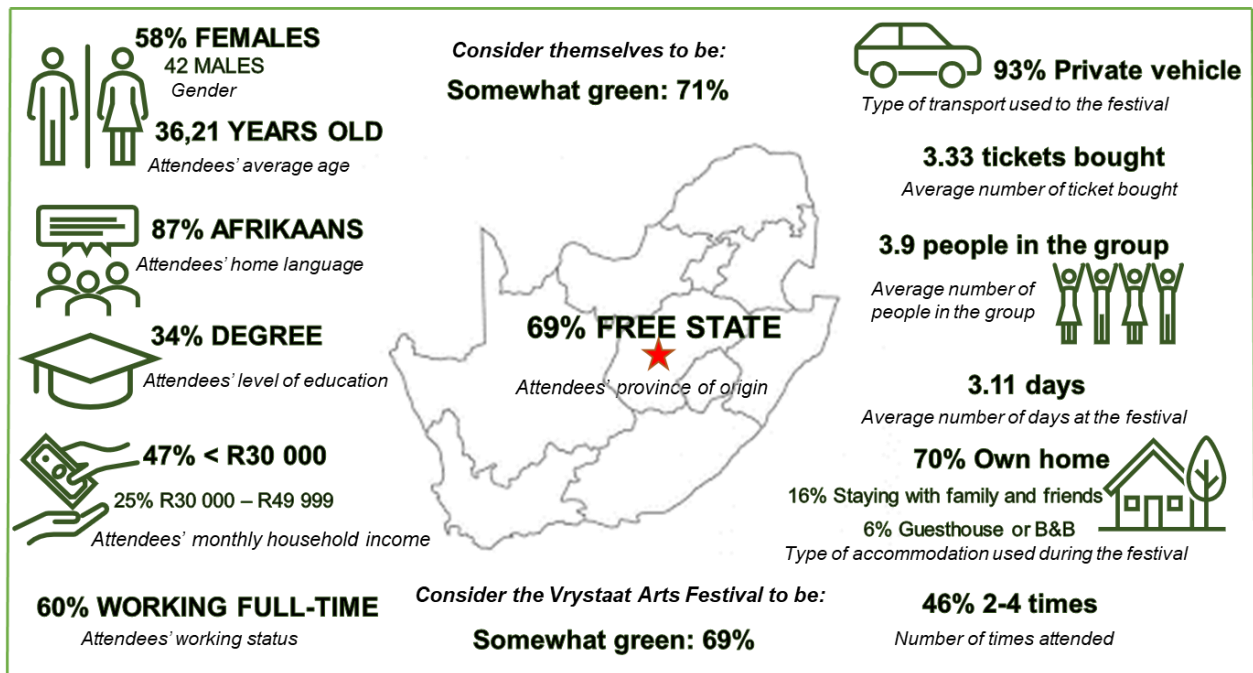
The following are the conclusions drawn from the survey that was conducted at the Vrystaat Arts Festival that consisted of a festival attendees survey (Phase 1: demand side).

*Conclusions regarding the overview provided on the descriptive analysis (c.f. 5.2)*

- **Socio-demographic and general behavioural profile of festival attendees (c.f. 5.2.1)**

Infographic 6.1 provides a summary of the descriptive socio-demographic profile results:

- A total of 408 completed questionnaires were obtained during the survey that was administered at the Vrystaat Arts Festival from 3 to 7 July 2019 at the Free State University in Bloemfontein, Free State Province, South Africa.
- The majority of the respondents were females (58%) whilst males accounted for 42%.
- The respondents were aged between 19-25 years (28%) and their average age was 36 years.
- The majority of the respondents were predominately Afrikaans speaking (87%).
- Most of the respondents were residents of the Free State province (69%).
- The respondents earn a monthly household income of less than R30 000 (47%) and between R30 000 – R49 999 (25%).
- The respondents were educated (hold a degree) (34%) and working full-time (60%).
- The majority of the attendees considered themselves somewhat green (71%) and considered the festival somewhat green (69%).
- During the festival week, attendees stayed at their respective homes (70%), with family and friends (16%) and at guesthouses or B&Bs (6%).
- Most of the respondents had attended the festival 2 – 4 times before (46%) and stayed at the festival on average for three (3) days.
- On average, attendees bought 3.33 tickets for performances.
- Ninety-three percent (93%) of the respondents reported having used their cars to travel to the festival.
- Thirty-six percent (36%) of the respondents stated that they travelled to the festival in a group of, on average, 3.9 individuals.



**Figure 6.2: Summary of descriptive socio-demographic profile and general behaviour of attendees at Vrystaat Arts Festival**

Source: Author's own compilation based on the findings in Chapter 5.

- **The likelihood of potential green practices to be supported if implemented at the festival** (c.f. 5.2.2; c.f. Table 5.2)

A five (5)-point Likert scale where 5 = Definitely to 1 = Not at all was used to rate the statements (aspects) under the sections categorised into five (5) green practice themes labelled: *Greener transport management*; *Waste management*; *Water management*; *Energy management*; and *Crowd and traffic management*. Below is the extent to which attendees are inclined to support specific green practices should they be implemented at the Vrystaat Arts Festival:

### 1) Summary of energy management practices (c.f. Table 5.3):

Most probably:

- 'The festival resorts to natural light and ventilation at venues as far as possible' (4.04);
- 'The use of only LED and CFL light bulbs on the festival terrain' (4.02);
- 'The festival raises awareness about ways to save energy' (3.99);
- 'The use of only LED and CFL light bulbs during productions' (3.98).

### 2) Summary of waste management practices (c.f. Table 5.2):

Most probably:

- *'A recycling bin system at the festival'* (4.48);
- *'Use of only biodegradable packaging by all stall owners at the festival'* (4.34);
- *'Use of e-marketing as opposed to promotional flyers'* (4.34);
- *'A R5 levy at the entrance for service rendered by the community members to pick up litter'* (4.19);
- *'The festival organisers do not allow junk mail via flyers on car windows to reduce littering'* (4.08);
- *'Use of digital marketing rather than printed posters to reduce littering'* (3.83);
- *'Use of electronic festival programmes downloaded on personal electronic devices'* (3.78).

Maybe:

- *'Regular waste removal on the festival terrain for hygiene purposes'* (3.34).

### **3) Summary of water management practices (c.f. Table 5.2):**

Most probably:

- *'The festival designates certain areas on the festival terrain for smoking to reduce fire risks'* (4.08);
- *'Use of gel hand sanitiser instead of water and soap at the festival'* (4.03);
- *'Festival organisers promote only accommodation partners who are water-wise'* (3.92);
- *'The festival initiates a water saving campaign to raise awareness'* (3.92);
- *'To pay R5 for toilet facilities that use less water'* (3.50);
- *'The festival management ensures the use of only environmentally friendly detergents'* (3.50).

Maybe:

- *'To pay a green-fee included in the entrance fee to show my support towards the festival's green initiatives'* (3.48).

### **4) Summary of crowd and traffic management practices (c.f. Table 5.2):**

Most probably:

- *'Use of ways to reduce soil compression on the festival terrain (e.g. scattering of wood shavings)'* (3.82);
- *'The festival initiates a rehabilitation programme of the natural surroundings after the event'* (3.81);
- *'Support that, from midnight, the disturbance of the peace and quiet is not permitted (e.g. loud music)'* (3.51).

Maybe:

- *'Penalties/fines for parking on undesignated areas to reduce the environmental impact'* (3.43);
- *'The event regulates daily visitor numbers on the terrain to reduce the environmental impact'* (3.14).

## **5) Summary of greener transport management practices (c.f. Table 5.2):**

Most probably:

- *'Larger travel groups travelling in one vehicle pay less for parking'* (3.68).

Maybe:

- *'Shuttle service offered by the event at the festival'* (2.89);
- *'Shuttle service offered by the event to travel to the festival'* (2.80);
- *'Well-planned walking routes with clear signage to get to various show venues'* (2.61).

Less likely:

- *'Bicycle rental service offered by the event during the festival period'* (2.13).

### **• The likelihood of potential green rewards to motivate/encourage green behaviour at the festival (c.f. 5.2.3)**

A five (5)-point Likert scale where 5 = Definitely to 1 = Not at all was used to rate the statements (aspects) under the sections categorised into four (4) green rewards themes labelled: *Consumeristic/monetary, Free reward items to aid green behaviour, Egoistic and Altruistic*. Below is the extent to which green rewards will motivate/encourage attendees to be greener in their behaviour at the Vrystaat Arts Festival by supporting these green practices:

#### **1) Consumeristic/monetary rewards (c.f. Table 5.3):**

Most probably:

- *'Discounts/vouchers for food/beverages on the festival terrain'* (3.88);
- *'Restaurant and take-away discounts/vouchers/rewards (for example Spur Family Card, Mike's Kitchen card)'* (3.86);
- *'Grocery, health, and beauty retail discounts/vouchers/rewards (for example Dis-Chem Benefits, Pick n Pay Smart Shopper, WRewards, My SPAR Rewards, Clicks ClubCard)'* (3.85);
- *'Discounts/vouchers for productions/performances at the festival'* (3.85);
- *'Retail banking discounts/vouchers/rewards (for example FNB eBucks, Investec Rewards, Standards bank Ucount, Absa Rewards, Nedbank Greenbacks)'* (3.82);

- *'Lifestyle discounts/vouchers/ rewards relating to lifestyle and entertainment and leisure (for example. Ster-Kinekor, Nu-Metro, airtime/data, Sorbet spas)'* (3.81);
- *Discounts/vouchers for merchandise sold on the festival terrain* (3.79);
- *Discounts/vouchers for festival branded merchandise sold at the festival* (3.77);
- *Medical aid/insurance related discounts/vouchers/rewards (for example Discovery Vitality, Momentum Multiply)* (3.75);
- *Fashion retail discounts/vouchers relating to fashion retail (for example Edgars Thank U, TFG Rewards)* (3.71);
- *Discounts/vouchers for festival shuttle services to and from the festival* (3.70);
- *'Discounts/vouchers for accommodation at the festival* (3.69);
- *Travel discounts/vouchers/rewards (for example Avios, Uber, Sasol fuel, flight tickets, Bidvest car rental)* (3.67).

## **2) Altruistic rewards (c.f. Table 5.3):**

Most probably:

- *'Knowing that I will be supporting a good cause'* (4.08);
- *'Knowing that I will be helping the festival to minimise its environmental impact'* (4.06);
- *'Knowing that I will be helping the host community to become a better, cleaner place for everyone'* (4.02);
- *'Knowing that I will be helping the environment by being environmentally responsible'* (4.02);
- *'Option to contribute my green rewards towards green initiatives (for example rehabilitation of festival terrain)'* (3.85).

## **3) Free reward items to aid green behaviour (c.f. Table 5.3):**

Most probably:

- *A complimentary reusable eco-friendly shopping bag for my purchases at the festival'* (4.11);
- *'A complimentary reusable eco-friendly beverage bottle/cup to use at the festival'* (4.01);
- *'A complimentary gel hand sanitiser to use at the festival'* (3.90);
- *'A complimentary shuttle service between venues at the festival'* (3.70).

Maybe:

- *'A complimentary bicycle service to travel between venues at the festival'* (3.37).

#### 4) Egoistic rewards (c.f. Table 5.3):

Most probably:

- 'Entries into a competition to win an all-inclusive weekend breakaway at an eco-lodge' (3.55).

Maybe:

- 'Vouchers for festival backstage pass entry' (3.38);
- 'Vouchers for a VIP skip-the-queue service at festival entrances/venues' (3.36);
- 'Vouchers for VIP seating at festival production venues' (3.34);
- 'Vouchers for exclusive VIP designated areas on festival terrain (for example beer/tea gardens, parking areas)' (3.31)

#### • Rewards programmes in South Africa

Figure 6.3 showcases an overview of the rewards programmes attendees are currently signed up for and the most utilised rewards programmes.

*The top (5) five rewards programmes attendees are currently signed up for (c.f.5.2.4)*

- The Pick n Pay Smart Shopper (80%)
- The Clicks ClubCard (66%)
- Dis-Chem Benefits (58%)
- Woolworths WRewards (49%)
- Edgars Thank U (48%)

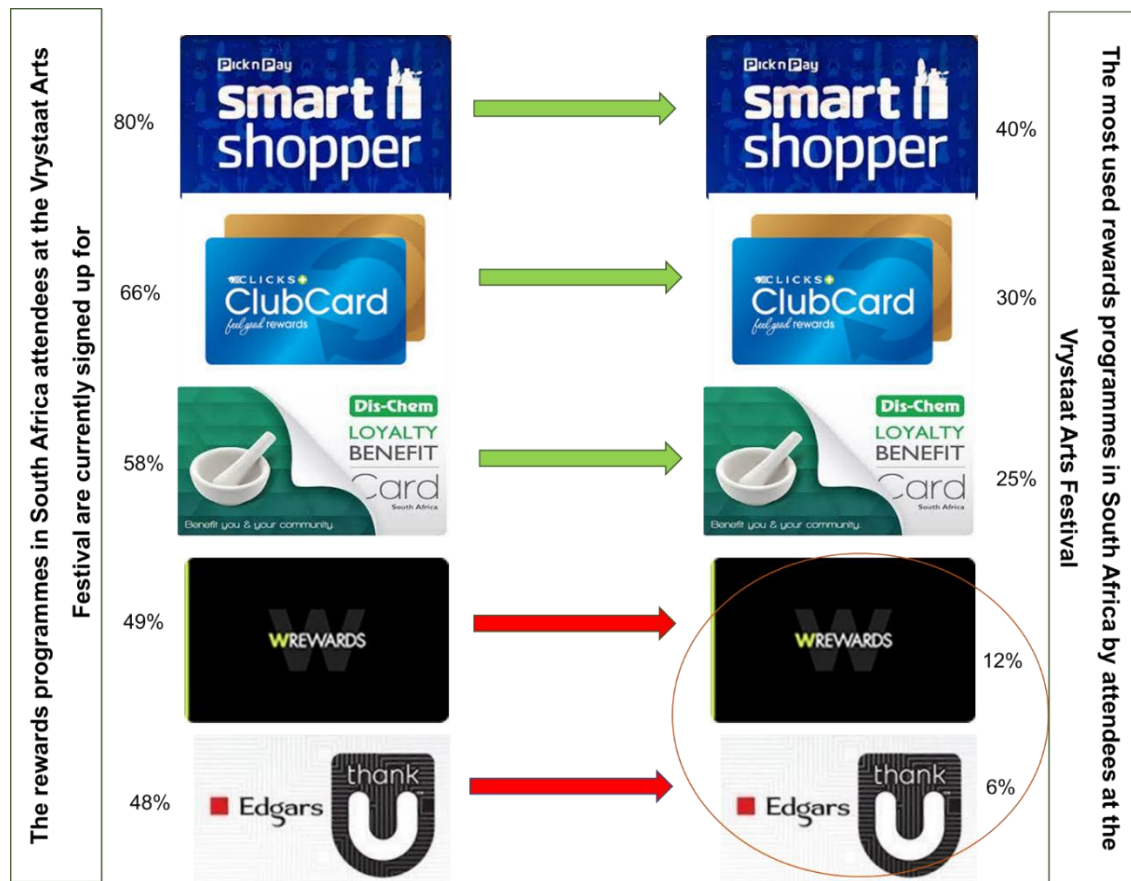
*Rewards programmes attendees used the most (c.f. 5.2.4)*

Attendees were asked to identify the three rewards programmes currently most used, so as to reveal programmes that festival managers can potentially pursue to offer rewards at the festival.

These included the following:

- The Pick n Pay Smart Shopper (40%)
- The Clicks ClubCard (30%)
- Dis-Chem Benefits (25%)

When looking at Figure 6.3, there was a higher percentage of attendees who signed up with the identified rewards programmes, but the percentage of those that used the same rewards programmes was slightly lower. This can possibly be because of the stores not being easily accessible, forgetting to produce the card at the till at the store or not often shopping at the stores.



**Figure 6.3: The rewards programmes South African attendees at the Vrystaart Arts Festival are signed up for and mostly used.**

Source: Author's own compilation based on the findings in Chapter 5. (Note: These questions were asked in 2019, before the outbreak of Covid-19 in South Africa.)

*Conclusions regarding the overview provided on validity and reliability testing and the confirmatory factor analyses (c.f. 5.2.5; 5.2.6; 5.5.7)*

- Validity and reliability were tested on the questionnaire used in the quantitative research by use of confirmatory factor analysis (c.f. 5.2.7)
- Two confirmatory factor analyses were employed.
- The quantitative research entailed using a questionnaire that was developed in such a way that the broader themes/factors were already identified.
- Thus, the confirmatory factor analysis was employed to confirm/verify the factors and whether the aspects fall under each of the broader themed factors.
- The confirmatory factor analysis (CFA) for green practices (c.f. 5.2.5):
  - The first confirmatory factor analysis was performed on the five (5) broader green practice themes/factors using a path diagram (Figure 5.3).

- The findings indicated that there is a significant p-value of 0.01 which shows that the thirty (30) aspects/items (practices) aspects will be included in the development and proposed framework for a green rewards programme.
- The five broader themed factors and thirty (30) aspects (practices) that were identified include (*c.f. Table 5.5*):
  - \*Factor 1: *Waste management* consisting of nine (9) aspects.
  - \*Factor 2: *Water management* consisting of seven (7) aspects.
  - \*Factor 3: *Energy management* consisting of four (4) aspects.
  - \*Factor 4: *Crowd and traffic management* consisting of five (5) aspects.
  - \*Factor 5: *Greener transport* consisting of five (5) aspects.
- The confirmatory factor analysis (CFA) for Green rewards (*c.f. 5.2.6*):
  - The second confirmatory factor analysis was employed using a path diagram and the four (4) broader green rewards themes/factors were confirmed/verified (see Figure 5.3) (*c.f. 5.2.6*).
  - The findings indicated that there is a significant p-value of 0.01.
  - The four (4) broader themed factors and twenty-eight (28) aspects (rewards) were identified (*c.f. Table 5.6*):
    - \*Factor 1: *Consumeristic/monetary* consisting of 13 aspects.
    - \*Factor 2: *Free reward items to aid behaviour* consisting of five (5) aspects.
    - \*Factor 3: *Egoistic* consisting of five (5) aspects.
    - \*Factor 4: *Altruistic* consisting of five (5) aspects.
- A goodness-of-fit index was conducted on the five (5) broader themed green practice factors and the four (4) green rewards themed factors and both were found suitable (*c.f. 5.2.7*).
- Three indices, Chi-square test statistic divided by the Degrees of Freedom, (CMIN/DF); the comparative fit index (CFI), Root Mean Square Error of Approximation (RMSEA) with a 90% confidence interval (LO 90 and HO 90) were used when conducting the goodness-of-fit index on the five (5) broader themed green practice factors. Two (2) of the three (3) were acceptable (*c.f. Table 5.7*).
- Three indices, Chi-square test statistic divided by the Degrees of Freedom, (CMIN/DF); the comparative fit index (CFI), Root Mean Square Error of Approximation (RMSEA) with a 90% confidence interval (LO 90 and HO 90) were used when further conducting the goodness-of-fit index on the and the four (4) green rewards themed factors. One (1) of the two (2) was acceptable (*c.f. Table 5.7*).



- Based on the Cronbach Alpha coefficient ranging from 0.771 to 0.950, for the five (5) broader themed green practice factors and four (4) green rewards themed factors indicated that the values were reliable (c.f. 5.2.7; c.f. Table 5.8).
- Based on the inter-item correlation ranged between 0.400 to 0.798 for the five (5) broader themed green practice factors and four (4) green rewards themed factors indicated consistency in all factors and both sections provided acceptable reliability (c.f. 5.2.7; c.f. Table 5.8).
- The five (5) broader themed green practice factors were ranked according to mean values and Waste management obtained the highest mean value of 4.13 and a Cronbach Alpha of 0.900. Greener transport received the lowest mean value of 3.05 and a Cronbach Alpha of 0.771. The other three-factor mean values ranged from 3.98 to 3.55 and Cronbach Alpha ranged from 0.907 to 3.55 (c.f. 5.2.7; c.f. Table 5.8).
- The four (4) green rewards themed factors were also according to mean values and Altruistic rewards obtained the highest mean value of 3.99 and a Cronbach Alpha of 0.950. Egoistic rewards had the lowest mean value of 3.40 and a Cronbach Alpha of 0.721. The other two factor mean values ranged from 3.80 to 3.75 and Cronbach Alpha ranged from 0.852 to 0.721 (c.f. 5.2.7; c.f. Table 5.8).

*Conclusions regarding the overview provided on the Spearman's rank order correlation coefficient (c.f. 5.2.8)*

The most evident findings are summarised below.

