

Cultural Events and Public Perception of "Green Principles"

Andrei BĂDIN¹

Abstract

The major differences that exist in the behaviour of consumers, the commercial practices and the entrepreneurial practices represent an effect of cultural differences. In the current setting of sustainable and systematized development of world states it has become necessary to consider the cultural institutions as organizations which, by their purchasing behaviour based on green principles, by the creation and transmission of messages with themes, they can stimulate the development of green conscience of society. The main purpose of this study is the highlighting of the relationship between the purchasing behaviour based on green principles of organisations, cultural marketing and development of green culture of society (norms, values, customs and traditions).

We specify that the organisers represent the public administrations which respect the green principles of organisation with impact on participants in music-oriented cultural events. In this study we seek whether the message transmitted by organisers by must-oriented cultural events is received and assures the participants the development of a green conscience. In this setting, we conducted an opinion poll regarding the determination of impact of music-oriented cultural events on the increase of awareness degree of environmental protection by the component of green procurement of population. The target population was composed of 131 persons, segmented by age, gender, residence environment, income, and occupation and training level. Following the opinion poll the main conclusion was that over 80% of respondents consider important and very important the concept of green procurement for the environmental protection and sustainable development.

Keywords: *green procurement, cultural marketing, descriptive indicators, demographic characteristics, opinion poll*

JEL classification: *M 30, M 31*

DOI: 10.24818/RMCI.2020.5.674

Introduction

The present article has the purpose of highlighting the relationship between the purchasing behaviour based on green principles of organisations and the development of a green culture of society and the degree of reception by society of the message with environmental theme transmitted by the organisers of cultural events from the category of electronic music, pop and rock music festivals.

The approach of this theme is made by capturing the introductory issues regarding the statistical proofs of implications of green procurement in cultural marketing. The statistical proofs taken into account were grouped in the following

¹ Andrei Bădin, Bucharest University of Economic Studies, Romania, E-mail: badin.andrei@gmail.com

categories: theoretical aspects regarding the influence of marketing on the green procurement, standards applied in the world regarding the procurement based on green principles, good practices used in the development of green conscience by the green procurement component. We have presented the influences of green procurement in cultural marketing and the influences of demographic characteristics on the green procurement in the field of musical cultural services.

We started from the premise that the organisers of events can significantly contribute to the modelling of the green conscience of society both by their good practices in the field of green procurement, by use of green products and green packaging and by creation and transmission of thematic messages directly to the audience and indirectly to the society as a whole. A special importance in this respect have the cultural events such as electronic music, pop and rock music festivals with international notoriety. These festivals represent a true opportunity to contribute to the development of a green conscience of society, because they attract a numerous audience with different demographic-cultural characteristics and a real potential of modelling society.

An exploratory study aims at determining the relationship between the green purchasing behaviour and the thematic messages of the organisers of cultural events. In this article we also aimed at the reception degree of these messages and whether they have a significant impact on society. The research methodology of the article for the impact of green procurement in cultural marketing describes the way in which we performed the survey, the type of questionnaire applied, the objectives and hypotheses envisaged and the method of collecting the information. As for the results obtained in this article, the answers recorded from respondents were processed and analysed on horizontal and vertical line, based on simple methods such as: the graphical method and the structural change method. We also used other processing methods to determine indicators of the central trend and variation.

The vertical analysis had the finality of building a linear multiple regression model, which included both quantitative and qualitative variables, quantified by importance degrees. Based on the results obtained, we formulated conclusions and recommendations for improvement of green procurement process, for creation and valorisation of opportunities for development of a green conscience, adaptation of norms, customs and cultural traditions to the green component from economic scope.

1. Introductory issues regarding statistical proofs of application of green procurement

In the current conditions of globalization, and emphasis of interdependencies between states, we can see on the world market an adjustment and standardization of products and services, with direct effects on the development of each state. An issue to be considered in the development policy of states is represented by the effects of consumption of products on environment. In

the current setting of globalization, adjustment and standardization, and maintenance of natural environmental balance, most states have provided in their development policy the obligation of choosing the most advantageous offer, from both economic and green point of view.

In this respect, they included in their sustainable development policies both the economic criteria, in view of assuring efficiency and the green criteria, in view of assuring the protection of natural environment, for the procurement processes. The awareness of the need to protect the natural environment appeared since the 1960s-1970s of the twentieth century, by anticipating the consumerism age.

