

A STUDY ON AWARENESS AND ADOPTION OF SUSTAINABLE EVENT PRACTICE AMONG EVENT PROFESSIONALS IN VADODARA CITY

¹Mihir Malviya, ²Monal Dharmendra Vasava

¹Research Scholar, ² Research Scholar

¹Faculty of Management Studies,

¹Parul University, Vadodara, Gujarat

Abstract: The growing emphasis on environmental sustainability has influenced various industries including event management. Sustainable event practices aim to minimize environmental through waste reduction energy efficiency and responsible sourcing. The present study examines the level of awareness and adoption of sustainable event practices among event professionals in Vadodara City. A qualitative research design was adopted and primary data were collected through a structured questionnaire. A total of 94 Responses were obtained using convenience sampling. Descriptive statistical tools such as percent analysis were used and chi-square test was applied to examine the association between awareness and adoption. The findings indicate moderate awareness level and partial implementation of sustainable practices. A significant association was found between awareness and adoption of sustainable event practices. The study concludes that improving awareness and stakeholder support can enhance sustainability in local event management.

Index Terms - Sustainable events, Event Management, Awareness, Adoption, Environmental Practices.

I. INTRODUCTION

The event management industry has witnessed substantial growth in recent years, driven by increasing corporate activities, social gathering, and experiential marketing. However, the expansion of events has also led to raising concerns regarding environmental impact, including waste generation, energy consumption, and carbon emissions. In response to these concerns, sustainable event practices have gained importance across the globe.

Sustainable event management focuses on minimizing negative environmental impact while maintaining social and economic benefits. Practices such as reducing single use plastic, promoting energy efficiency, encouraging waste segregation, and sourcing eco-friendly materials are increasingly being adopted in industry.

In India, awareness of sustainability in event management is gradually increasing. However, implementation varies depending on factors such as cost, client preference, and availability of eco-friendly resources. This study aims to examine the awareness, adoption, relation between adoption and awareness and challenges related to sustainable event practices among event professionals in Vadodara City.

II. LITERATURE REVIEW

Sustainable Festival Practices: Addressing Community Issues and Promoting Wellbeing

This study examines how sustainable festival practices affect local communities, emphasizing environmental, social, and economic effects. It evaluates eco-friendly strategies' role in curbing harms and offers guidance for event planning that harmonizes profitability with ecological and societal priorities.

This study examines event management challenges in Pune—operational hurdles like infrastructure limits and venue scarcity, plus complex regulations causing delays. It highlights sustainable opportunities via Smart City initiatives and eco-practices. Qualitative methods reveal innovation paths; recommendations promote efficient, resilient event ecosystems.

Strategic Sustainability Management in the Event Sector 2020 M. Wickham et al. Event Management

This study examines event management challenges in Pune—operational hurdles like infrastructure limits and venue scarcity, plus complex regulations causing delays. It highlights sustainable opportunities via Smart City initiatives and eco-practices. Qualitative methods reveal innovation paths; recommendations promote efficient, resilient event ecosystems.

Role of awareness on green practices of event managers 2025, *Shajim M S et al.*

EPH-International Journal of Business & Management Science

Climate change threatens Kerala, underscoring the need for environmental awareness in sustainable event management. This study surveys 50 Ernakulam firms, finding high awareness levels strongly correlating with green practices like eco-procurement, waste management, and sustainable transport. Adoption varies by organization type; targeted programs and policies are recommended.

III. Objectives of the study

1. To examine the level of awareness regarding sustainable event practices among event professionals in Vadodara.
2. To pinpoint key challenges and barriers hindering the adoption of sustainable event practices in Vadodara's event ecosystem.
3. To determine the relationship between awareness and adoption of sustainable event practices.
4. To identify key challenges faced in implementing sustainable event practices.

IV. HYPOTHESIS

Null Hypothesis (H0): There is no significant association between awareness and adoption of sustainable event practices.

Alternative Hypothesis (H1): There is a significant association between awareness and adoption of sustainable event practices.

This hypothesis is tested using chi – square test to examine the association between awareness level and adoption of sustainable event practices.

V. METHODOLOGY

Data Type: Primary study

Data Collection: Structured questionnaire designed to gather responses.

Population: Event professionals operating in Vadodara city (exact population size unknow due to lack of data.)

Sampling Method: Convenience sampling Sample size: 94 Responses

VI. DATA ANALYSIS

The analysis and interpretation of data collection from 94 respondents through a structural questionnaire. The data has been analyzed using appropriate statistical tools such as percentage analysis, frequency analysis, and chi – square test in order to achieve the objectives of the study related to sustainable event practice in Vadodara city.

Objective 1

To examine the level of awareness regarding sustainable event practices among event professionals in Vadodara.

The following Question was analyzed to understand the level of awareness regarding sustainable event practice among respondents

“How would you rate your level of awareness regarding sustainable event practices?”