Correlations between green rewards to motivate/encourage green behaviour at the festival factors and green practice factors (c.f. Table 5.9)

- *Altruistic rewards* had a strong correlation with three (3) green practices relating to:
  - *Energy management* ( $r_s = 0.584^{***}$ ,  $p < 0.000$ )
  - *Water management* ( $r_s = 0.582^{***}$ ,  $p < 0.000$ )
  - *Waste management* ( $r_s = 0.527^{***}$ ,  $p < 0.000$ )
- *Consumeristic/monetary* had medium correlation with all five (5) green practices relating to:
  - *Energy management* ( $r_s = 0.494^{**}$ ,  $p < 0.000$ )
  - *Water management* ( $r_s = 0.492^{**}$ ,  $p < 0.000$ ),
  - *Waste management* ( $r_s = 0.444^{**}$ ,  $p < 0.000$ );
  - *Crowd and traffic management* ( $r_s = 0.387^{**}$ ,  $p < 0.000$ )
  - *Greener transport* ( $r_s = 0.346^{**}$ ,  $p < 0.000$ )

- *Free reward items to aid green behaviour rewards* had a medium correlation with all five (5) green practices relating to:
  - *Water management* ( $r_s = 0.457^{**}$ ,  $p < 0.000$ )
  - *Energy management* ( $r_s = 0.444^{**}$ ,  $p < 0.000$ )
  - *Waste management* ( $r_s = 0.422^{**}$ ,  $p < .0.000$ )
  - *Greener transport* ( $r_s = 0.393^{**}$ ,  $p < 0.000$ )
  - *Crowd and traffic management* ( $r_s = 0.336^{**}$ ,  $p < 0.000$ )
- *Egoistic rewards* had a medium correlation with two (2) green practices relating to:
  - *Water management* ( $r_s = 0.319^{**}$ ,  $p < 0.000$ )
  - *Energy management* ( $r_s = 0.272^{**}$ ,  $p < 0.000$ )

Correlations between green practice factors and the most preferred green rewards factors (*c.f. Table 5.10*)

- *Water management* had a medium correlation with the following most preferred green rewards factors:
  - *Altruistic* ( $r_s = 0.354^{**}$ ,  $p < 0.000$ )
  - *Consumeristic/Monetary* ( $r_s = 0.309^{**}$ ,  $p < 0.000$ )
- *Energy management* had a medium correlation with the following most preferred green rewards factors:
  - *Altruistic* ( $r_s = 0.317^{**}$ ,  $p < 0.000$ )
  - *Free reward items to aid green behaviour* ( $r_s = 0.303^{**}$ ,  $p < 0.000$ ).

Correlations between green rewards to motivate/encourage green behaviour factors and the most preferred green rewards (*c.f. Table 5.11*)

- The green reward to motivate/encourage green behaviour at the festival factor *Egoistic* had a significant large correlation between the most preferred green rewards *Egoistic* ( $r_s = 0.584^{***}$ ,  $p < 0.000$ )
- The green reward to motivate/encourage green behaviour at the festival factor *Egoistic* had a significant medium correlation between the following most preferred green rewards:
  - *Free reward items to aid green behaviour* ( $r_s = 0.337^{**}$ ,  $p < 0.000$ )
  - *Consumeristic/Monetary* ( $r_s = 0.317^{**}$ ,  $p < 0.000$ )
- The green reward to motivate/encourage green behaviour at the festival factor *Altruistic* rewards had a strong correlation with the most preferred *Altruistic* rewards ( $r_s = 0.511^{***}$ ,  $p < 0.000$ )

- A medium correlation with preferred *Free reward items to aid green behaviour* ( $r_s = 0.499^{**}$ ,  $p < 0.000$ ), *Consumeristic/Monetary* rewards ( $r_s = 0.365^{**}$ ,  $p < 0.000$ )
- The green reward to motivate/encourage green behaviour at the festival factor *Consumeristic/monetary* rewards had a medium correlation with the following most preferred rewards.
  - *Free reward items to aid green behaviour* ( $r_s = 0.433^{**}$ ,  $p < 0.000$ )
  - *Consumeristic/Monetary* ( $r_s = 0.406^{**}$ ,  $p < 0.000$ )
  - *Altruistic* ( $r_s = 0.353^{**}$ ,  $p < 0.000$ )
- The green reward to motivate/encourage green behaviour at the festival factor *Free items to aid green behaviour* had medium correlation with the following most preferred rewards:
  - *Free reward items to aid green behaviour* ( $r_s = 0.450^{**}$ ,  $p < 0.000$ )
  - *Altruistic* ( $r_s = 0.372^{**}$ ,  $p < 0.000$ ),
  - *Consumeristic/Monetary* ( $r_s = 0.300^{**}$ ,  $p < 0.000$ )

#### *Conclusions regarding the overview provided on the t-test analysis (c.f. 5.2.9)*

The quantitative research entailed determining whether gender, type of accommodation, type of transportation and attendees' work status have any influence on green practices factors and green rewards to motivate/encourage green behaviour at the festival factors. However, there was only one evident finding with a statistically significant difference. The most evident findings are summarised below.

#### *t-test comparison of gender and green practice factors*

- Both male and female attendees will support the implementation of only *Crowd and traffic management* green practices with a p-value of 0.021 and an effect size of 0.22 (c.f. Table 5.15).

#### *Conclusions regarding the overview provided on the analysis from the ANOVAs (c.f. 5.2.10)*

The quantitative research entailed determining whether socio-demographic aspects (*province of origin, language, education and income*), behavioural aspects (*how green to you consider yourself to be? how green do you consider the event to be?*) have a significant influence on the green practice factors and green rewards to motivate/encourage green behaviour at the festival factors. The most evident findings are summarised below.

#### *ANOVA comparison of how green do you consider yourself to be? and green rewards to motivate/encourage green behaviour factors*

- A practical significant difference was observed with a p-value of 0.019 for Altruistic and an effect size ranging from 0.41 to 0.39 indicating a medium significant difference between Not green at all and Very green; and Not green at all and Somewhat green (*c.f. Table 5.22*).

*ANOVA comparison of education and green practice factors*

*Waste management (c.f. Table 5.23):*

- A practical significant difference was observed with a p-value of 0.034 for Waste management and an effect size ranging from 0.46 to 0.39 indicating a medium significant difference between a PhD degree and Less than matric; PhD degree and Diploma; PhD degree and Degree; PhD degree and Master's degree.
- An effect size of 0.25 indicated a small significant difference was observed between Professional and PhD degree.

*Energy management (c.f. Table 5.23):*

- A practical significant difference was observed with a p-value of 0.023 for Waste management and an effect size ranging from 0.094 to 0.51 indicating a large significant difference between Professional and Other post matric; and Professional and Less than matric.
- An effect size ranging from 0.47 to 0.31 indicated a medium significant difference was observed between Professional and Matric; Professional and Diploma; Professional and PhD degree; Masters and Less than matric; Masters and Diploma; PhD degree and Degree; and PhD degree and Master degree.
- An effect size ranging from 0.25 to 0.22 indicated a small significant difference was observed between Matric and Less than matric; Degree and Diploma; Professional and Degree; and Professional and Master's degree.

*ANOVA comparison of education and green rewards to motivate/ encourage green behaviour factors*

*Consumeristic/monetary rewards (c.f. Table 5.25):*

- A practical significant difference was observed with a p-value of 0.049 for *Consumeristic/monetary rewards* and an effect size ranging from 0.95 to 0.53 indicating a large significant difference between Other post matric and PhD degree; Professional and Less than matric, Professional and Other post matric; and Professional and Matric.
- An effect size ranging from 0.45 to 0.35 indicated a medium significant difference was observed between Professional and Degree; Professional and Master's degree; Professional and PhD degree; and Master's degree and Less than matric.

- An effect size ranging from 0.21 to 0.26 indicated a small significant difference was observed between Matric and Less than matric; Degree and Less than matric; Degree and Diploma; Master's degree and Diploma; and PhD degree and Less than matric.

Free reward items to aid green behaviour (*c.f. Table 5.25*):

- A practical significant difference was observed with a p-value of 0.053 for *Free reward items to aid green behaviour* and an effect size ranging from 0.78 to 0.51 indicating a large significant difference between Professional and Other post matric; Professional and Less than matric; Diploma and Professional; and Professional and Less than matric.
- An effect size ranging from 0.44 to 0.37 indicated a medium significant difference was observed between PhD degree and Diploma; PhD degree and Less than matric; Professional and Matric; Professional and Degree; and Professional and Master's degree.
- An effect size ranging from 0.25 to 0.20 indicated a small significant difference was observed between Diploma and Matric; Degree and Diploma; Master's degree and Less than matric; Master's degree and Diploma; PhD degree and Degree; PhD degree and Matric; and PhD degree and Master's degree

Egoistic rewards (*c.f. Table 5.25*):

- A practical significant difference was observed with a p-value of 0.002 for Egoistic rewards and an effect size ranging from 0.84 to 0.53 indicating a large significant difference between Master's degree and Diploma; Master's degree and Less than matric; PhD degree and Matric; PhD degree and Degree; Other post matric and Diploma; Other post matric and PhD degree; Other post matric and Less than matric; Professional and Diploma and Professional and Less than matric.
- An effect size ranging from 0.25 to 0.20 indicated a medium significant difference was observed between Professional and Matric; and PhD degree and Professional; Degree and Less than matric; Degree and Diploma; Master's degree and Matric; PhD degree and Master's degree; Other post matric and matric.
- An effect size ranging from 0.24 to 0.21 indicated a small significant difference was observed between Matric; Degree and Matric; Master's degree and Degree; Professional and Degree.

Altruistic rewards (*c.f. Table 5.25*):

- A practical significant difference was observed with a p-value of 0.015 for Altruistic rewards and an effect size ranging from 0.91 to 0.51 indicating a large significant difference between PhD degree and Diploma; Professional and Other post matric; and Professional and Diploma.

- An effect size ranging from 0.47 to 0.35 indicated a medium significant difference was observed between Master's degree and Diploma; Professional and Less than matric; Professional and Matric; Professional and Degree; PhD degree and Matric; PhD degree and Less than matric; and PhD degree and Degree.
- An effect size ranging from 0.24 to 0.20 indicated a small significant difference observed between Diploma and Less than matric; Degree and Diploma; Master's degree and Less than matric; Master's degree and Matric; and PhD degree and Master's degree.

*ANOVA comparison of income and green practice factors (c.f. Table 5.26)*

- A practical significant difference was observed with a p-value of 0.023 and an effect size of 0.25 indicating a small significant difference Energy management and between the income levels of R90 000+ and less than (<) R30 000.

*ANOVA comparison of income and green rewards to motivate/encourage green behaviour at the festival factors (c.f. Table 5.26):*

- A practical significant difference was observed with a p-value of 0.002 and an effect size indicating a large significant difference ranging from 0.84 to 0.58 for *Egoistic* rewards and between all levels of income.
- An effect size of 0.27 indicated a small significant difference was observed for *Egoistic* rewards and between the income bracket of R50 000 – R69 999 and <R30 000.
- A practical significant difference was observed with a p-value of 0.049 and an effect size indicating a medium significant difference ranging from 0.39 to 0.28 for *Consumeristic/monetary* rewards and between the income bracket of R50 000 – R69 999 and <R30 000; R50 000 – R69 999 and R30 000 – R49 999.
- An effect size of 0.28 indicated a small significant difference was observed for *Consumeristic/monetary* rewards and between the income bracket R70 000 – R89 999 and R50 000 – R69 999.
- A practical significant difference was observed with a p-value of 0.015 and an effect size indicates a small significant difference ranging from 0.27 to 0.23 for *Altruistic* rewards and between all levels of income.

### 6.2.5 Conclusions regarding Objective 4: An overview regarding to festival managers' green awareness, attitude and behaviour towards the greening of their arts festival. (*Supply side*)'

Section B presented the results and findings of the Phase 2, qualitative research obtained from the interviews conducted to gain the supply-side perspective on their green awareness, implementation of green practices, challenges and motivators towards greening and green rewards.

- The research concludes that, with respect to their level of **green awareness** (*c.f.* 5.9.1) most of the festival managers seemed not to be quite sure about the importance of event greening/going green from a festival perspective. However, based on each response, they generally understood what event greening/going green entailed.
- There was an agreement among all the interviewed managers with the statement that large events and festivals have an increasing obligation to manage negative environmental impacts better.
- None of the festival managers were aware of any existing green plans/guidelines in South Africa, specifically for events.
- Regarding the **implementation of green practices** (*c.f.* 5.9.2): due to its partnership with the university, the festival is implementing green initiatives (e.g. solar farm, recycling, grey water, carrier bags, sustainable projects) and has projects and celebrations they host during the festival that incorporate the use of green practices. In the foreseeable future, more green practices will be implemented (e.g., going paperless, sharing rides).
- The festival managers identified greener transport, waste management, water management, energy management and crowd and traffic management green practices that can be implemented at the festival.
- The festival's motive towards implementing green practices lies heavily in the festival wanting to be sustainable and being seen as a responsible arts festival while taking care of the environment for their community and the country.
- Academic studies on the festival, incentives and the sustainability of the festival are the aspects that would encourage festival managers to implement more green practices.
- Regarding the **challenges and motivators towards greening** (*c.f.* 5.9.3): encouraging people to use the festival branded carrier bag, stall owners to use recycling materials and going paperless are the easiest to implement, while parking, transport, costs for hiring golf carts and reducing power consumption are the most challenging to implement. Costs or expenses and limited funding will deter them from implementing more green practices.

- Festival managers thought that people being averse to change, buying into the entire project of going green, some stakeholders feeling underappreciated, costs of converting to green practices/initiatives and making any blanket rules would be some of the barriers stakeholders might experience when supporting the festival's green practices/initiatives. On the other hand, no barriers were foreseen for sponsors and the university as they are already on board with supporting the festival's green practices/initiatives.
- Festival managers mentioned that aspects such as good communication, providing information and recognition and marketing privileges will motivate stakeholders (stall owners, sponsors, local municipality, the university, artists, suppliers and festival attendees) to support the festival's green practices/initiatives.
- Regarding **offering green rewards** (c.f. 5.9.4): there was an agreement that rewards programmes can increase the likelihood of attendees supporting green practices should they be implemented at their festival. They were open to the idea of offering consumeristic/monetary rewards, free items to aid behaviour, egoistic and altruistic green rewards to their attendees. However, the major barrier they foresee with implementing a rewards programme will be costs or expenses.

### **6.3 A GREEN REWARDS PROGRAMME FRAMEWORK FOR THE VYSTAAT ARTS FESTIVAL (OBJECTIVE 5)**

The main goal of this study was to develop a green rewards programme framework for a South African arts festival, namely the Vrystaat Arts Festival. To do so, two literature analyses were conducted along with primary data collection that consisted of a survey that was conducted prior to the outbreak of Covid-19 (2019) and the individual interviews that were done during Covid-19 (2021) in South Africa, of which the findings have been used to establish the green rewards programme framework.



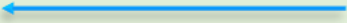


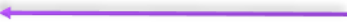
As illustrated in Figure 6.4, the demand side points out the influence of socio-demographic and behavioural aspects on attendees' decision to engage and support the green practices should they be implemented at the festival and influence the type of rewards that will motivate/encourage attendees to be greener in their behaviour at the festival. It identifies green practices that attendees are more and less inclined to support should they be implemented at the festival (left side in Figure 6.4). It also identifies the green rewards that will motivate/encourage attendees to be greener in behaviour and ultimately support the identified green practices at the Vrystaat Arts Festival (right side in Figure 6.4). The supply side identifies the green practices that can be implemented at the festival and green rewards can be offered to attendees by the festival



managers. It identifies the barriers and motivators that should be taken into consideration during the implementation. The framework and recommendations are explained after the green rewards programme framework.

Table 6.1 provides an explanation of the symbols or colours used to develop the green rewards programme framework (see Figure 6.4).

**Table 6.1: Symbols/colour and explanation of the green rewards programme framework**

Symbol/colour	Explanation
	<ul style="list-style-type: none"> <li>Green practices attendees are more inclined to support should they be implemented at the festival.</li> <li>Green rewards that can motivate/encourage attendees to be greener in their behaviour.</li> <li>Green practices that can be implemented by festival managers and green rewards that can be offered by the festival to their attendees.</li> </ul>
	<ul style="list-style-type: none"> <li>Green practices attendees are less inclined to support should they be implemented at the festival.</li> <li>Green rewards that will less likely motivate/encourage attendees to be greener in their behaviour at the festival.</li> <li>Green practices and green rewards that will be challenging for festival managers to implement and offer their attendees at the festival.</li> </ul>
	<ul style="list-style-type: none"> <li>Correlation between Altruistic rewards, socio-demographic aspects, general behavioural aspects, and green practices.</li> </ul>
	<ul style="list-style-type: none"> <li>Correlation between Free rewards items to aid behaviour rewards, socio-demographic aspects, and green practices.</li> </ul>
	<ul style="list-style-type: none"> <li>Correlation between Consumeristic/Monetary rewards, socio-demographic aspects, and green practices.</li> </ul>
	<ul style="list-style-type: none"> <li>Correlation between Egoistic rewards socio-demographic aspects, general behavioural aspects, and green practices.</li> </ul>

Source: Author's own compilation.

# DEMAND-SIDE

## Green practices

### Waste management (mean 4.13)

- Most probably be inclined to support the Recycling bin system.
- Most probably be inclined to support E-marketing.
- Most probably be inclined to support Biodegradable packaging by all stall owners.
- Important for individuals with a PhD degree.

### Energy management (mean 3.98)

- Most probably be inclined to support that the festival resorts to natural light and ventilation at venues.
- Important for individuals with less than matric and professionals.

### Water management (mean 3.73)

- Most probably be inclined to support the use of Gel hand sanitisers.

### Crowd and traffic management (mean 3.55)

- Both females and males view as more important.
- Most probably be inclined to support the use of ways to reduce soil compression and Rehabilitation programmes.

### Green transport (mean 3.05)

- Less inclined to support some green practices should they be implemented at the festival (e.g. bicycle rental service).
- Most probably be inclined to support carpooling to pay less for parking.

## Green rewards

### Altruistic (mean 3.99)

- Motivate/encourage attendees to support green practices relating to Waste, Energy and Water management should they be implemented at the festival.
- Important for individuals with diploma and professional.
- Important for individuals who consider themselves very green and somewhat green.

### Free item to aid green behaviour (mean 3.80)

- Motivate/encourage attendees to support the 5 green practices should they be implemented at the festival.
- Important for individuals with diploma, less than matric and professional

### Consumeristic/Monetary (mean 3.75)

- Motivate/encourage attendees to support the 5 green practices should they be implemented at the festival.
- Important for individuals with a less than matric, diploma, matric, PhD and professional.

### Egoistic (mean 3.40)

- Motivate/encourage attendees to support green practices relating to Water management and Energy management should they be implemented at the festival.
- Likely to motivate/encourage attendees to be greener in their behaviour.
- Important for individuals with diploma, less than matric, matric, degree and other post matric.
- Important for individuals earning <R30 000, R30 000 – R49 999 and R50 000 – R69 999 per month.

Continuing

### Objective:

To motivate/encourage attendees to be greener in their behaviour without compromising the arts festival experience.

# SUPPLY-SIDE OFFERINGS

## Green practices

### Green transport option

Challenges:

- Costs related to hiring golf carts.
- Encouraging attendees to use carpool or share rides.

### Waste management

- Going paperless.

### Water management

- Water renewable project (e.g, use of grey water and being water wise).

### Energy management

Challenges:

- Reducing power consumption.
- Slow transition from halogen lighting to LED lights.

### Crowd and traffic management

Challenges:

- Parking issues.

## Green rewards

### Consumeristic/Monetary

- Discounts/vouchers.

### Free items to aid behaviour

- A complementary festival branded carrier bag.

### Altruistic

- A good cause initiative or project to be supported by attendees.

### Egoistic

- A competition to win an all-inclusive weekend break-away at an eco-lodge.

### Barriers:

- Expenses/costs.
- Limited funding.
- Limited stakeholder engagement.
- Attendees having mixed levels of interest/hesitance to change.

### Motivators:

- Academic studies on the festival.
- Incentives.
- Funding.
- The sustainability and future of the festival.

**More stakeholder engagement and partnerships.**

### Outcome:

Improved steps by the festival towards reducing negative environmental impacts.

### Impact:

Improved step by step actions by attendees towards engaging in and supporting green practices.

Figure 6.4: A green rewards programme framework

Source: Developed by the Author.

## **THE DEMAND SIDE** (*Festival attendees' perspective*)

- The demand for green practices to be implemented and supported by attendees at the festival. The question '*how green do you consider yourself to be?*' was asked to discover whether festival attendees engage in green behaviours outside the festival ground or on a daily basis (*c.f. 5.2.1*). Based on the findings and level of importance, attendees are more inclined to support green practices relating to waste management, energy management, water management, and crowd and traffic management and less likely to support some of the greener transport green practices. For transparency purposes, it is important to take note of the green practices' that attendees felt hesitant to support should they be implemented at the festival (response: "*Less likely*" to "*Maybe*") include the following (*c.f. 5.2.2*):

1. *A bicycle rental service* offered by the event during the festival period. (*Less likely*)
2. *Penalties/fines* for parking on undesignated areas. (*Maybe*)
3. Regulating daily visitor numbers on the terrain to reduce the environmental impact. (*Maybe*)
4. A *green-fee* included in the entrance fee to show support towards the festival's green initiatives. (*Maybe*)
5. Regular waste removal on the festival terrain for hygiene purposes. (*Maybe*)
6. A *shuttle service* offered by the event to travel to the festival. (*Maybe*)
7. A *shuttle service* offered by the event at the festival. (*Maybe*)

- The demand for a green rewards programme

The attendees at the festival are more inclined to support green practices should they be implemented at the festival because they require less time, effort and cost and because they are more rewarding. The findings indicated that the attendees will be motivated/encouraged to be greener in behaviour and engage in and support green practices if they are offered green rewards such as altruistic, consumeristic/monetary, free reward items to aid green behaviour as opposed to egoistic rewards. Festival managers need to take note of the correlation or the relationship between the green practice factors and green rewards to motivate/encourage green behaviour at the festival factors:

- Altruistic is ranked the highest of the green rewards considered as important. This indicated that attendees will be highly motivated/encouraged by altruistic rewards to be greener in their behaviour and support the green practices relating to energy management, water management, waste management should they be implemented at the festival as opposed to greener transport and crowd and traffic management.

