

# Predicting Intention to Use Tumbler in Music Festival Using Extended Theory of Planned Behavior

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**Abstract-** *Objective: Plastic waste in music festivals has been a concern for these few past years. In a way to tackle it, individuals have to possess green intentions. It is important to explore what determines individuals to possess green intention (intention to bring tumbler is considered a green intention in this research). Methods: Sample comprised of 260 Indonesian music festival-goers who took a survey online questionnaire. This study predicts green intention using the extended Theory of Planned Behaviour model. Further data was analysed using the PLS-SEM method with SmartPLS software. Result: The result showed that altruism is the strongest predictor and the most significant motivator, directly and indirectly, that influences goers' intention to bring along tumblers to such events. Subjective norms and perceived behavioural control also showed a positive and significant result of green intention. Conclusion: Altruism played an important role in predicting individuals' green intentions. Individuals tend to act green when their value is not self-centred or care for others.*

**Keywords:** *Extended Theory of Planned Behavior; Green Intention; Altruism; Music Festival; Tumbler*

## 1. INTRODUCTION

The popularity of music events—namely music concert, music festival, show, and opera—accounts for \$21,524 million in revenue in 2019, with the U.S. having the most revenue, and user penetration rate of 4.95% (Statista, 2019). Nielsen reported that in the U.S., at least 32 million people attend music festivals once a year, with 14.7 million of its people coming from the millennial cohort (cited by Lynch, 2015). However, due to their popularity, music events generate a tremendous amount of waste that ranges from bottles, beer cans, plastic tarp, and broken tents (Gray, 2019). According to Julie's Bicycle (2014), the U.K. music festival industry has produced 23,500 tons of waste each year (cited by Johnson, 2015). In Indonesia alone, a music festival known as Java Jazz produced 7.5 tons of waste in 2016 (Kementrian Lingkungan Hidup dan Kehutanan Republik Indonesia, 2016).

Despite the lack of research available on the direct environmental impact brought about by music festivals, the staggering amount of waste due to these events is alerting. At 78 million tons, plastic waste comprises a large portion of wastes from this industry (Ellen MacArthur Foundation & McKinsey, 2016). In fact, only 14% of this waste is collected for recycling while 32% of plastic waste remains unhandled. Unfortunately, 4% of the collected plastic waste is damaged during waste processing operations.

This situation alerts event organizers and owners to promote a behavioral change of music festival-goers ("Goers") and to undertake proper waste disposal

collection and management. These are accomplished through green initiatives that may reduce waste and promote sustainable events. For instance, Coachella is a music festival organized in the U.S. that initiates the #BYOB (bring your own bottle) movement and Carpoolchella. The former pertains to the usage of reusable bottles or tumblers that may reduce single-use plastic consumption, while the latter emphasized the benefit of carpooling to reduce pollution and gas emission.

The action of BYOB is in-line with the European Commission's (2011) concept of pro-environmental/green behavior due to its potential in mitigating the environmental impact brought upon by single-use plastic usage. A Waste Management Hierarchy model published by EPA (2020) also concludes that source reduction by means of reusing items, which includes the act of using a tumbler, is a favorable behavior. In relation to this, it is determined that women are more likely to exhibit green behavior compared to men (Dietz, Kalof, & Stern, 2002). This is because women demonstrate higher altruistic behavior, which is the basis of the aforementioned green behavior.

Extensive research examining green behavior in both general and specific topics have been previously discussed, such as predicting green buying intention, exploring the determinants of energy-saving behavior, predicting intention to visit a green hotel, investigating the drivers of sustainable behavior intention, and predicting intention to use public transportation service (Paul et. al., 2016; Gao et. al., 2017; Chen & Tung, 2014;

Rex, Lobo, & Lockie, 2015; Shaaban & Maher, 2019). However, very few researches have focused on the subject of green behavior in music festivals, particularly in Indonesia.

In this study, the extended theory of planned behavior (extended TPB) and PLS-SEM data analysis method were utilized by adding environmental concern and altruism as antecedent variables to render a comprehensive result in exploring what factors motivate goers' intention to bring tumbler to music festivals. Environmental concern indicates an individual's self-interest toward the environment (Chin, Jiang, Mufidah, Persada, & Noer, 2018). In addition, through meta-analysis, it is shown that environmental concern is one of the imperative variables in the green marketing literature (Modi & Patel, 2016). This is because the environmental concern is vital in predicting individuals' intent when partaking in green behavior (Chen & Tung, 2014; Paul et. al., 2016). For this reason, environmental concern is proposed as an independent variable of TPB. Altruism, as explained by Rushton (1980), is a manner of good deed projected towards society and environment without any ulterior motives (cited by Teng, Wu, & Liu, 2015). Altruism is also considered as the foundation of green behavior (Dietz et. al., 2002). Furthermore, according to Baston & Coke (1981), altruism is an antecedent of attitude (cited by Teng, Wu, & Liu, 2015). Consequently, altruism is proposed as the other independent variable of TPB (Chen & Tung, 2014; Paul et. al., 2016).

