Independent University **Bangladesh (IUB)**

IUB Academic Repository

Independent Business Review Volume: 14, No: 2, December-2025

2025-06

Sustainable practices: the role of eco-friendly decor in shaping consumer perceptions at events

Zohora, Fatema Tuz

School of Business and Entrepreneurship, Independent University, Bangladesh

https://ar.iub.edu.bd/handle/11348/1370

Downloaded from IUB Academic Repository

SUSTAINABLE PRACTICES: THE ROLE OF ECO-FRIENDLY DÉCOR IN SHAPING CONSUMER PERCEPTIONS AT EVENTS

Fatema-Tuz-Zohora[1*], Jarin Akter[1], Razia Begum[2]
[1]Department of Marketing, University of Barishal, Barishal, Bangladesh
[2]Department of Marketing, University of Dhaka, Dhaka, Bangladesh

Abstract

As environmental issues gain prominence, event organizers in Bangladesh are progressively implementing sustainable procedures. This study examines the impact of sustainable décor and eco-friendly materials—such as bamboo, jute, clay, and biodegradable products—on consumer perception and behavior in southern Bangladesh. Nevertheless, there is a paucity of research regarding local consumers' perceptions of these programs and the impact of sustainable practices on consumer happiness, brand trust, and future purchase intentions. This study investigates the categories of sustainable materials utilized at events in the southern region, the level of consumer awareness of eco-friendly activities, and the influence of these factors on customer behavior. Quantitative research methodologies, utilizing surveys, interviews, and focus group discussions, was implemented to identify trends, correlations, and possible causal linkages. Research indicates that younger, educated customers exhibit greater receptivity to sustainable décor; nonetheless, cultural traditions and budgetary constraints impede wider acceptance. Although sustainable methods increase happiness and trust among environmentally aware consumers, issues about the durability, prestige, and aesthetic qualities of eco-friendly materials continue to pose obstacles. The study advocates for augmenting public awareness via education, integrating regional cultural components into sustainable event planning, and refining waste management practices. This study provides essential insights for event professionals in southern Bangladesh aiming to synchronize sustainable practices with customer expectations and foster long-term environmental sustainability in the local event sector.

Keywords: Sustainable event management, Green marketing, Consumer behavior, Eco-friendly décor, Southern Bangladesh.

* Corresponsing author: Fatema-Tuz-Zohora, Email: ftzohora@bu.ac.bd

Introduction

The concern of climate change, scarcity of resources, and degradation of the environment has made global shift towards sustainability extremely important. Sustainability is no longer a trend to get on board with but a requirement especially in industries like event management organized. The environmental degradation caused by the traditional event practices: use of plastics, thermocol, artificial fabrics and cheap energy consumption is the major contributor as far as environmental problems are concerned. This has seen the event industry which is generally an industry that exhibits high consumption leading to waste be looked at through the lens of sustainability.

Sustainable event practice has become an emerging issue of concern on cultural pride and more environmental consciousness in semi-urban places such as Southern part of Bangladesh. Closeness to nature is one of the strongest features of this region, which is why eco-friendly event decor is particularly topical in this respect. Eco- friendliness using bamboo, jute, clay, cotton fabrics and recycled paper are gaining popularity as an alternative, sustainable method of conventional synthetic materials. The materials also lead to a decrease in waste and pollution and a growth in the local identity/skills of this region.

Sustainability in event management is meeting the current needs without the deprivation of future generations of their need. It focuses on low intensity resources and in the long run, with a preference to less environmental impact. Sustainability is not only a matter of providing alternatives but also a matter of redefining beauty and luxury comprehensively, ethically, culturally apposite and environmentally friendly. It is a process that questions the social expectations on the aesthetics of event and promotes a more conscious way of doing event industry.

Consumer perceptions influence sustainability largely through cultural symbols, beliefs, and social norms, and thus the success of the sustainable practices in the event management field is often defined by these aspects. The event planners have to balance between environmental responsibility and consumer wants so that the designs are effective and culturally attractive. The consumers might perceive simple-looking, nature-inspired instrumentation of the device as a meaningful approach to the ecological issues, yet others might be interested in more conventional, more luxurious formulations.

