



The Influence of Green Event Image on Overall Event Image and Residents' Intentions to Support Environmental Initiatives: A Thai Special Event Perspective

Chanchai Pommi¹, Porramate Jaratmetakul^{2*}

Faculty of Business Administration and Accountancy, Khon Kaen University, Khon Kaen 40002, Thailand

Corresponding Author Email: jporra@kku.ac.th

Copyright: ©2025 The authors. This article is published by IETA and is licensed under the CC BY 4.0 license (<http://creativecommons.org/licenses/by/4.0/>).

<https://doi.org/10.18280/ijstdp.200809>

ABSTRACT

Received: 17 July 2025

Revised: 24 August 2025

Accepted: 27 August 2025

Available online: 31 August 2025

Keywords:

green event image, intentions to support environmental initiatives, overall event image, residents, special event, Thailand

This study examined the influence of green event images on overall event images and residents' intentions to support environmental initiatives in Thailand. Data collected from 411 residents who attended the 2023-2024 Chiang Rai Flower and Art Festival (CRFAF) through purposive sampling were analyzed using covariance-based structural equation modeling. The results revealed that green event images positively influenced both overall event images ($\beta=0.331, t=6.219, p<.001$) and residents' environmental support intentions ($\beta=0.356, t=5.882, p<.001$), whereas the overall event image positively influenced environmental support intentions ($\beta=0.419, t=6.021, p<.001$). The findings revealed that green event images accounted for 15.9% of the variance in the overall event image ($R^2=0.159$). Furthermore, the green event image and overall event image collectively explained 32.8% of the variance in residents' environmental support intention ($R^2=0.328$). This study extends Image Transfer Theory by demonstrating how green images influence event perceptions, establishing connections between green imagery and support intentions, validating value congruence in event contexts, and providing evidence that green investments enhance event images and organizational credibility.

1. INTRODUCTION

Environmental sustainability has emerged as one of the most significant challenges of the 21st century, with numerous countries worldwide acknowledging the impact of human activities on natural ecosystems, biodiversity, and changing climate patterns [1]. Moreover, the transition toward sustainable production and consumption models has permeated almost every economic sector, stimulating changes in existing practices and business models [2]. Additionally, environmental concerns have become prominent issues in consumer consciousness, organizational decision-making processes, and global policy frameworks [3], catalyzing the development of environmentally friendly innovations and operational models in various industries. Sustainability is viewed not merely as a regulatory compliance obligation but as a strategic necessity and potential source of competitive advantage [4].

Within the context of increasing environmental awareness, the events industry represents a significant sector with both ecological and transformative potential [4, 5]. Events ranging from major sporting competitions and international conferences to cultural festivals and corporate gatherings have become essential components of modern society, contributing substantially to regional development and destination branding [5, 6]. This industry generates significant revenue and employment opportunities across various sectors, including hospitality, tourism, transportation, and

entertainment [7]. However, the rapid expansion of this industry has raised significant concerns regarding its environmental impact. The temporary nature of events often leads to substantial resource consumption, waste generation, greenhouse gas emissions, and disturbances to critical ecosystems [4, 8].

In response to increasing environmental awareness and regulatory pressure, a paradigm shift toward sustainability has emerged in the event industry [8, 9]. This is evidenced by the increasing adoption of environmentally responsible practices, including waste reduction initiatives, energy efficiency measures, sustainable procurement policies and carbon offset programs [4]. This transition toward "Green events" reflects broader societal movements toward environmental stewardship and sustainable development, as outlined in the United Nations Sustainable Development Goals [10, 11]. Event ecosystem stakeholders, including organizers, sponsors, participants, and host communities, recognize the need to minimize negative environmental impacts while maximizing positive social and economic outcomes.

Despite growing academic interest in environmental issues within the context of the events industry [9, 12], significant research gaps remain in understanding the perspectives of green event images on tourist perceptions and responses, particularly among local resident tourists, who have been overlooked in previous research. The concept of a green event image encompasses stakeholders' perceptions of the environmental commitments, practices, and outcomes of

events [13]. This concept was developed by integrating perspectives on event images and environmentally friendly events, with the goal of communicating and identifying the concept of event management that aims to preserve and mitigate the environmental impacts of event activities [13, 14]. Furthermore, exposure to green events may catalyze attitudinal and behavioral changes among residents, potentially fostering increased environmental awareness and support for sustainability initiatives [4]. However, while green event research has gained attention, most studies have focused on product or organizational green images [15, 16]. There remains a gap in research examining how green event images influence residents' environmental support behaviors, particularly in developing countries like Thailand.

This study addresses this research gap by examining the relationships between green event images, overall event images, and residents' intentions to support environmental initiatives in Thailand. Drawing on Image Transfer Theory [17] and findings from previous literature reviews related to event image and tourist intentions in the context of the events industry, this study is the first to propose a comprehensive model of green event image influence within Thailand's special event context. This research contributes significantly to the existing literature and practice by expanding the understanding of the image concept in the event context, particularly focusing on environmental dimensions and their influence on the evaluation of the overall event image and residents' behavioral intentions. Additionally, this study provides empirical evidence of the strategic value of environmental initiatives in enhancing event reputation and promoting community support, offering practical recommendations for event organizers and government agencies to foster public environmental participation. These findings will be beneficial for event organizers, destination managers, and policymakers seeking to leverage events as tourist attractions and promote environmental engagement.

2. LITERATURE REVIEW

2.1 Overall event image

Images have gained widespread attention in both academic and practical domains because they significantly influence consumer decision-making [18, 19]. The concept of an image has been applied in various research contexts, including brand, corporate, and destination images [14, 20]. In the tourism context, the concept of image is considered a crucial element closely related to the identity of tourist destinations. Crompton [21] defined image in the tourism context as "the sum of beliefs, ideas, and impressions that a person has of a destination," while Wong et al. [22] viewed image as "what is perceived by tourists through actual experiences gained from the destination." According to these definitions, the main aspect of an image is an individual's feelings toward something that creates an impression, which may be reflected in people, objects, events, attributes, or places [23, 24]. These definitions have been widely accepted in research, particularly in studies related to tourism, the service industry and events.