The theory of planned behavior (TPB) shows efficacy in examining intent behind individuals' behavior towards certain actions in various contexts (Chen & Tung, 2014; Humaira & Hurdasyah, 2016; Suprpto & Wijaya, 2012; Shaaban & Maher, 2019; Steinmetz et al. 2016). Hence, extended TPB is expected to render better results, as confirmed by Rex & Lobo et al. (2015).

This research aims to determine which factor motivates goers' intention to bring their own tumbler to music festivals in Indonesia. The study could be of importance to the following:

- I. For businesses to understand the rising trend towards green movement and sustainability and use this for their business advantage (Arseculeratne & Yazdanifard, 2013).
- II. For future researchers to establish other possible factors that motivate green behavior in a society, specifically among goers.

## **2. LITERATURE REVIEW & RESEARCH HYPOTHESES**

### **2.1. Green Music Festival**

Music festivals are often linked to tourism. Organizing these events has significant global importance due to their potential in boosting tourism and their ubiquity from a societal and cultural perspective (Mair & Laing, 2012). What differentiates music festivals from other musical performances lies within the number of performers and

the genre of music they represent in these events. Unlike other musical performances, music festivals offer a wider range of musical artists specializing in various genres of music. Aside from that, music festivals also host other types of entertainment apart from the main festival itself, thus giving goers options to choose from when attending music festivals (Bowen & Daniels, 2005).

In recent years, the growing concern for climate change gives rise to more sustainable and eco-friendly music festivals, also known as green music festivals. These festivals entrench themselves in promoting environmental awareness through the implementation of sustainability policies and the enactment of sustainable practices into their management and operations (Laing & Frost, 2010). Coachella, Live on the Green, and Øyafestivalen are several examples of world-renowned green music festivals. Efforts to establish green marketing practices in music festivals have also been made in Indonesia.

Hennion & Kinnear (1976) define green marketing as "Concerned with all marketing activities that have served to help cause environmental problems and that may serve to provide a remedy for environmental problems" (cited by Dangelico & Vocalelli, 2017). According to Fuller (1999), green marketing is "The process of planning, implementing and controlling the development, pricing, promotion, and distribution of products in a manner that satisfies the following three criteria: (1) customer needs are met, (2) organizational goals are attained, and (3) the process is compatible with ecosystems." These are aligned with John Elinkton's (circa 1990) definition of the Triple Bottom Line framework: social, profit, and environment (cited by Slaper & Hall, 2011). Green marketing offers advantages for its practitioners, which includes a positive media exposure or reputation and a growing influence on consumer's buying intention (Ko, Hwang, & Kim, 2013; Ansar, 2013).

On average, music festivals last for three to four days. Their typically long duration and their overall popularity generate a tremendous amount of waste (Gray, 2019). For that reason, there is an urgency to examine goers' intention to bring tumblers to music festivals as a substitute for plastic cups.

### **2.2. Extended Theory of Planned Behavior**

The theory of planned behavior (TPB) is a theoretical model designed to predict and explain human behavior in specific contexts (Ajzen, 1991). TPB is a refined model subsequent to the theory of reasoned action (TRA). According to TPB, human behavior is determined by three kinds of considerations, namely beliefs about the likely consequences of a behavior (behavioral beliefs), beliefs about the other people expectations to perform a particular behavior (normative beliefs), and beliefs about the perceived factors that could facilitate or impede the performance of a behavior (control beliefs) (Humaira & Hudrasyah, 2016).

What differentiates TPB and TRA is the perceived behavioral control (PBC) as a predictor of intention and

behavior in TPB. While TPB has its own limitations, further modification can be done to strengthen it. One way to accomplish this is through the addition of explanatory variables (Ajzen, 1991; Conner & Armitage,

1998). According to Paul et. al., (2016), the extended theory of planned behavior (ETPB) can be utilized for a proper analysis of an individual's green behavior.

Table 1. Previous Research

Authors	Year	Subject	Findings
Paul et. al.	2016	Green product consumption	Compared to TPB and TRA, the ETPB model exhibits higher utility. Attitude and PBC correlate positively to intention, giving consumers a likely motivation in purchasing goods. Environmental concern as an explanatory variable in ETPB renders a positive and significant correlation to attitude, subjective norm, PBC, and purchase intention.
Gao et. al.	2017	Energy conservation in office	The descriptive norm, as an extension of explanatory variables in ETPB, is considered a main determiner due to its positive and significant correlation to intention. On the other hand, subjective norm has no significance on intent to conserve energy. Other variables that have significant influence are attitude, PBC, and personal norm.
Chen & Tung	2014	Consumers' intention to visit a green hotel	There is a positive correlation between consumers' attitudes toward visiting green hotels and their awareness or concern towards environmental issues. Other factors that indirectly impact consumer's intention to visit green hotels are the consumer's attitude and perception toward said hotels, subjective norm, perceived behavioral control, and perceived moral obligation.
Rex, Lobo, & Leckie	2015	Factors that drive sustainable behavior intention	Sustainable behavior intention is likely to happen when attitude, subjective norm, PBC, and ethical morals are involved.
Hu, Zhang, & Wang	2019	Zero litter initiative in a tourist mountain area	ETPB shows a strong predictive power. Attitude, subjective norm, and PBC significantly influence tourists' intention to undertake zero litter initiative. As an explanatory variable, the personal norm is found to be the strongest predictor