- Free reward items to aid green behaviour is ranked as the second most important green rewards and will motivate/encourage attendees to be greener in their behaviour and support green practices relating to water management, energy management, waste management, green transport options and crowd and traffic management should they be implemented at the festival.
  - Consumeristic/monetary is ranked as the third most important green reward that will motivate/encourage attendees to be greener in their behaviour and support green practices relating to energy management, water management, waste management, crowd and traffic management and greener transport.
  - Lastly, Egoistic is ranked slightly lower but considered an important green reward that will motivate/encourage attendees to be greener in their behaviour and support green practices relating to water management and energy management green practices as opposed to waste management, crowd and traffic management and greener transport.
- **Aspects that can influence the five (5) green practice factors and four (4) green rewards factors**

According to previous research, aspects such as age, gender, personality and self-concept, economic situations and lifestyle play a significant role in influencing festival attendees' green behaviour and attitude (*c.f.* 3.4). To implement all the five (5) green practice factors (*Greener transport, Waste management, Water management, Energy management, Crowd and traffic management*) and 4 green rewards factors (*Consumeristic/monetary, Free reward items to aid behaviour, Egoistic and Altruistic*), it is recommended that festival managers understand the influence of attendees' socio-demographic profile and general behavioural aspects on the attendees' decision to support green practices should they be implemented at the festival and the influence of these aspects on the type of green rewards that will motivate/encourage attendees to be greener in their behaviour at the festival. This will assist in meeting the demands, needs and expectations of attendees towards greening the arts festival. The following are the relationships or the influence of socio-demographic and general behavioural aspects:

*Socio-demographic influence:*

- Age (*average age: 36 years - young adults*) has a small influence on attendees' decision to support green practices relating to crowd and traffic management.
- In terms of gender, both males and females will support green practices relating to crowd and traffic management.

- Across the three-monthly household levels of income e.g., <R30 000, R30 000 – R49 999 and R50 000 – R69 999, there is a demand mostly for egoistic rewards to motivate/encourage attendees to be greener in their behaviour at the festival.

*General behavioural aspects influence:*

- Altruistic rewards will motivate/encourage attendees who considered themselves very green, somewhat green and not green at all to be greener in their behaviour at the festival.
- In terms of education, it is mostly attendees with a PhD degree who will support green practices relating to water management and attendees with less than matric and professionals who will support green practices relating to energy management. While attendees with a PhD, less than matric, matric, diploma and professionals will be motivated/encouraged by consumeristic/monetary, egoistic and altruistic rewards to be greener in behaviour at the festival. However, free reward items to aid green behaviour rewards will motivate/encourage attendees as opposed to matric and diploma to be greener in their behaviour at the festival.

*Significant deductions that can be made include the following:*

- The type of accommodation, type of transport, language, province of origin, working status, how green do you consider the event to be?, people travelling in the group, number of tickets, length of stay and times of attendance are considered as not important aspects that can influence attendees' decision to support green practices should they be implemented at the festival and influence the type of green rewards that can motivate/encourage them to be greener in their behaviour at the festival against other influencing aspects (e.g. *education, age, income, how green do you consider yourself to be?*). This indicates that, regardless of the mentioned aspects, attendees consider the green practices that would be implemented at the Vrystaat Arts Festival and the green rewards they will be offered to motivate/encourage them to be greener in their behaviour at the festival to be important.

**THE SUPPLY SIDE** (*Festival managers' perspective*)

This study was further conducted to gain the perspective from a supply side and the results indicate that festival managers are currently implementing some green practices which are currently initiated by site (University) and are willing to implement more green practices in the foreseeable future. There was an agreement amongst the festival managers that offering rewards

will increase the likelihood of the attendees engaging in and supporting the implementation of green practices, especially when it comes to those green practices that sometimes require more time, effort and costs.

However, some aspects can pose a challenge when it comes to implementing green practices and offering green rewards. The following are the aspects that will affect festival managers implementation of some of the green practices. These aspects include encouraging attendees to walk more, carpooling, cost hire golf carts, reducing energy consumption, slow transition to LED lights and parking issues. While aspects such as expenses/costs, limited funding and attendees having mixed levels of interest/hesitance to change are the major challenges/barriers festival managers will encounter when implementing more green practices/initiatives and offering green rewards. To overcome these challenges/barriers receiving funding and incentives are crucial to festival managers when it comes to implementing more green practices in the foreseeable future and offering green rewards to their attendees.

The practical recommendations that follow are aimed at the festival managers as they are the central individuals who can connect key role-players (mainly attendees) and influence their decision making, choices and experience, and act as a leverage point for moving arts festivals towards becoming greener (*c.f. 1.1*).

#### **6.4 RECOMMENDATIONS TO THE VRYSTAAT ARTS FESTIVAL MANAGERS**

- It is important for the festival managers to understand attendees' socio-demographic and behavioural profiles and to take note that the needs and demands of their attendees will vary. The results indicate that both males and females, who consider themselves somewhat green, consider the festival somewhat green and the majority of Free State residents are positive about supporting green practices. Understanding this will assist festival managers to make effective decisions on the type of green practices that can be implemented and the type of green rewards to offer to motivate/encourage attendees to be greener in behaviour and support green practices should they be implemented at the festival.
- The findings revealed that the five (5) green practices (factors) that attendees were more inclined to support with mean values above 3.50 and one (1) of the green practices had a mean value below 3.50. This implies that the festival managers need to develop effective strategies to gain more support and engagement from attendees, particularly when implementing greener transport options. However, attendees show a positive attitude and behaviour towards supporting some of the individual green practices.

- The results indicate that attendees are less inclined to support some green transport options should they be implemented at the festival. This green practice includes a bicycle rental service offered by the event during the festival period (mean value of 2.13). Therefore, it is recommended that festival managers form a partnership with local bicycle rental services/organisations to raise awareness of the benefits of cycling on attendees' health and the environment. In addition, attendees are also hesitant to support well-planned walking routes with clear signage to get to various show venues (mean value of 2.61), a shuttle service offered by the event to travel to the festival (mean value of 2.80) and shuttle services to use at the festival (mean value of 2.89). Here partnership with local public transport systems such buses and taxis can be done in a fun and appealing manner. For example:
  - The shuttle services can be removable festival branded stickers.
  - A “share your public transport experience” campaign can be created where attendees share pictures and videos on the festival's social media platforms to enhance the vibe.
  - A competition and a “lucky ride” concept can be created whereby two or three lucky attendees who made use of the shuttle services (carpooling, cycling, bus or taxis) can win a free show ticket or food voucher.
  - Be easily accessible and can cater to disabled individuals.
  - Big clear, eye-catching signage to get to various venues used with eco-friendly materials can be created.
- The results showed that attendees are more inclined to support waste management practices should they be implemented at the festival. To effectively promote waste management practices, it is recommended that festival managers place three system colour-coded recycling bins that are clearly labelled for paper, bottles or cans and plastic. This will assist in raising awareness and educating attendees on different types of waste that are produced at the festival and how to effectively sort waste for recycling purposes. An item refundable system (incentive) can be created whereby attendees can return a certain branded beverage bottle and receive a discount coupon on their next purchase. Festival managers partner with the stall owners and strategise to implement the use of biodegradable packaging at the festival terrain. Each stall can have a poster indicating the purpose and benefits of the sustainable or eco-friendly products or packaging (biodegradable) reducing waste and protecting marine life. A stall can be decorated using various waste products with slogans and placed at the entrance of the festival with volunteers asking attendees to make donations dedicated to people who regularly clear the bins and remove the waste on the festival terrain for hygiene purposes.
- The aim of assisting the Vrystaat Arts Festival to be green or sustainable is to make the festival become a platform to express green values, motivate/encourage green behaviour, and develop on-site activities that communicate and instil support for green practices without



compromising the festival experience. Thus, it is recommended that festival managers make use of various marketing and communication strategies for different target groups of attendees. They can publish or share the festival's greening and sustainability success stories as well as the ways that stakeholders support and engage in green practices/initiatives on the website and on social media (Instagram, Twitter and Facebook).

- Crowd and traffic management options received support from the festival attendees according to the results. It is advised that festival managers in partnership with the University (host area) to scatter of wood shavings at certain areas at the festival terrain, implement a rehabilitation programme after the festival and manage time effectively and end shows and performances before midnight.
- The results from the further analysis revealed that, based on education, attendees with a professional career would strongly support the implementation of waste management practices. While those attendees with less than matric, matric, diploma, degree, master's degree, PhD degree and professional, and attendees earning less than R30 000, R30 000 – R49 999 and R50 000 – R69 999 per month are inclined to support the energy management practices should they be implemented at the festival. The overconsumption of energy and water scarcity is known to be major problem in South Africa and the Free State. Therefore, festival managers can have an information point at a busy intersection on the festival terrain and place eco-friendly posters to raise awareness about how water (use of grey water, mobile toilets) and energy (solar farm) is being conserved at the university as this is the festival terrain and how attendees can be involved. A five-minute power campaign can also be implemented whereby, before each production, show lights are switched off in the venue. This will indicate to attendees that energy is being conserved. As pointed out by some of the festival managers now, more than ever, people's open-mindedness is coming into effect towards green practices and wanting to work together. Keeping this in mind is crucial in influencing attendees' decision to support green practices and motivating/encouraging them to be greener in their behaviour at the festival.
- The findings revealed that from the four (4) green rewards (factors) that would motivate/encourage attendees to be greener in their behaviour, with mean values above 3.50, one (1) of the green rewards had a mean value below 3.50. This indicates that attendees are now, more than ever, taking step-by-step actions towards engaging in green behaviour, which is now evident at the festival. Thus, offering green rewards will make attendees feel that their efforts and time are being recognised.
- The results showed that, to some extent, egoistic rewards would less likely motivate/encourage attendees to be greener in their behaviour at the festival. The individual green rewards such as vouchers for festival backstage pass entry (3.38), vouchers for a VIP

skip-the-queue service at festival entrances/venues (3.36); vouchers for VIP-seating at festival production venues (3.34); and vouchers for exclusive VIP designated areas on festival terrain (for example beer/tea gardens, parking areas) (3.31). Although these rewards can be easily offered by the festival as there is already a VIP area, it is recommended that festival managers reinvent their VIP lounge in such a way that it incorporates green or sustainable locally designed furniture, includes recycling bins and uses mostly glassware sets for hot or cold beverages and food. This will make offering attendees these egoistic rewards more worthwhile and create a “green status” vibe.

- The Vrystaat Arts Festival attendees are shown to be very positive about being offered green rewards to motivate/encourage them to be green in behaviour and ultimately support green practices should they be implemented at the festival. Attendees indicated individual green rewards that would motivate/encourage them to be greener in behaviour at the festival were discounts/vouchers for food/beverages on the festival terrain (3.88), a complimentary reusable eco-friendly shopping bag (4.11), entries into a competition to win an all-inclusive weekend break-away at an eco-lodge (3.55) and supporting a good cause (4.08). These green rewards can be offered as a starting point. However, partnership with selected stall owners will be needed to strategise a food and beverage discount system and partnership with a local eco-friendly lodge such as the Eco Karoo Mountain Lodge in Luckhoff, Free State to create the competition for the all-inclusive weekend break-away.
- Results from the further analysis revealed that consumeristic/monetary rewards, altruistic rewards, and free reward items to aid green behaviour will motivate/encourage attendees to a greater extent to be greener in their behaviour at the Vrystaat Arts Festival as opposed to egoistic rewards. This might ultimately increase their inclination to support green practices should they be implemented at the festival. This implies that festival managers should form partnerships with various stakeholders and develop strategies to offer green rewards that correlate with each green practice that attendees are inclined to support in a way that is beneficial for the stakeholders, festival and attendees.
- Local partnership: There are a few key stakeholders in Bloemfontein that have joined the sustainable and greening movement that the researcher (author) strongly recommends as partners for festival managers when introducing green rewards and this can assist in reducing costs and resources. These stakeholders are:
  - Margo Fargo: One of South Africa’s leading environmentalists who owns a metal straw company called the Far\_Go straw and a coffee company called Grinda Coffee. The products at the companies include stainless steel and glass straws, stainless steel flasks, sleek flasks and mugs.

- Dear Earth: Reusable cups were launched in 2019 with the aim of reducing disposable cup waste.
- Rael Collection: They manufacture natural, vegan and chemical-free skin care and hair care products.
- Future Bloemfontein: This is a community organisation that encourages citizens to recycle.
- Osem shop: A zero-waste store that encourages individuals to cut down unnecessary packing such as plastic.
- In addition, the local municipality and other stakeholders in the community such as accommodation establishments, transport and restaurants need to be involved and engaged in the greening process of the festival for the goals set in the developed strategies to be achieved.
- National partnership: The Vrystaat Arts Festival managers can partner with Woolworths Limited Holdings when introducing green rewards especially altruistic rewards at the festival to develop long term partnerships.
  - Woolworths Limited Holdings has a programme called MySchool MyVillage MyPlanet whereby individuals who have signed up with the programme can swipe their card at any retail partner and a percentage of their spending will be given back to the cause of the individual's choice (e.g MySchool, MyVillage or MyPlanet). MySchool aims at raising funds to support access of quality education for children in South Africa; MyVillage aims at raising funds to support charities and welfare organisations; and MyPlanet aims at raising funds to support wildlife conservation, the environment and animal welfare. The reason for mentioning this partnership is that the researcher (author) believes that going green or, rather, reducing negative environmental impacts is a process that requires a continuous balance between economic, social environmental approaches. The Vrystaat Arts Festival can potentially drive the balance between the three pillars of sustainability within the Free State province and have a spillover effect within the country.
- Festival attendees' reward programmes for which they have signed up and which they use the most include Pick n Pay SmartShopper, the Clicks ClubCard and the Dis-Chem Benefits. Therefore, a partnership can be created with these existing rewards programmes in South Africa to develop a system where attendees can earn points on their loyalty cards. For example, the rewards cards to be used at selected stalls at the festival and the accumulated points can be used at these supermarkets.
- Festival managers are advised to take the implementation of green practices and green rewards as content creation and keep this question in mind: "how do we make this/that

interesting?”, so to keep attendees interested and involved in the greening process of the festival.

- In general, festivals rely on a huge range of suppliers and, as the Vrystaat Arts Festival is “becoming green”, there are more suppliers that will want to associate with the festival. Therefore, the festival managers need to monitor the practices of each supplier to make sure they align with what the festival seeks to achieve.
- The ultimate recommendation for festival managers is to access and make use of the existing greening plans in South Africa identified in this study as a base to develop a standalone Vrystaat Arts Festival greening and sustainability guide document. Key themes that can be included are the greening objectives for (1) *Protecting and enhancing biodiversity*, (2) *Waste management*, (3) *Transport management*, (4) *Water management*, (5) *Energy management*, and (6) *Crowd and traffic management*, (7) *Health and wellbeing*, (8) *Green rewards programmes*, (9) *Communication and awareness*, (10) *Outcomes and leaving a positive legacy*. Key priority factors flagged by Julie’s Bicycle international organisation that consulted the festival can be included in the document.
- Greening of the event industry is a process that requires learning from those who have been on the journey to reduce negative environmental impacts over the years. Festivals such Rocking the Daisies, Eden Festival, Hermanus Festival, Muizenberg Festival and Innibos Arts Festival published their sustainability reports and identified and explained a number of their sustainability green practices/initiatives that are being implemented as well as mentioning their partnerships. The Vrystaat Arts Festival managers can access the information and, most importantly, make the green practices being implemented to be visible, creative and fun so as to motivate/encourage attendees to engage and support the implemented green practices.
- Also, as a relationship has already been developed between the North-West University research entity TREES (Tourism Research in Economic, Environs and Society) and the Vrystaat Arts Festival, it is important for this partnership to continue to benefit further research studies, for consultations if needed and for recommendations purposes.
- It is important for festival managers to set behaviour goals (i.e. motivate/encourage greener behaviours); determine the appropriate reinforcers (i.e. positive rewards); select procedures for changing festival attendees’ behaviour (i.e. a green rewards programme); implement the rewards programme and record the results, as well as evaluate the progress of attendees green behaviours, and adapt where possible. There are guidelines that festival managers need to take into consideration towards effectively implementing a green rewards programme and these include the following (cf. 3.4.1):
  - The green rewards need to be offered frequently, based on the rewards programme objectives.

- The green rewards should be offered in a way that will keep attendees from losing interest in engaging in green behaviours and supporting the implementation of green practices during the festival.
- Offering green rewards needs to be continued every time to see improvement in attendees' green behaviour towards supporting and implementing green practices during the festival to motivate attendees to continue to be greener in behaviour. This can be included in the festival's sustainability reporting.
- Clear and understandable social reinforcements such as verbally encouraging and complementing/thanking festival attendees for their support in implementing green practices and being green at the festival is considered an effective reward to offer.
- Each green reward that will be offered should be appropriate for younger and older and both male and female attendees.
- The green rewards should be suitable for everyone regardless of their income bracket, education status, work status and how green they consider themselves to be.
- The green rewards proposition is what drives individuals to behave and engage in the behaviour being requested (i.e. green behaviour) therefore rewards offered need to be attractive and achievable.
- It is highly recommended that the Vrystaat Arts Festival managers conduct a sustainability study every 3 – 5 years to measure what has been achieved.
- Furthermore, festival managers can set their own targets or green goals they want to achieve in the next 10 years. The goals can be categorised in the following:
  - Waste management
  - Energy efficiency
  - Water saving
  - Social development
  - Environmental protection and conservation
  - Carbon emissions reduction
  - Awareness and education
  - Communication

## **6.5 THE IMPLICATIONS OF THIS STUDY ON THE SUSTAINABLE DEVELOPMENT GOALS**

Climate change refers to long-term shifts in temperatures and weather patterns caused by mainly human activities such as burning gas, oil and coal (United Nations, 2023). As a result of human activities an increase global warming produce speed in winds and changes in the atmosphere,

ocean, and biosphere. Therefore, apart from the identified aims of this study, the purpose of this study was to seek to serve as a blueprint to raise awareness about better understanding environmental impacts caused by arts festivals and general human behaviour. To provide a better understanding about aspects that influence/motivate/encourage decision-making process to engage in behaviours that do not harm the environment, cause harm to the society's wellbeing which can possibly cause a negative impact on the economic investment benefits in the host province as well as the country.

Four sustainable development goals were considered, and this study seeks to contribute towards achieving the target set out to be achieved in 2030. This includes provide actions towards addressing climate change (Goal 13), promoting responsible consumption and production (Goal 12), promote a long-lasting partnership between stakeholders (Goal 17) and protect, restore, preserve and promote sustainable use of the natural environment (Goal 15). Table 6.2 below provides the key actions this study and previous studies by Viviers and Botha (2018) and Marumo (2016) have identified to assist festival managers and attendees (visitors and host community) to be part of the global change.

**Table 6.2: The implications of this study and previous research on the sustainable development goals**

<b>Sustainable development goals</b>	<b>Targets</b>	<b>Actions identified in the study done by Marumo (2016)</b>	<b>Actions identified in the study done by Viviers and Botha (2018)</b>	<b>Actions identified in this study (2022)</b>
<b>Goal 12 - Responsible consumption and production</b>	<ul style="list-style-type: none"> <li>• <i>By 2030, achieve the sustainable management and efficient use of natural resources.</i></li> <li>• <i>By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses.</i></li> <li>• <i>By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment.</i></li> </ul>	<p><b>Aardklop National Arts Festival and Innibos National Arts Festival:</b></p> <ul style="list-style-type: none"> <li>• Developing green marketing campaigns to raise awareness on ways to reduce overconsumption of water and implement energy-saving practices that attendees can implement at home.</li> <li>• The implementation of barometers at festival terrains that indicate the energy and water use at the festival.</li> </ul>	<p><b>Vrystaat Arts Festival (previously known as the Vryfees):</b></p> <ul style="list-style-type: none"> <li>• In the attempt to reduce water usage the use of grey water system is recommended.</li> <li>• In the attempt to reduce the amount of waste, it is recommended that an App be developed for attendees to access the festival related information.</li> <li>• An online payment method such as Zapper or Snap-scan is recommended for each vendor at the festival.</li> </ul>	<p><b>At the Vrystaat Arts Festival:</b></p> <ul style="list-style-type: none"> <li>• Waste management and energy management are the most important green practices attendees are more inclined to support.</li> <li>• Partnership between festival managers and stall owners is recommended to strategise ways to implement biodegradable packaging and raise awareness on reducing food wastage.</li> </ul>

Sustainable development goals	Targets	Actions identified in the study done by Marumo (2016)	Actions identified in the study done by Viviers and Botha (2018)	Actions identified in this study (2022)
	<ul style="list-style-type: none"> <li>• <i>By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.</i></li> <li>• <i>By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.</i></li> </ul>			
<b>Goal 13 – Climate change</b>	<ul style="list-style-type: none"> <li>• Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning.</li> <li>• Integrate climate change measures into national policies, strategies and planning.</li> <li>• “ActNow” United Nations campaign to reduce global warming.</li> </ul>	<p>“ActNow” campaign to reduce global warming, based on the recommendations provided in the study:</p> <ul style="list-style-type: none"> <li>• Use a grocery bag made of cloth instead of purchasing individual plastics.</li> <li>• Request fewer additional items such as cutlery, serviettes, pepper or salt when ordering a takeaway.</li> <li>• Use energy saving alternatives products at home such as LED</li> </ul>	<ul style="list-style-type: none"> <li>• Development of effective marketing strategies to increase awareness towards the use of greener transport options such as the use of public transport (Uber, Bolt, taxis, shuttle services).</li> </ul>	<ul style="list-style-type: none"> <li>• A development of a standalone Vystaat Arts Festival greening and sustainability guide is recommended. The guide with include ways to implement, promote the following: <ul style="list-style-type: none"> <li>- Protecting and enhancing biodiversity</li> <li>- Waste management</li> <li>- Transport management</li> <li>- Water management</li> <li>- Energy management</li> <li>- Crowd and traffic management</li> </ul> </li> </ul>