In the event context, Gwinner [14] defined event image as "the interpretation or association derived from the event by participants," which results from individuals' beliefs, thoughts, and impressions of the event [25]. This aligns with Deng and Li's [17] concept that an event image is "the

perception of an event reflected by associations with participants' memories". From these definitions, it is evident that event images represent an individual's perception or feeling of an event and are influenced by the event format, characteristics, and personal factors [14, 19]. These foundational concepts of event images are critical for understanding how participants form perceptions of events, which directly relates to this study's investigation of how different types of event images (overall and green) influence behavioral intentions.

Deng et al. [26] explained that event images can be measured across multiple dimensions, including cognitive, affective, and behavioral dimensions, or through overall measurement, reflecting the multidimensional and complex nature of event images. Previous research reviews indicate that overall event images influence various attitudinal and behavioral consumer responses, such as behavioral intentions (e.g., revisit, word-of-mouth) [25, 27, 28], satisfaction [29, 30], and loyalty [31, 32]. This established relationship between event images and behavioral intentions provides a theoretical foundation for examining how event images might influence residents' intentions to support environmental initiatives, addressing a gap in the current literature that has not specifically examined this relationship in the context of environmental support behaviors. Event participants' decision-making behavior results from interactions between internal and external factors, with event image being a crucial external contextual factor that event organizers aim to communicate to target audiences to stimulate their needs, attitudes, and behaviors [32].

From a marketing perspective, event image is a critical concept that affects the success of events, festivals, and event marketing [26, 28]. It serves as a primary factor in attracting participants, generating satisfaction, and plays a vital role in the decision-making process for event participation [29]. Deng et al. [26] proposed five main components for evaluating event images: benefits, facilities, services, themes, and content. Benefits are considered key components directly received by participants from their event experiences. Goncalves et al. [19] and Zhang et al. [25] suggested that event images can also be considered through the event landscape (eventscape) perceived by participants, such as entertainment through musical activities, food consumption experiences, facilities, and staff services, all of which contribute to the overall perception of the event images. Based on this comprehensive understanding of event image components and their influence mechanisms, this study extends the application to examine how overall event image influences residents' environmental support intentions, a relationship not previously explored in the literature.

2.2 Green event image

Events represent significant social phenomena that contribute substantially to the economic development and growth of the host region. Getz and Page [5] conceptualized events as "public activities for celebration and delivering opportunities that create unique social or cultural experiences outside everyday life". Although events generate substantial economic benefits and stimulate tourism development [4, 5], they simultaneously produce significant negative environmental effects [33, 34]. Critical environmental issues include waste generation, air and noise pollution, and the deterioration of event venues and surrounding areas. These

problems primarily stem from participants' behaviors, which demonstrate insufficient awareness of environmental impact [10, 11]. This environmental challenge creates a contextual need to understand how green event images can be leveraged to promote pro-environmental behaviors among residents, which forms the central problem this research aims to address.

Therefore, modifying participant behaviors or implementing environmentally conscious event formats is a fundamental approach to mitigating environmental impacts. In marketing, service, and tourism research related to environmental considerations, the concept of a green or environmental image has been employed to characterize the image of brands, locations, or activities that prioritize environmental protection [33, 35]. Chen [13] defined green brand image as "a set of perceptions of a brand in a consumer's mind that is linked to environmental commitments and environmental concerns." Green images manifest through physical attributes, products, or services [35-37], and represent a strategic imperative for service and tourism industries seeking to enhance sustainable competitive advantage.

Building on Chen's [13] conceptualization of green brand image, this study extends this concept to the event context to address the gap in understanding how environmental perceptions specifically related to events influence behavioral outcomes. This study integrates the concepts of green images and green events to conceptualize them. Laing and Frost [10] defined green events as "events with policies or practices and operations related to sustainability." The event industry has demonstrated increasing interest in implementing environmentally responsible operational approaches to enhance competitiveness [38] and foster participants' attitudes and engagement through environmentally focused activities [11, 39]. By synthesizing these concepts, this research defines a green event image as "a set of perceptions of event characteristics or management policies and operations in participants' minds that are linked to environmental commitment and concern" [10, 13, 14]. This definition bridges the gap between general green image theory and event-specific applications, providing a theoretical foundation for examining the relationship between green event perception and environmental support behavior.

Previous research suggests that green event images likely function as significant determinants of participants' behaviors and intentions [13, 40, 41]. In contemporary social contexts characterized by heightened environmental awareness among participants, demonstrating environmental responsibility has become a crucial factor in evaluating event value and images [8]. By emphasizing sustainability in line with contemporary social values, events with environmentally responsible images receive increasingly positive evaluations [13]. Furthermore, a distinct green event image differentiates events from conventional offerings, enhancing their uniqueness and memorability, which positively influences overall image perception [25]. This also affects participants' behavioral responses to supporting event policies, demonstrating environmental responsibility [4]. These findings from previous studies provide the theoretical justification for Hypothesis 1, which proposes that green event images positively influence overall event image. Therefore, the following research hypothesis is proposed:

H1. Green event images positively influence the overall event image.

2.3 Residents' intention to support environmental initiatives

The concept of behavioral intention has been applied to the context of residents' intentions to support environmental initiatives within events to examine participants' thoughts and feelings regarding their willingness to perform certain behaviors in the future [42]. Residents' intention to support environmental initiatives refers to their willingness to participate in behaviors that promote and support the environmental goals of event organizers [43]. Although behavioral intention theory has been extensively applied in various contexts, its specific application to residents' environmental support intentions in event settings represents an underexplored area that this study aims to investigate.

Research examining consumer behaviors or intentions toward the environment has increased significantly [44-46], as the activities or operations of event organizers may significantly impact the environment in neighboring communities. Residents' intentions to support environmental initiatives can manifest in various forms, such as supporting energy conservation policies, waste management, and utilizing public transportation to reduce carbon dioxide emissions [45, 47, 48].