### 2.3. Behavior Intention

Similar to TRA, the main factor in TPB is individuals' intention when performing certain actions. The intention is assumed to encompass motivational factors that affect behavior. These factors indicate how strong individuals' intention to try, or how willing they are to perform a certain behavior (Ajzen, 1991). In general, the intention is determined by three factors: attitude, subjective norm, and perceived behavioral control (Chen & Tung, 2014). Higher perceived behavioral control of individuals results in stronger behavioral intent and likelihood to perform a certain action. Swan (1981) defines behavior intention as both an anticipation and a previously planned behavior for the future.

### 2.4. Hypotheses Development

#### 2.4.1. Environmental Concern

According to Hu et. al. (2010), environmental concern is the extent to which individuals are aware of environmental issues and exhibit willingness to either

take action or promote acts to tackle these issues (cited by Paul et. al., 2016). Additionally, environmental concern is a form of individuals' egoism towards the environment (Chin et. al., 2018). Yadav & Pathak (2016) also propose a definition of environmental concern, in which it is described as individuals' effort to conserve the environment (cited by Setyawan, Noermijati, Sunaryo, & Aisjah, 2018).

Environmental concern is an imperative determinant in cases where individuals enact a change of behavior from conventional to green lifestyle choices (Wang et. al., 2016). It also has a positive and significant influence on the core variables of TPB, specifically attitude, subjective norm, and PBC (Paul et. al., 2016). Furthermore, Ajzen & Fishbein (1980) propose that general attitude, namely environmental concern, only indirectly influences certain behavior (cited by Chen & Tung, 2014). Higher environmental concern leads to better consumers' attitudes towards green behavior, yet some researchers do



not have the same result (Kirmani & Khan, 2016). Extended TPB proposed that environmental concern is the antecedent of attitude, subjective norms, and PBC, and it also had a significant and positive relationship, yet it does not have a direct effect on intention (Chen & Tung, 2014; Paul et. al., 2016).

Therefore, environmental concern is proposed as the antecedent in the ETPB model:

*H1: Environmental concern has a positive and significant effect on attitude.*

*H2: Environmental concern has a positive and significant effect on subjective norms.*

*H3: Environmental concern has a positive and significant effect on perceived behavioral control*

*H4: Environmental concern has a positive and significant effect on intention.*

#### 2.4.2. Altruism

The concept of altruism has been widely explored. According to Teng, Wu, & Liu (2015), altruism is a significant personal value. In addition, altruism is also defined as the concern for society's well-being and environment (Stern et. al., 1993). Teng et. al. (2015) conclude that altruism is an individuals' moral compass to assess whether a certain idea is right or wrong.

Several studies establish a correlation between altruism and green consumption. Ross (2010) postulates that such correlation most likely influences the increasing consumption of ethical goods and services. In addition, Baston & Coke (1981) suggest that altruism is an antecedent variable towards attitude. Similarly, a study done by Chaisamrej (2006) proposes the addition of altruism as an independent variable of TPB (cited by Teng et. al., 2015). A positive relationship between altruism and individuals' intention to act environmentally responsible is also observed by Corbett (2005).

For that reason, altruism is proposed as another antecedent in the ETPB model:

*H5: Altruism has a positive and significant effect on attitude.*

*H6: Altruism has a positive and significant effect on subjective norms.*

*H7: Altruism has a positive and significant effect on behavior intention.*

#### 2.4.3. Attitude

Attitude towards behavior refers to the extent of individuals' evaluation towards a particular behavior, whether it is favorable or unfavorable (Ajzen, 1991). In addition, Leonard et. al. (2004) suggests that attitude is considered as individuals' assessment of whether a certain behavior is considered as good or bad, and whether those individuals are more likely to exhibit a particular behavior based on their judgment (cited by Paul et. al., 2016). As a general rule in TPB, a better attitude towards behavior results in a higher likelihood of said behavior manifesting in an individual (Alam & Satuti, 2011).

Attitude is an imperative and significant determiner of individuals' intention when predicting green behavior in different contexts (Rex et. al., 2015; Hu et. al., 2019; Paul

et. al., 2016), be it a prediction of the intent behind using energy-efficient smartphones, or prediction of the intent behind visiting green hotels (Wong et. al., 2018; Chen & Tung, 2014). However, a study conducted by Moser (2015) challenges that attitude does not always significantly affect behavior intention, thus requiring further research on the attitude-behavior gap. Furthermore, Ajzen (1989) considers attitude as the first determiner of behavior intention. Attitude is also found to significantly and positively influence pro-environmental behavior (Rex et al. 2015; Gao et. al., (2017).