From theoretical point of view, we have to mention that the contemporary marketing literature uses frequently the concept of "societal marketing" to cover the social and environmental responsibilities (Lee and Kotler, 2019) that is why, the environmental issues represent one of the responsible factors with essential role for minimization of economic effects on the natural environment (Samarasinghe, 2012).

Thus, the researchers in marketing field found a new research line to which they gave different terminologies such as: green marketing (Fishbein and Aizen, 1975), environmental marketing (Peattie, 1995), eco-marketing (Ottman, 1993; Carlson, Grove, and Kangun, 1993); (Polonsky, 1994); (D'Souza, 2004; D'Souza, Taghian, and Lamb, 2006; D'Souza, Taghian and Khosla, 2007) and sustainable marketing (Jobber, 2000; Charter, 2006). All these theoretical concerns for development of concepts lead to a sustainable marketing. The implementation by organizations, regardless of their economic or non-economic purpose, of the sustainable development principles should take place in all the activities and processes adopted and implemented by them: supply, production, information, research, development, distribution, maintenance of contact with suppliers and customers etc. (Pistol and Tonis 2017). In this value chain, the fundamental role for the deployment of protection of natural environment activities holds the supply link, which has to strictly respect the green procurement principles.

In a dynamic setting which requires the protection of natural environment, the businessmen/organisations/public bodies have to adjust their business models and marketing strategies to new criteria which assure the development of society by respecting green principles. The formulation of green principles is made by starting from the facts presented previously, respectively from the theoretical concepts and good practices. New concepts are developed, such as green marketing, sustainable marketing, while the good practices diversify and standards are perfected. Regardless of the economic or non-economic type of organizations, the implementation of green marketing, concept which includes green procurement, must be carried out on three decision-making levels: the strategic orientation of green marketing, the tactic orientation of marketing and the internal orientation of marketing (Andronie et al., 2019). The good practices have as result the purchase and consumption of goods and services which privilege the health, welfare and development of environmentally-friendly products and technologies (Rettekye, Hetesi, 2010).

In this setting, the study Global Outlook on Sustainable Consumption and Production Policy (2012), performed in the United Nations Programme for Environment, emphasizes the need to place a greater emphasis on the creation and promotion of sustainable lifestyles. Also, the changes in the future evolutions of environment represent not only advantages, but also challenges or risks which are connected with the marketing concept.

Nowadays, the consumers pay a major attention to the environmental efforts of companies which excel in their green marketing. The intention of green procurement is conceptualised as the probability and willingness of a person to use mainly products which have green characteristics compared to other traditional products, for procurement reasons (Rashid, 2009). Chen and Chang (2012) defined the green procurement as a specific type of green behaviour of the consumers to express their care for the natural environment. The purchase intention is a critical factor to anticipate and forecast the behaviour of consumers (Fishbein and Ajzen, 1975).

2. Influences of green procurement in cultural marketing and influences of cultural-demographic characteristics on green procurement

The change in the behaviour of organizations, public bodies and business people in the direction of assimilation of the green procurement concept will inevitably determine significant changes in the mentalities of people, respectively in the totality of elements which influence the system of values, customs, traditions, beliefs, education level and behavioural norms which govern the status of people in society.

According to Wanninayake and Randiwela (2008), the choice of products and preferences of consumers for a certain product or service are in general affected by very complex social influences. In this setting, another major issue in the green procurement is represented by the cultural component. Thus, the cultural diversity has significant influences on the individual and group preferences of consumers. All the differences that exist in the consumer behaviour, the commercial and entrepreneurial practices are considered a result of cultural differences. The influence of culture on economic activities was studied since the beginning of twentieth century. Weber and Gillespie (1998), highlighted the influence of religion as element of culture on the economic performances of society. The main source of connection for the characterization of variables which compose the consumption specificity as form of manifestation of cultural identity, is represented by the national culture with the whole assembly of values, traditions and customs which by education imprint on each person those features which individualize him or her. (Popovici, 2014).