Sustainable development goals	Targets	Actions identified in the study done by Marumo (2016)	Actions identified in the study done by Viviers and Botha (2018)	Actions identified in this study (2022)
		<ul style="list-style-type: none"> <li>light bulbs, and use of solar energy.</li> <li>• Make use of transport alternatives such as carpooling, taxis, busses, shuttle services and switch to hybrid vehicles.</li> </ul>		<ul style="list-style-type: none"> <li>- Health and wellbeing</li> <li>- Green rewards programmes</li> <li>- Communication and awareness Outcomes and leaving a positive legacy</li> </ul>
<b>Goal 15 – Life of land</b>	<ul style="list-style-type: none"> <li>• <i>Take urgent and significant action to reduce the degradation of natural habitats, halt the loss of biodiversity and, by 2020, protect and prevent the extinction of threatened species.</i></li> <li>• <i>By 2020, integrate ecosystem and biodiversity values into national and local planning, development processes, poverty reduction strategies and accounts.</i></li> </ul>	<ul style="list-style-type: none"> <li>• Festival managers need to not only implement green practices by need to constantly educate, inform and express the importance of saving the environment.</li> <li>• Green commitments to assist to preserve and protect natural habit and loss of biodiversity:</li> <li>• Attendees at arts festivals are inclined to support the implementation of having wooden shavings scattered on the festival grounds for dust control.</li> <li>• Attendees support the implementation of rehabilitation programmes at arts festivals as</li> </ul>		<ul style="list-style-type: none"> <li>• Managing crowd and traffic at the festival is important to festival attendees. Therefore, strategies such as scattering of wooden on the festival grounds, no noise by midnight, implementing a rehabilitation programme is recommended to reduce soil erosion, dust, noise and dust pollution.</li> </ul>

Sustainable development goals	Targets	Actions identified in the study done by Marumo (2016)	Actions identified in the study done by Viviers and Botha (2018)	Actions identified in this study (2022)
		a means to preserve the natural environment.		
<b>Goal 17 – Partnership for the goal</b>	<p data-bbox="414 427 772 456"><i>Multi-stakeholder partnerships</i></p> <ul data-bbox="414 472 772 1251" style="list-style-type: none"> <li data-bbox="414 472 772 995">• Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries.</li> <li data-bbox="414 1011 772 1251">• Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships.</li> </ul>		<ul data-bbox="1218 427 1603 831" style="list-style-type: none"> <li data-bbox="1218 427 1603 831">• Effective national and local partnership between key stakeholders including festival managers a rewards system can be developed and implemented as a means to motivate /encourage attendees to support the implementation of green practices at the festival and in their everyday lives.</li> </ul>	<ul data-bbox="1653 427 2038 1307" style="list-style-type: none"> <li data-bbox="1653 427 2038 919">• A green rewards programme framework for the Vrystaat Arts Festival is developed as a strategy to assist promote responsible consumption of natural resources.</li> <li data-bbox="1653 644 2038 1219">• Stakeholder engagement is highly recommended to better understand attendees (consumers) attitude and behaviour and the aspects that influence their decision-making process to engage in certain behaviours.</li> <li data-bbox="1653 935 2038 1307">• Encouraging and promoting stakeholder engagement is highlighted to be effective if stakeholders share a common goal of reducing climate change. These are stakeholders that have ability to: <ul data-bbox="1688 1230 2038 1307" style="list-style-type: none"> <li data-bbox="1688 1230 2038 1307">- Encourage individual or a group to adapt a lifestyle that</li> </ul> </li> </ul>

Sustainable development goals	Targets	Actions identified in the study done by Marumo (2016)	Actions identified in the study done by Viviers and Botha (2018)	Actions identified in this study (2022)
				does not harm the natural environment and resources.

Source: Author's own compilation.

## **6.6 CONTRIBUTION OF THE STUDY TO ARTS FESTIVALS IN SOUTH AFRICA**

### **6.6.1 Literature contribution**

This research is an extension of the two studies. The first study was conducted by Marumo (2016) with the aim to determine attendees' green attitude and behaviour at the Clover Aardklop National Arts Festival and the Innibos Lowveld National Arts Festival. This study was two folded, firstly to determine if festival attendees will be inclined to support the implementation of green practices at arts festivals and to determine if festival attendees' green attitude and behaviour at home correlate with their inclination to support green practices at arts festivals. While the second study was conducted by Viviers and Botha (2018) with the aim to determine attendees' attitude towards supporting green practices at Vryfees Arts Festival (now known as the Vrystaat Arts Festival or Free State Arts Festival) in South Africa.

Therefore, this research significantly contributed by further identifying the key issues and supporting the conclusions identified in the previous studies which led to the need to develop a green rewards programme framework for a South African arts festival. The conclusions of this study reports that attendees are inclined to support green practices should they be implemented Vrystaat Arts Festival, however still less inclined to support green practices that sometimes require more time, effort and costs. However, the introduction and implementation of green rewards such as altruistic rewards, consumeristic/monetary rewards and free rewards items are key green rewards that will motivate/encourage attendees to be greener in their behaviour and support the implementation of green practices that sometime require more time, effort and costs. The survey provided evidence that rewards programmes can be a promising and effective tool to motivate/encourage attendees to be greener in their behaviour at arts festivals.

Additional to the contribution from the previous studies, this study provided a better understanding on the festival managers perspective regarding their green awareness, attitude and behaviour towards the greening of their arts festival and implementing green rewards to motivate/encourage attendees to be greener in their behaviour. Also, it analysed the challenges and motivators faced by festival managers towards greening arts festivals, of which this type of analyses is limited in the context of South African arts festival research.

This study contributed to the literature by providing an in-depth analysis of aspects that motivate/encourage festival attendees' decision-making process towards engaging in green behaviours, and a desktop overview of the existing rewards programmes in South Africa. This study filled the gap within the literature by pointing out the key green practices that can be implemented towards greening arts festivals, identifying existing green plans/guidelines in South

Africa specifically for event greening. The study further identified four types of rewards programmes that can be incorporated in the development of green rewards programme framework for arts festivals in South Africa.

Literature on many existing developed rewards/incentive programmes globally is evident. However, there are no research studies that have focused on green rewards programmes specifically to motivate/encourage attendees to be greener in their behaviour and ultimately support green practices in the context of events and festivals. The contribution from the development of the methodology and the measuring instruments in this study will open opportunities for further research and can be adapted to provide further insights into the readiness of arts festival managers and attendees regarding the movement of the events industry becoming greener.

Additionally, two important questions were answered in this study to determine the success of the green rewards programme for arts festivals. First answer is that for the Vrystaat Arts Festival only green rewards will be offered and no penalties will be included. Second answer is that only non-monetary rewards will be offered and this will be in form of discounts. Therefore, monetary rewards in a form of cash will be offered to attendees.

### **6.6.2 Practical contribution**

The research findings on comparing attendees' green attitude and behaviour at home and at the Aardklop National Arts festival and Innibos Arts Festival indicated that the different Afrikaans arts festival markets are very homogeneous (Marumo, 2016). There was no difference when comparing the finding from the study by Viviers and Botha (2018) and this study which were both conducted at the Vrystaat Arts Festival, however, in different years (2017 and 2019).

Therefore, the practical contribution lies in developing a green rewards programme framework for the Vrystaat Arts Festival in South Africa of which can of benefit to Aardklop National Arts Festival and Innibos National Arts Festival. This type of framework is limited in the literature relating to the greening of arts festivals and especially in the South African arts festival context. The development of this framework will seek to address the need for more arts festivals to be hosted in a greener and sustainable manner without compromising the festival experience.

Besides enhancing, and growing the knowledge in the literature, from a practical point of view, this study can be used as a blueprint to provide arts festival managers with insights into the opportunities and barriers toward event greening. To assist festival managers to identify the trends and changes in the needs of the market, and to better understand their attitudes and

preferences towards certain practices/initiatives and offerings. This information will assist arts festival managers in adapting their management and marketing strategies accordingly and is vital for the future sustainability of festivals. It will assist in the development of a document specifically for greening.

Furthermore, due to the limited number of festivals in South Africa communicating their green efforts, the development of a green rewards programme framework will point out the significance of making use of, and adapting, existing documented event greening guidelines for arts festivals that can act as a platform to raise awareness, educate and communicate green and sustainability efforts. Lastly, it can act as a platform to motivate/encourage future behavioural change amongst attendees towards participating and engaging in arts festivals' green and sustainability practices/initiatives that can have a spillover effect into attendees' daily routines outside festival terrains.

## **6.7 LIMITATIONS OF THE STUDY**

- There was a language barrier encountered during one of the interviews, which resulted in the level of expression from the interviewee being limited. Although the interviewee was patient and committed the interview was completed in English. However, the interviewee's position at the festival is important and the student was not able to get more details during the interview which as a result slightly affected the results.
- The outbreak of Covid-19 posed its challenges. This resulted in having to strategise some of the elements of the study and had a limitation on how quickly the data could be collected.

## **6.8 RECOMMENDATIONS FOR FUTURE RESEARCH**

- Case studies on the greening of events and the implementation of a green rewards programme should be done at different festivals. Staying within the arts festival context, the National Arts Festival in Grahamstown, Eastern Cape, South Africa and the Standard Bank Innibos National Arts Festival in Mbombela, Mpumalanga. This can be done to gain different demand and supply side perspectives concerning the green practices that can be supported by attendees should they be implemented at the festival and the green rewards programme that can motivate/encourage attendees to be greener in their behaviour. Taking into consideration that aspects such as the population size attracted to the festival, type of visitor market (e.g. language, lifestyle and culture) and host location is different. One festival is

hosted in a province that is along the coastline and the other festival is hosted in a province that is inland.

- Seeing that the majority of people are becoming more aware of the use and implementation of green practices and being accustomed to them, we realise that ways and means to green do evolve. Therefore, when it comes to future research, new green practices and ways of implementing these green practices in the literature must be identified.
- Once the Vrystaat Arts Festival, and probably other arts festivals, are facilitated to implement the green rewards programme, in a few years a follow-up study can be conducted to examine the effectiveness of green rewards on attendee green behaviour at the festival.

## **6.9 PERSONAL JOURNEY AND EXPERIENCE**

It is often said that Academia is a lonely vacation/journey. Not everyone around you will be understanding and/or supportive of the time and sacrifices required to reach your end goal. Nonetheless, this journey became a chapter in my life that I titled “Boitumelo” [English translation(s) – “Joy, Happiness”]. Engaging with community members (festival attendees and festival managers), learning, and exploring new research techniques and skills, new concepts, and seeking possible answers to questions of interest or solutions to problems that can be of contribution to society and the planet even if there is a little positive impact at the end of the day. This is part of the joy that came with conducting this study.

“We plan, but God decides” stood out for me in 2020 because I planned, and the God decided to shake things up. We can plan but life will unfold as it will and as it should. We cannot control the situation or the outcome. All we can do is plan, prepare, act and do our best. But we should not be defined by the outcome or seek to control it. The completion of this study involved hard work, determination, and, most importantly, teamwork.

The findings from previous research indicated that the more effort, time and costs a green practice/initiative require from an individual, the less likely they are to support it. Therefore, I decided to take the initiative and determine my own green attitude and behaviour towards supporting and implementing green initiatives in my everyday life. In addition, determine the influence of rewards and discount on my decision to support and implement green practices.

I have travelled a lot over the past few years of being in academia conducting surveys at various events and festivals and exhibitions in South Africa. And I love coffee which meant that a lot of coffee stops and the purchases of at least 2-3 cups of coffee in a day and that equalled to a new cup and cap for each purchase. So, I decided to purchase a reusable travel mug which I can

reuse when purchasing coffee while travelling. I replaced plastic bags with 4 reusable shopping bags, used glass food storage containers instead of plastic food containers, and I reused my coffee glass containers to store popcorn seeds, sugar, and beans, and lastly purchased stainless steel 5 set straws. I must be honest that switch to more eco-friendly products was costly.

This concluded that indeed the findings of the study was correct, and one cannot deny that the process of converting or adapting a green lifestyle is expensive, takes a lot of effort and time. However, the positive side is that I have received few rewards and discounts for those purchases. This included a discount on purchasing a 2 set of glass storage containers when I swiped with my Checkers rewards card and R80 off (normal price R200) from purchasing a Dear Earth reusable coffee cup. I received a free shopping bag from Woolworths Food store when the store launched that they are no longer selling single plastic bags and because I have signed up for the Wrewards I received a free voucher for the Woolworths black reusable shopping bag. In 2019, I also received a free festival branded carried bag at Vrystaat Arts Festival.

On a personal level I do not think I would have purchased most of these products at their normal prices. But was the purchase otherwise worth it? Yes, because I am still using them and at least I can take pride in knowing that my small green acts are contributing towards reducing the amount of waste experienced in South Africa.

Therefore, this is where this research comes in. To provide a better understating of both the demand and supply perspectives on the use of 'green rewards' to influence the decision-making process to engage in, support and implement green practices/initiatives at arts festival. Although this research is extensive, there still much more to be learned and explored towards event greening in South Africa.

---

*Going green doesn't have to cost you the earth, but by turning a blind eye, the cost to our earth is untold. No matter how small the change you make, you know you're on the right path to making a positive impact.*

---



## BIBLIOGRAPHY

- Absa Bank Limited. 2020. *Absa Rewards Programme*.  
<https://www.absa.co.za/content/dam/south-africa/absa/pdf/rewards/absa-rewards-programme.pdf> Date of access: 07 March 2020.
- Afonso, A.C.B. 2016. Green consumption: Exploring the relation between environmental attitudes and purchase behaviour. The role of perceived risks and cultural values. Madrid. Universidad Complutense De Madrid. (Thesis – PhD).  
<https://eprints.ucm.es/id/eprint/37397/> Date of access: 25 May 2020.
- Ahmad, N.L., Rashid, W.E.W., Abd Razak, N., Yusof, A.N.M. & Shah, N.S.M. 2013. Green event management and initiatives for sustainable business growth. *International Journal of Trade, Economics and Finance*, 4(5):331-335.
- Akhtar, I. 2016. Research design. *Research in Social Science: Interdisciplinary Perspectives*.68-84.
- Alase, A. 2017. The interpretative phenomenological analysis (IPA): A guide to a good qualitative research approach. *International Journal of Education and Literacy Studies*, 5(2):9-19.
- Alharahsheh, H.H. & Pius, A. 2020. A review of key paradigms: Positivism VS interpretivism. *Global Academic Journal of Humanities and Social Sciences*, 2(3):39-43.
- Allen, J., Harris, R., Jago, L., Tantrai, A., Jonson, P. & D'Arcy, E. 2019. *Festival and special event management*. Australia: John Wiley & Sons.
- Allen, M. 2016. *Strategic communication for sustainable organizations*. Theory and Practice. Fayetteville, USA: University of Arkansas.
- Almadani, F.S. 2012. *Sustainable event management: opportunities and trends*. Lawrence, Kans.: University of Kansas. (Thesis – MA).  
<https://kuscholarworks.ku.edu/handle/1808/10372>
- Alnajdawi, S., Emeagwali, O.L. & Elrehail, H. 2017. The interplay among green human resource practices, organization citizenship behavior for environment and sustainable corporate

- performance: evidence from Jordan. *Journal of Environmental Accounting and Management*, 5(3):171-184.
- Alonso-Vazquez, M. 2015. *Factors that influence engagement in on-site environmentally responsible behaviours at music festivals*. Australia: University of Queensland. (Dissertation – PhD). <https://espace.library.uq.edu.au/view/UQ:353246> Date of access: 25 May 2020.
- Alonso-Vazquez, M., Packer, J., Fairley, S. & Hughes, K. 2019. The role of place attachment and festival attachment in influencing attendees' environmentally responsible behaviours at music festivals. *Tourism Recreation Research*, 44(1):91-102.
- Amos, C., Holmes, G.R. & Allred, A. 2015. Exploring impact philanthropy, altruistic, hedonic and egoistic motivations to support animal causes. *Journal of Nonprofit and Public Sector Marketing*, 27(4):351-372.
- Anand, C.K. & Apul, D.S. 2014. Composting toilets as a sustainable alternative to urban sanitation: a review. *Waste Management*, 34(2):329-343.
- Andersson, T.D. & Getz, D. 2009. Tourism as a mixed industry: Differences between private, public and not-for-profit festivals. *Tourism Management*, 30(6):847-856.
- Anon. s.a. *Reinforcement Theory – B F Skinner, 1938 (Process Theory)*. <https://www.potentialunearthed.co.uk/wp-content/uploads/2017/11/Reinforcement-Theory.pdf> Date of access: 21 Mar. 2020.
- Anon. s.a. *SK Club and Movie Cards: Get the most out of all Ster-Kinekor movie benefits*. <https://www.sterkinekor.com/club-loyalty> Date of access: 07 Mar. 2020.
- Antwi, S.K. & Hamza, K. 2015. Qualitative and quantitative research paradigms in business research: A philosophical reflection. *European Journal of Business and Management*, 7(3):217-225.
- Arias, M., Lamar, D.G., Linera, F.F., Balocco, D., Diallo, A.A. & Sebastián, J. 2012. Design of a soft-switching asymmetrical half-bridge converter as second stage of an LED driver for street lighting application. *IEEE Transactions on Power Electronics*, 27(3):1608-1621.
- Avella, M., Bonadies, E., Martuscelli, E. & Rimedio, R. 2001. European current standardization for plastic packaging recoverable through composting and biodegradation. *Polymer Testing*, 20(5):517-521.

- Avgousti, K. 2012. The use of events in the development of the tourism industry: The Case of Cyprus. *Event Management*, 16(3):203-221.
- Aware Impact. 2019. *30 Practical Ways to Make Hotel More Eco-Friendly*.  
<https://awareimpact.com/ways-to-make-hotel-eco-friendly/> Date of access: 05 Jul. 2020.
- Batey, C. 2013. The effectiveness of management options in reducing human disturbance to wetland and coastal birds. *Plymouth Student Scientist*, 6(2):340-354.
- Befumo, R. 2016, 14 September. *How to price your event with value-based pricing* [Blog Post].  
<https://www.eventbrite.com/blog/how-to-price-your-event-with-value-based-pricing-ds00/>  
 Date of access: 22 Mar. 2020.
- Berardi, U. & Alborzfar, N. 2015. Water consumption in dormitories: insight from an analysis in the USA. In: Filho, W.L. & Sümer, V., ed. *Sustainable water use and management*. Berlin: Springer International Publishing. pp. 45-63.
- Bettencourt, L.A. 2017. *Should You Reward Customers for Being Green? Only If You Take This One Approach*. <https://www.ama.org/2017/08/09/should-you-reward-customers-for-being-green-only-if-you-take-this-one-approach/> Date of access: 01 Oct. 2019
- Bhattacharya, A. 2016. Green marketing: Challenges and strategy in the current changing Indian scenario. *International Journal of HIT Transaction on ECCN*, 2(2A):61-69.
- Biselli, A., Mateus, A., Biagi, A., Leiria, C. & Mayer, E. s.a. *Consumer engagement with green event and their promotion: organizers-attendees comparison*.  
[https://www.academia.edu/41171483/CONSUMER\\_ENGAGEMENT\\_WITH\\_GREEN\\_EVENTS\\_AND\\_THEIR\\_PROMOTION\\_ORGANIZERS-ATTENDEES\\_COMPARISON\\_Masters\\_in\\_Hospitality\\_and\\_Tourism\\_Management\\_Learning\\_Unit\\_Strategic\\_Marketing\\_in\\_Tourism\\_and\\_Hospitality](https://www.academia.edu/41171483/CONSUMER_ENGAGEMENT_WITH_GREEN_EVENTS_AND_THEIR_PROMOTION_ORGANIZERS-ATTENDEES_COMPARISON_Masters_in_Hospitality_and_Tourism_Management_Learning_Unit_Strategic_Marketing_in_Tourism_and_Hospitality) Date of access: 02 Jul. 2020.
- Blaukopf, C.L. & DiGirolamo, G.J. 2007. Reward, context, and human behaviour. *The Scientific World Journal*, 7:626-640.
- Boggia, A., Massei, G., Paolotti, L., Rocchi, L. & Schiavi, F. 2018. A model for measuring the environmental sustainability of events. *Journal of Environmental Management*, 206:836-845.

- Bolarinwa, O.A. 2020. Sample size estimation for health and social science researchers: The principles and considerations for different study designs. *Nigerian Postgraduate Medical Journal*, 27(2): 67-75.
- Bolderdijk, J. W. & Steg, L. 2014. Promoting sustainable consumption: The risks of using financial incentives. In: L. A. Reisch, & J. Thøgersen., eds. *Handbook of Research on Sustainable Consumption*. Edward Elgar Publishing. pp. 328-342.
- Bolderdijk, J. W., Lehman, P. K. & Geller, E. S. 2012. Encouraging pro-environmental behaviour with rewards and penalties. In: Steg, L., van den Berg, A.E & de Groot, J.I.M., eds. *Environmental Psychology: An Introduction*. Oxford: John Wiley & Sons. pp. 233–242.
- Boons, F. & Strannegård, L. 2000. Organizations coping with their natural environment: a laboratory for institutionalization? *International Studies of Management and Organization*, 30(3):7-17.
- Boote, D.N. & Beile, P. 2005. Scholars before researchers: On the centrality of the dissertation literature review in research preparation. *Educational Researcher*, 34(6):3-15.
- Borden, L.M., Bosch, L., Card, N.A., Casper, D.M., Fletcher, S., Hawkins, S.A, Jones, A., Schlomer, G., Wiggs, C.B., Koch, B., Koss, M., Langbert, L. 2016. *Understanding t-test*. [https://reachmilitaryfamilies.umn.edu/sites/default/files/rdoc/Understanding%20t%20Test\\_0.pdf](https://reachmilitaryfamilies.umn.edu/sites/default/files/rdoc/Understanding%20t%20Test_0.pdf) Date of access: 12 Nov. 2021.
- Bowdin, G., Allen, J., O'Toole, W. Harris, R. & McDonnell, I. 2012. *Events management*. 3rd ed. London and New York: Routledge.
- Brennan, M., Scott, J.C., Connelly, A. & Lawrence, G. 2019. Do music festival communities address environmental sustainability and how? A Scottish case study. *Popular Music*, 38(2):252-275.
- British Airways. s.a. *About the Club*. <https://www.britishairways.com/en-us/executive-club/about-the-club> Date of access: 07 Mar. 2020.
- Brock-Utne, B. 1996. Reliability and validity in qualitative research within education in Africa. *International Review of Education*, 42(6):605-621.