Therefore, attitude is proposed as a mediator in the ETPB model:

*H8: Attitude has a positive and significant effect on behavior intention.*

#### 2.4.4. Subjective norm

As the second determinant of TPB, Ajzen (1991) defines subjective norms as perceived social influence felt by individuals when addressing a certain behavior. In other words, subjective norms refer to how a person's decision is influenced by the opinions of people close to that person. Paul et. al. (2016) describes subjective norms as "perceived social pressure to portray or not to portray a certain behavior", as is influenced by individuals' closest relationships such as friends, relatives, coworkers, or significant others (Paul et. al., 2016).

Examination on the effect of subjective norms towards behavior intention renders a positive and significant relationship (Chen & Tung, 2014). Low et. al. (2016) ascertains that, in predicting green behavior, the subjective norm is second only to attitude as the most significant determiner (cited by Wong et. al., 2018). The likelihood of individuals to carry out an action is influenced by the strength of subjective norms toward an attitude. In line with this, subjective norms are known to have an important role in inducing a positive effect on behavior intention (Shabaan & Maher, 2019).

*H9: Subjective norms have a positive and significant effect on behavior intention.*

#### 2.4.5. Perceived Behavioral Control

Perceived behavioral control (PBC) holds an important role in TPB; in fact, PBC distinguishes TPB from TRA. According to Ajzen (1991), PBC refers to individuals' capability or incapability to perform a certain behavior. TPB model conceptualizes that PBC, directly and indirectly, affects actual behavior due to its influence on behavior intention. However, the prediction of an individual's intention is a research limitation on this subject matter. Previous research finds that PBC has a positive relationship with behavior intention in the context of several green behaviors, namely recycling, conserving, consumption of organic food, and purchase of green products (Paul et. al., 2016). In this research, PBC positively and significantly affects consumers' intention to buy or consume green products.

PBC is defined as individuals' perception of the convenience or inconvenience in performing certain actions (Wong et. al., 2018). A positively significant

effect of PBC towards behavior intention has been previously established (Hu et. al., 2019; Shabaan & Maher, 2019; Chen & Tung, 2014).

Therefore, perceived behavioral control is proposed as another mediator in the ETPB model:

*H10: Perceived behavioral control has a positive and significant effect on behavior intention.*

## 2.5. Research Model

ETPB is equipped as a foundation to develop a holistic framework model. Therefore, the ETPB hypotheses in this study will be tested in the context of the intention behind green behavior in music festivals.

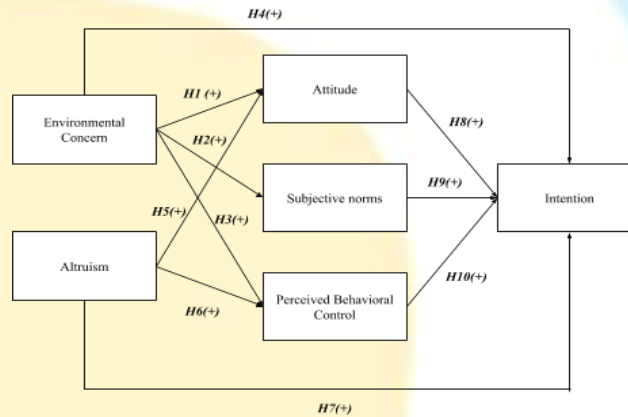


Figure 1 Proposed Model

## 3. METHODOLOGY

### 3.1. Sample

Since the data of music festival-goers in Indonesia could not be found, the population is unknown. Samples of this study were classified by the following criteria: 1) male or female, 2) have ever visited a music festival, 3) have ever brought a tumbler to a music festival. These criteria were also used to filter whether participants are a viable sample for this study. In addition, judgment/purposive sampling was utilized in this study.

Descriptive and frequency analyses were undertaken to compute total respondents, with further classification based on gender, income, employment status, and education. Then, calculations of total mean and the total mean of item measurement by gender were performed using SPSS.

The data collection method to collect respondents was an online questionnaire using Google Form. The timeline frame to collect respondent data was a month, from February to March 2020 before COVID-19 lockdown (PSBB) was undertaken in April in Jakarta, Indonesia (Tim detikdotcom, 2020). The complete data set consisted of 260 respondents. This is because Roscoe (1975) suggests a multiplying statement construct by ten for the determination of the number of samples in multivariate research. Thus,  $N = \text{Total construct} \times 10$  or  $260 = 26 \times 10$ . Of 260 respondents, 56.2% are female. The majority age group is 23-30 at 55.4%, followed by 15-22 at 40%. With a percentage of 54.6% the majority of the respondents hold a bachelor's degree. Furthermore, 63.1% of the respondents reside in Jabodetabek, with 88% of the respondents being a private employee. Lastly, at 91.2%, the majority of the respondents usually bring a tumbler in their daily lives.

