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ANTECEDENTS OF EVENT MANAGEMENT INTENTION TOWARD SUSTAINABLE PRACTICES IN KLANG VALLEY

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Abstract:

Rising global temperatures, extreme weather events, and the depletion of natural resources have intensified concerns regarding environmental sustainability across industries, including event management. In response, sustainable event management has emerged as a strategic approach that integrates environmentally responsible, socially ethical, and economically viable practices throughout the event lifecycle. This study aims to understand the challenges in practicing sustainable behavior among event management company and propose a factor that could solve the challenges among the industry to promote sustainable practice.

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Keyword:Behavioral Intention; Environmental Consciousness;
Economic Benefit; Sustainable Event Management; Theory
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Introduction

The event industry has shown positive performance and has been seen as a key driver in the economic sector of tourism and social engagement (Meath, Smith, Karlovsek, Bubb Bidmon, 2026; Sigala, Goh, Leung, Rasoolimanesh, Su & Tham, 2025). Concerns occur when organizers generate excessive waste that can reduce the existing sustainability in Malaysia as a popular business event destination. Carbon emissions occur when events require extensive use of transportation, including audio, lighting, and setup operations. An initiative needs to be created to minimize the negative impact and requires a practice that needs to be started to take care of the environment that is given to the organizers as well as the planet and society.

One way to manage a sustainable event is to consider the environment, social elements and the current economic situation and integrate them with the operational elements of the organization from the point of view of planning, implementation and evaluation. This approach not only stress on the long-term responsibility but operationally it is more productive. The empirical research has highlighted that intention among event organiser intention in Malaysia is still scarce (Asbollah, Amit & Razak, 2026). Prior research has focused more on socio economic impacts of event or technical aspect of event operations (Meath, Smith, Karlovsek, Bubb Bidmon, 2026). Limited attention is given on the willingness to adopt sustainable practices, and this study seek to deal further in examining looking to improve on the theory of planned behaviour together with two other factors like environmental consciousness and perceived economic benefit. This study focuses on event practitioner in Klang Valley, in Malaysia.

Literature Review

Attitudes: In psychological terms, attitude refers to a person's evaluation or feelings toward a particular object, person, group, event, or concept. Attitudes can be positive, negative, or neutral and play a significant role in shaping an individual's thoughts, choices, and actions (Ajzen, 1991). The Theory of Planned Behaviour (TPB) posits that attitudes toward a behavior are crucial in influencing an individual's intention to perform that behavior. A favorable attitude suggests that the person sees the behavior as beneficial, enjoyable, or desirable, increasing the likelihood of forming a positive intention. Event organizers' positive or negative evaluations of sustainable practices influence their behavioral intentions. A favorable attitude toward sustainable event management, considering its benefits for the environment, community, and

long-term viability, increases the likelihood of individuals incorporating such practices into their events (Li, Cheo, Kang & Lee, 2025).

Sustainable event management improves event quality and manages environmental, social, and economic impacts while reducing resource consumption (Hong, & Xiao, 2024). Event organizers need to understand the attitudes of their target audience towards sustainable event management to effectively promote and implement sustainable practices. By addressing any negative perceptions or misconceptions through education and awareness campaigns, event organizers can encourage positive attitudes and behavior change among stakeholders. Attitudes are formed through various sources, including personal experiences, social influences, and cognitive processes (Ajzen & Fishbein, 2000). Event organizers' attitudes toward sustainability practices may be influenced by their past experiences with implementing such initiatives. For example, if an event organizer has previously experienced success in reducing waste and carbon emissions at their events through sustainable practices, they are more likely to have a positive attitude toward sustainability and continue to implement these practices in the future.

Attitudes play a role in influencing individuals' intentions and behaviors toward sustainable event management. Sustainable event practices show an organization's dedication to wider societal and environmental objectives, helping to create a stronger bond with participants. Nowadays, attendees who are driven by purpose frequently prefer to engage with events that align with their values (Huang & Chiu, 2024). By cultivating positive attitudes through education, communication, and advocacy efforts, event organizers can foster a culture of sustainability within the events industry and contribute to a more environmentally friendly and socially responsible future. Therefore, the following hypotheses are proposed:

H1: Attitude has a significant effect on influencing behavioral intention in sustainable event management.