Previous research has consistently indicated that consumer intentions are influenced directly and indirectly by multiple factors, including attitudes, beliefs, atmosphere, and image [46, 49, 50]. However, existing studies have primarily focused on general environmental behaviors rather than specifically examining how event-related images influence residents' environmental support intentions, representing a significant gap in the literature on this topic.

Green image factors play a crucial role in promoting residents' intentions to support environmental initiatives [13]. A green image helps build residents' confidence that their efforts to support environmental initiatives will have a genuinely positive impact on event organizers [51, 52]. This established relationship between green images and environmental intentions provides the theoretical basis for Hypothesis 2, which proposes that green event images positively influence residents' intention to support environmental initiatives. Additionally, events with an overall image that demonstrates credibility and acceptance impress residents, stimulating their intention to support local event organizations' environmental initiatives [53]. Events with positive images can also foster a sense of community and local pride, serving as platforms for raising awareness of environmental issues and presenting concrete solutions [25, 27]. These findings support Hypothesis 3, which extends the application of overall event images to environmental support contexts, addressing a gap where previous studies have not examined this specific relationship. Based on these reasons, the following research hypotheses are proposed:

H2. Green event images positively influence residents' intention to support environmental initiatives.

H3. Overall event image positively influences residents' intentions to support environmental initiatives.

2.4 Conceptual framework

The conceptual framework is shown in Figure 1.

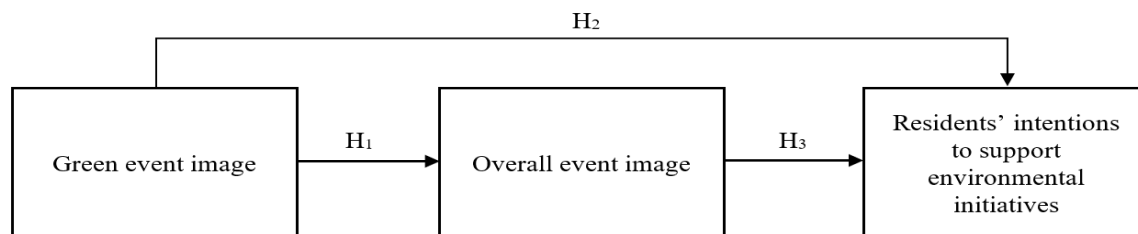


Figure 1. Conceptual framework

3. METHODOLOGY

3.1 Measurement design

Data was collected using a self-administered, paper-based questionnaire consisting of two sections. Section 1 comprised 11 items measuring three constructs: green event image (5 items) adapted from Chen [13], overall event image (2 items) adapted from Kim et al. [54], and residents' intention to support environmental initiatives (4 items) adapted from Lee et al. [55] and Su et al. [56]. These items were measured using a 7-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree). The final section contained questions regarding respondents' demographic characteristics (e.g., gender, education, and occupation) in a checklist format.

Because all measurement items were translated from English to Thai by the authors, a back-translation method was employed. Two professors fluent in both Thai and English translated all measurement items back into English to verify their accuracy, and no discrepancies were found between the two versions [57]. Experts in event management and marketing reviewed all measurement items to ensure the reliability and validity of the instrument. Additionally, a pilot test was conducted with 40 respondents aged 18 years and above who attended the Chiang Rai Flower and Art Festival in the previous year. The results indicated that Cronbach's alpha values exceeded 0.7 [58].

3.2 Data collection and sampling

The sample for this study comprised residents aged 18 and above who attended the Chiang Rai Flower and Art Festival (CRFAF) during 2023-2024, a popular event attracting both domestic and international tourists that emphasizes environmental friendliness in its conceptual framework. A self-administered questionnaire was used to collect data from the exit gates and other areas of the event venue. The distribution of the questionnaires was assisted by five trained research assistants. Data was collected daily between 4:00 PM and 9:00 PM, as this timeframe corresponded to peak attendance. The inclusion criteria were as follows: (1) participants aged 18 years and above, (2) event attendance of at least two hours, and (3) ability to communicate in the Thai language. Owing to the inability to determine the exact population size, the sample size was calculated using the observed variable-to-respondent ratio of 20:1 [58], yielding a target minimum of 220 participants through purposive sampling. Data was collected between December 17, 2023, and January 2, 2024. A total of 411 of 480 complete questionnaires were obtained (85.62%), which met the acceptable threshold for analysis using covariance-based structural equation modeling (CB-SEM) [58]. The field research team collected the data after receiving approval from

the University Ethics Committee for Human Research.

4. RESULTS

4.1 Sample demographics

The demographics of our resident sample showed a slight female majority (51.58%) compared with males (37.96%). The mean age of the participants was 37 years. Educational attainment varied, with bachelor's degree holders forming the largest segment (37.71%), while vocational education graduates comprised nearly one-quarter of the respondents (24.33%). When analyzing occupational distribution, we found that students constituted the primary group (26.03%), with private sector employees (17.76%) and government staff (14.60%) representing the next largest groups.

4.2 Common method bias

We assessed the potential common method bias using Harman's single-factor analysis. This examination revealed that one factor accounted for 45.76% of the total variance, which fell below the 50% threshold recommended by Harman [59]. Based on this finding, we conclude that common method bias does not significantly impact our research results.

4.3 Measurement model

The reliability of the constructs was confirmed using multiple measures. Analysis of internal consistency revealed Cronbach's alpha values of 0.834-0.886, well above the 0.70 benchmark. We evaluated convergent validity using several metrics: all factor loadings (0.572-0.895) exceeded the 0.50 minimum requirement, composite reliability (CR) measurements (0.838-0.879) surpassed the recommended 0.70 threshold, and average variance extracted (AVE) scores (0.599-0.722) were comfortably above the 0.50 criterion suggested by Hair et al. [58]. Table 1 presents these findings, collectively demonstrating their robust construct validity.