Table 2. Respondent Profile

Variable	Categories	Frequency	Percentage
Gender	Male	114	43.8
	Female	146	56.2
Age	15 - 22	104	40
	23 - 30	144	55.4
	30 - 37	10	3.8
	38 - 45	2	0.8
	46 - 55	0	0
Education	High school or equivalent	85	32.7
	D1 - D3	16	6.2
	Bachelor	142	54.6
	Master	16	6.2

	Doctoral	1	0.4
<b>Domicile</b>	Jabodetabek	164	63.1
	Non-Jabodetabek	96	36.9
<b>Employment Status</b>	Student	95	36.5
	Government worker	9	3.5
	Private worker	125	48.1
	Entrepreneur	23	8.8
	etc.	8	3.1
<b>Income</b>	<1,000,000	71	27.3
	1,000,001 - 3,000,000	51	19.6
	3,000,001 - 5,000,000	39	15.0
	5,000,001 - 7,000,000	32	12.3
	7,000,001 - 10,000,000	46	17.7
	>10,000,001	21	8.1
<b>In daily life, do you usually bring a tumbler?</b>	Yes	237	91.2
	No	23	8.8

### 3.2. Measurement

A seven-point Likert scale was used to measure the statements (1 = strongly disagree, 7 = strongly agree) since this scale exhibits a better, more sensitive result compared to five-point Likert scales (Joshi et. al., 2015). High values of measurement indicate a high level of environmental concern and attitude among others. This study employed six constructs: 5 items for environmental concern, 2 items for altruism, 3 items for attitude, 4 items for subjective norms, 7 items for perceived behavioral control, and 5 items for behavior intention. All of which were adopted from Paul, Modi, & Patel (2016) and Teng, Wu, & Liu (2015).

### 3.3. Scale Reliability and Validity

Scale reliability and validity were established through the computation of composite reliability and average variance extracted (AVE) using SmartPLS 3.

## 4. DATA ANALYSIS

Structural equation modeling (SEM) has become a quasi-standard in marketing research to test theory and concept (Hair et. al., 2011). When implementing SEM, two methods can be employed: covariance-based techniques (CB-SEM) and variance-based partial least square (PLS-SEM). In this study, PLS-SEM was used to validate measurement and examine hypotheses, due to the addition of two variables: environmental concern (Paul et. al., 2016) and altruism (Teng et. al., 2015).

### 4.1. Pre-Test

When conducting the pre-test, validity, and reliability of item measurement was distributed to 30 respondents. The aim of this test was to ensure the validity and reliability of all the item measurements and variables before the dissemination of the survey to 260 respondents.

For the purpose of reliability measurement, Bagozzi & Yi (1988) suggest using indicator loading instead of a reflective measurement Cronbach's alpha (cited by Wong, 2013). Some measurement items (PBC5, PBC6, PBC7, BI2.) did not meet the threshold of 0.50, hence they were deleted for further analysis (Kock, 2013). All variables are proven reliable and valid (composite reliability > 0.70, AVE > 0.50) (Fornell & Larcker, 1981; Nunnally & Bernstein, 1994; Hair et al., 2010; Barclay, Thompson, & Higgins, 1995; Hair et al., 2010; Urbach and Ahlemann, 2010).

### 4.2. Chi-Square Test

As shown in Table 2, the majority of respondents (91.2%) usually bring tumbler in their daily lives. A chi-square test was carried out to examine whether there is a correlation between gender and the behavior to bring tumbler daily. The following hypotheses were tested: 1) there is no distinction in behavior to bring tumbler in daily life within male and female (null hypothesis); 2) there is a distinction in behavior to bring tumbler in daily life within male (alternate hypothesis).

The result of the chi-squared test was 0.085, which was considered insignificant since its p-value > 0.05. Through this, it can be concluded that there is no correlation and

distinction between one's gender and their behavior to bring tumbler in daily life.

Table 3. Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)	Exact sig. (2-sided)	Exact sig. (1-sided)
<b>Pearson Chi-Square</b>	2.970	1	.085		
<b>N of Valid Cases</b>	260				

### 4.3. Validity and Reliability Result

Following the pre-test, a reliability and validity test was conducted with the exclusion of deleted items. For indicator reliability, it was found that item loading fell within the range of 0.639-0.959. Since they are > 0.5 cutoff point, all items were considered valid (Kock,

2013). In addition, composite reliability for all variables are > 0.70, with an AVE threshold > 0.50. These results acknowledged the reliability of all variables (Fornell & Larcker, 1981; Nunnally & Bernstein, 1994; Hair et al., 2010; Wong, 2013; Barclay et. al., 1995; Hair et al., 2010; Urbach & Ahlemann, 2010).