Subjective norm: A critical concept in the theory of planned behavior, refers to the perceived social pressure or approval-disapproval from important others regarding a specific behavior. Research consistently shows that subjective norms play a significant role in influencing behavioral intention in sustainable event management (Abdulghaffar & Bakr, 2024). For example, 43.4% of the variance in sustainable consumption behavior can be explained by environmental influences, education and information, and market conditions. (Figueroa-Garcia et al, 2018). In the context of sustainable event management, subjective norms encompass the perceived social pressure or approval from industry peers, stakeholders, and the broader community.

Study have highlighted as social pressure from stakeholders in influencing green behaviours (Li et al., 2023). Subjective norms also have been highlighted as one factor that influence attendees in attending event as individuals believe that significant others will expect them to act significantly and they are inclined to do so, including in the context of sustainable event management. By understanding and addressing the subjective norms related to sustainable practices in event management, event professionals can develop more effective strategies to encourage sustainable behaviors among attendees, exhibitors, and other stakeholders. Subjective norm will lead to reduced environmental impact, enhanced brand reputation, also better stakeholder commitment.

H2: Subjective Norms have a significant effect on influencing behavioral intention in sustainable event management.

Perceived behavioral control (PBC): A key concept in the Theory of Planned Behaviour (TPB), which is a widely used model to predict and understand human behavior. Perceived behavioral control reflects the individual's perception of the ease or difficulty of performing the behavior (Ajzen, 1991). The theory suggests that a concrete intention to engage in a behavior is formed when an individual perceives a sufficient level of control over that behavior. The TPB emphasizes the role of perceived behavioral control, indicating that individuals are more likely to act on their intentions if they feel they have control over the behavior (Varni, Thai & Jamaledine, 2024). Conversely, perceived controllability involves external factors like resources, opportunities, and potential barriers.

Meeprom (2020) found that perceived special event quality directly influenced social, economic, and emotional value, which in turn affected behavioral intentions. Similarly, Nasrollahi, Hashemi et al.

(2020) identified a positive association between perceived conference quality and behavioral intentions, with accessibility and self-congruity playing a significant role. By understanding the factors that influence PBC, event organizers can develop more effective strategies to increase their sense of control over the implementation of sustainable practices. This can lead to increased adoption of sustainable practices in the event industry and a reduction in the environmental impact of events. Therefore, it can be inferred that:

H3: Perceived Behavioural Control has a significant effect on influencing behavioral intention in sustainable event management.

Environmental Consciousness: Environmental consciousness is likely to have a direct impact on forming strong behavioral intentions (Kotyza, Cabelkova et al 2024) The level of understanding individuals possess regarding the environmental implications of their actions significantly influences their commitment to engaging in environmentally responsible behaviors. Environmental consciousness is a key factor in translating intentions into actual behavior. Imran, Almusharraf & Abdellatif (2024) and Mendes, Teixeira et al (2025) both agree that environmental knowledge can lead to green practices implementation. Personality factors will make an individual more responsible to protect the earth and natural resources.

H4: Environmental Consciousness has a significant effect on influencing the behavioral intention in sustainable event management.

Economic Benefit: Economic considerations play a significant role in the event practitioner's practice of green behavior (Mair, Foley & Edwards, 2024; Orieno, Ndubusisi, et al 2024). Economic benefit is related to increased revenue and cost savings. If practitioners have more demand to organize events when the economy is growing, it will not pose a problem. However, if the economy is in a downturn, cutting the cost of the event could pose a problem, as they need to minimize the cost, and it is difficult to sustainably practice the event, which will lead to a higher cost. Cost-reducing incentives, activities that support economic development, sponsorship, and branding value can increase the adoption of sustainable practices. For example, when a company has a better brand reputation, attendance will increase due to loyalty

to a brand, and this can increase the intention to continue sustainable practices. Organizers will be more likely to plan and commit when they realize that branding has a greater cost-reducing impact and reputation benefits, and this encourages them to further sustain these green practices.

It is necessary to address the lack of understanding on the implementation of these green practices. To better understand the connection between sustainability and its effects on the economy and environment, organisers must become more aware. Organisers play a significant part in advancing sustainability, which is both a commercial necessity and a social and environmental obligation.