The knowledge and prognosis of cultural influence is essential for understanding the purchasing behaviour of consumers (Hofstede, 1980; Schiffman and Kanuk, 1994; McCarthy and Shrum, 2001) because the cultural diversity that

exists between states describes different cultural orientations: the relationship of people with nature and the world; the relationship with other people; the main type of activities; the orientation in time and space (Hofstede, 1980), (Triandis, 1989). According to Yau (1994), the choice of products and preferences of consumers for a certain product or brand are generally affected by very complex social influences. The previous studies performed in this field show that the demographic variables have a significant impact on the green purchasing behaviour of consumers.

A high education level, in which we find the action of influence of other cultural factors, determines the understanding of effects under the form of consumption advantages and orient the consumer towards products adequate to the obtention of desired expectations. Harris and others (2000) have noticed as follows: the environmentally aware consumers are white women, professionals and youth. Kollmuss and Agyeman (2002) have indicated that the demographic factor must be one of the most influential factors in the pro-environmental behaviour. Hustad and Pessemier (1973) have noticed that the education level of women must be high among the environmentally aware consumers. Berkowitz and Lutterman (1998) and Bourgeois and Barnes (1979) agree that the consumers who are aware of environment have to be more attentive and better. In the opinion of Memery and others (2005), the demographic features, including the race or ethnicity, should be considered as important when they profile the "green" or "pro-environmental" behaviour. The pro-social or pro-ethical behaviours of consumers are strongly influenced by demography and have characteristics depending on age, income level, education level and occupation; as his opinion (Panni in Kaufmann et al. 2012).

3. Presentation of cultural events of investigation of impact of green procurement on cultural marketing

As a result of globalization trends, Romania has adjusted and fast assimilated the communication concept by cultural events. Every year we organize hundreds of events in all the regions and in most of country cities, which have different purposes from the purpose to make known and promote own culture, traditions and customs to the creation and development of a new lifestyle based on green principles. The most representative cultural events organized in Romania, with a relevant international impact, which promote a new lifestyle based on green principles, are the festivals Untold, SummerWell, Electric Castel and NeverSea, electronic music, pop and rock festivals (Bădin, 2018).

In the few days of deployment, manage to concentrate an audience of over 300,000 participants both from the country and from abroad, who are classified in any category of audience from demographic point of view – age, socio-professional training level, and purchasing power (<https://neversea.com/>). In other words, this type of event makes possible the elimination of demographic barriers by reuniting different categories of audience for the purpose of understanding the current society with its new trends, challenges and requirements, but also the promotion of

a lifestyle which protects the environment, eliminates waste and consumption of raw materials. The four festivals keep pace with the economic and social trends of the world and actively stimulate them. This type of cultural event started from an idea transposed into practice by Electric Castle, followed by Untold, Summer Well and NeverSea (<https://electriccastle.ro>). The development of this type of event has determined in Romania the appearance of many festivals, mainly these four festivals of international notoriety, which are carried out in different periods of the year and in different regions of the country, each festival being organized on several stages with different themes. SummerWell, for example, has apart from the music concerts, art sections, wine tasting section and the section of special guests (<https://www.summerwell.ro/essential-info.html>).

The perfection of the concept of cultural event is continuously carried out by taking over and adjusting to methods, techniques and tools used globally, especially those regarding the environmental protection in the field of circular economy, green procurement, and development of green culture by involving the participants in environmental protection activities – recycling, cleaning and contact with nature. Untold – the most representative cultural event of electronic music celebrated this year five years from launch and NeverSea – extension of Untold festival in the Dobrogea region, celebrated three years from its launch. Although for Romania this concept of event is in development stage, their characterization indicators present the specific values of mature events such as: Untold 2019 anniversary edition – over 300,000 participants in a single festival, over 10,000 tickets sold in one day, introduction of subscription and VIP subscription concept, over 150 musicians, concerts carried out in parallel on different stages, reputed special guests, numerous campaigns of protection of natural environment, based on the involvement of voluntary youth (<https://untold.com/>). All these statistics characterise the scope of this type of event and the impact it can have in the modelling of values, customs and traditions of each culture.

4. Methodology of investigation of the impact of green procurement on cultural marketing

The purpose of this study envisaged the determination of relationship between the green purchasing behaviour based on green principles of organisations and development of a green culture of society. The study of influences of green procurement and cultural marketing based on primary data was based on the use of economic and demographic characteristics of Romanian population in urban and rural areas. The interviewed population was 131 persons, who frequently participate in cultural events oriented to electronic music, pop and rock music. In this study we used a questionnaire with a significant degree of structuring, being composed of 20 questions. For the reporting of answers, we used the self-recording method and the interview.