Table 4. Survey Questions, Means, Composite Reliability, Average Variance Extracted

Variable	Item	Item Loading	Means			Composite Reliability	AVE
			Overall	Male	Female		
<b>Environmental concern</b>	EC1: I am very concerned about the environment.	0.782	6.20	6.45	6.01	0.927	0.717
	EC2: I would be willing to reduce my consumption to help protect the environment.	0.814	6.38	6.44	6.34		
	EC3: Major political change is necessary to protect the natural environment.	0.866	6.62	6.65	6.60		
	EC4: Major social changes are necessary to protect the natural environment.	0.889	6.67	6.64	6.70		
	EC5: Anti-plastic waste laws should be enforced more strongly.	0.877	6.65	6.72	6.60		
<b>Total Mean</b>			6.50	6.58	6.45		
<b>Altruism</b>	ALT1: Bring tumbler to music festivals to help to conserve the environment.	0.952	6.53	6.47	6.58	0.948	0.900
	ALT2: Bring tumbler to music festivals to decrease plastic waste.	0.946	6.62	6.59	6.64		
<b>Total Mean</b>			6.57	6.53	6.61		
<b>Attitude</b>	ATD1: I like the idea of bringing tumbler to music festivals.	0.901	6.36	6.25	6.42	0.930	0.816
	ATD2: Bring tumbler to music festivals is a good idea.	0.912	6.39	6.29	6.47		
	ATD3: I have a positive attitude towards bringing tumbler to music festivals.	0.898	6.36	6.32	6.38		
<b>Total Mean</b>			6.37	6.29	6.42		
<b>Subjective norm</b>	SN1: Most people who are important to me think I should bring tumbler to music festivals.	0.911	4.93	5.03	4.86	0.893	0.683
	SN2: Most people who are important to me want I bring tumbler to music festivals.	0.929	4.87	4.99	4.78		



	SN3: People whose opinions I value would prefer that I bring tumbler to music festivals.	0.826	4.55	4.71	4.43		
	SN4: My friend's positive opinion influences me to bring tumbler to music festivals.	0.596	4.92	5.06	4.82		
<b>Total Mean</b>			4.81	4.94	4.72		
<b>Perceived behavioral control</b>	PBC1: I believe I have the ability to bring tumbler to music festivals.	0.739	6.45	6.37	6.51	0.939	0.794
	PBC2: If it were entirely up to me, I am confident that I will bring tumbler to music festivals.	0.931	6.25	6.10	6.37		
	PBC3: I see myself as capable of bringing tumbler to music festivals.	0.959	6.34	6.19	6.46		
	PBC4: I have resources, time, and willingness to bring tumbler to music festivals.	0.920	6.37	6.25	6.46		
<b>Total Mean</b>			6.35	6.23	6.45		
<b>Behavior intention</b>	BI1: I will consider bringing tumbler to music festivals because they are less polluting in the coming times.	0.902	6.50	6.42	6.55	0.924	0.755
	BI3: I plan to bring tumbler to music festivals rather than using a plastic straw/plastic cup.	0.884	6.35	6.22	6.45		
	BI4: I expect to bring tumbler to music festivals because of its positive environmental contribution.	0.922	6.45	6.37	6.51		
	BI5: I definitely want to bring tumbler to music festivals in near future.	0.758	6.34	6.33	6.34		
<b>Total Mean</b>			6.41	6.33	6.46		

Based on the suggestion of Fornell & Lacker (1981), further analysis was done by comparing square root AVE for each construct with squared correlations between

constructs. As shown in Table 5, square root AVE exceeds squared correlations, thus demonstrating discriminant validity.

Table 5. Discriminant Validity

	ALT	ATD	EC	BI	PBC	SN
ALT	0.949					
ATD	0.581	0.904				
EC	0.784	0.560	0.846			
BI	0.811	0.611	0.722	0.869		
PBC	0.634	0.775	0.572	0.716	0.819	
SN	0.264	0.317	0.242	0.397	0.360	0.826

#### 4.4. Descriptive Analysis Results

As depicted in Table 4, the overall highest mean was in environmental concern with a value of 6.50, while the lowest was in subjective norm with a value of 4.81. The highest mean within the male population was 6.58 in environmental concern, while the lowest was 4.94 the n subjective norm. On the other hand, the highest mean within the female population was 6.46 in behavior intention, while the lowest was 4.72 in the subjective norm.

#### 4.5. Test of Extended TPB Model

This test utilized a 95% confidence interval by testing p-values and t-values. If calculation of p-values results in  $p < 0.05$ , then the hypothesis is accepted. For t-values, on the other hand, a value  $> 1.96$  infers that the hypothesis is considered significant. Chin et. al. (1996) suggests not only to measure a relationship by its significance but also to report the effect size within the following degrees: 0.02 small, 0.15 medium, 0.35 large (cited by Wong, 2013). In



doing this, one can expect to attain further results and analysis that can positively contribute to the research.