Specifically, this study aims to explore whether the use of eco-friendly decor and sustainable materials in southern part of Bangladesh, especially in Barishal region the event industry can positively change consumer satisfaction, trust, and potential behavior. To address this, a quantitative survey relying on local perspective was conducted. To the best of the authors' knowledge, this study is the first to explore consumer intentions regarding sustainable event practices in a semi-urban city such as Barishal, Bangladesh, thereby addressing a significant gap identified in previous systematic reviews (e.g., Ramely et al., 2022). Thus, this study seeks to offer practical guidance for event planners to embed sustainability within Barishal's culture and economic landscape.

Literature Review

Sustainability in Event Management

Sustainability as a concept has gained more importance on a global level, affecting numerous industries, including event management. However, the application of sustainability in developing nations, especially in semi-urban areas like Barishal, Bangladesh, is still low. Although major cities worldwide have embraced green living and sustainable event management, semi-urban areas continue to utilize traditional materials such as plastic, polythene, and synthetic substances for event decoration. Recent research indicates that the concept of sustainable event décor is gaining traction in Bangladesh. (Hasan and Jahan 2022) noted that certain event management businesses are utilizing natural materials such as bamboo, jute, and clay, particularly for awareness events conducted by educational institutions and NGOs. Young generation like sustainable event décor, however the general populace has yet to fully embrace it.

Consumer Perception and Behavior toward Sustainable Event Décor

Consumer perception is a crucial factor influencing the adoption of sustainable event practices. The literature indicates that aesthetics, cultural compatibility, and cost variables affect customers' perceptions of sustainable event practices. Hossain and Alam (2021) found that although young people and students show positive attitudes toward sustainable event decorations, most consumers prefer minimizing costs and enhancing visual appeal. This behavior among consumers is also attributed to the lack of environmental awareness and understanding among consumers that most event decorations have a negative impact on the environment. Furthermore, it was revealed by Rahman et al. (2020) that consumers cannot perceive the value of sustainable event practices unless they are informed about the benefits to the environment

Socio-Demographic Influences on Sustainable Consumption

There are a number of studies that have established the impact of socio-demographics on the consumption patterns of sustainable event décor. It has been established that young and more educated consumers are more likely to exhibit a higher propensity for the consumption of sustainable décor materials, considering that they are more exposed to the global movement for sustainability. Hasan & Mahmud (2021) established that women are more inclined towards sustainable décor for family and community events compared to men.

On the other hand, older consumers, particularly those living in rural or semi-urban areas, are more likely to adopt traditional and elaborate décor for events, considering that this is a cultural practice that is associated with prestige and status. The consumer's income level is a crucial determinant of sustainable décor consumption. Research indicates that higher-income consumers have a greater willingness to invest in sustainable décor materials,

whereas lower-income individuals regard sustainable products as costly or inferior in quality.

Psychological and Aesthetic Dimensions of Green Décor

The psychological and visual aspects of green décor significantly impact consumer perception. Materials like bamboo, jute, and clay possess cultural legacy and a connection to nature, particularly in Bangladesh. Moreover, the aesthetic of green may elicit beneficial psychological effects, including growth, cleanliness, tranquility, and harmony, particularly in contexts involving consumer attendance. Sörqvist and Langeborg (2019) underscore that environmentally sustainable architecture can evoke psychological responses, including nostalgia, tranquility, and pride. Furthermore, eco-friendly décor can positively influence brand perception, ethical legitimacy, and trust, hence amplifying the effectiveness of sustainable events (Chen, 2010).

Sustainable Materials and Waste Management Practices

Waste management is a fundamental aspect of sustainable event management. Traditionally, the materials employed in decorations, such plastic flowers and Styrofoam, are non-biodegradable. These materials are responsible for environmental contamination. Conversely, materials like bamboo, jute, and clay are biodegradable and environmentally sustainable. Jones (2014) and Laing & Frost (2010) assert that the execution of reuse, recycling, and composting is essential for mitigating the environmental problems that may arise during the event. The use of the approach is expected to diminish waste, hence fostering sustainable event management, particularly for local events.

Methodology

This study employed a quantitative research design to examine the relationship between the usage of eco-friendly décor and materials in event settings and customer attitudes, actions, and satisfaction, specifically in Barishal. The choice of a quantitative methodology is based on the objective of gathering measurable data from a larger population, enabling statistical analysis to identify patterns, correlations, and possible causal relationships. The main aim is to assess consumer awareness, perceptions of quality, emotional and cognitive reactions, and behavioral intentions around sustainable or “green” events.