- Bronfman, N.C., Cisternas, P.C., López-Vázquez, E., Maza, C.D.L. & Oyanedel, J.C. 2015. Understanding attitudes and pro-environmental behaviors in a Chilean community. *Sustainability*, 7(10):14133-14152.
- Brown, T. A., & Moore, M. T. 2012. Confirmatory Factor Analysis. In: R. H. Hoyle., ed. *Handbook of Structural Equation Modeling*. New York, NY: Guilford Publications. pp. 361-379.
- Brunt, P., Horner, S. & Semley, N. 2017. *Research Methods in Tourism, Hospitality and Events Management*. Sage Publications Ltd. pp. 1-4.
- Burger, S.E. 2015. *A brand loyalty model for arts festivals*. Potchefstroom: North-West University. (Thesis - PhD).
- Burns, A.C. & Bush, R.F. 2014. *Marketing research*. 7th ed. Boston, Mass: Pearson High Education.
- Cant, M.C. & Meyer, A. 2012. Loyalty cards: strategic marketing tool or wasted marketing effort? *Corporate Ownership and Control*, 10(1):187-193
- Cape Town Green Map. 2020. *Cape Town Virtual Energy Festival*.  
<https://www.capetowngreenmap.co.za/20-green-news/726-cape-town-virtual-energy-festival> Date of access: 05 Jul. 2020.
- Cape Town Jazz Festival. 2020. *Frequently asked questions*.  
<https://www.capetownjazzfest.com/> Date of access: 22 Mar. 2020.
- Caroponna, J.L. 2014. *Sustainability: a history*. Oxford: Oxford University Press.
- Case, R. 2013. *Events and the Environment*. 1st ed. London: Routledge.
- Chamen, W.T., Moxey, A P., Towers, W., Balana, B. & Hallett, P.D. 2015. Mitigating arable soil compaction: a review and analysis of available cost and benefit data. *Soil and Tillage Research*, 146:10-25.
- Cherian, J. & Jacob, J. 2012. Green marketing: A study of consumers' attitude towards environment friendly products. *Asian Social Science*, 8(12):117.
- Cherry, K. 2019. *The Law of Effect in Psychology*. <https://www.verywellmind.com/what-is-the-law-of-effect-2795331> Date of access: 15 Mar. 2020.

- Choi, S. & Ng, A. 2011. Environmental and economic dimensions of sustainability and price effects on consumer responses. *Journal of Business Ethics*, 104(2):269-282.
- Cierjacks, A., Behr, F. & Kowarik, I. 2012. Operational performance indicators for litter management at festivals in semi-natural landscapes. *Ecological Indicators*, 13(1):328-337.
- City of Cape Town. 2010. *Smart events handbook: greening guidelines for hosting sustainable events in Cape Town*. City of Cape Town. [http://icologie.com/wp-content/uploads/2010/09/Smart\\_Events\\_Handbook\\_2010-06.pdf](http://icologie.com/wp-content/uploads/2010/09/Smart_Events_Handbook_2010-06.pdf) Date of access: 12 Oct. 2020.
- City of Cape Town. 2012. *City of Cape Town Smart Building Handbook*. [https://grthardware.co.za/wp-content/uploads/2019/07/smart-building-green-building-handbook\\_2012-06.pdf](https://grthardware.co.za/wp-content/uploads/2019/07/smart-building-green-building-handbook_2012-06.pdf) Date of access: 13 Oct. 2020
- Claridge, S. 2019. *Sustainable Sesh: How clubs and festivals are boosting the green agenda*. <https://mixmag.net/feature/sustainable-sesh-how-clubs-and-festivals-are-boosting-the-green-agenda> Date of access: 05 Mar. 2020.
- Clicks Group Limited. s.a. *Corporate sustainability: ClubCard*. <https://www.clicksgroup.co.za/corporate-sustainability/club-card.html> Date of access: 29 Feb. 2020.
- Clicks, 2020. *Feel good at our partners too*. <https://clicks.co.za/clubcardpartnerspage>. Date of access: 29 Feb. 2020.
- Coelho, F., Pereira, M.C., Cruz, L., Simões, P. & Barata, E. 2017. Affect and the adoption of pro-environmental behaviour: A structural model. *Journal of Environmental Psychology*, 54:127-138.
- Collins, A. & Cooper, C. 2017. Measuring and managing the environmental impact of festivals: The contribution of the Ecological Footprint. *Journal of Sustainable Tourism*, 25(1):148-162.
- Cooper, D.R. & Emory, C.W. 1995. *Research methods*. 5th ed. Chicago: Irwin.
- Corbishley, K.M. 2017. *Retail loyalty programmes: relationship quality and customer loyalty between the card-holder and the retailer in South Africa*. Durban: Durban University of Technology. (Thesis – PhD). <https://openscholar.dut.ac.za/handle/10321/2550>

- Correa, J., Postma, J.A., Watt, M. & Wojciechowski, T. 2019. Soil compaction and the architectural plasticity of root systems. *Journal of Experimental Botany*, 70(21):6019-6034.
- Cossio, M. 2020. *Encouraging healthier and more eco-friendly consumer behaviour*. <https://wearepentagon.com/2020/10/21/eco-friendly-consumer-behaviour/> Date of access: 25 Jul. 2020
- Creswell, J. W., & Plano-Clark, V. L. (2007). *Designing and conducting mixed methods research*. Thousand Oaks, Calif: SAGE Publications.
- Creswell, J.W. 2013. *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. 4th ed. London: SAGE Publications, Inc.
- Creswell, J.W., Klassen, A.C., Plano Clark, V.L. & Smith, K.C. 2011. Best practices for mixed methods research in the health sciences. Bethesda (Maryland). *National Institutes of Health*, 2013:541-545.
- CURes blog. 2020. *Environmental Impacts of Coachella*. <https://curesblog.lmu.edu/environmental-impacts-of-coachella/> Date of access: 25 Jun. 2020.
- Dangelico, R.M. & Vocalelli, D. 2017. "Green Marketing": an analysis of definitions, strategy steps, and tools through a systematic review of the literature. *Journal of Cleaner Production*, 165:1263-1279.
- Darnton, A., Elster-Jones, J., Lucas, K., & Brooks, M. 2006. *Promoting pro-environmental behaviour: existing evidence to inform better policy making*. London: Defra.
- Dastjerdi, A.M., Kaplan, S., e Silva, J.D.A., Nielsen, O.A. & Pereira, F.C. 2019. Participating in environmental loyalty program with a real-time multimodal travel app: User needs, environmental and privacy motivators. *Transportation Research Part D: Transport and Environment*, 67:223-243.
- David, L. 2009. Environmental Impacts of Events. In: R. Raj & J. Musgrave, eds. *Event Management and Sustainability*. London: CAB International. pp. 66-75.
- de Brito, M.P. & Terzieva, L. 2016. Key elements for designing a strategy to generate social and environmental value: A comparative study of festivals. *Research in Hospitality Management*, 6(1):51-59.

De Wet, P. 2016. *Woolworths is promising more perks for its high-spending VIP club of 340,000 people – and travel discounts are on the cards.*

<https://www.businessinsider.co.za/woolworths-wrewards-vip-club-special-offers-2019-10>

Date of access: 22 Mar. 2020.

Dear Earth. (dear\_\_\_earth). s.a. “Do what you can | use what you have” [Instagram page].

[https://www.instagram.com/dear\\_\\_\\_earth/](https://www.instagram.com/dear___earth/) Date of access: 15 Jul. 2022.

Deliana, Y. & Rum, I.A. 2019. How does perception on green environment across generations affect consumer behaviour? A neural network process. *International Journal of Consumer Studies*, 43(4):358-367.

Department of Environmental Affairs. 2019. *Greening 2010 FIFA World Cup.*

[https://www.environment.gov.za/projectsprogrammes/greeneconomy/2010worldcup\\_legacy](https://www.environment.gov.za/projectsprogrammes/greeneconomy/2010worldcup_legacy) Date of access: 02 Jul. 2020.

Department of Environmental Affairs. 2019. *Guidelines for the greening of large sporting events: With a focus on the 2010 FIFA World Cup.*

[https://www.environment.gov.za/sites/default/files/docs/section4\\_promoting\\_implementation.pdf](https://www.environment.gov.za/sites/default/files/docs/section4_promoting_implementation.pdf) Date of access 12 Jun. 2020.

Department of Environmental Affairs. 2019. *National Greening Framework: For events management and the built environment.*

[https://www.environment.gov.za/sites/default/files/docs/communication\\_andawareness.pdf](https://www.environment.gov.za/sites/default/files/docs/communication_andawareness.pdf) Date of access 12 Jun. 2020.

Department of Environmental Affairs. 2019. *National Greening Framework: For events management and the built environment.*

[https://www.environment.gov.za/sites/default/files/docs/eventgreening\\_part1.pdf](https://www.environment.gov.za/sites/default/files/docs/eventgreening_part1.pdf) Date of access 12 Jun. 2020.

Dickson, C. & Arcodia, C. 2010. Promoting sustainable event practice: The role of professional associations. *International Journal of Hospitality Management*, 29(2):236-244.

Dietz, T., Gardner, G.T., Gilligan, J., Stern, P.C. & Vandenbergh, M.P. 2009. Household actions can provide a behavioral wedge to rapidly reduce US carbon emissions. *Proceedings of the National Academy of Sciences*, 106(44):18452-18456.



- Discovery Limited. 2020. *Vitality rewards*. <https://www.discovery.co.za/vitality/rewards> Date of access: 07 Mar. 2020.
- Do Paço, A., Alves, H., Shiel, C. & Filho, W.L. 2014. An analysis of the measurement of the construct “buying behaviour” in green marketing. *Journal of Integrative Environmental Sciences*, 11(1):55-69.
- Dobson, B. & Snowball, J. 2012. The economics of greening the Grahamstown National Arts Festival in South Africa. *Acta Academica*, 44(4):1-30.
- Dobson, B. & Snowball, J. 2012. The economics of greening the Grahamstown National Arts Festival in South Africa. *Acta Academica*, 44(4):1-30.
- Dodds, R. & Graci, S. 2012. Greening of the pride Toronto festival: Lessons learned. *Tourism Culture and Communication*, 12(1):29-38.
- Dodds, R. 2017. *Sustainability in Canadian Festivals*.  
[https://www.researchgate.net/publication/321777294\\_Sustainability\\_in\\_Canadian\\_Festivals](https://www.researchgate.net/publication/321777294_Sustainability_in_Canadian_Festivals) Date of access 12 Jun. 2020.
- Dodds, R., Walsh, P. & Koç, B. 2019. Environmentally sustainability lifestyle indicators of travellers and expectations for green festivals: The case of Canada. *Event Management*, 23(4-5):685-697.
- Dono, J., Webb, J. & Richardson, B. 2010. The relationship between environmental activism, pro-environmental behaviour and social identity. *Journal of Environmental Psychology*, 30(2):178-186.
- du Plessis, M.L., van der Merwe, P. & Saayman, M. 2012. Environmental factors affecting tourists experience in South African national parks. *African Journal of Business Management*, 6(8):2911-2918.
- Dube, K., Chikodzi, D & Nhamo, G. 2020. *What the tourism sector can learn from Cape Town's drought. The 2015-2018 drought, one of the longest and the worst to have affected Cape Town, affected tourism badly*. <https://www.downtoearth.org.in/blog/climate-change/what-the-tourism-sector-can-learn-from-cape-town-s-drought-73518> Date of access: 28 Feb. 2022.
- Eco Atlas. 2023. *Eco fest - Muizenberg festival*. <https://ecoatlas.co.za/view/eco-fest--muizenberg-festival> Date of access: 6 Apr. 2023.

- Edwards, S. 2017-2018. *Cherry & Blueberry Festival*. <https://cherryberryfestival.co.za/maps-rules/> Date of access: 25 Apr. 2019.
- Eighty20 & Trittech Media. 2018. *Loyalty programme member engagement survey*. <https://www.eighty20.co.za/app/uploads/2018/06/2018-Loyalty-Report.pdf> Date of access: 13 Jun. 2019.
- Eighty20 & Trittech Media. 2018. *Loyalty programme member engagement survey*. <https://www.eighty20.co.za/app/uploads/2018/06/2018-Loyalty-Report.pdf> Date of access: 13 Jun. 2019.
- Ellis, S.M. & Steyn, H.S. 2003. Practical significance (effect sizes) versus or in combination with statistical significance (p-values). *Management Dynamics*, 12(4):51-53.
- Embree, L. 1992. The phenomenology of representational awareness. *Human Studies*, 15(4):301–311.
- Erna, S.I., Tjiptoherijanto, P., Heruwasto, I. & Aruan, D.T.H. 2019. Linking of Egoistic, Altruistic, and Biospheric Values to Green Loyalty: The Role of Green Functional Benefit, Green Monetary Cost and Green Satisfaction. *The Journal of Asian Finance, Economics and Business*, 6(2):277-286.
- Erve, S.A. 2013. *Minimizing the young consumers' attitude-behaviour gap in green purchasing*. Enschede: University of Twente. (Thesis – MA). <https://essay.utwente.nl/63094/> Date of access: 13 Jul 2020.
- Etiosa, O. 2012. *The impacts of event tourism on host communities. Central Ostrobothnia: University of Applied Sciences*. (Thesis – PhD). [https://www.theseus.fi/bitstream/handle/10024/43714/omoregie\\_etiosa.pdf?sequence=1](https://www.theseus.fi/bitstream/handle/10024/43714/omoregie_etiosa.pdf?sequence=1) Date of access: 02 Jul.2020.
- Evans, D. 2019. *Cups: Single Use (Disposable) vs. Reusable – An Honest Comparison*. <https://plastic.education/cups-single-use-disposable-vs-reusable-an-honest-comparison/> Date of access: 11 Mar. 2020.
- Event Greening Forum. 2020. *About Us*. <http://www.eventgreening.co.za/about-us/brief-overview-of-egf/> Date of access 21 Jun. 2020.

- Eventbrite. 2016. *5 Ways to Ensure Your Food and Drink Festival is a Hit With Exhibitors and Attendees*. <https://www.eventbrite.co.uk/blog/food-and-drink-festival-is-a-hit-with-exhibitors-and-attendees-ds00/> Date of access: 22 Mar. 2020.
- Eventbrite. 2017. *How to Craft — and Price — Your Event's VIP Experience*. <http://mkto.eventbrite.com/rs/269-CEG133/images/DS02%20VIP%20Experience%20Tipsheet%203624.pdf> Date of access: 22 Mar. 2020.
- Far\_Go straws. (far\_gostraws). s.a. "za A Sustainable MOVEMENT" [Instagram page]. [https://www.instagram.com/far\\_gostraws/](https://www.instagram.com/far_gostraws/) Date of access: 15 Jul. 2022.
- Farnsworth, B. 2019. *Human Behavior: The Complete Pocket Guide*. <https://imotions.com/blog/human-behavior/> Date of access: 05 Mar. 2020.
- Feldman, D. 2016. *The psychology of loyalty programs: The reward proposition is what drives customer behavior*. <https://medium.com/@dfcatch/the-psychology-of-loyalty-programs-3a9741c43f41> Date of access: 21 Mar. 2020.
- Ferdinand, N. & Kitchin, P. 2012. *Events management: an international approach*. London: Sage.
- Ferreira, M. 2015. *A critical assessment of sport consumption at endurance events in South Africa*. Potchefstroom: North-West University. (Thesis – PhD).
- Festival Republic. 2020. *Earn tickets, merchandise and more by selling ticket to your mates*. <https://www.readingfestival.com/news/ambassador-scheme-2019> Date of access: 22 Mar. 2020.
- Fetters, M.D., Curry, L.A. & Creswell, J.W. 2013. Achieving integration in mixed methods designs—principles and practices. *Health Services Research*, 48(6pt2):2134-2156.
- Fin24. 2019. *A Guide to the Top Financial Rewards Programmes in 2019*. <https://www.fin24.com/PartnerContent/a-guide-to-the-top-financial-rewards-programmes-in-2019-20190415> Date of access: 29 Feb. 2020.
- Fink, A. 2003. *The survey handbook*. 2nd ed. United States of America, USA: SAGE Publications, Inc.

- Fishbein, M. & Ajzen, I. 1975. Intention and Behavior: An introduction to theory and research. *Journal of Business Venturing*, 5:177- 189.
- Fontes, T., Pereira, S.R., Fernandes, P., Bandeira, J.M. & Coelho, M.C. 2015. How to combine different microsimulation tools to assess the environmental impacts of road traffic? Lessons and directions. *Transportation Research Part D: Transport and Environment*, 34:293-306.
- Fourie, S. 2009. *A comparison of the social impacts of two national art festivals*. Potchefstroom: North-West University.
- Fowler Jr, F.J. 2013. *Survey research methods*. London: Sage.
- Future Bloemfontein. (futurebloemfontein). s.a. "Join the revolution to change our city for the benefit of all citizens - future & now" [Instagram page]. <https://www.instagram.com/futurebloemfontein/> Date of access: 15 Jul. 2022.
- Gatersleben, B., Murtagh, N. & Abrahamse, W. 2014. Values, identity and pro-environmental behaviour. *Contemporary Social Science*, 9(4):74-392.
- Gauteng Tourism Authority. 2012. *Gauteng Green Events Guidelines: Practical guidelines to hosting sustainable events*. [http://www.csiricc.co.za/wp-content/uploads/2017/01/green\\_events\\_guide.pdf](http://www.csiricc.co.za/wp-content/uploads/2017/01/green_events_guide.pdf) Date of access: 02 Jul. 2020.
- Geoff's Mobile Showers & Toilets. 2019. *How Do Mobile Toilets Impact the Success of Outdoor Events*. <http://geoffs.com.au/blog/how-do-mobile-toilets-impact-the-success-of-outdoor-events.php> Date of access: 13 Oct. 2020
- Getz, D. & Page, S.J. 2016. Progress and prospects for event tourism research. *Tourism Management*, 52:593-631.
- Getz, D. 1989. Special events: Defining the product. *Tourism Management*, 10(2):125-137.
- Getz, D. 1997. *Event Management and Event Tourism*. New York, NY: Cognizant Communications.
- Getz, D., Svensson, B., Peterssen, R. & Gunnervall, A. 2012. Hallmark events: Definition and planning process. *International Journal of Event Management Research*, 7(1/2):47-67.

- Gibson, C. & Wong, C. 2011. Greening rural festivals: ecology, sustainability and human-nature relations. In: Gibson, C.R. & Connell, J., eds. *Festival places: revitalising rural Australia*. United Kingdom, UK, Bristol: Channel View Publications. pp. 92-105.
- Giebelhausen, M., Chun, H.H., Cronin Jr, J.J. & Hult, G.T.M. 2016. Adjusting the warm-glow thermostat: How incentivizing participation in voluntary green programs moderates their impact on service satisfaction. *Journal of Marketing*, 80(4):56-71.
- Giulianotti, R., Armstrong, G., Hales, G. & Hobbs, D. 2015. Sport mega-events and public opposition: A sociological study of the London 2012 Olympics. *Journal of Sport and Social Issues*, 39(2):99-119.
- Golafshani, N. 2003. Understanding reliability and validity in qualitative research. *The qualitative report*, 8(4):597-607.
- Goldblatt, S. 2011. *The complete guide to greener meetings and events*. Canada, New Jersey: John Wiley & Sons.
- Goldsmith, E.B. 2015. *Social influence and sustainable consumption*. Switzerland, Cham: Springer.
- Gorard, S. & Symonds, J. 2010. *The death of mixed methods?: Research labels and their casualties*. *The British Educational Research Association Annual Conference, Heriot Watt University, Edinburgh*.  
<https://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.522.1623&rep=rep1&type=pdf>  
 f 15 Oct. 2021.
- Gordan, M. & Amutan, K.I. 2014. A Review of BF Skinner's Reinforcement Theory of Motivation. *International Journal of Research in Education Methodology*, 5(3):680-688.
- Gordon-Wilson, S. & Modi, P. 2015. Personality and older consumers' green behaviour in the UK. *Futures*, 71:1-10.
- Graci, S. & Dodds, R. 2008. Why go green? The business case for environmental commitment in the Canadian hotel industry. *Anatolia*, 19(2):251-270.
- Gramigna, K. 2017. *The Marketing Power of Rewards Programs*.  
<https://www.entrepreneur.com/article/295227> Date of access: 13 Sep. 2019

- Grate, R. 2019. *25 VIP Event Ideas That Will Really Impress Attendees*.  
<https://www.eventbrite.com/blog/vip-event-ideas-ds00/> Date of access: 05 Mar. 2020.
- Green Goal Legacy Report. 2010. *2010 Fifa World Cup host city Cape Town*.  
[https://www.capetown.gov.za/en/GreenGoal/Documents/Green\\_Goal\\_Legacy\\_Report%20final.pdf](https://www.capetown.gov.za/en/GreenGoal/Documents/Green_Goal_Legacy_Report%20final.pdf) Date of access: 05 Mar. 2020.
- Green, K. 2018. *The Environmental Advantages of Reusable Water Bottles*.  
<https://biofriendlyplanet.com/green-alternatives/reusables/the-environmental-advantages-of-reusable-water-bottles/> Date of access: 11 Mar. 2020.
- Greening the WSSD. 2003. *Leaving a Greening Legacy. Guidelines for Event Greening*.  
[https://www.undp.org/content/undp/en/home/librarypage/environment-energy/integrating\\_environmentintodevelopment/leaving-a-greening-legacy--guidelines-for-event-greening.html](https://www.undp.org/content/undp/en/home/librarypage/environment-energy/integrating_environmentintodevelopment/leaving-a-greening-legacy--guidelines-for-event-greening.html) Date of access: 02 Jul.2020.
- Greenpop. 2021. *Eden Festival of Action*. <https://greenpop.org/wp-content/uploads/2018/02/EXTENDED-Greenpop-Eden-Festival-of-Action-2018-Concept-Note-.pdf> Date of access: 6 Apr. 2023.
- Greyhound. 2018. *Join the loyalty club*. <https://www.greyhound.co.za/loyalty/> Date of access: 25 Apr. 2019.
- Grinda Coffee Co. (grindacoffeeco). s.a. "GROUND COFFEE" [Instagram page].  
<https://www.instagram.com/grindacoffeeco/> Date of access: 15 Jul. 2022.
- Groening, C., Sarkis, J. & Zhu, Q. 2018. Green marketing consumer-level theory review: A compendium of applied theories and further research directions. *Journal of Cleaner Production*, 172:1848-1866.
- Gueguen, N. & Stefan, J. 2016. "Green altruism" short immersion in natural green environments and helping behaviour. *Environmental Behaviour*, 48(2):324e342.
- Gunelius, S. 2018. *How to choose the right ticket scanner app for your event*.  
<https://www.attendstar.com/how-to-choose-the-right-ticket-scanner-app-for-your-event/>  
 Date of access: 19 Oct. 2020.
- Gupta, M. C. 1995. Environmental management and its impact on the operations function. *International Journal of Operations and Production Management*, 15(8):34-51.