H5: Economic Benefit has a significant effect on influencing the behavioral intention in sustainable event management.

On this basis, the discussed theoretical argument attempted in this study is expressed in Figure 1 below.

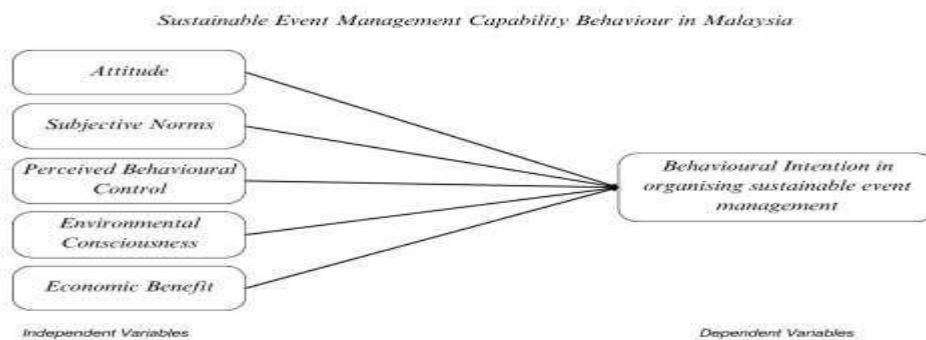


Figure 1: Conceptual Framework Example

Methodology

Quantitative research was used to investigate this sustainability issue. A cross-sectional study was conducted to look at the relationship between several elements that are thought to be significant in raising the sustainability intents of event organisers. It was made up of people who represented active Klang Valley event management firms and ranged in age from 22 to 60. Managers and executives were among the goals, and candidates had to have at least six months of work experience. A questionnaire with a 1–5 Likert scale that was adapted from earlier research was used to gather data. It was given in two languages. 110 industry professionals in the Klang Valley responded to the survey, which was sent to them via email. Smart PLS was used to analyze the data after initial screening, and descriptive analysis was conducted. (Hair et al.,2014)

Result and Discussion

The table below shown the sample demographic data of the respondents, Female respondents comprised 69.1% of the sample, while males represented 30.9%. This demographic profile indicates a highly educated, predominantly female, and relatively inexperienced cohort, primarily engaged in corporate and professional event segments. Such characteristics may influence the adoption of sustainable event management practices, as younger and highly

educated professionals may possess strong awareness and positive attitudes toward sustainability, whereas limited experience and organisational authority could constrain their perceived behavioural control and practical ability to implement eco-friendly measures.

Table 1: Demographic Data

		N	(%)
Type of Company	Sport/ Entertainment/ Education Events	35	31.8
	MICE/ Business Event		
	Tourism/ Corporate Event	53	48.2
	Social Events ie. Weddings, Birthday	22	20
	N	110	100
Years of Experience	6 Months - 2 years	65	59.1
	2 Years - 5 Years	34	30.9
	5 Years - 25 Years	11	10
	N	110	100
Highest Education	Certificate/ Diploma	8	7.3
	Bachelor's Degree	84	76.4
	Master's Degree	14	12.7
	Doctorate Degree	4	3.6
	N	110	100
Age	21 - 30 Years Old	89	80.9
	31 - 40 Years Old	14	12.7
	41 - 50 Years Old	6	5.5
	51 Years Old and Above	1	0.9
	N	110	100
Gender	Male	34	30.9
	Female	76	69.1
	N	110	100

Sources: Researcher Own Data

Table 2: Path Coefficient Analysis**Path Coefficient Findings (Direct Effect)**

	Relationships	Path Coefficient (β)	Standard Errors	T-Value	P-Values	Decision
H1	ATT - INT	0.471	0.088	5.325	0.000	Supported
H2	SN - NT	0.184	0.096	1.923	0.027	Supported
H3	PBC - INT	0.143	0.092	1.554	0.060	Not Supported
	<i>EBEN - INT</i>	<i>0.198</i>	<i>0.065</i>	<i>3.037</i>	<i>0.001</i>	<i>Supported</i>
	<i>ECON - INT</i>	<i>-0.100</i>	<i>0.087</i>	<i>1.146</i>	<i>0.126</i>	<i>Not Supported</i>