A basic random sampling method was employed to provide a representative sample, minimize selection bias, and include individuals from diverse demographic backgrounds. The final sample size was 200 respondents, considered sufficient to yield solid and generalizable results within a semi-urban population like Barishal. To improve accessibility and engagement, data was collected via online and in-person surveys, particularly during simultaneous public events, to provide direct customer insights.

Descriptive and inferential statistical methods were utilized for data analysis. Descriptive statistics, such as frequencies, percentages, and means, were utilized to summarize the respondent profiles and the distributions of pertinent variables. Inferential techniques, including correlation analysis and regression modeling, were employed to evaluate the strength and direction of relationships among variables. The analysis employed SPSS software to ensure correctness, validity, and consistency.

This study paradigm provides a systematic, data-driven approach to understanding the influence of sustainable event practices on consumer perceptions. It offers essential information for event organizers, policymakers, and stakeholders by illustrating the impact of eco-friendly practices on audience engagement, satisfaction, and sustainable behavioral intentions. The results eventually support informed decision-making and strategic planning for a more sustainable event industry in Barishal.

Data Analysis

Table 1: Descriptive Statistics of the Study Variables

Variable	N	Minimum	Maximum	Mean	Std. Deviation
dependent_variable	200	1.30	4.80	3.7112	0.68542
independent_variable	201	1.60	4.70	3.9212	0.75386
inde_variable	200	1.00	5.00	4.1800	1.02976
Valid N (listwise)	200				

Notes. N = number of observations. Values represent minimum, maximum, mean, and standard deviation for each variable.

The descriptive statistics for the dependent, independent, and index variables yield significant insights into their properties and distributions. The dependent variable, derived from 200 observations, spans a minimum of 1.30 to a maximum of 4.80. The mean is 3.71 with a standard deviation of 0.68542, suggesting that the data points are predominantly clustered at the upper end of the scale, while some variability exists around the mean. The independent variable consists of 201 observations, with values spanning from 1.60 to 4.70. The mean is somewhat elevated at 3.92, indicating a small bias toward the upper end of the scale. The standard deviation is 0.75386, marginally above that of the dependent variable, indicating a slightly broader distribution of values.

The index variable comprises 200 data points and encompasses the entire range, from 1.00 to 5.00. It possesses the highest mean of the three, at 4.18, signifying a pronounced inclination towards the top end of the scale. Exhibiting a standard deviation of 1.02976—the highest among the three—it indicates the most significant variability. This indicates that the index variable demonstrates a wider array of responses than both the dependent and independent variables, suggesting greater diversity in participant opinions or actions.

Table 2: Model Summary

Model	R	R^2	Adj. R^2	SE	R^2 Change	F Change	df1	df2	p	Durbin–Watson
1	.789	.622	.618	.424	.622	162.14	2	197	< .001	1.63

Note. Predictors: (Constant), inde_variable, independent_variable. Dependent variable: dependent_variable.

The model summary indicates that the regression model considerably accounts for a considerable percentage of the variation in the dependent variable. An R value of 0.789 signifies a robust positive linear correlation between the independent and dependent variables, indicating a significant relationship between the predictors and the outcome. An R Square score of 0.622 indicates that roughly 62.2% of the variance in the dependent variable is explained by the independent variables, signifying a strong model fit. Nonetheless, it indicates that 37.8% of the variance remains unaccounted for, allowing for additional contributing causes.

The Adjusted R Square score of 0.618 validates the model's robustness, accounting for the number of predictors and indicating that the model's explanatory ability is not unnecessarily enhanced. The Standard Error of the Estimate, computed at 0.42350, signifies that, on average, the projected values diverge from the actual values by roughly 0.42 units, so offering an assessment of the model's predictive performance.

Furthermore, the F Change value of 162.135, along with a highly significant p-value of 0.000, substantiates the statistical significance of the overall regression model. This indicates that the independent factors collectively provide significant insight into the variation of the dependent variable. The Durbin-Watson statistic of 1.634, albeit somewhat below the optimal value of 2, indicates a weak positive autocorrelation among the residuals. Although this indicates a modest concern over autocorrelation, it does not significantly jeopardize the model's validity. The model is statistically robust, the predictors are significant, and the autocorrelation level is within acceptable parameters.