For our discriminant validity assessment, we followed Fornell and Larcker's [60] methodology, comparing the correlations between constructs to $\sqrt{\text{AVE}}$ values. This approach requires the $\sqrt{\text{AVE}}$ for each construct to exceed its correlation with the other constructs. Our examination confirmed that this condition was met across all constructs; the inter-construct correlations were consistently lower than the corresponding $\sqrt{\text{AVE}}$ values. These results, presented in Table 2, provide strong evidence of discriminant validity in our measurement model, aligning with the criteria of Fornell and Larcker [60].

Table 1. Measurement model analysis

Factors	Factor Loading	CR	AVE
Green event image (GEI) (Cronbach's $\alpha=0.886$)		0.879	0.599
GEI1: CRFAF has a good image in environmental care	0.892		
GEI2: CRFAF is renowned for its environmental conservation	0.833		
GEI3: CRFAF is considered successful in its environmental operations	0.885		
GEI4: CRFAF is recognized for its environmental consciousness	0.572		
GEI5: CRFAF has credibility in its environmental commitments	0.628		
Measurement model analysis (Cont'd)			
Overall event image (OEI) (Cronbach's $\alpha=0.834$)		0.838	0.722
OEI1: CRFAF has an image that is different from other events	0.895		
OEI2: CRFAF has an interesting image	0.802		
Residents' intentions to support environmental initiatives (ISE) (Cronbach's $\alpha=0.855$)		0.859	0.606
ISE1: I will help maintain the environmental quality of the CRFAF	0.708		
ISE2: I will report environmental issues to the organizers of the CRFAF	0.699		
ISE3: I try to accept the environmental policies of the CRFAF	0.820		
ISE4: I try to persuade others to help protect the environment at the CRFAF	0.873		

Table 2. Fornell and Larcker criterion

Factor	GEI	OEI	ISE
GEI	0.774		
OEI	0.346**	0.849	
ISE	0.456**	0.411**	0.774

Note: ** p-value<.05, $\sqrt{\text{AVE}}$ in diagonal.

4.4 Structural model

Our structural model analysis, conducted using AMOS 28 and presented in Table 3, demonstrated a strong model-data fit, as evidenced by multiple indicators ($\chi^2/\text{df}=2.371$, CFI=0.979, TLI=0.971, GFI=0.959, RMSEA=0.058). Structural equation modeling revealed significant relationships among the key variables. Specifically, the green event image positively influenced both the overall event image ($\beta=0.331$, $t=6.219$, $p<.001$) and residents' environmental support intentions ($\beta=0.356$, $t=5.882$, $p<.001$). Participants' perceptions of event environmental initiatives (including biodegradable container usage, waste reduction, and energy conservation practices) significantly contributed to an enhanced overall event image evaluation. The overall event image had a positive effect on residents' environmental support intention ($\beta=0.419$, $t=6.021$, $p<.001$). Participants impressed by the event's environmental and overall image showed a greater tendency to support community environmental activities than those who were not. Additionally, the findings revealed that green event images accounted for 15.9% of the variance in the overall event images ($R^2=0.159$). Furthermore, the green and overall event images collectively explained 32.8% of the variance in residents' environmental support intentions ($R^2=0.328$). These findings support all the hypotheses proposed in our research framework.

Table 3. Structural model and hypothesis testing results

Hypothesis	Path Coefficient	t	p	Support
H ₁ : GEI→OEI	0.331	6.219	<.001	Supported
H ₂ : GEI→ISE	0.356	5.882	<.001	Supported
H ₃ : OEI→ISE	0.419	6.021	<.001	Supported

$\chi^2/\text{df}=2.371$, CFI=0.979, TLI=0.971, GFI=0.959, RMSEA=0.058

5. DISCUSSION

Empirical findings indicate that a green event image has a

statistically significant influence on the overall event image. This causal relationship emerges from an evolving societal paradigm that increasingly prioritizes environmental consciousness. When event participants perceive the organizers' strategic initiatives to mitigate ecological impacts, including plastic reduction protocols, systematic waste management procedures, or the integration of recycled materials, these perceptions contribute substantially to positive evaluations of the event's holistic image [18]. This phenomenon aligns with the theoretical framework of Image Transfer Theory, which postulates that consumers cognitively transfer perceptions regarding specific attribute dimensions to comprehensive evaluations [61]. Consequently, the green image dimension, functioning as a constituent subdimension, significantly influenced the cognitive and affective processing of the event's overall image structure.

Furthermore, pronounced environmental imagery facilitates value congruence between participants' personal environmental values and the event's projected identity [62, 63]. When participants identified operational congruence between an event's environmental management systems and their internalized environmental value structures, they demonstrated an enhanced propensity to evaluate the event's overall image more favorably [31].

Within the contextual parameters of nature-centric events, such as botanical exhibitions and flower festivals, the environmental image dimension assumes heightened salience because of its intrinsic connection to the event's thematic foundation [64]. In this context, environmentally responsible operational frameworks transcend mere corporate social responsibility demonstrations to function as substantive indicators of organizational credibility and authenticity [65]. These findings demonstrate conceptual coherence with the research conducted by Han [8], who established that perceptions of environmental sustainability practices in hospitality contexts significantly influence the overall corporate image and subsequent behavioral intentions regarding service utilization. Similarly, the longitudinal analysis conducted by Alonso-Vazquez et al. [66] provides confirmatory evidence that environmentally responsible operational strategies in tourism enterprises positively affect the overall organizational image. Additionally, from a socio-psychological standpoint, when participants observe that an event prioritizes environmental considerations—reflecting values they personally endorse—they develop positive attitudes toward event formats that align with their value

systems, consequently evaluating their overall event experience positively [67]. This relationship underscores the strategic imperative of integrating comprehensive environmental management concepts into event planning, implementation, and evaluation frameworks to cultivate positive perceptions of an event's image among stakeholders.