- Gupta, S. s.a. *Recycling: Encouraging Pro-Environmental Behavior*.  
[https://www.academia.edu/5096332/Recycling\\_Encouraging\\_Pro-Environmental\\_Behavior](https://www.academia.edu/5096332/Recycling_Encouraging_Pro-Environmental_Behavior) Date of access 18 Apr. 2019.
- Hall, C.M. 2010. Changing paradigms and global change: from sustainable to steady-state tourism. *Tourism Recreation Research*, 35(2):31-143.
- Hallet, M. 2018. *Clicks ClubCard – Feel good rewards start here*. <https://youve-earned-it.co.za/healthcare/clicks-clubcard-feel-good-rewards-start-here/> Date of access: 29 Feb 2020.
- Halpenny, E.A. 2010. Pro-environmental behaviours and park visitors: The effect of place attachment. *Journal of Environmental Psychology*, 30(4):409-421.
- Hämäläinen, S. 2021. *The Drivers and Barriers to Greening in the Finnish Music Festival Scene*. Helsinki: University of Helsinki. (Thesis – MA).  
<https://helda.helsinki.fi/handle/10138/329430> Date of access: 13 Nov. 2021
- Hammermann, A. & Mohnen, A. 2014. Who benefits from benefits? Empirical research on tangible incentives. *Review of Managerial Science*, 8(3):327-350.
- Han, H. 2021. Consumer behavior and environmental sustainability in tourism and hospitality: A review of theories, concepts, and latest research. *Journal of Sustainable Tourism*, 29(7):1021-1042.
- Hardner, J., Gullison, R.E., Anstee, S. & Meyer, M. 2015. *Good practices for biodiversity inclusive impact assessment and management planning. Prepared for the Multilateral Financing Institutions Biodiversity Working Group*.  
<https://idbinvest.org/en/publications/good-practices-biodiversity-inclusive-impact-assessment-and-management-planning> Date of access: 06 Nov. 2021.
- Harris, R. & Schlenker, K. 2018. An exploratory study of “best practice” in environmentally sustainable event management in Australian public events. *Event Management*, 22(6):1057-1071.
- Hart, C. 2018. *Doing a literature review: Releasing the research imagination*. 2nd ed. London: SAGE Publications, Inc.
- Hauke, J. & Kossowski, T. 2011. Comparison of values of Pearson’s and Spearman’s correlation coefficients on the same set of data. *Quaestiones Geographicae*, 30(2):87-93

- He, H.A., Greenberg, S. & Huang, E.M. 2010. *One size does not fit all: applying the transtheoretical model to energy feedback technology design*. Proceedings of the 28th International Conference on Human Factors in Computing Systems, Atlanta. pp. 927-936. <http://dx.doi.org/10.1145/1753326.1753464>
- Heale, R. & Twycross, A. 2015. Validity and reliability in quantitative studies. *Evidence-Based Nursing*, 18(3):66-67.
- Henderson, S. 2011. The development of competitive advantage through sustainable event management. *Worldwide Hospitality and Tourism Themes*, 3(3):245-257.
- Herbes, C., Friege, C., Baldo, D. & Mueller, K.M. 2015. Willingness to pay lip service? Applying a neuroscience-based method to WTP for green electricity. *Energy Policy*, 87:562-572.
- Hermann, U.P. & Du Plessis, L., eds. 2016. *An Introduction to Tourism & Hospitality Management: A Services Approach*. Pretoria: Van Scaik.
- Hermanus Whale Festival. 2022. *Clean & Green Festival*. <https://hermanuswhalefestival.co.za/services/open-kitchen/> Date of access: 6 Apr. 2023.
- Herrero, L.C., Sanz, J.Á., Bedate, A. & del Barrio, M.J. 2012. Who pays more for a cultural festival, tourists or locals? A certainty analysis of a contingent valuation application. *International Journal of Tourism Research*, 14(5):495-512.
- Hillmer, F. 2016. *Effective Sustainability Communication for Music Festivals and Other Mega-Events. Find Out how to Green the Crowd*. Germany, Hamburg: Anchor Academic Publishing.
- Hiselius, L.W. & Rosqvist, L.S. 2016. Mobility Management campaigns as part of the transition towards changing social norms on sustainable travel behavior. *Journal of Cleaner Production*, 123:34-41.
- Holmes, K. & Mair, J. 2018. *Events, festivals, and sustainability: the Woodford folk festival, Australia*. The Palgrave handbook of sustainability: case studies and practical solutions. Switzerland, Cham: Springer International Publishing. pp. 583-597.
- Hosseinpour, M., Mohamed, Z., Rezai, G., Shamsudin, M.N. & AbdLatif, I. 2015. How go green campaign effects on Malaysian intention towards green behaviour. *Journal of Applied Sciences*, 15(6):929:933.



- Humberstone, B., Prince, H. & Henderson, K.A., eds. 2015. *Routledge international handbook of outdoor studies*. New York: Routledge.
- Hutchings, L.J. 2021. *Omicron and the Events Industry: The View from South Africa*.  
<https://www.eventmanagerblog.com/omicron-events-industry-south-africa> Date of access: 28 Feb. 2022.
- Infrastructurenews. 2021. *SA ranked amongst the world's worst plastic polluters*.  
<https://infrastructurenews.co.za/2021/09/15/sa-ranked-amongst-the-worlds-worst-plastic-polluters/> Date of access: 03 April 2023.
- Intercape. 2014. *Loyalty & Discounts*. <https://www.intercape.co.za/online-bus-tickets/loyalty-discounts/> Date of access: 05 Mar. 2020.
- IQAir .2022. *World Air Quality Report*. <https://www.iqair.com/world-most-polluted-countries> Date of access: 03 April 2023.
- Ivankova, N.V., Creswell, J.W. & Stick, S.L. 2006. Using mixed-methods sequential explanatory design: From theory to practice. *Field Methods*, 18(1):3-20.
- Jabbar, M.H. & Abid, M. 2015. A study of green HR practices and its impact on environmental performance: A review. *Management Research Report*, 3(8):142-154.
- Jackson, C., Henderson, S. & Musgrave, J. 2014. Changing audience behaviour: festival goers and throwaway tents. *International Journal of Event and Festival Management*, 5(3):247-262.
- James. F. 2019. *8 Reasons You Should Use Reusable Grocery Bags*.  
<https://totebagfactory.com/blogs/news/8-reasons-you-should-use-reusable-grocery-bags>  
Date of access: 11 Mar. 2020.
- Jiang, Y. & Kim, Y. 2015. Developing multi-dimensional green value: Extending social exchange theory to explore customers' purchase intention in green hotels—evidence from Korea. *International Journal of Contemporary Hospitality Management*, 27(2):308-334.
- Johnson, R.B., Onwuegbuzie, A.J. & Turner, L.A. 2007. Toward a definition of mixed methods research. *Journal of Mixed Methods Research*, 1(2):112-133.
- Jones, M. 2014. *Sustainable event management: a practical guide*. London: Routledge.

- Jones, R., Pilgrim, A., Thompson, G., & Macgregor, C. 2008. *Assessing the environmental impacts of special events: examination of nine special events in Western Australia*. Gold Coast, Queensland: Sustainable Tourism Cooperative Research Centre.  
<https://researchonline.jcu.edu.au/39539/> Date of access: 06 Nov. 2021.
- Joseph, O.O. 2019. Pro-Environmental Consumer Behavior: A Critical Review of Literature. *International Journal of Business and Management*, 15(1):2020
- Joshi, Y. & Rahman, Z. 2015. Factors affecting green purchase behaviour and future research directions. *International Strategic Management Review*, 3(1-2):128-143.
- Jung, S., Tanford, S., Kim, Y.S. & Raab, C. 2018. A comparison of planners' site-selection intentions towards a sustainability reward program, location, and overall costs. *In Journal of Convention and Event Tourism*, 19(3):286-312.
- Kabir, E., Kumar, P., Kumar, S., Adelodun, A.A. & Kim, K.H. 2018. Solar energy: Potential and future prospects. *Renewable and Sustainable Energy Reviews*, 82:894-900.
- Kagan, J. & Anderson, S. 2020. *Contactless Payment*.  
<https://www.investopedia.com/terms/c/contactless-payment.asp> Date of access: 19 Oct. 2020.
- Karanikola, P., Panagopoulos, T., Tampakis, S. & Tsantopoulos, G. 2018. Cycling as a smart and green mode of transport in small touristic cities. *Sustainability*, 10(1):268.
- Katzel, C.T. 2007. *Event greening: Is this concept providing a serious platform for sustainability best practice*. Stellenbosch: University of Stellenbosch. (Thesis – MPhil).  
<https://scholar.sun.ac.za/handle/10019.1/1900>
- Kauai. 2020. *The Kauai App*. <https://kauai.co.za/promo/the-new-kauai-app/> Date of access: 07 Mar. 2020.
- Kaufmann, H.R., Panni, M.F.A.K. & Orphanidou, Y. 2012. Factors affecting consumers' green purchasing behavior: An integrated conceptual framework. *Amfiteatru Economic Journal*, 14(31):50-69.
- Kazembe, C. 2019. *Developing programme criteria for a food expo in Zimbabwe*. Potchefstroom: North-West University (Thesis – PhD).

- Kershaw, M. 2019. *The Simple Guide to a Plastic-Free Festival*.  
<https://www.eventbrite.com.au/blog/plastic-free-festival-guide-ds00/> Date of access: 12 Mar. 2020.
- Keteyi, O. 2018. *#GlobalCitizen Travel Information*.  
<https://www.sabreakingnews.co.za/2018/11/29/globalcitizen-travel-information/> Date of access: 25 Apr. 2019.
- Kim, S.S., Choi, S., Agrusa, J., Wang, K.C. & Kim, Y. 2010. The role of family decision makers in festival tourism. *International Journal of Hospitality Management*, 29(2):308-318.
- Kivunja, C. & Kuyini, A.B. 2017. Understanding and applying research paradigms in educational contexts. *International Journal of Higher Education*, 6(5):26-41.
- Klade, M., Mert, W., Seebacher, U. & Schultz, I. 2013. Sustainable behaviour at work and in private life: the contribution of enterprises. *International Journal of Innovation and Sustainable Development*, 7(4):321-332.
- Klein, J. & Calif, B. 2018. *Can outdoor festivals shed 'environmental disaster' label and go green?* <https://www.csmonitor.com/Environment/2018/0919/Can-outdoor-festivals-shed-environmental-disaster-label-and-go-green> Date of access: 02 Jul. 2020.
- Kos-Łabędowicz, J. 2014. Integrated E-ticketing System – Possibilities of Introduction in EU. In: Mikulski, J., ed. *Telematics - Support for Transport*. TST 2014. Communications in Computer and Information Science, vol 471. Springer, Berlin, Heidelberg. pp. 376-385.
- Krce Miočić, B., Razovič, M. & Klarin, T. 2016. Management of sustainable tourism destination through stakeholder cooperation. *Journal of Contemporary Management Issues*, 21(2):99-120.
- Krejcie, R.V. & Morgan, D.W. 1970. Determining sample size for research activities. *Educational and Psychological Measurement*, 30:607-610.
- Kruger, M. & Saayman, M. 2012. Creating a memorable spectator experience at the Two Oceans Marathon. *Journal of Sport and Tourism*, 17(1):63-77.
- Kruger, M. & Saayman, M. 2014. Understanding the Zion Christian Church (ZCC) Pilgrims. *International Journal of Tourism Research*, 18:27-38.

- Kruger, M. & Saayman, M. 2019. 'All that jazz': the relationship between music festival visitors' motives and behavioural intentions. *Current Issues in Tourism*, 22(19):2399-2414.
- Kruger, M. 2019. Festival loyalty to a South African literary arts festival: action speaks louder than words!. *International Journal of Event and Festival Management*. 10(2):189-206
- Kruger, M., Botha, K. & Saayman, M. 2012. Information source preferences and associated expenditure of first-time and repeat visitors at a South African wine festival. *Tourism Analysis*, 17(3):343-355.
- Kumar, P. & Ghodeswar, B. 2014. Global brands local actions: collection centre for recycling and reverse logistics. *Clear International Journal of Research in Commerce and Management*, 5(9):15-18.
- Lai E.P.C. 2014. Biodiesel: Environmental Friendly Alternative to Petrodiesel. *Journal of Petroleum and Environmental Biotechnology*, 5:1-2.
- Laine, A., Lampikosk, T., Rautiainen, T., Bröckl, M., Bang, C., Poulsen, N.S. & Kofoed-Wiuf, A. 2018. *Mobility as a Service and Greener Transportation Systems in a Nordic context*. <http://norden.diva-portal.org/smash/get/diva2:1267951/FULLTEXT01.pdf> Date of access: 11 Oct. 2020.
- Laing, J. & Frost, W. 2010. How green was my festival: exploring challenges and opportunities associated with staging green events. *International Journal of Hospitality Management*, 29(2):261-267.
- Lakra, P., Bedi, P. & Gupta, E. 2014. Consumer behaviour with reference to green consumption and sustainability. *International Research Journal of Management Science and Technology*, 5(4):3-11.
- Leal-Millan, A., Peris-Ortiz, M. & Leal-Rodríguez, A.L. 2018. *Sustainability in Innovation and Entrepreneurship*. Switzerland, Cham: Springer International Publishing.
- Lee, Y.K., Kim, M.S., Katz-Gerro, T. & Kim, Y. 2019. Personal values, perceived consumer effectiveness and demographic effects on green purchasing behaviour of Korean consumers. *Environmental Engineering and Management Journal*, 18(2):350-358.
- Lelissa, T.B. 2017. *The impact of industry concentration on performance, exploring a comprehensive bank performance model: the case of the Ethiopian banking sector*. (Thesis – PhD). <http://hdl.handle.net/10500/23253>

- Leonidou, L.C., Coudounaris, D.N., Kvasova, O. & Christodoulides, P. 2015. Drivers and outcomes of green tourist attitudes and behavior: sociodemographic moderating effects. *Psychology and Marketing*, 32(6):635-650.
- Leung, L. 2015. Validity, reliability, and generalizability in qualitative research. *Journal of Family Medicine and Primary Care*, 4(3):324.
- Levine, P. 2020. *How to Experience Festival Season like a VIP*. <https://vocal.media/beat/how-to-experience-festival-season-like-a-vip> Date of access: 05 Mar. 2020.
- Levy, S.E. & Park, S.Y. 2011. An analysis of CSR activities in the lodging industry. *Journal of Hospitality and Tourism Management*, 18(1):147-154.
- Lewis, M. & Herbert, M. 2016. *Tesco Clubcard Deals*. <https://www.moneysavingexpert.com/deals/tesco-clubcard/> Date of access: 22 Mar. 2020.
- Li, X. & Liu, T. 2020. Drivers and barriers of event greening—an Asian perspective. *Current Issues in Tourism*, 23(15):1933-1947.
- Line, N.D., Hanks, L. & Miao, L. 2018. Image matters: Incentivizing green tourism behavior. *Journal of Travel Research*, 57(3):296-309.
- Liu, S.Q. & Mattila, A.S. 2016. The influence of a “green” loyalty program on service encounter satisfaction. *Journal of Services Marketing*, 30(6):576-585.
- Lord, R. 2019. *Sustainable music festivals: the plastic-free, carbon neutral events making a big difference*. <https://www.scmp.com/lifestyle/arts-culture/article/3020032/sustainable-music-festivals-plastic-free-carbon-neutral> Date of access: 25 May 2020.
- Lossin, F., Kozlovskiy, I., Sodenkamp, M. & Staake, T. 2016. Incentives to go green: an empirical investigation of monetary and symbolic rewards to motivate energy savings. Paper delivered at the 24th European Conference on Information Systems (ECIS), İstanbul, Turkey. [http://aisel.aisnet.org/ecis2016\\_rp/70](http://aisel.aisnet.org/ecis2016_rp/70) Date of access: 25 Jun. 2020.
- Lubowiecki-Vikuk, A., Dąbrowska, A. & Machnik, A. 2021. Responsible consumer and lifestyle: Sustainability insights. *Sustainable Production and Consumption*, 25:91-101.
- Luoma, S. 2018. *The environmental impacts of the biggest music festivals in Europe*. <https://www.theseus.fi/bitstream/handle/10024/148752/The%20environmental%20impac>

ts%20of%20the%20biggest%20music%20festivals%20in%20Europe.pdf?sequence=1&isAllowed=y Date of access: 02 Jul. 2020.

- MacFarland, T.W. 2014. *Introduction to Data Analysis and Graphical Presentation in Biostatistics with R*. London: Springer, Cham. pp. 73-97.
- Machi, L.A. & McEvoy, B.T. 2016. *The literature review: Six steps to success*. 3rd ed. United States of America, USA: Corwin.
- Mair, J. & Jago, L. 2010. The development of a conceptual model of greening in the business events tourism sector. *Journal of Sustainable Tourism*, 18(1):77-94.
- Mair, J. & Laing, J. 2012. The greening of music festivals: Motivations, barriers and outcomes. Applying the Mair and Jago model. *Journal of Sustainable Tourism*, 20(5):683-700.
- Mair, J. & Laing, J.H. 2013. Encouraging pro-environmental behaviour: the role of sustainability-focused events. *Journal of Sustainable Tourism*, 21(8):1113-1128.
- Mair, J. & Smith, A. 2021. Events and sustainability: why making events more sustainable is not enough. *Journal of Sustainable Tourism*, 29(11-12):1739-1755.
- Majstorivic, V. E-ticketing systems in culture and tourism: experiences from Croatia. Croatia: University of Zagreb.
- Makhooane, N.A. 2017. *Environmental sustainability of festivals: A case of Mangaung African Cultural Festival*. Johannesburg: University of Johannesburg. (Thesis – MA).  
<http://hdl.handle.net/10210/262258>
- Mandago, R.J. 2018. Influence of green rewards and compensation practice on environmental sustainability in selected services base state corporations in Kenya. *European Journal of Business and Strategic Management*, 3(6):1-12.
- Mann S. 2016. Research Interviews: Modes and Types. In: Mann, S., ed. 2016. *The Research Interview: Reflective Practice and Reflexivity in Research Processes*. United Kingdom, UK: Palgrave Macmillan.
- Maputsoe, L.S. 2016. *The social impacts of the Mangaung African Cultural Festival: a community perspective*. Potchefstroom: North-West University. (Thesis - MCom).