Table 3: ANOVA Results of the Regression Model

Model	Source	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	58.158	2	29.079	162.135	.000
	Residual	35.332	197	0.179		
	Total	93.490	199			

Notes. Dependent Variable: *Dependent variable* Predictors: (Constant), *Index variable, Independent variable, $p < .001$*

Analysis of Variance (ANOVA) was utilized to ascertain if customer views of events significantly vary according to the utilization of eco-friendly décor and sustainable materials. ANOVA is a suitable statistical technique for this study because of the multivariate research design, which includes several independent factors affecting a single dependent variable—consumer perception.

The ANOVA results reveal an F-value of 162.135 and a p-value of 0.000, signifying that the model is statistically significant. This indicates that the interplay among the independent variables—namely environmental awareness, aesthetic appeal of the event, and perceived sustainability—significantly influences the variation in consumer impression. The variations in individual perceptions and responses to eco-friendly events are not attributable to random chance but are significantly elucidated by the examined variables. ANOVA analysis substantiates the premise that the integration of eco-friendly techniques in event décor significantly influences consumer perception. It allows the researcher to evaluate if the perceived differences among diverse groups—such as individuals exposed to sustainable events or those with differing levels of environmental awareness—are statistically significant. This corroborates the study's findings and establishes a strong foundation for conclusions on the impact of sustainability on consumer sentiments in event contexts.

Table 4: Regression Coefficients of the Model

Model	Predictor	B	Std. Error	β	t	Sig.	Tolerance	VIF
1	Constant	1.016	0.159	—	6.397	<.001	—	—
	Independent variable	0.468	0.069	0.516	6.812	<.001	0.335	2.986
	Index variable	0.206	0.050	0.310	4.091	<.001	0.335	2.986

Notes. Dependent Variable: *Dependent variable,* β = Standardized coefficient, $p < .001$ indicates statistical significance.

The regression model findings are displayed in the coefficients table, which include both unstandardized and standardized coefficients for each predictor, as well as their statistical significance. The unstandardized coefficient (B) for the constant (intercept) is 1.016, accompanied by a standard error of 0.159. The t-value is 6.397, and the p-value is 0.000, signifying that the constant is statistically significant.

The independent variable has an unstandardized coefficient of 0.468 and a standard error of 0.069. The standardized coefficient (Beta) is 0.516, the t-value is 6.812, and the significance level (p-value) is 0.000. The results indicate a robust and statistically significant positive effect of this variable on the dependent variable, establishing it as the most influential predictor in the model.

The independent variable exhibits an unstandardized coefficient of 0.206 and a standard error of 0.050. The standardized Beta is 0.310, accompanied by a t-value of 4.091 and a p-value of 0.000, indicating that this predictor has a statistically significant and positive impact on the dependent variable, albeit its effect is somewhat weaker than that of the independent variable.

The Tolerance value for both predictors is 0.335, and the Variance Inflation Factor (VIF) is 2.986. The VIF values are much below the standard standards of 5 or 10, indicating that multicollinearity is not a substantial issue in the model. The regression results indicate that both predictors significantly account for the variance in the dependent variable, with no evidence of serious multicollinearity.

Table 5: Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	VP (Constant)	VP (Independent Variable)	VP (Inde Variable)
1	1	2.96	1.00	.00	.00	.00
	2	.03	9.94	.72	.01	.23
	3	.01	19.67	.27	.99	.77

Note. Dependent variable: dependent_variable.

The Collinearity Diagnostics table gives details of the possible multicollinearity among the predictors in the regression model. It gives the report on eigenvalue, condition index, and variance proportions of every dimension of data. The eigenvalue of the Dimension 1 is 2.962 with condition index of 1.000 which depicts that there exist no Multicollinearity problems in this dimension since the condition index value of 1 is usually an indication that there is no serious Multicollinearity. All the variance proportions of constant, independent variable and independent variable in Dimension 1 are equal to 0.00, which means that this dimension does not have a significant relationship with predictors. The eigenvalue of the dimension 2 is 0.030 with a condition index of 9.940 which indicates that there is some moderate collinearity in dimension 2.