These findings indicate that green event images significantly influence residents' intentions to support environmental initiatives. This influence appears to emanate from the contextual elements of event activities that reflect environmental consciousness [13, 68], stimulating participants' cognitive processes, aspirations, and behavioral intentions toward sustainable environmental conservation. The conceptualization of green event images has evolved from an organizational operations perspective, emphasizing the design and implementation of activities that mitigate adverse environmental impacts [11]. When participants perceived environmental consciousness, they typically developed affective responses and attitudes congruent with the event's image, which manifested as intentions to reduce plastic consumption, transition from private vehicle usage to public transportation, and participate in water and electricity conservation initiatives. These behavioral intentions represent individuals' propensity to engage in pro-environmental actions that contribute to environmental preservation [9, 69].

Within the context of extant empirical literature, our findings corroborate those of Chiu et al. [70], who established that the affective image associated with destinations functions as a causal determinant in eliciting environmentally responsible behavior. When consumers' affective responses align with imagery that connotes environmental consciousness, they demonstrate a greater propensity to engage in environmental protection behaviors that mitigate anthropogenic environmental degradation. Han [8], in a comprehensive synthesis of research examining the determinants of consumers' environmentally sustainable behaviors, identified a green image as a significant predictor of consumer behavioral intentions and subsequent actions.

In addition, an empirical analysis of data derived from residents revealed that the overall event image exerts a statistically significant influence on environmental support intentions. This causal relationship can be attributed to the multidimensional nature of event images, which encapsulate distinctive characteristics, operational modalities, and unique identities that differentiate specific events within the competitive landscape, thereby enabling participants to cognitively process an event's conceptual framework and distinctive attributes [14, 17]. Extant scholarly literature has consistently demonstrated that event images represent a critical antecedent variable influencing participants' attitudinal formations and behavioral manifestations [28, 29]. Among the contextual parameters of this investigation, the overall event image functions as a salient determinant of environmental support intentions, particularly because the Chiang Rai Flower and Art Festival's primary conceptual foundation is predicated on the exhibition of natural abundance and aesthetic environmental quality. Consequently, the event's image demonstrated a statistically significant correlation with the environmental dimensions. The cognitive processing of an event's distinctiveness and inherent appeal by participants contributes to the cultivation of environmental consciousness and normative commitment toward environmental stewardship, preservation initiatives, and the enhancement of ecological and floral biodiversity.

A comparative analysis with previous empirical investigations in analogous contextual domains indicates congruence with Han's [8] findings, which elucidated that image represents a key predictor variable influencing consumers' purchasing decisions regarding environmentally sustainable products. Specifically, images reflect differentiated product conceptualizations, emphasizing environmental compatibility or demonstrating functional utility, and substantially influence attitudinal formations and behavioral outcomes among consumers. Furthermore, Mair and Smith [4] posited that event and destination images constitute strategic mechanisms developed by organizational entities to enhance destination attractiveness and potentially function as significant mediating variables in environmental sustainability outcomes. Similarly, the empirical investigation conducted by Frías-Jamilena et al. [71] provided confirmatory evidence that image serves as an essential catalytic factor in generating pro-environmental behavioral intentions through facilitating knowledge acquisition and attitudinal development that promotes environmental sustainability paradigms.

6. CONCLUSIONS

6.1 Theoretical implications

This study offers several significant contributions to the scholarly discourse on event image formation and pro-environmental behavior. First, it extends the theoretical underpinnings of Image Transfer Theory [25] by empirically demonstrating the cognitive mechanisms through which specific green event image dimensions influence the formation of overall event-image perceptions. By establishing this relationship in the context of the Chiang Rai Flower and Art Festival, this study validates the postulate that participants transfer attribute-specific evaluations to holistic image assessments, particularly in environmentally oriented events.

Second, this study establishes a comprehensive theoretical framework that links green event imagery not only to overall event perceptions but also to environmental support intentions among residents. This multidimensional approach advances our understanding of how environmental elements in event management contribute to broader image formation processes and subsequent behavioral intentions. The findings substantiate that green image dimensions function as constituent sub-dimensions that significantly influence the cognitive and affective processing of an event's comprehensive image.

Third, this study empirically validates the concept of value congruence in the context of environmental events. This study demonstrates that when participants perceive alignment between their personal environmental values and an event's projected identity, they evaluate the overall image more favorably. This confirmation enhances the theoretical understanding of the psychological mechanisms underlying image formation and the evaluation of environmentally conscious events.

6.2 Practical implications

From a practical standpoint, the findings offer event organizers empirically supported guidance for strategic decision-making. This study demonstrates that investments in environmentally responsible practices contribute directly to

enhanced overall event perceptions, providing a justification for allocating resources to green initiatives. This study highlights how environmental dimensions transcend mere corporate social responsibility to become substantive indicators of organizational credibility and authenticity in the hospitality industry.

6.3 Limitations and future research

This study has several limitations that point to important directions for future research. The focus on the Chiang Rai Flower and Art Festival may limit the generalizability of the findings to other events or cultural contexts; therefore, future research should examine participants' image perceptions and behavioral responses across diverse event types, such as music festivals, to enhance the applicability of the findings beyond nature-centric contexts. Nature-centric events may inherently overemphasize environmental dimensions compared to other event types, warranting an investigation of green image dynamics across various event settings. Methodologically, the cross-sectional design provides only a static view of relationships, and common method bias may inflate correlations because both green and overall image perceptions were collected simultaneously. Longitudinal studies should be conducted to track the evolution of green-event images over time and establish causal relationships. This study lacks consideration of potential moderating variables, such as environmental knowledge or demographics, and establishes correlational rather than causal relationships without fully exploring the boundary conditions. Future investigations should examine moderating factors, including environmental awareness, personal values, and demographic characteristics, to better understand the conditions under which these relationships operate and provide a more comprehensive understanding of the dynamics of green event images.