- Martinho, G., Gomes, A., Ramos, M., Santos, P., Gonçalves, G., Fonseca, M. & Pires, A. 2018. Solid waste prevention and management at green festivals: A case study of the Andancas Festival, Portugal. *Waste Management*, 71:10-18.
- Martucci, B. 2020. *Mobile Contactless Cards & Payment Technology – How It Works*. <https://www.moneycrashers.com/mobile-contactless-cards-payment-technology/> Date of access: 19 Oct. 2020.
- Marumo, E.M. 2016. *Determining attendees' green attitude and behaviour at arts festivals*. Potchefstroom: North-West University. (Thesis - MA).
- Masiteng, M. 2020. *Water crisis continues to spread in Free State*. <https://www.sabcnews.com/water-crisis-continue-to-spread-in-free-state/> Date of access: 11 Mar. 2022.
- McKinley, S. 2019. *30 Ideas to Get Your Green Event Transportation Plan Moving!* <https://www.eventmanagerblog.com/green-transportation-events> Date of access: 11 Oct. 2020.
- McKinley, S. 2019. *New Sustainable Event Management (2019 Edition): A Free Guide to Better Green Meetings*. <https://www.eventmanagerblog.com/sustainable-event-management> Date of access: 19 Oct. 2020
- McLeod, S. 2018. *Skinner - Operant Conditioning*. <https://www.simplypsychology.org/operant-conditioning.html> Date of access: 25 Mar. 2020.
- Mentis, M., 2020. Environmental rehabilitation of damaged land. *Forest Ecosystems*, 7(1):1-16.
- Metsi, P.I. 2017. *The spending behaviour of attendees to a music festival in South Africa*. Potchefstroom: North-West University. (Thesis - MA).
- Minoli, D.M., Goode, M.M. & Metcalfe, A.W. 2018. Are sport tourists of an environmental mindset to drive the green? The case of golfers. *Tourism Management Perspectives*, 25:71-79.
- Mkhize, N.H.B. 2014. *Pietermaritzburg Consumers' Awareness, Attitudes and Purchase Decisions with Regard to Green Products*. Pietermaritzburg: University of KwaZulu-Natal (Thesis – MA). <https://researchspace.ukzn.ac.za/xmlui/handle/10413/12999>

- Mkik, S., Khouilid, M. & Aomari, A. 2017. Green Advertising and Environmentally Consumption: The Level of Awareness and Moroccan Costumer's Perception. *Journal of Business and Management*, 19(8):01-11.
- Mohajan, H.K. 2017. Two criteria for good measurements in research: Validity and reliability. *Annals of Spiru Haret University. Economic Series*, 17(4):59-82.
- Mohotloane, L.J. 2017. *Consumer Behaviour of Visitors Attending the Mangaung African Cultural Festival (MACUFE)*. Bloemfontein: Central University of Technology. (Thesis – PhD). <http://ir.cut.ac.za/handle/11462/1358>
- Moisander, J. 2007. Motivational complexity of green consumerism. *International Journal of Consumer Studies*, 31(4):404-409.
- Mokgokong, A. 2020. *OPINION: The virus doesn't move people, people move it*. <https://www.news24.com/news24/columnists/guestcolumn/opinion-the-virus-doesnt-move-people-people-move-it-20200330> Date of access 01 Jul. 2020.
- Momentum Multiply. 2019. *Rewards overview*. [https://www.multiply.co.za/engaged/rewards/multiply-rewards!/ut/p/z1/IZBPC4JAEMU\\_jVdncMOsm5rZH0i3Mm0voWGroK6o5ddPqkNCWM1t ht97jzfAIABWhLeUh00qijDr9iNTTy7VRsrCxA2qVEW6ptZc8yZEtXD8B4C90dHYKgZBtB0F2P\\_6d6ff9AMAG7b3gfUjnN2MIDXtg2Us9wTt8QsYqvgtZAWMZyJ6\\_IMvIqJxYFV8iau4kq9Vd06apqynEkrYtq3MheBZLJ9FLuEnSSLqBoI-CWXueQGmbu5r9R1N5Z8s/dz/d5/L2dBISEvZ0FBIS9nQSEh/](https://www.multiply.co.za/engaged/rewards/multiply-rewards!/ut/p/z1/IZBPC4JAEMU_jVdncMOsm5rZH0i3Mm0voWGroK6o5ddPqkNCWM1t ht97jzfAIABWhLeUh00qijDr9iNTTy7VRsrCxA2qVEW6ptZc8yZEtXD8B4C90dHYKgZBtB0F2P_6d6ff9AMAG7b3gfUjnN2MIDXtg2Us9wTt8QsYqvgtZAWMZyJ6_IMvIqJxYFV8iau4kq9Vd06apqynEkrYtq3MheBZLJ9FLuEnSSLqBoI-CWXueQGmbu5r9R1N5Z8s/dz/d5/L2dBISEvZ0FBIS9nQSEh/) Date of access: 07 Mar. 2020.
- Money Today South. 2020. *Top 7 fuel rewards programs in South Africa 2020*. <https://moneytoday.co.za/top-fuel-rewards-programs/> Date of access: 28 Feb. 2020.
- Morgan, D.L. 2007. Paradigms lost and pragmatism regained: Methodological implications of combining qualitative and quantitative methods. *Journal of Mixed Methods Research*, 1(1):48-76.
- Moro, A. 2020. *The impact on festival's loyalty from co-creating festival's sustainability*. Portugal: Universidade Católica Portuguesa. (Thesis - PhD). [https://repositorio.ucp.pt/bitstream/10400.14/31228/1/152118230\\_Alberto%20Moro\\_DP DFA.pdf](https://repositorio.ucp.pt/bitstream/10400.14/31228/1/152118230_Alberto%20Moro_DP DFA.pdf) Date of access: 12 Nov. 2020.



- Mug and Bean. 2019. *Generosity APP FAQs*. <https://muggandbean.co.za/rewards/generosity-app-faqs/> Date of access: 07 Mar. 2020.
- Mxunyelwa, S. & Vallabh., D. 2017. Skills as Impediment to Small and Medium Tourism Enterprises (SMTEs), Eastern Cape, South Africa. *African Journal of Hospitality, Tourism and Leisure*, 6(4):1-8.
- MySchoolMyVillageMyPlanet. s.a. *MySchool MyVillage MyPlanet*.  
[https://www.myschool.co.za/?gclid=EAlalQobChMIb2un9zP-QIV4-jtCh0D8Q5jEAAYASAAEglCPfD\\_BwE](https://www.myschool.co.za/?gclid=EAlalQobChMIb2un9zP-QIV4-jtCh0D8Q5jEAAYASAAEglCPfD_BwE) Date of access 21 Jul. 2022.
- Nagpal, P. & Ravindra, H.V. 2016. *Green color is IN now—A strategic call for Indian Corporate. Conference proceedings*. 5th International Conference on Managing Human Resources at the Workplace.
- Nair, P.B. 2015. Profiling green consumer characteristics: an eternal quandary. *Journal of Advanced Management Science*, 3(2):174-178.
- National Arts Festival. 2019. *About the National arts festival*.  
<https://www.nationalartsfestival.co.za/about/> Date of access: 06 Jul. 2020.
- National Arts Festival. 2020. *National Arts Festival, Makhanda. Fringe 2020: Participation guide for productions*. <https://www.nationalartsfestival.co.za/wp-content/uploads/2019/11/2020-Fringe-Guide-Productions.pdf> Date of access: 22 Mar. 2020.
- National Arts Festival. 2020. *Where to get the arts festival programme*.  
<https://nationalartsfestival.co.za/news/programme-distribution/> Date of access: 02 Jul. 2020.
- National Department of Health .2020. *Covid-19 National Public Hygiene Strategy and Implementation Plan*.  
<https://www.knowledgehub.org.za/system/files/elibdownloads/2020-04/covid-19%20national%20public%20hygiene%20strategy%20and%20implementation%20plan%281%29.pdf> Date of access 13 Oct. 2020.
- Nedbank Group. 2020. *Greenbacks easier to use*. <http://greenbacks.nedbank.co.za/spend-greenbacks> Date of access: 07 Mar. 2020.

- New24. 2018. *Everything you need to know about Rocking the Daisies 2018*.  
<https://www.news24.com/channel/music/news/everything-you-need-to-know-about-rocking-the-daisies-2018-20181002> Date of access: 19 Oct. 2020.
- Nguyen, N. & Johnson, L.W. 2020. Consumer behaviour and environmental sustainability. *Journal of Consumer Behaviour*, 19(6): 539-541.
- Nguyen, T.N., Lobo, A. & Greenland, S. 2017. Energy efficient household appliances in emerging markets: the influence of consumers' values and knowledge on their attitudes and purchase behaviour. *International Journal of Consumer Studies*, 41(2):167-177.
- Noakes. S. 2012. *ILO Sustainable Tourism & Green Jobs Indonesia*.  
[https://www.academia.edu/3996704/ILO\\_Sustainable\\_Tourism\\_and\\_Green\\_Jobs\\_Indonesia\\_2012](https://www.academia.edu/3996704/ILO_Sustainable_Tourism_and_Green_Jobs_Indonesia_2012) Date of access: 29 Apr. 2019.
- Noble, H. & Smith, J. 2015. Issues of validity and reliability in qualitative research. *Evidence-Based Nursing*, 18(2):4-35.
- Nu Metro, s.a. *Join the Club*. <https://sceneclub.numetro.co.za/> Date of access: 07 Mar. 2020.
- Ochieng, B.M., Duma, S., Ochieng, J.N. & Kaseje, D.C.O. 2016. Development and test-ing a volunteer screening tool for assessing community health volun-teers' motives at recruitment and placement in Western Kenya. *Journal of Clinical Psychology and Cognitive Science*, 3(1):6-16.
- Oke, A.O., Kamolshotiros, P., Popoola, O.Y., Ajagbe, M.A. & Olujobi, O.J. 2016. Consumer behavior towards decision making and loyalty to particular brands. *International Review of Management and Marketing*, 6(4S):43-52.
- Oklobdžija, S. 2015. The role of events in tourism development. *Bizinfo (Blace)*, 6(2):83-97.
- Omomia, O.A. & Omomia, T.A. 2014. Relevance of Skinner's Theory of Reinforcement on Effective School Evaluauation and Management. *European Journal of Psychological Studies*, 4(4):174-180.
- O'Rourke, D. & Ringer, A. 2016. The impact of sustainability information on consumer decision making. *Journal of Industrial Ecology*, 20(4):882-892.
- Orsi, F., ed. 2015. *Sustainable transportation in natural and protected areas*. London and New York: Routledge.

- O'Shaughnessy, J. 2012. *Consumer behaviour: Perspectives, findings and explanations*. United Kingdom, UK: Palgrave Macmillan.
- Pagliara, F., Biggiero, L. & Henke, I. 2019. *The Environmental Impacts Connected with Travelling to events: The Case Study of the City of Naples in Italy*. Conference proceedings. 2019 IEEE International Conference on Environment and Electrical Engineering and 2019 IEEE Industrial and Commercial Power Systems Europe (EEEIC/I&CPS Europe). Genova, Italy. <https://ieeexplore.ieee.org/document/8783594> Date of access: 29 Aug. 2020.
- Parchment, P. 2016. *Developing Critical Practice in Education: Final Project*. [https://www.academia.edu/27336121/Developing\\_Critical\\_Practice\\_in\\_Education](https://www.academia.edu/27336121/Developing_Critical_Practice_in_Education) Date of access: 14 Mar. 2020.
- Paulson, D. & Rau, N. 2019. *Bonnaroo bounces back: In dramatic turnaround, 2019 festival to sell out*. <https://www.tennessean.com/story/entertainment/music/bonnaroo/2019/06/10/bonnaroo-2019-sells-out-dramatic-turnaround/1370144001/> Date of access: 02 Jul. 2020.
- Perić, M., Nižić, M.K., Koščak, M., Studio, M.K.A., Skender, A.R., University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija, Croatia University of Primorska & Faculty of Tourism Studies–Turistica, Portorož, Slovenia. 2015. *Running a zero waste concept can have positive benefits for any event*. [https://bib.irb.hr/datoteka/853544.Zero\\_Waste\\_Guidelines\\_for\\_Events\\_and\\_Festivals.pdf](https://bib.irb.hr/datoteka/853544.Zero_Waste_Guidelines_for_Events_and_Festivals.pdf) Date of access: 04 Jul. 2020.
- Petkov, G. 2019. *Design for behavior change and its ethical dimensions*. Milano: The Politecnico di Milano University. (Thesis - MS).
- Phakeng, M. (fabacademic). 2020, 24 May. "Writing a research proposal" [Instagram post]. <https://www.instagram.com/tv/CakyTELpuMv/> Date of access: 24 May 2020.
- Pham, L.T.M. 2018. *Qualitative approach to research a review of advantages and disadvantages of three paradigms: Positivism, interpretivism and critical inquiry*. [https://www.researchgate.net/profile/Lan-Pham/publication/324486854\\_A\\_Review\\_of\\_key\\_paradigms\\_positivism\\_interpretivism\\_and\\_critical\\_inquiry/links/5acffa880f7e9b18965cd52f/A-Review-of-key-paradigms-positivism-interpretivism-and-critical-inquiry.pdf](https://www.researchgate.net/profile/Lan-Pham/publication/324486854_A_Review_of_key_paradigms_positivism_interpretivism_and_critical_inquiry/links/5acffa880f7e9b18965cd52f/A-Review-of-key-paradigms-positivism-interpretivism-and-critical-inquiry.pdf) Date of access: 05 May 2021.

- Piccolo, Lara S. G. & Alani, Harith. 2016. *Strategies and Tools to Raise Energy Awareness Collectively*. Conference proceedings of Behave 2016. Paper delivered at the 4th European Conference on Behaviour and Energy Efficiency, Coimbra, Portugal. <http://oro.open.ac.uk/47088/> Date of access: 07 Jul. 2020.
- Pick 'n Pay. 2020. *Why Join Smart Shopper?* [https://www.pnp.co.za/pnpstorefront/pnp/en/smart-shopper?gclid=EAlalQobChMIIPmVwq\\_35wIVUdHeCh2keACxEAAAYASAAEgL\\_8\\_D\\_BwE](https://www.pnp.co.za/pnpstorefront/pnp/en/smart-shopper?gclid=EAlalQobChMIIPmVwq_35wIVUdHeCh2keACxEAAAYASAAEgL_8_D_BwE) Date access: 29 Feb. 2020.
- Pietkiewicz, I. & Smith, J.A. 2014. A practical guide to using interpretative phenomenological analysis in qualitative research psychology. *Psychological Journal*, 20(1):7-14.
- Pillai, R. & Sivathanu, B. 2014. Green human resource management. *Zenith International Journal of Multidisciplinary Research*, 4(1):72-82.
- Pillay, K. 2017. *South Africa one of the worst environmental polluters, research shows*. <https://www.iol.co.za/mercury/news/south-africa-one-of-the-worst-environmental-polluters-research-shows-10019891> Date of access: 22 Oct. 2019.
- Planet Fitness. 2020. *Pick n Pay and Planet Fitness team up*. <https://www.planetfitness.co.za/pick-and-pay-smart-shopper/> Date of access: 29 Feb. 2020.
- Polkinghorne, D.E. 2005. Language and meaning: Data collection in qualitative research. *Journal of Counselling Psychology*, 52(2):137-145.
- Powerful Thinking. 2015. *The show must go on. Environmental impact report and vision for the UK festival industry*. <http://www.powerful-thinking.org.uk/site/wp-content/uploads/TheShowMustGoOnReport18..3.16.pdf> Date of access: 02 Jul. 2020.
- Prakash, G., Choudhary, S., Kumar, A., Garza-Reyes, J.A., Khan, S.A.R. & Panda, T.K. 2019. Do altruistic and egoistic values influence consumers' attitudes and purchase intentions towards eco-friendly packaged products? An empirical investigation. *Journal of Retailing and Consumer Services*, 50:163-169.
- Proome, J. 2016. *Reward Yourself and Win Massive Shopping Vouchers with TFG! [Competition]*. <https://www.menstuff.co.za/fashion/reward-yourself-and-win-massive-shopping-vouchers-with-tfg-competition/> Date of access: 02 Mar. 2020.

- Quirk, T.J. 2016. One-way analysis of variance (ANOVA). In: *Excel 2016 for Business Statistics*. Springer, Cham. pp. 165-182.
- Rael\_Collection. (rael\_collection\_bfn). s.a “Manufactures of Fine Perfumery” [Instagram page]. [https://www.instagram.com/rael\\_collection\\_bfn/](https://www.instagram.com/rael_collection_bfn/) Date of access: 15 Jul. 2022.
- RainFin. 2014. *A rewards comparison: Dis-chem vs. Clicks*. <https://community.rainfin.com/a-rewards-comparison-dis-chem-vs-clicks/> Date of access: 02 Mar. 2020.
- Raj, R., Walters, P. & Rashid, T. 2017. *Events management: principles and practice*. United Kingdom, UK: Sage Publications Ltd.
- Ramey, A. & Rashid, B. 2014. *Green motivation among event practitioner: A review of literature*. Paper delivered at the 2nd Tourism and Hospitality International Conference (THIC 2014), Langkawi, Malaysia. <https://repo.uum.edu.my/id/eprint/13309> Date of access: 19 Jun. 2020.
- Redding, C.A., Mundorf, N., Kobayashi, H., Brick, L., Horiuchi, S., Paiva, A.L. & Prochaska, J.O. 2015. Sustainable transportation stage of change, decisional balance, and self-efficacy scale development and validation in two university samples. *International Journal of Environmental Health Research*, 25(3):241-253.
- Renwick, D.W., Redman, T. & Maguire, S. 2013. Green human resource management: A review and research agenda. *International Journal of Management Reviews*, 15(1):1-14.
- Richmond, A. 2017. *A critical analysis of the impacts of UK music festivals on the environment using three comparative case studies*. United Kingdom: Cardiff Metropolitan University. (Thesis – PhD). <https://repository.cardiffmet.ac.uk/handle/10369/8714> Date of access: 07 Mar. 2020.
- Rinkesh, W. 2020. *30 Breathtaking Reasons to Switch to Reusable Bags*. <https://www.conserve-energy-future.com/30-breathtaking-reasons-to-switch-to-reusable-bags.php> Date of access: 11 Mar. 2020.
- Rinkesh, W. 2020. *What is Green Transportation?* <https://www.conserve-energy-future.com/modes-and-benefits-of-green-transportation.php> Date of access: 11 Mar. 2020.
- Robinson, P., Lück, M & Smith, S.L.J.P. 2013. *Tourism*. Oxfordshire: CAB International.

- Rocking the Daisies. 2015. *The Rocking the Daisies 2015 App is finally here*.  
<https://rockingthedaisiessouthafrica.pr.co/112454-the-rocking-the-daisies-2015-app-is-finally-here> Date of access: 02 Jul. 2020.
- Roe, D. & Bruwer, J. 2017. Self-concept, product involvement and consumption occasions. *British Food Journal*, 119(6):1362-1377.
- Royne, M.B., Levy, M. & Martinez, J. 2011. The public health implications of consumers' environmental concern and their willingness to pay for an eco-friendly product. *Journal of Consumer Affairs*, 45(2):329-343.
- Ryan, G. 2018. Introduction to positivism, interpretivism and critical theory. *Nurse Researcher*, 25(4):41-49.
- SA Specialist South African Tourism. 2019. *SA Specialist. The official specialist programme*. Free State. <https://saspecialist.southafrica.net/za/en/modules/entry/free-state> Date of access: 07 Feb. 2021.
- Saayman, M. & Rossouw, R. 2011. The significance of festivals to regional economies: measuring the economic value of the Grahamstown National Arts Festival in South Africa. *Tourism Economics*, 17(3):603-624
- Saayman, M. 2009. *Ecotourism: getting back to basics*. Potchefstroom: Leisure Publications.
- Saayman, M. 2015. *The growing financial impact of festivals on SA's economy. The Citizen*. 3 May. <http://citizen.co.za/374827/the-growing-financial-impact-of-festivals-on-sas-economy/>. Date of access: 18 Aug. 2019.
- Samarasinghe, D.R. 2016. *Socio-psychological Analysis of Green Consumer Behaviour with Special Reference to Marketing Information on Attitudinal Behaviour*. Gangodawila: University of Sri Jayewardenepura. (Thesis - PhD).  
<http://dr.lib.sjp.ac.lk/handle/123456789/5080> Date of access: 07 Mar. 2020.
- Sandton Centra Management District. 2015. *Ecomobility festival*. <http://www.sandtoncentral.co.za/news/ecomobility-festival-2015> Date of access: 19 Aug. 2019.
- Sarbassova, S., Abdugalina, S., Burganova, R., Shaikheslyamova, K., Abdrasheva, B. & Jamaliyeva, G. 2021. Development of green environmental: policy in education. *E3S Web of Conferences*, 284:11009. <https://doi.org/10.1051/e3sconf/202128411009>

- Saunders, M., Lewis, P. & Thornhill, A. 2009. *Research methods for business students*. New York: Pearson education.
- SA-Venues.com. 2019. *Rocking the Daisies music festival*. <https://www.sa-venues.com/events/westerncape/rocking-the-daisies-music-festival/> Date of access: 28 Aug. 2019.
- Sawyer, K. 2016. *4 Ways to Make More Money With Tiered Pricing*. <https://www.eventbrite.com/blog/make-money-tiered-pricing-ds00/> Date of access: 22 Mar. 2020.
- Sawyer, K. 2017. *Create Attendee Loyalty Without Breaking the Bank*. <https://www.eventbrite.com/blog/how-to-create-attendee-loyalty-ds00/> Date of access: 05 Mar. 2020.
- Scheuren, F. 2004. *What is a Survey?* Alexandria: American Statistical Association.
- Schoeman, K.D. 2015. *Developing a perceived value model for the cruise experience*. Potchefstroom: North-West University. (Thesis – PhD).
- Scotland, J. 2012. Exploring the philosophical underpinnings of research: Relating ontology and epistemology to the methodology and methods of the scientific, interpretive, and critical research paradigms. *English Language Teaching*, 5(9):9-16.
- Seemann, K. 2020. *The Ultimate Guide to Avis Car Rental [Avis Preferred Loyalty Program]*. <https://upgradedpoints.com/avis-preferred-car-rental-program/> Date of access: 11 Mar. 2020.
- Sengvong, S. & Bai, Q. 2017. *Persuasive public-friendly route recommendation with flexible rewards*. Paper presented at the 2017 IEEE International Conference on Agents (ICA). Beijing, China. <https://ieeexplore.ieee.org/abstract/document/8015314> Date of access: 07 July 2020. pp. 109-114.
- Sethna, Z. & Blythe, J. 2016. *Consumer behaviour*. Sage Publications Ltd.
- Shambala. 2020. *Plastic free & re-use initiatives*. <https://www.shambalafestival.org/essential-info/sustainability/plastic-free-re-use-initiatives/> Date of access: 12 Mar. 2020.