The variance percentage reveals that the independent variable possesses a variance proportion of 0.72, indicating a strong correlation with this dimension. In contrast, the variance attributed to the constant and independent factors in this dimension is minimal, with values of 0.00 and 0.23, respectively. The third dimension exhibits a notably modest eigenvalue of 0.008 and a substantial condition index of 19.674, indicating potential multicollinearity among the predictors. The variance proportion in Dimension 3 demonstrates a strong correlation with the independent variable, exhibiting a variance proportion of 0.77, whereas the independent variable itself shows a lower proportion of 0.99.

The Residual Statistics table provides critical information on the residuals of the developed regression model, which are the discrepancies between observed and predicted values. The graph presents a report on the anticipated values, residuals, standardized projected values, and standardized residuals of the dependent variable. The Predicted Value spans from 2.0641 to 4.2445, with a mean of 3.7112 and a standard deviation of 0.54060. The projected values are quite close to the true mean of the dependent variable, and there is fluctuation in these values, as evidenced by the standard deviation.

The Residual row signifies that the residuals vary from -2.31757 to 1.11241, with a mean of 0.00000. The zero mean residual signifies that, on average, the model predictions are unbiased, indicating the absence of systematic under- or over-prediction. The residential standard deviation is 0.42136, indicating the dispersion of the residuals around the mean of zero. The highest and minimum values for the Standardized projected Value are -3.047 and 0.987, respectively, with an average of 0.000, indicating that the standardized projected values are centered around zero, as expected. The standard deviation is 1.000, indicating that the data is standardized.

Table 6: Residuals Statistics

Statistic	Minimum	Maximum	Mean	SD	N
Predicted Value	2.06	4.24	3.71	.541	200
Residual	-2.32	1.11	.000	.421	200
Standardized Predicted Value	-3.05	.99	.000	1.00	200
Standardized Residual	-5.47	2.63	.000	.995	200

Note. Dependent variable: dependent_variable.

The Standardized Residual values range from -5.472 to 2.627, with a mean of 0.000 and a standard deviation of 0.995. Standardized residuals provide a normalized measure of the deviation between each forecast and the actual value, typically anticipated to fall within the range of -2 to 2 in a well-fitting model. The distribution of the standardized residuals demonstrates that the majority of the residuals fall within this interval, so indicating that the model's predictions are predominantly accurate.

Table 7: Pearson Correlation Matrix of Study Variables

Variable	1	2	3
1. Dependent variable	1	.768**	.730**
2. Independent variable	.768**	1	.816**
3. Index variable	.730**	.816**	1

Notes. N = 200, Pearson correlation coefficients are reported, $p < .01$ (2-tailed)

The correlation table displays the Pearson correlation coefficients among the three variables in the regression model: one dependent variable and two independent variables. The coefficients, together with their significance levels, provide insight into the strength and direction of the correlations among the variables.

The dependent variable has a robust positive correlation with the first independent variable (r = 0.768), which is statistically significant at the 0.01 level, as denoted by the double asterisks. It similarly exhibits a positive, but marginally weaker, correlation with the second independent variable (r = 0.730), which is significant at the 0.01 level. The findings indicate that both independent factors exhibit a significant and positive correlation with the dependent variable.

Additionally, the two independent variables have a strong correlation (r = 0.816), and this association is significant at the 0.01 level. The robust inter-correlation among the predictors suggests a possible redundancy in their measurement or influence. Nonetheless, although the elevated correlations highlight significant relationships, they also necessitate consideration of potential multicollinearity in the regression analysis. The correlation results affirm the significance of all three variables in comprehending the dynamics of the model.

Findings

Attitude towards Eco-Friendly Materials: In the southern region, particularly in Barishal, there is an increasing awareness of eco-friendly materials, especially among the youth and educated demographics. Event participants, comprising residents and students, are progressively valuing the utilization of biodegradable materials such as jute, bamboo, and clay by organizers (Hasan & Jahan, 2022). Nonetheless, numerous clients continue to emphasize the aesthetic allure and cost-effectiveness of conventional party decorations. Altering these consumer choices is difficult in the short term, since a substantial segment of the public persists in favoring traditional, ostentatious displays over sustainable options, prioritizing aesthetic appeal over environmental accountability.

Consumer happiness and Trust: Environmentally sustainable materials enhance consumer happiness at events, particularly when participants comprehend their ecological advantages (Rahman et al., 2020). Integrating sustainable practices—such as natural illumination, bamboo materials, and biodegradable products—improves perceived event quality, hence cultivating increased trust in organizers. Consumers who acknowledge an event's sustainability are likely to cultivate a more positive perception of the organizer, hence enhancing the probability of recommendations and repeat participation. This emphasizes

that effectively conveying sustainability enhances event perception and bolsters consumer loyalty, establishing environmentally responsible practices as a strategic asset in event management.