Awareness Level	No. of respondents	Percentage
1	2	2%
2	17	18%
3	24	26%
4	17	18%
5	34	36%
Total	94	100%

Considering 1 = Low Level Awareness and 5 = High Level of Awareness

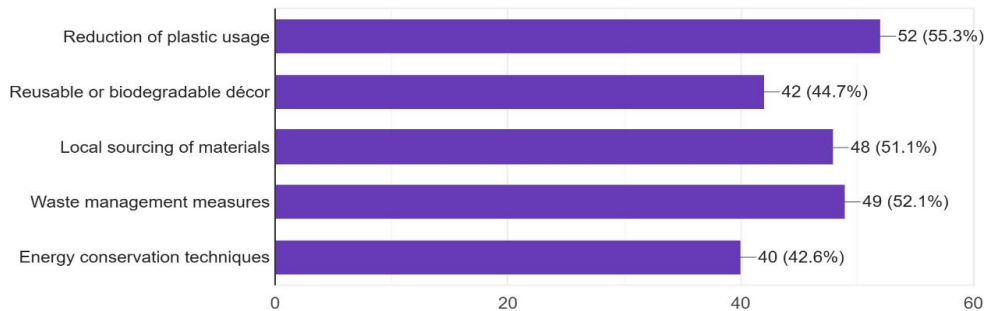
The table indicates that the maximum respondents are aware of the level of sustainability practices used in events. Very less percentage of the people are having low level of awareness.

Objective 2

To pinpoint key challenges and barriers hindering the adoption of sustainable event practices in Vadodara's event ecosystem.

7. If yes, which sustainable practices do you usually adopt?

94 responses



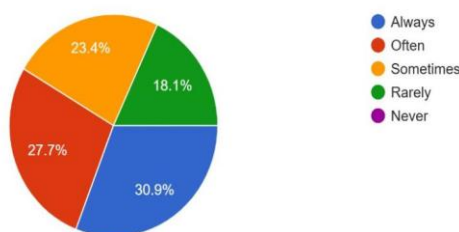
Objective 2 was analyzed using responses related to the adoption of sustainable event practices among respondents. Percentage and frequency analysis were used to understand the extent of implication of such practices.

The table shows that respondents adopt a variety of sustainable event practices in their events. The most commonly adopted practices include reduction of plastic usage and reusable or biodegradable décor, followed by local sourcing of materials and waste management measures. Energy conservation techniques were very less commonly adopted. This indicates that while sustainable practices are being implemented, Certain areas like energy efficiency still require more focus among event professionals.

Note: Respondents could select more than one option; Therefore, the total percentage exceeds 100%.

8. How frequently do you implement sustainable practices in your events?

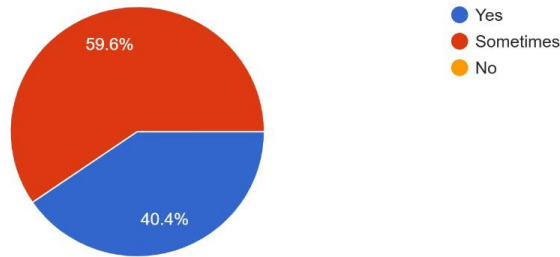
94 responses



The analysis shows that a majority of respondents implement sustainable Practices either always (30.9%) Are often (27.7%). Around 23.4% sometimes implement these practices, while a smaller proportion (18.1%) close rarely Adopt them. No respondent reported never implementing sustainable practices. Overall, this suggests that adoption is moderate to high, but there is scope to make sustainable practices more consistent across all events.

11. Do clients generally support the idea of sustainable events?

94 responses



The table indicates that client support for sustainable events is generally positive. About 40.4% of respondents feel that clients fully support direct sustainable initiatives, while 59.6% report partial or occasional support. No respondent indicates complete client resistance this highlights that client corporation is largely present which facilitates adoption of sustainable practices though there may still be occasional challenges in getting full support.

Final Statement

Based on the responses it can be concluded that sustainable event practices are moderately to highly adopted among event professionals in Vadodara. Practices like reducing plastic usage and using biodegradable décor are the most common Most respondents implement this practice consistently or offend and clients generally support sustainable initiatives. However there remains room to improve adoption in areas such as synergy conservation and consistent implement across all events.

Objective 3

To determine the relationship between awareness and adoption of sustainable event practices.

Cross-Tabulation of Awareness and Adoption of Sustainable Practices

Level of Awareness	Always	Often	Sometimes	Rarely	Total
Yes	28	20	15	6	69
Maybe	1	3	4	9	17
No	0	3	3	2	8
Total	29	26	22	17	94

Statistical Hypotheses:

Null Hypothesis (H₀):

There is no significant association between awareness and adoption of sustainable event practices.

Alternate Hypothesis (H₁):

There is a significant association between awareness and adoption of sustainable event practices.