Table 6. PLS-SEM results of ETPB

Hypothesis	Path	Coefficient ( $\beta$ ) (t-values)	Indirect effects (t- values)	Total effects (t-values)	Direct Effect size	Hypothesis supported?
H1	EC->ATD (+)	0.272* (2.067)	-	0.272* (2.067)	0.045	Yes
H2	EC->SN (+)	0.211*** (3.543)	-	0.211*** (3.543)	0.046	Yes
H3	EC->PBC (+)	0.220 (1.807)	-	0.220 (1.807)	0.032	No
H4	EC->BI (+)	0.159 (1.703)	0.084* (1.968)	0.242* (2.155)	0.037	No
H5	ALT->ATD (+)	0.368** (3.206)	-	0.368** (3.206)	0.082	Yes
H6	ALT->PBC (+)	0.462*** (3.828)	-	0.462*** (3.828)	0.142	Yes
H7	ALT->BI (+)	0.487*** (4.584)	0.128** (2.729)	0.615*** (5.501)	0.317	Yes
H8	ATD->BI (-)	-0.025 (0.345)	-	-0.025 (0.345)	0.001	No
H9	SN->BI (+)	0.120*** (3.642)	-	0.120*** (3.642)	0.051	Yes
H10	PBC->BI (+)	0.296** (3.336)	-	0.296** (3.336)	0.119	Yes

\*p < 0.05, \*\*p < 0.005, \*\*\*p < 0.001

The following direct paths were observed: between environmental concern and attitude ( $\beta=0.272$ ;  $t=2.067$ ;  $p < 0.05$ ), between environmental concern and subjective norm ( $\beta=0.211$ ;  $t=3.543$ ,  $p < 0.001$ ), between altruism and attitude ( $\beta=0.368$ ;  $t=3.206$ ,  $p < 0.005$ ), between altruism and PBC ( $\beta=0.462$ ;  $t=3.828$ ,  $p < 0.001$ ), between altruism and behavior intention ( $\beta=0.487$ ;  $t=4.584$ ,  $p < 0.001$ ), between subjective norm and behavior intention ( $\beta=0.120$ ;  $t=3.642$ ,  $p < 0.001$ ), and between PBC and behavior intention ( $\beta=0.296$ ;  $t=3.336$ ,  $p < 0.005$ ). Each path suggests a positive and significant relationship. Hence, hypotheses of these relationship paths are accepted.

Furthermore, paths between environmental concern and PBC ( $\beta=0.220$ ;  $t=1.807$ ,  $p > 0.05$ ), and between environmental concern and behavior intention ( $\beta=0.159$ ;

$t=1.703$ ,  $p > 0.05$ ) were found to be positive yet insignificant. However, a path between attitude and behavior intention ( $\beta=-0.025$ ;  $t=0.345$ ,  $p < 0.05$ ) was negative and insignificant. Thus, the hypotheses of these relationship paths are rejected.

It should be noted that the indirect effect of environmental concern towards behavior intention ( $\beta=0.084$ ;  $t=1.968$ ,  $p < 0.05$ ) was found to be significantly positive, greater than its direct effect ( $\beta=0.159$ ). Consequently, this results in a significant total effect ( $\beta=0.242$ ;  $t=2.155$ ,  $p < 0.05$ ). Furthermore, the indirect effect of altruism towards behavior intention ( $\beta=0.128$ ;  $t=2.729$ ,  $p < 0.005$ ) was found to be significantly positive, thus resulting in another significant total effect ( $\beta=0.615$ ;  $t=5.501$ ,  $p < 0.001$ ). Lastly, the largest total effect ( $f=0.317$ ) was calculated from the direct relationship between altruism and behavior intention.

Table 7. Coefficient of determination

	EC	Alt	Atd	SN	PBC	BI
R <sup>2</sup>	-	-	0.366	0.044	0.421	0.748

#### 4.6. Coefficient of Determination

According to Guilford (1963), the coefficient of determination is interpreted as a percentage of variance in a certain variable which can be attributed to other variables (cited by Taylor, 1990). As depicted in Table 7, for this study, 36% of the variable attitude can be explained by environmental concern and altruism, 4.4% of the variable subjective norm can be explained by environmental concern, 42% of the variable PBC can be

explained by environmental concern and altruism, and 75% of the variable behavior intention can be explained by environmental concern, altruism, attitude, subjective norm, and PBC.

#### 4.7. PLS-MGA

Multi-group analysis (MGA) serves as a test that distinguishes between two subgroups in a certain model, the results of which can be deduced from the analysis itself (Matthews et. al., 2018). In this study, two

subgroups are identified: male (43.8%) and female (56.2%) from a total sample of 260. However, to perform PLS-MGA, it is necessary for each subgroup to have an equal sample composition. If one subgroup has a bigger

sample composition, it is advised for this number to be reduced so as to attain a proportional sample size. Hence, in this MGA, the female sample size was reduced, resulting in males (n=114) and females (n=114)

Table 8. PLS-MGA analysis

Path	Male-Female (PLS-MGA)		p-values (Bootstrapping)		Path Coefficient (Bootstrapping)	
	Path Coefficient	p-Values	Male	Female	Male	Female
<b>EC -&gt; ATD</b>	-0.010	0.957	0.114	0.000	0.175	0.185
<b>EC -&gt; SN</b>	-0.184	0.116	0.193	0.000	0.121	0.305
<b>EC -&gt; PBC</b>	-0.174	0.478	0.573	0.076	0.106	0.280
<b>EC -&gt; BI</b>	0.142	0.440	0.072	0.191	0.244	0.102
<b>ALT -&gt; ATD</b>	-0.091	0.757	0.114	0.000	0.361	0.452
<b>ALT -&gt; PBC</b>	0.103	0.683	0.006	0.016	0.522	0.419
<b>ALT -&gt; BI</b>	-0.249	0.228	0.003	0.000	0.324	0.573
<b>ATD -&gt; BI</b>	0.343	0.008	0.039	0.114	0.145	-0.198
<b>SN -&gt; BI</b>	0.073	0.311	0.000	0.013	0.205	0.132
<b>PBC -&gt; BI</b>	-0.086	0.676	0.001	0.041	0.280	0.366