The questionnaire used in investigation allowed for the obtention of quantitative and qualitative information, which facilitated the knowledge of

significant dependence between the purchasing behaviour of organisations on the purchasing and consumption behaviour of participants. In conclusion, in the exploratory marketing research we paid a special attention to the identification of influences of green procurement on cultural marketing, and the demographic and economic factors which exercise influence on the green consumption behaviour.

The data were collected during the period 1.06.2019-15.07.2019. In our exploratory quantitative study, we envisaged the following objectives and hypotheses:

Objective 1: Determination of environmental protection attitude of organisers of cultural events by the green procurement component and by the messages transmitted;

Hypothesis 1: Most of organisers of cultural events have adjusted their development strategies to the requirements of protection of natural environment by green procurement;

Objective 2: Determination of connection between the degree of participation in cultural events and the development of green conscience of society;

Hypothesis 2: The behaviour and message with green theme transmitted by the organisers of cultural events represent in a significant proportion the main factors of influence regarding the norms, values, customs and traditions of participants;

Objective 3: Determination of the connection between the demographic-cultural and economic characteristics of participants in cultural events and the development of green conscience.

Hypothesis 3: Most of participants in cultural events are trained male persons, they come from urban environment, have a stable job and have a strong potential to model the society.

The most representative cultural events taken into account in the study were the festivals Untold, SummerWell, Electric Castle and NeverSea. The research results were obtained by using the software for analysis and management of databases (Excel, SPSS). The statistical analysis we envisaged after the processing of questionnaire aimed at the following stages: collection, processing, analysis and interpretation of opinion poll results. In the study we envisaged also organizational restrictions which intervened in the determination of the sample size: the funds allotted to research; the number and training of persons involved in the performance of survey; duration of completing a questionnaire; the period of research.

5. Research results for impact of green procurement on cultural marketing

After the grouping of survey data, we proceeded in the study to the performance of a horizontal and a vertical analysis of answers. The horizontal analysis envisaged the systematization of survey data in view of characterising the variables included in questionnaire and the determination of the profile of

respondents who frequently participate in music-oriented cultural events. The vertical analysis aimed at realization of statistic correlations between variables, in view of detaching the essential characteristics of the sample such as: homogeneity and intensity of correlations. The regression model developed in the vertical analysis included the following qualitative and quantitative variables: age, occupation, importance of green procurement concept for the development of environment and development of conscience by messages of organisers of festivals (music-oriented cultural events), as independent variables and the green behaviour of organisers of festivals (music-oriented cultural events) compared to the respect for green procurement principles as dependent variable. One of the questions of questionnaire envisaged the frequency of participation of respondents in electronic music, pop or rock music festivals. It had the role of filter-question. Following the centralisation of respondents' answers, the following structure of answers resulted: 59% claim that they go very often to music festivals, 24% specified that they go often to music festivals, 12% claim that they go seldom and 5% claim that they go very rarely to music festivals (see Figure no. 1).

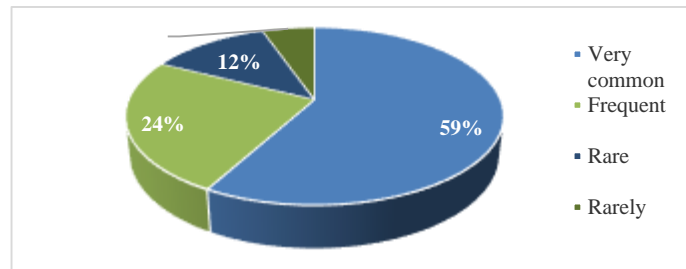


Figure 1: Frequency of participation in electronic, pop and rock music festivals

The preferred electronic, pop or rock music festival is in the opinion of respondents, Untold (with a mean of answers of 2.71 importance degrees), followed by NeverSea (with a mean of 2.41 importance degrees). On the third position in the preferences of respondents is the festival Electric Castle (with a mean of 2.25 importance degrees (where 4 – the highest preference degree, and 1 – the lowest). As for SummerWell, the answers of respondents in this case were much dispersed. Most of respondents 83% (46% and 37%) consider Very common and Important the concept of green procurement for the protection of environment, in view of assuring a sustainable development. A proportion of 9% of respondents answered Indifferent in relation to this concept, and 5% consider it not important. 3% Do not know (see Figure no. 2).