Sources: Researcher Own Data

Table 3: Factor Loading the Measurement Model for Indicator Reliability, Composite Reliability, and Convergent Validity

Construct	Indicators	Indicator Reliability	Internal Consistency Reliability	Convergent Validity
		Outer Loading (≥ 0.4)	Composite Reliability (≥ 0.7)	AVE (≥ 0.5)
Intention	INT1	0.872	0.883	0.715
	INT2	0.864		
	INT3	0.799		
Attitude	ATT1	0.802	0.865	0.563
	ATT2	0.785		
	ATT3	0.741		
	ATT4	0.658		
	ATT5	0.759		
Subjective Norms	SN1	0.799	0.875	0.638
	SN2	0.809		
	SN3	0.822		
	SN4	0.763		
Perceived Behavioural Control	PBC1	0.713	0.856	0.602
	PBC2	0.659		
	PBC3	0.865		
	PBC4	0.846		

In this study, the bootstrap function in Smart-PLS 4.0 was utilised with 5,000 bootstrap samples for a one-tailed test, with the significance level set at 5% (Hair et al., 2014). A hypothesis is considered supported in a one-tailed test if the t-value exceeds 1.645 and the p-value is below 0.05. Regarding their relevance, the path coefficient values approximate one, indicating a positive relationship between the independent and dependent variables. As shown in the Table 2, only two relationships meet the threshold of $t \geq 1.645$, demonstrating significance at the 0.05 level (Hair et al., 2014). Specifically, Attitude ($\beta = 0.471$, $P < 0.000$) and Subjective Norms (β

= 0.184, $P < 0.027$) were found to be positively correlated with the intention to visit. Meanwhile, Perceived Behavioural Control ($\beta = 0.143$, $P < 0.060$) was negatively correlated with the intention to implement sustainable event management.

Discussion

The present study examined the factors influencing event organisers' intention to implement sustainable event management practices. Consistent with the Theory of Planned Behaviour (Ajzen, 1991), attitude was found to significantly and positively influence intention, suggesting that organisers who perceive sustainability as beneficial through environmental protection, cost efficiency, and reputational enhancement are more likely to adopt eco-friendly practices. This study found similar results to previous studies which showed that positive attitudes can lead to more efficient green implementation especially in the hospitality and events sector (Hamzah, Wahab, Othman & Ferguson, 2025; Hossain, Islam, Kumar & Jamadar, 2025). This is in line with the need for education, training and policies that are designed to encourage positive attitudes and can change the behavior of event practitioners to be sustainable and good for the future.

Subjective norms are one important factor in shaping green practices. Subjective norms have been confirmed to exert social pressure and professional norms on peers, industry associations, sponsors, regulatory bodies, and attendees to drive sustainability in event and tourism planning in the previous study (Hammami & Othmani, 2025; Arshad, Audi, & Ali, 2025). These findings confirm that in the future, the industry expects sustainability to be a factor that will be considered in the social context and in making decisions to select organizers with a reputation for being able to comply with directives.

The results of the study show that perceived behavioral control (PBC) is not related to the intention to carry out this sustainable practice. The organizers, who consist of younger and early-career professionals, are more constrained by financial factors, location, and less power to make decisions. It clearly shows that internal motivation alone is not enough, and external support such as the influence of organizational and institutional barriers can cause companies to not accept this good practice (Siddiqui, Adamu Ebohon & Aslam, 2025).

There is a mediating effect between subjective norms and intentions on environmental awareness. Organizers with high personal ethical commitments will be less affected by social influences when intending to practice green sustainability. The internal values held by the organizer are important in shaping green sustainability behavior (Maleknia, Halalisan & Maleknia, 2025).

Economic benefits were found to clearly moderate the relationship between attitudes and intentions. Organizers who have financial advantages will be more likely to have intentions to behave in a more sustainable manner. They recognize cost savings, increased sponsorship opportunities and are more willing to move towards these green practices. Therefore, economic incentives are very important to facilitate organizers to be more sustainable in various events and hospitality. Economic and environmental values are important for organizers to increase sustainable practices among event professionals (Velaoras, Menegaki, Polyzos & Gotzamani, 2025).