- She, J., Crowcroft, J., Fu, H. & Ho, P.H. 2013. Smart signage: a draggable cyber-physical broadcast/multicast media system. *EEE transactions on emerging topics in computing*, 1(2):232-243.
- Shiker, M.A.K. 2017. Multivariate Statistical Analysis. *British Journal of Science*, 6(1):55-66.
- Shipway, R. & Kirkup, N. 2012. Guest editorial: the impacts and legacies of sports events. *International Journal of Event and Festival Management*, 3(3):3-24.
- Shukla, S., Ahmed, S.S. & Singh, K. 2015. Investigation of enhancement in mechanical properties of bituminous mix by utilizing plastic waste [HDPE and LDPE] as binder and filler. *History*, 40(182):129-136.
- Shutte, I.C. 2009. *A strategic management plan for the sustainable development of geotourism in South Africa*. Potchefstroom: North-West University. (Thesis – PhD).
- Siddiqui, S. 2019. Research paradigms: Their assumptions and relevance. *International Journal of Research in Social Sciences*, 9(5):254-265.
- Sileyew, K.J. 2019. *Research design and methodology*.  
<http://dx.doi.org/10.5772/intechopen.85731> Date of access: 08 Nov. 2021.
- Singh, D. 2019. *Understanding Philosophical Underpinnings of Research with Respect to Various Paradigms: Perspective of a Research Scholar*. Institute of Management, Nirman University.  
[https://www.researchgate.net/publication/333036861\\_Understanding\\_philosophical\\_underpinnings\\_of\\_research\\_with\\_respect\\_to\\_various\\_paradigms\\_Perspective\\_of\\_a\\_research\\_scholar](https://www.researchgate.net/publication/333036861_Understanding_philosophical_underpinnings_of_research_with_respect_to_various_paradigms_Perspective_of_a_research_scholar) Date of access: 25 Oct. 2021.
- Skinner, B. 2014. *Science and Human Behavior*.  
<http://www.educatingflorida.org/uploads/7/9/1/7/7917170/sciencehumanbehavior.pdf>  
 Date of access: 25 Mar. 2020.
- Skinner, Q. 1974. III. Some Problems in the Analysis of Political Thought and Action. *Political Theory*, 2(3):277-303.
- Smith, B. 2016. *5 Ridiculously Useful Non-Monetary Reward Examples that Improve Employee Engagement*. <https://www.business2community.com/human-resources/5-ridiculously-useful-non-monetary-reward-examples-that-improve-employee-engagement-02147022>  
 Date of access 15 Apr. 2019.



- Smith, L.G. 2014. *Impact assessment and sustainable resource management*. London: Routledge.
- Smith, M., Cho, E. & Smith, K.R. 2016. The effects of young consumers' perceptions of environment-friendly shopping bags and environmental consciousness on attitudes and purchase intentions. *The Research Journal of the Costume Culture*, 24(5):687-696.
- Social Tables. 2019. *19 Event Trends That Will Shake Up Meetings & Group Business in 2020*. <https://www.socialtables.com/blog/event-planning/event-trends/> Date of access: 22 Mar. 2020.
- Solomon, M., Bamossy, G., Askegaard, S. & Hogg, M. 2010. *Consumer Behavior: Buying: A European Perspective*. 4rd ed. Financial Times Press.
- Song, H.J., Lee, C.K., Kang, S.K. & Boo, S.J. 2012. The effect of environmentally friendly perceptions on festival visitors' decision-making process using an extended model of goal-directed behavior. *Tourism Management*, 33(6):1417-1428.
- Sorbet Group. 2019. *Sorbet Society*. <https://www.sorbet.co.za/sorbet-society/> Date of access: 07 Mar. 2020.
- South African Airways. 2020. *Voyager Guide: Rewards reinvented*. [https://www.flysaa.com/za/en/voyager/AboutVoyager/flysaa\\_VoyagerProgrammeGuide.html](https://www.flysaa.com/za/en/voyager/AboutVoyager/flysaa_VoyagerProgrammeGuide.html) Date of access: 07 Mar. 2020.
- South African Loyalty Awards. 2019. *Winners Report 2019*. [https://www.moonstone.co.za/upmedia/uploads/library/Moonstone%20Library/MS%20Industry%20News/Loyalty\\_report\\_winners.pdf](https://www.moonstone.co.za/upmedia/uploads/library/Moonstone%20Library/MS%20Industry%20News/Loyalty_report_winners.pdf) Date of access: 07 Mar. 2020.
- Spranz, R., Schlüter, A. & Vollan, B. 2018. Morals, money or the master: The adoption of eco-friendly reusable bags. *Marine Policy*, 96:270-277.
- Spur Corporation. 2020. *The Spur App*. <https://www.spur.co.za/spur-app/> Date of access: 07 Mar. 2020.
- Staff Report. 2019. *Clicks and Shell end rewards point partnership*. <https://www.iol.co.za/business-report/companies/clicks-and-shell-end-rewards-point-partnership-37726425> Date of access: 29 Feb. 2020.

- Staff Writer. 2019. *Pick n Pay Smart Shopper vs Woolworths WRewards compared*.  
<https://businesstech.co.za/news/business/304866/pick-n-pay-smart-shopper-vs-woolworths-wrewards-compared/> Date of access: 02 Mar. 2020.
- Standard Bank. 2020. *How the programme works*.  
<https://ucount.standardbank.co.za/personal/about-ucount-rewards/how-it-works/> Date of access: 07 Mar. 2020.
- Stanojević, V., Vlajić, S., Milić, M. & Ognjanović, M. 2011. Guidelines for framework development process. Paper delivered at the 7th Central and Eastern European Software Engineering Conference (CEE-SECR), NW Washington: United States.  
<https://dl.acm.org/doi/proceedings/10.5555/2310261> Date of access: 17 Oct. 2019.
- Steadfast Greening. 2012. *Rocking the Daisies event sustainability report*. <http://rockingthedaisies.com/wp-content/uploads/2012/05/Rocking-the-Daisies-Sustainability-Report-20121.pdf> Date of access: 08 Apr. 2023.
- Steadfast Greening. 2012. *Rocking the Daisies 2012 event sustainability report*.  
<http://rockingthedaisies.com/wp-content/uploads/2012/05/Rocking-the-Daisies-Sustainability-Report-20121.pdf> Date of access: 25 Aug. 2019.
- Steadfast Greening. 2014. *Rocking the Daisies 2014*. Event sustainability report. <http://thegreentimes.co.za/wp-content/uploads/2015/08/RTD-Sustainability-Report-2014.pdf>  
 Date of access: 25 Aug. 2019.
- Steenbekkers, N. 2014. *Sustainability in music festivals*. Breda: NHTV Breda University of Applied Sciences. (Thesis - PhD). <https://authorzilla.com/6AYmj/sustainability-in-music-festivals-green-events-nederland.html> Date of access: 26 Jun. 2020.
- Steg, L., Bolderdijk, J.W., Keizer, K. & Perlaviciute, G. 2014. An integrated framework for encouraging pro-environmental behaviour: the role of values, situational factors and goals. *Journal of Environmental Psychology*, 38:104e115.
- Strieder Philippsen, J., Soares Angeoletto, F.H. & Santana, R.G. 2017. Education level and income are important for good environmental awareness: a case study from south Brazil. *Ecología Austral*, 27(01):039-044.

- Strohacker, K., Galarraga, O. & Williams, D.M. 2014. The impact of incentives on exercise behavior: a systematic review of randomized controlled trials. *Annals of Behavioral Medicine*, 48(1):92-99.
- Strydom, H. 2013. An evaluation of the purposes of research in social work. *Social Work/Maatskaplike Werk*, 49(2).
- Subramanian, K.R. 2017. Moving beyond the green wall-overcoming environmental pressures. *Journal of Advance Research in Applied Science*, 4(10):11-22.
- Sustainable Events Guide. 2012. *Environmental programme*. [http:// worldcongress2012.iclei.org/fileadmin/templates/WC2012/Documents/Presentations/B3-Sustainable\\_Events\\_Guide.pdf](http://worldcongress2012.iclei.org/fileadmin/templates/WC2012/Documents/Presentations/B3-Sustainable_Events_Guide.pdf) Date of access: 13 Oct. 2020.
- Taherdoost, H. 2016. Sampling Methods in Research Methodology; How to Choose a Sampling Technique for Research. *International Journal of Academic Research in Management*, 5(2):18-27.
- Tahir, R., Athar, M.R. & Afzal, A. 2020. The impact of greenwashing practices on green employee behaviour: Mediating role of employee value orientation and green psychological climate. *Cogent Business and Management*, 7(1):1781996.
- Tamimi, A.H., Maxwell, S., Edmonds, S.L. & Gerba, C.P. 2015. Impact of the use of an alcohol-based hand sanitizer in the home on reduction in probability of infection by respiratory and enteric viruses. *Epidemiology and Infection*, 143(15):3335-3341.
- Tan, B.C., Chai, L.T. & Min, P.S. 2017. *Attitude towards eating "green": Do consumer consciousness healthy lifestyle, and value orientation*. Conference proceedings. 5th International Conference on Innovation and Entrepreneurship, Multimedia University Cyberjaya, Malaysia. pp. 153–169. [https://www.researchgate.net/profile/John\\_Kean\\_Yew/publication/316362967\\_Innovation\\_Management\\_A\\_Study\\_of\\_Woman\\_Entrepreneurs\\_in\\_Klang\\_Valley/links/58fb8debaca2723d79d84976/Innovation-Management-A-Study-of-Woman-Entrepreneursin-Klang-Valley.pdf#page=168](https://www.researchgate.net/profile/John_Kean_Yew/publication/316362967_Innovation_Management_A_Study_of_Woman_Entrepreneurs_in_Klang_Valley/links/58fb8debaca2723d79d84976/Innovation-Management-A-Study-of-Woman-Entrepreneursin-Klang-Valley.pdf#page=168) Date of access: 08 Jun. 2020.
- Tan, L.P., Johnstone, M.L. & Yang, L. 2016. Barriers to green consumption behaviours: The roles of consumers' green perceptions. *Australasian Marketing Journal*, 24(4):288-299.

- Tanford, S. & Malek, K. 2015. Segmentation of reward program members to increase customer loyalty: The role of attitudes towards green hotel practices. *Journal of Hospitality Marketing and Management*, 24(3):314-343.
- Tapia-Fonllem, C., Corral-Verdugo, V., Fraijo-Sing, B. & Durón-Ramos, M. F. 2013. Assessing sustainable behaviour and its correlates: a measure of pro-ecological, frugal, altruistic and equitable actions. *Sustainability*, 5(2):711-723.
- Taylor, K.K. 2019. *50 Reasons to Go Green with Reusable Shopping Bags*.  
<https://www.squawkfox.com/50-reasons-to-go-green-with-reusable-shopping-bags/> Date of access: 11 Mar. 2020.
- Temp. 2019. *Benefits of Using Reusable Shopping Bags*. <https://plastic.education/benefits-of-using-reusable-shopping-bags/> Date of access: 11 Mar. 2020.
- The Community Tool Box. 2019. *Developing a Framework or model of change*.  
<https://ctb.ku.edu/en/4-developing-framework-or-model-change> Date of access: 31 Jan. 2020.
- Toilet Rental Expert. 2018. *Portable toilets- A greener solution for your event*.  
<https://www.fancyflush.co.za/blog/portable-toilets-a-greener-solution-for-your-next-event/>  
 Date of access: 13 Oct. 2020.
- Tölkes, C. & Butzmann, E. 2018. Motivating Pro-Sustainable Behavior: The Potential of Green Events—A Case-Study from the Munich Streetlife Festival. *Sustainability*, 10(10):3731.
- Travel Rewards. 2020. *How to redeem your travel voucher*.  
<https://travelrewards.co.za/howtoregister> Date of access: 05 Mar. 2020.
- Triratna Buddhafield. 2016. *The Buddhafield Festival*. <http://www.buddhafield.com/?festival=about> Date of access: 20 Aug. 2019.
- Trivedi, R.H., Patel, J.D. & Savalia, J.R. 2015. Pro-environmental behaviour, locus of control and willingness to pay for environmentally friendly products. *Marketing Intelligence and Planning*, 33(1):67-89.
- Truth and WhyFive. 2016. *The Current State of Loyalty in South Africa*.  
[https://truth.co.za/2019/wp-content/uploads/Truth-2016-Loyalty-Whitepaper-WEB\\_FINAL1.pdf](https://truth.co.za/2019/wp-content/uploads/Truth-2016-Loyalty-Whitepaper-WEB_FINAL1.pdf) Date of access 13 Jun. 2019.

- Truth and WhyFive. 2017. *South African Loyalty Landscape 2017*.  
<https://assets.ctfassets.net/r4qblsijiget/3ZEH1XWKgUAagg2eg8YuGe/fa8b356afa0638a4fbeb01fd1294f7c3/Truth-Whitepaper-October-2017.pdf> Date of access: 13 Jun. 2019.
- Truth and WhyFive. 2018. *South African Loyalty Landscape 2018/19*.  
<https://truth.co.za/2019/wp-content/uploads/Truth-BrandMapp-Loyalty-Whitepaper-201819.pdf> Date of access: 13 Jun. 2019.
- UNESCO (United Nations Educational, Scientific and Cultural Organization). 2015. *Festival statistics. Key concepts and current practices. 2009 UNESCO framework for cultural statistics handbook no. 3*. <http://uis.unesco.org/sites/default/files/documents/festival-statistics-key-concepts-and-current-practices-handbook-3-2015-en.pdf> Date of access: 15 Jun. 2020.
- United Nations Environment Programme. 2012. *UNEP Evaluation of 2010 World Cup's Green Performance Shows South Africa Successes and Way Forward for Brazil*.  
<https://www.unenvironment.org/news-and-stories/press-release/unep-evaluation-2010-world-cups-green-performance-shows-south-africa#:~:text=UNEP%20worked%20with%20the%20South,and%20conserving%20and%20enhancing%20biodiversity> Date of access: 21 Jun. 2020.
- United Nations. 2023. *Take Action for the Sustainable Development Goals*.  
<https://www.un.org/sustainabledevelopment/globalpartnerships/> Date of access: 06 Apr. 2023.
- United Nations. 2023. *Climate Action: Climate Action Fast Facts*.  
<https://www.un.org/en/climatechange/science/key-findings> Date of access: 08 Apr. 2023.
- United Nations. 2023. *Towards a net-zero future: The UN Campaign for Individual Action*.  
<https://www.un.org/en/actnow> Date of access: 06 Apr. 2023.
- University of Edinburgh. 2021. *Literature review: A general guide on how to conduct and write a literature review*. <https://www.ed.ac.uk/institute-academic-development/study-hub/learning-resources/literature-review> Date of access: 25 Oct. 2021
- Vallie, Z. 2017. *Warch: Edcon's new "thank U" programme hopes to bring back customers*.  
<https://www.iol.co.za/business-report/watch-edcons-new-thank-u-programme-hopes-to-bring-back-customers-11586701> Date of access: 02 Mar. 2020.

- Van der Baan, D. 2019. Determining the attributes contributing to wedding venue selection. Potchefstroom: North-West University. (Thesis – MA)  
<https://repository.nwu.ac.za/handle/10394/33038>
- Van Manen, M. 2016. *Phenomenology of practice: Meaning-giving methods in phenomenological research and writing*. New York: Routledge.
- Venkatesh, V., Brown, S.A. & Bala, H. 2013. Bridging the qualitative-quantitative divide: Guidelines for conducting mixed methods research in information systems. *MIS Quarterly*, 37(1):21-54.
- Vermeulen, J. 2016. *How to avoid paying full price for a movie ticket in South Africa*.  
<https://mybroadband.co.za/news/technology/182524-how-to-avoid-paying-full-price-for-a-movie-ticket-in-south-africa.html> Date of access: 07 Mar. 2020.
- Virginia Tech Transport services. 2020. *Parking and traffic operational manual*.  
[https://parking.vt.edu/content/dam/parking\\_vt\\_edu/PT%20Operational%20Manual%20Vol28-FIN.pdf](https://parking.vt.edu/content/dam/parking_vt_edu/PT%20Operational%20Manual%20Vol28-FIN.pdf) Date of access: 16 Oct. 2020.
- Viviers, P., Botha, K. & Marumo, E. 2017. Attendees' attitudes towards supporting green practices at two Afrikaans arts festivals. *African Journal of Hospitality, Tourism and Leisure*, 6(2):1-25.
- Viviers, P., Botha, K. & Marumo, M.E. 2019. "Actions speak louder than words": Comparing attendees' green behaviour at home with their inclination to support green practices at arts festivals. *African Journal of Hospitality, Tourism and Leisure*, 8(4):1-18.
- Viviers, P.A. & Botha, K. 2018. *Attitude towards supporting green practices at Vryfees Arts Festival in South Africa*. Paper delivered at the TOURMAN 2018, Rhodes, Greece.  
[https://www.tourman.gr/files/TOURMAN\\_2018\\_Proceedings\\_Final.pdf](https://www.tourman.gr/files/TOURMAN_2018_Proceedings_Final.pdf) Date of access: 25 Sep. 2019.
- Vostrejs, P., Adamcová, D., Vaverková, M.D., Enev, V., Kalina, M., Machovsky, M., Šourková, M., Marova, I. & Kovalcik, A. 2020. Active biodegradable packaging films modified with grape seeds lignin. *Royal Society of Chemistry Advances*, 10(49):29202-29213.
- Vrystaat Arts Festival. 2019. *About us*. <https://www.vrystaatkunstefees.co.za/en/about-us/> Date of access: 29 Aug. 2019.

- Ward, T.H. 2016. A Threshold-based Scheme for Reinforcement Learning in Neural Networks. *arXiv preprint arXiv:1609.03348*.
- Wei, L.T. & Yazdanifard, R. 2014. The impact of positive reinforcement on employees' performance in organizations. *American Journal of Industrial and Business Management*, 4(1):1-4.
- Weller, S.C., Vickers, B., Bernard, H.R., Blackburn, A.M., Borgatti, S., Gravlee, C.C. & Johnson, J.C., 2018. Open-ended interview questions and saturation. *PloS one*, 13(6):e0198606.
- Welthagen, L.C. 2019. *A conceptual framework towards conference tourism competitiveness*. Potchefstroom: North-West University. (Thesis – PhD).
- Wheeldon, J. & Ahlberg, M.K. 2012. Mapping mixed-methods research: Theories, models, and measures. *Vis Soc Sci Res*, 4:113-48.
- White, K & Habib, R. 2018. *SHIFT - A review and framework for encouraging ecologically sustainable consumer behaviour*.  
<https://media.sitra.fi/2018/05/23161207/sitrashiftraporttiwww.pdf> Date of access: 21 Mar. 2020.
- White, K., Habib, R. & Hardisty, D.J. 2019. How to SHIFT consumer behaviors to be more sustainable: A literature review and guiding framework. *Journal of Marketing*, 83(3):22-49.
- Whitmarsh, L. & O'Neill, S. 2010. Green identity, green living? The role of pro-environmental self-identity in determining consistency across diverse pro-environmental behaviours. *Journal of Environmental Psychology*, 30(3):305-314.
- Wilson, J. 2010. *Essentials of business research: a guide to doing your research project*. SAGE Publication
- Wong, I.A., Wan, Y.K.P. & Qi, S. 2015. Green events, value perceptions, and the role of consumer involvement in festival design and performance. *Journal of Sustainable Tourism*, 23(2):294-315.
- Woolworths Holdings Limited. 2015. *Woolworths wrewards members can now earn 15% back in savings, instantly*. <https://www.woolworthsholdings.co.za/woolworths-wrewards-members-can-now-earn-15-back-in-savings-instantly/> Date of access: 6 Apr. 2023.

- Wuensch, K.L. 2019. *An Introduction to Multivariate Statistics*©.  
<http://core.ecu.edu/psyc/wuenschk/MV/IntroMV.pdf> Date of access: 09 Feb. 2020.
- Yadav, R. & Pathak, G.S. 2016. Young consumers' intention towards buying green products in a developing nation: extending the theory of planned behavior. *Journal of Cleaner Production*, 135:732e739.
- Yadav, R. 2016. Altruistic or egoistic: Which value promotes organic food consumption among young consumers? A study in the context of a developing nation. *Journal of Retailing and Consumer services*, 33:92-97.
- Yakup, D. & JablonskÄ, S. 2012. Integrated approach to factors affecting consumers purchase behavior in Poland and an empirical study. *Global Journal of Management and Business Research*, 12(15):61-87.
- Yes Media. 2022. *Municipalities of South Africa. Free State Municipalities*.  
<https://municipalities.co.za/provinces/view/2/free-state> Date of access: 11 Mar. 2022.
- Yin, R.K. 2009. *Case study research: Design and methods*. 4th ed. United States of America, USA: SAGE Publications, Inc.
- Yong, W.K., Husin, M.M. & Kamarudin, S. 2021. Understanding Research Paradigms: A Scientific Guide. *Journal of Contemporary Issues in Business and Government*, 27(2).
- Zhao, S., Zhu, Q. & Cui, L. 2018. A decision-making model for remanufacturers: Considering both consumers' environmental preference and the government subsidy policy. *Resources, Conservation and Recycling*, 128:176-186.
- Zhao, Y. & Wise, N. 2019. Evaluating the intersection between "green events" and sense of community at Liverpool's Lark Lane Farmers Market. *Journal of Community Psychology*, 47(5):1118-1130.
- Zhong, L., Deng, J., Song, Z. & Ding, P. 2011. Research on environmental impacts of tourism in China: progress and prospect. *Journal of Environmental Management*, 92(11):2972-2983.
- Zhong, L.S., Buckley, R.C., Wardle, C. & Wang, L. 2015. Environmental and visitor management in a thousand protected areas in China. *Biological Conservation*, 181:219-225.



Zifkos, G. 2015. Sustainability everywhere: Problematizing the “sustainable festival” phenomenon. *Tourism Planning and Development*, 12(1):6-19.

## APPENDIX A: LANGUAGE EDITOR'S ENDORSEMENT

# Rod Taylor

Language editor & proofreader

Trading as  
Wordstar

215 Republic Road  
Randpark 2194

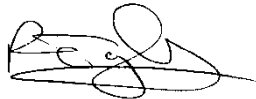
Telephone: 084 716 6588  
Email: [wordstar@iafrica.com](mailto:wordstar@iafrica.com)

15 July 2022

To whom it may concern

### Language Editing – E. Marumo.

I have reviewed the PhD thesis entitled “A green rewards programme framework for a South African arts festival.” in terms of spelling, language and grammar and have made recommendations to the author concerning the changes necessary.



R. Taylor  
MBA BSc DTM