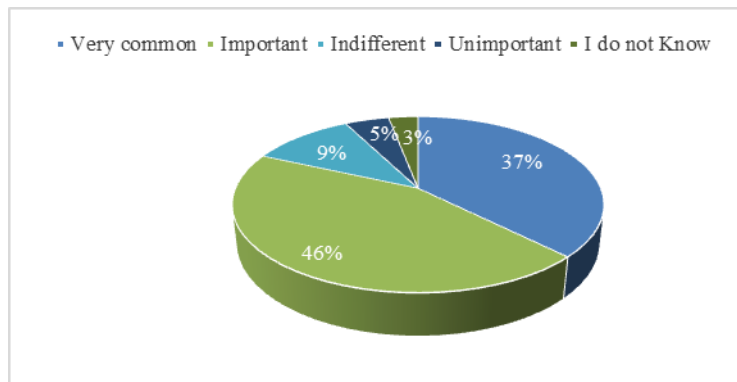


Figure 2: Importance of green procurement concept

In conclusion, those who participate in these festivals are informed persons, with a high awareness degree for the environmental protection actions. As for the development of green conscience by messages of organisers of festivals oriented to electronic music, pop or rock, a significant proportion 82% answered Yes, 10% Do not know, and 8% Do not agree that the messages transmitted by organisers have any relevance for the green development of participants (see Figure no. 3). In this setting, the organisers should focus their actions to the diversification and extension of communication channels, development of methods for transmission of messages, the increase of impact of messages transmitted to the participants etc.

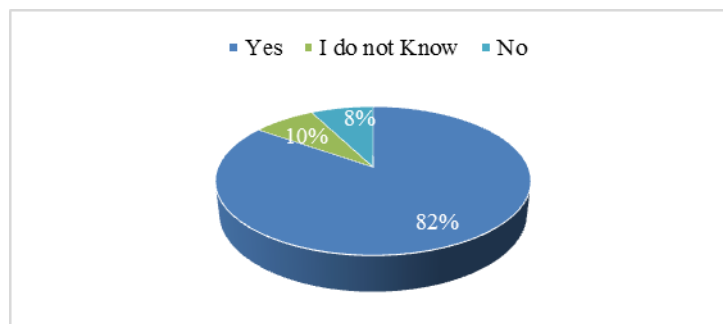


Figure 3: Development of green conscience by messages of organisers of electronic music, rock and pop music festivals

Also, in the opinion of the interviewed persons, the green behaviour of the festival organisers in relation to the respect of green procurement principles is Very good and Good in proportion of 66%, Unfavourable in proportion of 20%, Very Unfavourable 14%. In the opinion of respondents, the organisers should intensify and diversify their actions regarding green procurement, which should envisage the

protection of areas (adequate camping areas), assurance of containers for green household wastes, assurance of distribution points for distribution of green food and green drinks by using adequate collection and recycling methods.

The relationship of dependence between the messages of organisers of festivals oriented to electronic music, pop or rock in relation to the demographic criteria highlighted the following conclusions: the average level of dependence was 2.98 importance degrees, value which proved to be significant, because the variation level measured by the homogeneity coefficient recorded the value of 34.3%. The dominant value of dependence was 4 importance degrees. In the opinion of respondents, the demographic criteria (age, training level, income level, residence environment) are essential for the reception by participants of messages for development of green conscience, transmitted by the organisers of festivals oriented to electronic music, pop and rock because 81% of respondents answered Yes to this question (see Figure no. 4).

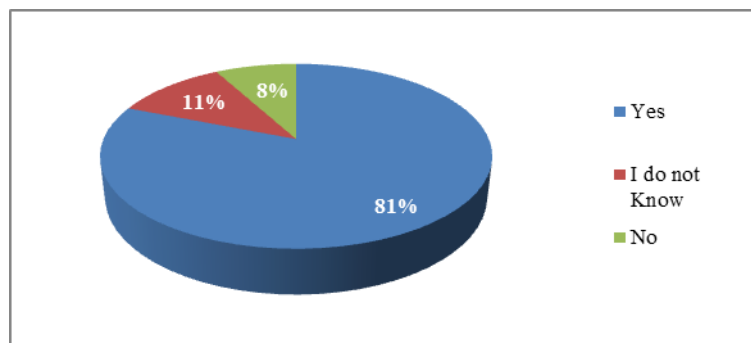


Figure 4: The influence of demographic characteristics in the development of eco-consciousness