Chi-Square Test Results Chi-square value (χ^2):

24.72 Degrees of Freedom (df): 6 p-value:

0.0004

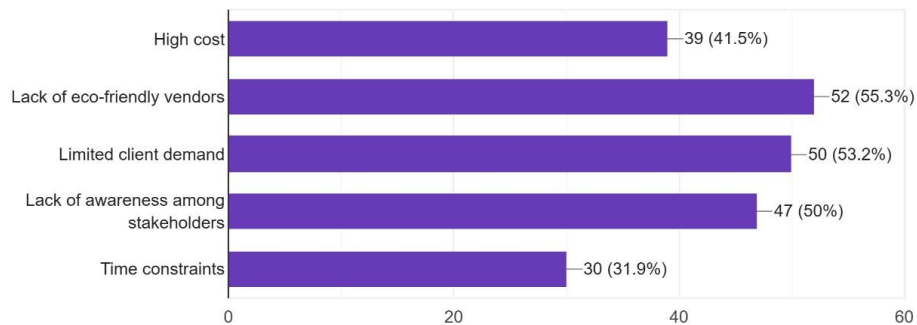
The calculated Chi-square value of 24.72 with 6 degrees of freedom yielded a p-value of 0.0004, which is less than the standard significance level of 0.05. This indicates a statistically significant association between awareness and adoption of sustainable event practices.

Event professionals who reported being aware of sustainable event practices were significantly more likely to always or often implement such practices. In contrast, respondents with partial (Maybe) or no awareness predominantly reported rare or occasional adoption.

Objective 4

To identify key challenges faced in implementing sustainable event practices.

9. What are the major challenges you face while implementing sustainable event practices?
 94 responses



The Above analysis highlights the major challenges faced by event professionals while implementing sustainable event practice in Vadodara City. Among the various Challenges, Lack of eco-friendly vendors emerged as the most significant issue, Reported by 55.3% (52 respondents). This indicates limited availability and accessibility of sustainable suppliers in the local event ecosystem.

This was closely followed by limited client demand reported by 53.2% (50 respondents), Suggesting that inefficient client awareness and willingness to adopt sustainable options act as a major barrier. Additionally lack of awareness among stakeholders was reported by 50% (47 respondents), reflecting gaps in knowledge and understanding of sustainable practice among clients, vendors and supporting stakeholders.

High Cost of Sustainable Alternatives was identified as challenged by 41.5% (39 respondents), Indicating financial constraints in adopting eco-friendly material and processes. Lastly time constraints were reported by 31.9% (30 respondents), Showing the tight event timelines often discourage the integration of sustainable measures.

VII. RESULT & FINDINGS

The analysis indicates that a majority of respondents are aware of sustainable event practices. However, Consistent adoption remains moderate with many professionals implementing such practices occasionally rather than regularly.

Cost consideration and limited client support were identified as primary challenges affecting full scale implementation.

The Chi square test revealed a statistically significant association between awareness and adoption level ($p < 0.05$). This suggests That higher awareness positively influenced the likelihood of adopting sustainable practices.

Overall, the findings highlight that while awareness exists among event professionals in Vadodara practical constraints limit widespread adoption.

VIII. CONCLUSION

The study concludes that awareness significantly influences the adoption of sustainable event practices among event professionals in Vadodara City. Although respondents demonstrate moderate awareness, consistent implementation remains limited due to practical constraints such as cost and client preferences. The statistical analysis confirms a significant association between awareness and adoption, Indicating that improved knowledge and exposure to sustainable practices may their implementation.

IX. SUGGESTIONS

- Conduct training programs to increase awareness about sustainable practices.
- Encourage collaboration between event organizers and eco-friendly suppliers.
- Promote government incentives for green events.
- Educate clients about long term benefit of sustainable event management.

X. LIMITATIONS

- The study was limited to Vadodara City.
- Sample size was restricted to 94 respondents.
- Convenient sampling may limit generalization of findings

REFERENCES

- [1] Kothari, C. R. (2004). Research methodology: Methods and techniques (2nd ed.). New Age International.
- [2] Field, A. (2013). Discovering statistics using IBM SPSS statistics (4th ed.). Sage.
- [3]https://www.researchgate.net/publication/376769219_Sustainable_Festival_Practices_Addressing_Community_Issues_And_Promoting_Wellbeing
- [4]<https://www.chandigarhphilosophers.com/index.php/ijmrp/article/view/276/207>
- [5]<https://scispace.com/pdf/strategic-sustainability-management-in-the-event-sector-1pd66qpmnd.pdf>
- [6]https://www.researchgate.net/publication/390924413_ROLE_OF_AWARENESS_ON_GREEN_PRACTICES_OF_EVENT_MANAGERS
- [7]https://www.researchgate.net/publication/340692011_Need_for_sustainable_event_management_in_the_Indian_context

Copyright & License:

© Authors retain the copyright of this article. This work is published under the Creative Commons Attribution 4.0 International License (CC BY 4.0), permitting unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.