REFERENCES

- [1] IPCC. (2022). Climate change 2022: Impacts, adaptation and vulnerability. <https://www.ipcc.ch/report/sixth-assessment-report-working-group-ii/>, accessed on Jan. 5, 2025.
- [2] Geissdoerfer, M., Savaget, P., Bocken, N.M., Hultink, E.J. (2017). The circular economy-A new sustainability paradigm? *Journal of Cleaner Production*, 143: 757-768. <https://doi.org/10.1016/j.jclepro.2016.12.048>
- [3] Gössling, S., Buckley, R. (2016). Carbon labels in tourism: Persuasive communication? *Journal of Cleaner Production*, 111: 358-369. <https://doi.org/10.1016/j.jclepro.2014.08.067>
- [4] Mair, J., Smith, A. (2021). Events and sustainability: Why making events more sustainable is not enough. *Journal of Sustainable Tourism*, 29(11-12): 1739-1755. <https://doi.org/10.1080/09669582.2021.1942480>
- [5] 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>
- [6] Abkarian, H., Tahlyan, D., Mahmassani, H., Smilowitz, K. (2022). Characterizing visitor engagement behavior at large-scale events: Activity sequence clustering and ranking using GPS tracking data. *Tourism Management*, 88: 104421. <https://doi.org/10.1016/j.tourman.2021.104421>
- [7] Getz, D. (2008). Event tourism: Definition, evolution, and research. *Tourism Management*, 29(3): 403-428. <https://doi.org/10.1016/j.tourman.2007.07.017>
- [8] Han, H. (2021). Consumer behavior and environmental sustainability in tourism and hospitality: A review of theories, concepts, and latest research. *Journal of Sustainable Tourism*, 29(7): 1021-1042. <https://doi.org/10.1080/09669582.2021.1903019>
- [9] Han, H., Hwang, J. (2017). What motivates delegates' conservation behaviors while attending a convention? *Journal of Travel and Tourism Marketing*, 34(1): 82-98. <https://doi.org/10.1080/10548408.2015.1130111>
- [10] Laing, L., Frost, W. (2010). How green was my festival: Exploring challenges and opportunities associated with staging green events. *International Journal of Hospitality Management*, 29(2): 261-267. <https://doi.org/10.1016/j.ijhm.2009.10.009>
- [11] Wong, I.A., Wan, Y.K.P., Huang, G.I., Qi, S. (2021). Green event directed pro-environmental behavior: An application of goal systems theory. *Journal of Sustainable Tourism*, 29(11-12): 1948-1969. <https://doi.org/10.1080/09669582.2020.1770770>
- [12] Kim, W.H., Kim, K.S. (2018). Pro-environmental intentions among food festival attendees: An application of the value-belief-norm model. *Sustainability*, 10(11): 3894. <https://doi.org/10.3390/su10113894>
- [13] 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>
- [14] Gwinner, K. (1977). A model of image creation and image transfer in event sponsorship. *International Marketing Review*, 14(3): 145-158. <https://doi.org/10.1108/02651339710170221>
- [15] Mishra, S., Kaur, R. (2025). Investigating consumer's buying behavior of green products through the lenses of extended theory of planned behavior. *Management of Environmental Quality: An International Journal*, 36(4): 971-989. <https://doi.org/10.1108/MEQ-11-2022-0315>
- [16] Han, H., Kim, S., Baah, N.G., Quan, L., Al-Ansi, A., Chi, X. (2025). Antecedents of customer retention in the green hotel context: Exploring the optimum combination of cognitive and affective factors. *Journal of Hospitality and Tourism Insights*, 8(5): 1761-1782. <https://doi.org/10.1108/JHTI-05-2024-0496>
- [17] Deng, Q., Li, M. (2014). A model of event-destination image transfer. *Journal of Travel Research*, 53(1): 69-82. <https://doi.org/10.1177/0047287513491331>
- [18] Chen, C.F., Tsai, D. (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism Management*, 28(4): 1115-1122. <https://doi.org/10.1016/j.tourman.2006.07.007>
- [19] Goncalves, O., Camprubi, R., Fons, C., Solonandrasana, B. (2022). Image, satisfaction and loyalty: A case study of a wine tourism event. *International Journal of Event and Festival Management*, 13(1): 18-37. <https://doi.org/10.1108/IJEFM-09-2020-0054>
- [20] Shin, S., Park, S. (2023). Exploration of the applicability of the front-of-package nutrition label to advertising in comparison with the label on the product package. *Journal of Consumer Marketing*, 40(4): 413-430. <https://doi.org/10.1108/JCM-01-2022-5122>
- [21] Crompton, J.L. (1979). An assessment of the image of Mexico as a vacation destination and the influence of