The answers given by respondents regarding the actions of improvement of the green procurement process among the organisers of music festivals were centralised in the following types of actions: actions which aim at development of current technology; actions which aim at development and promotion of a sustainable consumption; actions aiming at increasing the degree of involvement of consumers in the support of sustainability efforts; actions aiming at circular economy – reduction of consumption of resources and raw materials, stimulation of recycling of packaging by types of packaging etc.

The answers given by respondents regarding the design of green procurement actions the festival organisers should implement were classified as follows: actions aiming at information of consumers – transmission of information messages to the consumers regarding the use of green products or the use of green packaging; actions aiming at influencing consumers – transmission of messages of influencing consumers regarding the consumption/use of green products or use of

green packaging; actions aiming at determination of purchase of green products – organization of events for stimulation of consumption/use of green products. From the horizontal analysis of answers the following profile of participants in electronic music, pop and rock music festivals came out:

- Gender: most of respondents are men (62%), women (38%)
- Average age: 30 years old, significant value for the sample of respondents, the homogeneity coefficient is below the threshold of 35%, and the dominant value recorded is 22 years old.
- The average income of respondents who participate in electronic music, pop or rock music festivals is 2932 lei, insignificant value for the sample of respondents (homogeneity coefficient is above the threshold of 35%)
- Occupation: Students (12%), independent business owner (17%), pupil (16%), employee (52%), others (unemployed, retired persons, 3%)
- Most of them have a high education level: university (56%), high school (35%), postgraduate studies (9%)
- Residence environment: 84% urban, 16% rural.

As for the average age of 30 years old, it is a significant value for the characterisation of the sample of respondents, while the average income of 2932 lei is not a significant value for the characterisation of sample. This result is due to the fact that the training level of respondents is very different, so their revenues are heterogenous. As for the vertical analysis, we can highlight the following conclusions of the multifactorial regression model by using the SPSS software (see table no. 1). Considering the descriptive indicators which characterise the independent and dependent variables included in the linear multifactorial regression model, we can state that all the variables included in model and previously listed have a high degree of homogeneity; the variation coefficient obtained was below the threshold of 35%. The average level recorded for all the variables included in the model is representative, significant for the whole community of respondents, and the modal value (dominant) recorded for the variables of green behaviour of festival organisers and the importance of green procurement concept obtained is four importance degrees (so the procurement concept is important, and the green behaviour of festival organisers is good in the opinion of respondents) (see Annex). The connection between the variables included in the linear multifactorial regression model was measured by the determination coefficient whose recorded value is 0.48. (see table no. 1) We appreciate that between the correlated variables, there is a direct and significant linear dependence.

Table 1: Validity of regression model

Model Summary					
Model	Change Statistics				
	R Square Change	F Change	df1	df2	Sig. F Change
1	.480 ^a	9.606	4	126	.000

a. Predictors: (Constant), Varsta, Dezvoltarea constiintei ecologice prin mesaje ale organizatorilor de festivaluri, Importanta conceptului de achizitie eco, Ocupatia

Source: own processing

The independent variables included in the linear multifactorial regression model (importance of green procurement concept, age, occupation, development of green conscience by messages of organisers) explain 48% of the variation of green behaviour of organisers. The checking of authenticity of multifactorial regression model and determination coefficient based on Fisher-Snedecor criterion (Fisher, 1920) led to the following conclusion: Sig. F change = 0,00 < 0,05; we appreciate that the linear multifactorial regression model is valid, significant from statistic point of view, characterises a real connection, for a significance threshold of 0.05. It can be used also for the analysis of dependence between the variables included in model. By the application of known statistic tests to check the significance of model parameters, and hypotheses OLS, we noticed that the results for estimation of model parameters were statistically significant for a significance level of 5 % (Sig. < 0,05) for all the independent variables included in the linear multifactorial regression model (see table no. 2). Also, the confidence interval for the model parameters (Lower Bound and Upper Bound) does not contain the null value, another evidence that the model parameters are statistically significant.