The relationship between attitude and behavior intention ( $p < 0.01$ ) can be found in Table 8. For the male subgroup, the relationship was found to be significant ( $\beta=0.145$ ,  $p\text{-value}=0.039$ ). On the other hand, the relationship was found to be insignificant in the female subgroup ( $\beta=-0.198$ ,  $p\text{-value}=0.114$ ).

## 5. DISCUSSION & IMPLICATION

In this study, only seven of the hypotheses were accepted. Three hypotheses were not accepted since they were found to exhibit either a negative or insignificant relationship. This research also found that the direct relationship of altruism, subjective norm, and PBC has a positive and significant influence on goers' intention to bring tumbler to music festivals. To stimulate individuals' intention, those factors can be further increased. It was also established that the strongest relationship was observed between altruism and behavior intention. Other relationships that render a positive and significant influence are the relationships between environmental concern and attitude, and between altruism and both attitude and PBC. The findings of this study are consistent with other research, which shows positive and significant relationships of altruism towards attitude, PBC, and behavior intention (Teng et. al., 2015). Not only that, similar to previous research done by Teng et. al. (2015), individuals' altruism was the strongest predictor that influenced goers to adopt green intention. On the other hand, hypotheses concerning paths between environmental concern and PBC, environmental concern and intention (direct relationship), and attitude and behavior intention were not supported. Differences found between this study and previous research regarding attitude and TPB. Previously, the attitude had a positive and significant result towards TPB. In the study, however, the result was found to be negative. The relationships between an individual's gender and attitude-behavior intention relationship were further analyzed using PLS-

MGA. It was found that male respondents displayed a positive relationship, while female respondents displayed a negative relationship. Despite the fact that female respondents had a high attitude towards bringing tumblers to music festivals (mean attitude=6.42), it appears that they did not have the intention to act on this attitude. Furthermore, the relationship between environmental concern and intention was neither positive nor significant. This result is found in contrary to a research published by Paul et. al.'s (2016) on predicting green intention, which labeled environmental concern as the main contributor. However, in this research, it should be noted that environmental concern had a more substantial indirect effect compared to its direct effect. This denotes that the respondents' own environmental concern establishes their attitude, subjective norm, and PBC in bringing tumbler to music festivals.

From this study, it can be concluded that environmental concern, altruism, subjective norms, and perceived behavioral control are important variables that influence goers' intention to bring along tumblers to music festivals in Indonesia. Specifically, the direct relationship between altruism and behavior intention was found to be the strongest despite its medium effect size. Therefore, individuals' altruism is required for them to exhibit a behavior intention to bring tumbler to music festivals. Aligned with what Mostafa (2007) indicated that altruism influences consumers' intentions to do green purchase. Regarding incorporating altruism and green purchase, Thøgersen (2011) found that consumers often act green to express their concern for the environment interest (cited by Shen & Ying-Pei, 2017).

With that being said, it is advisable for event organizers, especially music festival organizers, to implement green marketing practices that can stimulate event-goers' intention to bring tumbler as a means of plastic waste reduction. Individuals' altruism was found to, directly and indirectly, influence their intention to bring tumbler to music festivals. Teng et. al. (2015) defines altruism as

concern towards surroundings, and in the context of this study, towards the environment.

## 6. LIMITATION & RECOMMENDATION

The limitations of the study can be classified into four points. First, to examine the intention to bring tumbler to music festivals, this study utilized two independent variables and three mediator variables. Future research should consider employing other variables such as environmental knowledge, culture, past behavior, and moral intensity, all of which have been tested by previous researches to predict behavior (Maichum et. al., 2016; Effendi et. al., 2015; Hu et. al., 2019; Rex et. al., 2015). Second, this study is only comprised of predicting green intention, and not the actual behavior itself. One research reported that individuals do not always act on actual behavior, even if they have the intention to do so (Sheeran & Webb, 2016). Due to this, it is suggested that further research should focus on actual behavior to address the intention-behavior gap.

Third, when collecting data, the current study employed a cross-sectional analysis within a time frame of three weeks. To attain a consistent sample data, a longitudinal approach is recommended instead. Although longitudinal analysis consumes a greater amount of time, effort, and resources compared to a cross-sectional approach, it would identify a better causal relationship (Sekaran & Bougie, 2016). Fourth, in the context of green behavior in music festivals, the current study only takes into consideration the use of tumbler as a green behavior. Future research should broaden the subject of goers' green behavior in music festivals, such as proper waste disposal and segregation or suitable eco-friendly transportation methods (e.g., usage of public transportation, and carpooling).

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