- geographical location upon that image. *Journal of Travel Research*, 17(4): 18-23. <https://doi.org/10.1177/004728757901700404>
- [22] Wong, I.A., Xu, Y.H., Tan, X.S., Wen, H. (2019). The boundary condition of travel satisfaction and the mediating role of destination image: The case of event tourism. *Journal of Vacation Marketing*, 25(2): 207-224. <https://doi.org/10.1177/1356766718763691>
- [23] Baloglu, S., Brinberg, D. (1997). Affective images of tourism destinations. *Journal of Travel Research*, 35(4): 11-15. <https://doi.org/10.1177/004728759703500402>
- [24] Hallmann, K., Zehrer, A., Müller, S. (2015). Perceived destination image: An image model for a winter sports destination and its effect on intention to revisit. *Journal of Travel Research*, 54(1): 94-106. <https://doi.org/10.1177/0047287513513161>
- [25] Zhang, H., Liu, S., Bai, B. (2022). Image transfer between mega business event, hosting destination and country and its effects on exhibitors' behavioral intention. *Tourism Review*, 77(1): 225-238. <https://doi.org/10.1108/TR-04-2020-0182>
- [26] Deng, C.Q., Li, M., Shen, H. (2015). Developing a measurement scale for event image. *Journal of Hospitality & Tourism Research*, 39(2): 245-270. <https://doi.org/10.1177/1096348012471378>
- [27] Girish, V.G., Lee, C.K. (2019). The relationships of brand experience, sports event image and loyalty. *International Journal of Sports Marketing and Sponsorship*, 20(4): 567-582. <https://doi.org/10.1108/IJSMS-08-2017-0095>
- [28] Sharma, P., Nayak, J.K. (2019). Examining event image as a predictor of loyalty intentions in yoga tourism event: A mediation model. *Journal of Convention & Event Tourism*, 20(3): 202-223. <https://doi.org/10.1080/15470148.2019.1633721>
- [29] Li, H., Lien, C.H., Wang, S.W., Wang, T., Dong, W. (2021). Event and city image: The effect on revisit intention. *Tourism Review*, 76(1): 212-228. <https://doi.org/10.1108/TR-10-2019-0419>
- [30] Lin, Y.H., Lee, T.H. (2020). How the authentic experience of a traditional cultural festival affects the attendee's perception of festival identity and place identity. *International Journal of Event and Festival Management*, 11(3): 357-373. <https://doi.org/10.1108/IJEFM-12-2019-0061>
- [31] Chi, X., Meng, B., Zhou, H., Han, H. (2022). Cultivating and disseminating a festival image: The case of the Qingdao international beer festival. *Journal of Travel & Tourism Marketing*, 39(4): 373-393. <https://doi.org/10.1080/10548408.2022.2105474>
- [32] Jawahar, D., Vincent, V.Z., Philip, A.V. (2020). Art-event image in city brand equity: Mediating role of city brand attachment. *International Journal of Tourism Cities*, 6(3): 491-509. <https://doi.org/10.1108/IJTC-08-2019-0147>
- [33] Han, H., Hyun, S.S. (2018). What influences water conservation and towel reuse practices of hotel guests? *Tourism Management*, 64: 87-97. <https://doi.org/10.1016/j.tourman.2017.08.005>
- [34] Lin, H.W., Lu, H.F. (2016). Valuing residents' perceptions of sport tourism development in Taiwan's north coast and guanyinshan national scenic area. *Asia Pacific Journal of Tourism Research*, 21(4): 398-424. <https://doi.org/10.1080/10941665.2015.1050424>
- [35] Wu, H.C., Ai, C.H., Cheng, C.C. (2016). Synthesizing the effects of green experiential quality, green equity, green image and green experiential satisfaction on green switching intention. *International Journal of Contemporary Hospitality Management*, 28(9): 2080-2107. <https://doi.org/10.1108/IJCHM-03-2015-0163>
- [36] Jeong, E., Jang, S., Day, J., Ha, S. (2014). The impact of eco-friendly practices on green image and customer attitudes: An investigation in a café setting. *International Journal of Hospitality Management*, 41: 10-20. <https://doi.org/10.1016/j.ijhm.2014.03.002>
- [37] Nguyen, N., Leblanc, G. (2001). Corporate image and corporate reputation in customers' retention decisions in services. *Journal of Retailing and Consumer Services*, 8(4): 227-236. [https://doi.org/10.1016/S0969-6989\(00\)00029-1](https://doi.org/10.1016/S0969-6989(00)00029-1)
- [38] Wong, I.A., Wan, Y.K.P., Qi, S. (2015). Green events, value perceptions, and the role of consumer involvement in festival design and performance. *Journal of Sustainable Tourism*, 23(2): 294-315. <https://doi.org/10.1080/09669582.2014.953542>
- [39] Ye, Y., Su, C.H., Tsai, C.H., Hung, J.L. (2020). Motivators of attendance at eco-friendly events. In *Journal of Convention & Event Tourism*, 21(5): 417-437. <https://doi.org/10.1080/15470148.2020.1776656>
- [40] Baloglu, S., McCleary, K.W. (1999). A model of destination image formation. *Annals of Tourism Research*, 26(4): 868-897. [https://doi.org/10.1016/S0160-7383\(99\)00030-4](https://doi.org/10.1016/S0160-7383(99)00030-4)
- [41] Crompton, J.L., Love, L.L. (1995). The predictive validity of alternative approaches to evaluating quality of a festival. *Journal of Travel Research*, 34(1): 11-24. <https://doi.org/10.1177/004728759503400102>
- [42] Lam, T., Hsu, C.H.C. (2006). Predicting behavioral intention of choosing a travel destination. *Tourism Management*, 27(4): 589-599. <https://doi.org/10.1016/j.tourman.2005.02.003>
- [43] Le, T.H., Wu, H.C., Huang, W.S., Liou, G.B., Huang, C.C., Hsieh, C.M. (2021). Determinants of tourists' intentions to agrotourism in Vietnam from perspectives of value-belief-norm theory. *Journal of Travel & Tourism Marketing*, 38(9): 881-899. <https://doi.org/10.1080/10548408.2021.1985040>
- [44] Han, H., Yu, J., Kim, W. (2019). Investigating airline customers' decision-making process for emerging environmentally responsible electric airplanes: Influence of gender and age. *Tourism Management Perspectives*, 31: 85-94. <https://doi.org/10.1016/j.tmp.2019.03.013>
- [45] Verma, V.K., Chandra, B., Kumar, S. (2019). Values and ascribed responsibility to predict consumers' attitude and concern towards green hotel visit intention. *Journal of Business Research*, 96: 206-216. <https://doi.org/10.1016/j.jbusres.2018.11.021>
- [46] Wang, C., Xu, J., Zhang, T.C., Li, Q.M. (2020). Effects of professional identity on turnover intention in China's hotel employees: The mediating role of employee engagement and job satisfaction. *Journal of Hospitality and Tourism Management*, 45: 10-22. <https://doi.org/10.1016/j.jhtm.2020.07.002>
- [47] Dolnicar, S., Knezevic Cvelbar, L., Grün, B. (2019). A sharing-based approach to enticing tourists to behave more environmentally friendly. *Journal of Travel Research*, 58(2): 241-252. <https://doi.org/10.1177/0047287517746013>