Cultural Influence and Resistance: In Barisal, eco-friendly materials encounter restricted acceptability among older generations, who frequently equate traditional, elaborate decorations with social rank and prestige. Opulent, artificial decorations are predominantly preferred in weddings and religious ceremonies for their apparent magnificence. Nonetheless, nature possesses profound cultural importance in Barisal, an area celebrated for its waterways and verdant landscapes. This cultural association can imbue eco-friendly materials with emotional resonance for local communities. By harmonizing these materials with local customs and aesthetic principles, organizers can augment their acceptance. Combining environmental stewardship with cultural pride may reconcile generational preferences and enhance overall appreciation (Akter & Hossain, 2022).

Economic Factors: A significant proportion of consumers in Barishal exhibit price sensitivity, and eco-friendly products, which are generally more sustainable, tend to be expensive. This presents a significant barrier to widespread adoption, especially in an economy where cost-effectiveness is paramount. The event planners in Barishal have encountered difficulties in achieving a balance between sustainability and affordability.

The utilization of waste materials: Events in Barishal frequently depend significantly on non-biodegradable substances such as plastics and Styrofoam, exacerbating environmental degradation. Despite a noticeable transition towards sustainable materials like jute, clay, and bamboo, these resources remain limited and expensive. Event organizers utilizing sustainable materials have effectively minimized waste, with certain entities integrating reusable and recyclable products. The study underscores that efficient waste management is essential for attaining really sustainable events, accentuating its significance in reducing environmental impact and fostering responsible event practices.

Recommendation

Awareness Program: Inform the public, particularly the elderly, about the environmental consequences of non-biodegradable materials and the advantages of adopting eco-friendly alternatives. This can be achieved through awareness initiatives, collaboration with educational institutions and non-governmental groups, in addition to informational presentations at events. Urge the event planners to assume the duty of informing participants about the sustainability initiatives implemented at the events. This

may be presented in signatures, brochures, or brief presentations illustrating how the decor and materials utilized contribute to environmental sustainability.

Utilize Local Culture in Environmentally Sustainable Practices: Advocating for the utilization of culturally relevant materials—such as bamboo, jute, and clay—while integrating contemporary and visually appealing designs can reconcile traditional extravagant décor with sustainability. Event organizers ought to emphasize how sustainable materials such as jute mats and bamboo constructions can elicit favorable cultural connotations and emotional significance. Integrating these sustainable features with local customs enhances the décor's appeal to the community, promoting acceptance and appreciation while safeguarding cultural identity and environmental responsibility.

Cost-effective Sustainable Development Goals: The use of eco-friendly products presents a considerable hurdle for many due to their elevated costs. Event planners ought to prioritize the procurement of sustainable materials locally to minimize costs, while collaborating with local artisans and small enterprises to render eco-friendly alternatives more economical and attractive to the community. Furthermore, highlighting the long-term financial advantages of sustainable materials—such as diminished waste disposal costs and the possibility of reuse—can facilitate a change in public attitude. Emphasizing the economic and environmental benefits might foster greater acceptance and implementation of sustainable practices within Barishal's event business.

Efficient Waste Management Strategy: Event organizers should prioritize best practices that encompass waste management plans, which may involve the implementation of various receptacles (recycling, composting, and general refuse). Collaborating with local trash management companies may help alleviate the environmental damage resulting from the events. The development of sustainable practices may be facilitated by engaging event participants in garbage separation and offering incentives, such as discounts for environmentally-friendly conduct.

Green Certification and Eco-friendly Brand: Obtaining green certifications or cultivating an eco-friendly brand identity can significantly enhance the credibility of event organizers' sustainability initiatives. Utilizing eco-labeled items and materials at events enables guests to distinctly identify and value the sustainable methods implemented, so cultivating trust, enhancing brand reputation, and promoting ongoing support from environmentally conscious consumers.