This study has successfully linked 4 important factors, namely attitude, social, economic and values in sustainable event management practices. Organizers need positive attitudes, social norms, structural support and incentives to support sustainable organizing. A mechanism to integrate external motivation, social and economic influences is needed to promote the adoption of sustainable practices among the event industry.

This study is using the Theory of Planned Behaviour. Intention is strongly influenced by attitude and subjective standards, but perceived behavioural control is not, according to the findings, indicating that in this situation, sustainability decisions are more socially motivated than capability based. The study broadens TPB's typical psychological focus to incorporate moral and strategic-economic issues by integrating environmental consciousness and perceived economic advantage. This provides a theoretical contribution that is relevant to the context of service sectors and helps them adopt sustainability.

In practical terms, this study contributes to targeting several key groups such as professionals, legislators and trade associations in the Malaysian event management sector. These stakeholders should prioritize awareness-raising campaigns, sustainability training programmes and industry recognition schemes that foster positive perceptions and strengthen normative pressure towards green practices. This is because subjective attitudes and norms have a significant impact on intentions. Organizers will gain cost efficiency when environmentally sustainable activities reflect a competitive brand image. Policymakers should provide financial incentives, green certification programs and policy directives to support these activities.

Taken together, these initiatives have the potential to accelerate the widespread adoption of sustainable event management techniques in the Klang Valley and other regions.

Conclusion and Recommendation

The World Economic Forum (WEF) 2020 in Davos has positioned sustainable event management as a critical, non-negotiable imperative to accelerate progress toward the UN Sustainable Development Goals (SDGs). This study explores and identifies the challenges that Malaysia's event organisers and the users confront in responding to the event organisers' intentions to implement sustainable event management practices in Malaysia by extending the Theory of Planned Behaviour (TPB). The observation and content analysis's findings showed that there was disagreement between the role of attitudes, subjective norms, and perceived behavioral control in shaping these intentions. Significantly, perceived behavioural control did not significantly impact event organisers' intentions. Challenges of Malaysia's sustainable event management practices are financial and logistical challenges, which may play a stronger role than individual confidence when it comes to adopting sustainable practices. In addition, the moderating effects of Environmental Consciousness and Economic Benefits highlight the complexity of decision-making in sustainable event management among practitioners. Financial incentives and environmental values are important for organizers to continue these practices even though they have high personal beliefs that can drive efforts towards more sustainability.

The findings of the study are important to add to the knowledge on the behavior of event management practitioners in Malaysia and can be used as clear evidence to policy makers, event organizers and stakeholders in the industry to educate participants on the importance of

green practices due to their many benefits. Strengthening guidelines, establishing standardized standards and providing training for organizers so that costs can be reduced to achieve a sustainable strategy.

This study's subjective results have a drawback, highlighting certain limitations from the geographical scope of the study, the study design, and the limited examination of external factors that were found to be insignificant and require further exploration beyond the scope of the study. This study outcome suggested several recommendations to overcome the challenges of sustainable event management practices, including (1) financial incentives such as grants, funding opportunities, and tax incentives to make sustainable event practices financially attractive; (2) develop industry standard operating procedures (SOPs), frameworks, and guidelines to encourage green event planning; (3) universities and training institutes should offer courses focused on sustainability in event management programs; and (4) leveraging technology for sustainability, such as carbon footprint tracking, sustainable venue selection platforms, AI-powered applications, virtual and hybrid events, and other digital solutions that help event organizers optimize their sustainability efforts.

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Ethics Statement: This study was conducted in accordance with ethical research standards. All procedures involving human participants were reviewed and approved by the UiTM Review Board/Ethics Committee. Informed consent was obtained from all participants prior to data collection. Participation was voluntary, and respondents were assured of confidentiality and anonymity. The data collected were used solely for academic purposes.

Author Contribution Statement: All authors contributed significantly to the development of this manuscript. Noorita was responsible for the conceptualization, methodology, and overall supervision of the study. Khamsiah and Norhusniyati handled data collection, analysis, and interpretation of results. Mariam contributed to the literature review, drafting, and critical revision of the manuscript. All authors read and approved the final version of the manuscript prior to submission.

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