- [48] Han, H. (2020). Theory of green purchase behavior (TGPB): A new theory for sustainable consumption of green hotel and green restaurant products. *Business Strategy and the Environment*, 29(6): 2815-2828. <https://doi.org/10.1002/bse.2545>
- [49] Kiatkawsin, K., Han, H. (2017). Young travelers' intention to behave pro-environmentally: Merging the value-belief-norm theory and the expectancy theory. *Tourism Management*, 59: 76-88. <https://doi.org/10.1016/j.tourman.2016.06.018>
- [50] Lee, C.K., Reisinger, Y., Kim, M.J., Yoon, S.M. (2014). The influence of volunteer motivation on satisfaction, attitudes, and support for a mega-event. *International Journal of Hospitality Management*, 40: 37-48. <https://doi.org/10.1016/j.ijhm.2014.03.003>
- [51] Cho, B.K., Park, J.Y., Lee, Y.K. (2023). Do green practices and green image promote consumers' participation in social network sites (SNS)? *Journal of Hospitality Marketing & Management*, 32(5): 631-648. <https://doi.org/10.1080/19368623.2023.2191595>
- [52] Hameed, I., Hussain, H., Khan, K. (2022). The role of green practices toward the green word-of-mouth using stimulus-organism-response model. *Journal of Hospitality and Tourism Insights*, 5(5): 1046-1061. <https://doi.org/10.1108/JHTI-04-2021-0096>
- [53] Wu, H.C., Ai, C.H. (2016). A study of festival switching intentions, festival satisfaction, festival image, festival affective impacts, and festival quality. *Tourism and Hospitality Research*, 16(4): 359-384. <https://doi.org/10.1177/1467358415610375>
- [54] Kim, S.S., Choe, J.Y.J., Petrick, J.F. (2018). The effect of celebrity on brand awareness, perceived quality, brand image, brand loyalty, and destination attachment to a literary festival. *Journal of Destination Marketing & Management*, 9: 320-329. <https://doi.org/10.1016/j.jdmm.2018.03.006>
- [55] Lee, Y.K., Lee, C.K., Lee, W., Ahmad, M.S. (2021). Do hedonic and utilitarian values increase pro-environmental behavior and support for festivals? *Asia Pacific Journal of Tourism Research*, 26(8): 921-934. <https://doi.org/10.1080/10941665.2021.1927122>
- [56] Su, L., Swanson, S.R., Chen, X. (2018). Reputation, subjective well-being, and environmental responsibility: The role of satisfaction and identification. *Journal of Sustainable Tourism*, 26(8): 1344-1361. <https://doi.org/10.1080/09669582.2018.1443115>
- [57] Soonsan, N., Sukhabot, S., Phakdee-Auksorn, P. (2023). Understanding the relationship between gastronomic experience, satisfaction, and revisit intention. *Kasetsart Journal of Social Sciences*, 44(2): 585-592. <https://doi.org/doi.org/10.34044/j.kjss.2023.44.2.29>
- [58] Hair, J.F., Black, B., Black, W.C., Babin, B.J., Anderson, R.E. (2013). *Multivariate Data Analysis: A Global Perspective* (7th ed). New York: Pearson Education Limited.
- [59] Harman, H.H. (1976). *Modern Factor Analysis*. 3rd ed. Chicago. The University of Chicago Press.
- [60] Fornell, C., Larcker, D.F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1): 39-50. <https://doi.org/10.1177/002224378101800104>
- [61] Gwinner, K.P., Eaton, J. (1999). Building brand image through event sponsorship: The role of image transfer. *Journal of Advertising*, 28(4): 47-57. <https://doi.org/10.1080/00913367.1999.10673595>
- [62] Liu, J., Wu, J.S., Che, T. (2019). Understanding perceived environment quality in affecting tourists' environmentally responsible behaviors: A broken windows theory perspective. *Tourism Management Perspectives*, 31: 236-244. <https://doi.org/10.1016/j.tmp.2019.05.007>
- [63] Liu, C.R., Lin, W.R., Wang, Y.C., Chen, S.P. (2019). Sustainability indicators for festival tourism: A multi-stakeholder perspective. *Journal of Quality Assurance in Hospitality & Tourism*, 20(3): 296-316. <https://doi.org/10.1080/1528008X.2018.1530165>
- [64] 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/10.1080/09669580903291007>
- [65] Chen, L.H. (2022). Unobserved heterogeneity in music festivalgoers' experience processing. *Tourism Management Perspectives*, 44: 101026. <https://doi.org/10.1016/j.tmp.2022.101026>
- [66] Alonso-Vazquez, M., Packer, J., Fairley, S., Hughes, K. (2018). The role of place attachment and festival attachment in influencing attendees' environmentally responsible behaviors at music festivals. *Tourism Recreation Research*, 44(1): 91-102. <https://doi.org/10.1080/02508281.2018.1545393>
- [67] Edwards, J.R., Cable, D.M. (2009). The value of value congruence. *Journal of Applied Psychology*, 94(3): 654-677. <https://doi.org/10.1037/a0014891>
- [68] Bilynets, I., Cvelbar, L.K. (2022). Tourist pro-environmental behavior: The role of environmental image of destination and daily behavior. *Annals of Tourism Research Empirical Insights*, 3(2): 100070. <https://doi.org/10.1016/j.annale.2022.100070>
- [69] Ruan, W.J., Wong, I.A., Lan, J. (2022). Uniting ecological belief and social conformity in green events. *Journal of Hospitality and Tourism Management*, 53: 61-69. <https://doi.org/10.1016/j.jhtm.2022.09.001>
- [70] Chiu, Y.T.H., Lee, W.I., Chen, T.H. (2014). Environmentally responsible behavior in ecotourism: Exploring the role of destination image and value perception. *Asia Pacific Journal of Tourism Research*, 19(8): 876-889. <https://doi.org/10.1080/10941665.2013.818048>
- [71] Frías-Jamilena, D.M., Polo-Peña, A.I., Peco-Torres, F., Sabiote-Ortiz, C.M. (2024). Can co-creating a "slow destination" image boost sustainability? *Journal of Destination Marketing & Management*, 32: 100898. <https://doi.org/10.1016/j.jdmm.2024.100898>