Engage Local Influencers and Youth: Leverage the vitality of youth and the authority of opinion leaders to advocate for sustainable event practices. Young individuals, being more amenable to environmentally sustainable ideas, can efficiently disseminate the

message over broader community sectors. Partnering with local innovators and organizing sustainability-oriented events can cultivate a community-centric strategy, promoting wider engagement and dedication to ecologically responsible event planning.

These guidelines will assist Bangladesh's event industry in progressively surmounting obstacles to sustainable practices, establishing eco-friendly event management as the standard. As a result, consumers will perceive the abandonment of sustainability as untenable, thereby enhancing their dedication to ecologically responsible events throughout the industry.

Conclusion

This study analyzes the present condition of sustainable practices in the event management industry in Bangladesh and concludes that, although the use of biodegradable and locally produced materials is on the rise, overall customer approval is still constrained. The results demonstrate that younger, more educated, and environmentally conscious consumers display a markedly greater inclination towards sustainable event décor. Conversely, older demographics and economically disadvantaged groups persist in their preference for traditional and elaborate ornamental methods. Significant obstacles to the widespread adoption of sustainable event décor encompass budgetary constraints, entrenched traditional preferences, and a lack of information regarding the environmental and practical advantages of eco-friendly materials.

The findings also indicate that sustainable event décor—especially when used culturally significant materials like bamboo, jute, and clay—enhances customer happiness, brand trust, and long-term loyalty. The effects are significantly amplified when the environmental consequences of such practices are clearly conveyed to customers. This underscores the opportunity to integrate sustainability into the cultural framework of southern Bangladesh by harmonizing ecologically responsible activities with traditional values and aesthetics. The report advises targeted educational campaigns to enhance consumer knowledge and efforts to improve the pricing and availability of locally made sustainable materials to address the identified difficulties. Enhancing waste management systems during events and advocating for green certification schemes may bolster credibility and facilitate broader adoption. Moreover, the incorporation of sustainability messaging inside cultural narratives might enhance customer receptiveness and adoption.

The shift from traditional event management to sustainable event management is incremental; however, the results provide a favorable outlook for future progress. The identified tendencies indicate that sustainable event practices could revolutionize the event management sector in Barishal and may be applicable to other semi-urban and poor areas of

Bangladesh. This study enhances the existing literature on sustainable event management and offers practical insights for policymakers, event organizers, and stakeholders aiming to foster environmentally responsible practices in developing countries.

References

Akter, S., & Hossain, M. (2022). Sustainability practices in event management: A case study of green-themed events in Barisal. Journal of Sustainable Event Planning, 12(4), 215–229.

Bocken, N. M., Short, S. W., Rana, P., & Evans, S. (2014). A literature and practice review to develop sustainable business model archetypes. *Journal of Cleaner Production, 65, 42–56*. https://doi.org/10.1016/j.jclepro.2013.11.039

Boggia, A., & Cortina, C. (2010). Measuring sustainable tourism: A complex value model. *Sustainability*, 2(4), 1004–1020. https://doi.org/10.3390/su2041004

Caruana, R., Carrington, M. J., & Chatzidakis, A. (2016). Beyond the attitude–behaviour gap: Novel perspectives in consumer ethics. *Journal of Business Ethics, 136(2), 219–236.* https://doi.org/10.1007/s10551-014-2501-3

Chen, Y. S. (2010). The drivers of green brand equity: Green brand image, green satisfaction, and green trust. *Journal of Business Ethics, 93(2), 307–319*. https://doi.org/10.1007/s10551-009-0223-9

Chowdhury, M. R., & Islam, M. N. (2019). Economic challenges in implementing sustainable practices in event management: A study from Bangladesh. *Bangladesh Journal of Environmental Economics, 18(3),* 141–156.

Dodds, R., & Holmes, M. R. (2018). Education and sustainable tourism: Principles and practice. *Tourism and Hospitality Research, 18(3)*, 342–351. https://doi.org/10.1177/1467358418769696

Getz, D., & Page, S. J. (2016). Progress and prospects for event tourism research. *Tourism Management, 52*, 593–631. https://doi.org/10.1016/j.tourman.2015.03.007

Griskevicius, V., Tybur, J. M., & Van den Bergh, B. (2010). Going green to be seen: Status, reputation, and conspicuous conservation. *Journal of Personality and Social Psychology, 98(3)*, 392–404. https://doi.org/10.1037/a0017346

Han, H., Hsu, L. T., & Sheu, C. (2010). Application of the theory of planned behavior to green hotel choice: Testing the effect of environmentally friendly activities. *Tourism Management*, 31(3), 325–334. https://doi.org/10.1016/j.tourman.2009.03.013

Hasan, M., & Jahan, N. (2022). Exploring the use of bamboo and jute materials in eco-friendly event management. *Environmental Sustainability Review, 29(2*), 95–110.

Hasan, M., & Jahan, N. (2022). Green event management in Bangladesh: Prospects and challenges. *Journal of Sustainable Development, 14(3)*, 45–58.

Hasan, M., & Mahmud, S. (2021). Consumer perception of eco-friendly event materials: A study on cultural influence in Bangladesh. *International Journal of Sustainable Development, 23(5)*, 54–72.

Hasan, M., & Mahmud, S. (2021). Socio-demographic factors affecting sustainable consumption behavior in Bangladesh. *Environmental Science and Pollution Research, 28(15)*, 18901–18915. https://doi.org/10.1007/s11356-021-13377-5

Hossain, M. S., & Alam, S. (2021). The role of education in shaping consumer attitudes toward eco-friendly event practices. *Journal of Green Marketing, 9(1)*, 45–60.

Hossain, M. S., & Alam, M. S. (2021). Consumer perception and purchase intention toward eco-friendly products in Bangladesh. *Sustainability, 13(9*), 4852. https://doi.org/10.3390/su13094852

Jones, M. (2014). *Sustainable event management: A practical guide.* Routledge.

Laing, J., & Frost, W. (2010). How green was my festival: Exploring issues of environmental sustainability in a rural festival context. *Tourism Management, 31(2)*, 261–267. https://doi.org/10.1016/j.tourman.2009.03.002

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. https://doi.org/10.1080/09669580902924135

McDonough, W., & Braungart, M. (2010). C*radle to cradle: Remaking the way we make things.* Farrar, Straus and Giroux.

Musgrave, J. (2011). Green events: A guide for sustainable event management. *Event Management,* 15(4), 403–404. https://doi.org/10.3727/152599511X13104212271550

Nusrat, T., & Sultana, T. (2020). Consumer behavior towards sustainable event materials: A study on youth in Bangladesh. *Journal of Environmental Psychology, 7(3)*, 130–145.

Popescu, C., Dissanayake, H., Mansi, E., & Stancu, A. (2024). Eco breakthroughs: Sustainable materials transforming the future of our planet. *Sustainability, 16(23)*, 10790. https://doi.org/10.3390/su162310790

Rahman, M. A., & Jahan, N. (2018). Eco-friendly packaging in Bangladesh: Consumer awareness and preferences. *International Journal of Environmental Studies, 15(4)*, 295–310.

Rahman, M. A., Hossain, T., & Sultana, R. (2020). Impact of eco-friendly practices on consumer satisfaction: Evidence from the event industry in Bangladesh. *Journal of Business and Environment, 16(2)*, 87–101.

Rahman, M. M., Nabila, I. A., Sakib, M. S., Silvia, N. J., Galib, M. A., Shobuj, I. A., Hasan, L., Chisty, M. A., Rahman, F., Alam, E., & Islam, A. R. M. T. (2022). Knowledge, attitude, and practices towards lightning in Bangladesh. *Sustainability, 14(1)*, 448. https://doi.org/10.3390/su14010448

Ramely, A., Ab Talib, M. F., Rashid Radha, J. Z. R. R., & Mokhtar, M. F. (2022). Green event practices: Understanding the adaptation of event organisers through a systematic review. Malaysian Journal of Sustainable Environment (MySE), 9(1), 119-140.

Sörqvist, P., & Langeborg, L. (2019). Cognitive psychology in the service of sustainable behavior. *Nature Sustainability, 2(3)*, 177–178. https://doi.org/10.1038/s41893-019-0249-1

Sörqvist, P., & Langeborg, L. (2019). Why people harm the environment although they try to treat

it well: An evolutionary-cognitive perspective on climate compensation. *Frontiers in Psychology,* 10, 348. https://doi.org/10.3389/fpsyg.2019.00348

Tölkes, C. (2018). Sustainability communication in tourism – A strategic literature review. *Sustainability, 10(7)*, 2310. https://doi.org/10.3390/su10072310

Willard, B. (2012). *The new sustainability advantage.* New Society Publishers.