The value of correlation ratio of 0.69 validates the hypothesis of existence of a direct and quite significant dependence between the variables included in the linear multifactorial regression model. If we analyse the results obtained in table no.3 regarding the correlation matrix, we can conclude that the variables included in the model are true, characterise a real connection for a significance threshold of 0.05.

Table 2: Significance of model and hypotheses OLS

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.215	.304		4.003	.000	.614	1.816
	Development of ecological awareness through messages of festival organizers	-.272	.133	-.160	-2.047	.043	-.534	-.009
	The importance of the concept of eco procurement	.181	.080	.179	2.248	.026	.022	.340
	Occupation	.507	.110	.530	4.598	.000	.289	.726
	Age	-.014	.008	-.188	-1.614	.059	.031	.053

a. Dependent Variable: Eco behavior of festival organizations

Source: own processing

In the correlation matrix we obtained a quite strong positive correlation between occupation and age (0.735) and negative quite strong correlation between

the development of green conscience by messages and importance of the green procurement concept (0.760); for a significance level of 0.05 and 0.01. We can also see that the positive correlations of medium intensity between the development of green conscience by messages of organisers and occupation (0.520) and between the importance of green procurement concept and occupation (0.511); for a significance level of 0.05. A connection of poor positive correlation can be seen between the development of conscience and age (0.290) and between the importance of concept and age (0.192); for the same significance level.

Table 3: Correlation matrix

		Correlations			
		Development of ecological awareness through messages of festival organizers	The importance of the concept of eco procurement	Occupation	Age
Development of ecological awareness through messages of festival organizers	Pearson Correlation	1	-.760	-.520	.290
	Sig. (2-tailed)		.391	.556	.742
	N	131	131	131	131
The importance of the concept of eco procurement	Pearson Correlation	-.760	1	.511	.192
	Sig. (2-tailed)	.391		.189	.028
	N	131	131	131	131
Occupation	Pearson Correlation	-.520	.511	1	.735*
	Sig. (2-tailed)	.556	.189		.000
	N	131	131	131	131
Age	Pearson Correlation	.290	.192	.735*	1
	Sig. (2-tailed)	.742	.028	.000	
	N	131	131	131	131

*. Correlation is significant at the 0.05 level (2-tailed).

** Correlation is significant at the 0.01 level (2-tailed).

Source: own processing

In conclusion, the objectives of this study were formulated starting from some general objectives and statistic hypotheses considered valid to investigate the green purchasing behaviour of event organisers. By application of mathematical-statistic methods on the statements made by respondents, they were confirmed or denied in proportion of 95% as follows:

Hypothesis 1: Most of organisers of cultural events adjusted their development strategies to the requirements for protection of natural environment by the green procurement component. The hypothesis 1 was confirmed. Over 60% of respondents stated that the green behaviour of festival organisers is very good compared to the respect of criteria and policies for green procurement. There were also respondents who gave examples of a few actions to improve the green procurement process such as: actions aiming at circular economy, actions aiming at development and promotion of a sustainable consumption; actions aiming at development of new technologies and processes, etc. in conclusion, the objective 1 was achieved.

Hypothesis 2: the message transmitted by organisers of cultural events represents in a significant proportion, the main factor of influence regarding the norms, values, customs and traditions of participants. Hypothesis 2 was confirmed. Over 80% of the answers of respondents were affirmative regarding the development of green conscience by receiving messages transmitted by the organisers of rock music, pop and electronic music festivals. However, some respondents considered that these messages were not transmitted systematically, were not too aggressive and were not completely compliant with the standards and

norms imposed by European Union. We must mention that most of interviewed persons knew very well the green procurement concept. In conclusion, the objective 2 was achieved.

Hypothesis 3: Most of participants in cultural events are trained male persons, come from urban environment and have a stable job. Hypothesis 3 was confirmed. Most of respondents (over 80%) are from urban environment, most of them are men (over 60%), most of them have a high training level (over 50% have higher education), and the average income obtained at the general community level is 2932 lei, which makes us claim that respondents have an income and implicitly, a stable job. As for the dependence of the reception degree of messages compared to the demographic characteristics, in the opinion of respondents, was significant (60%), they claim that it is Very Important. In conclusion, objective 3 was achieved.

6. Implications and conclusions

We must mention that Romania invests in public procurement almost one fifth of GDP and is quite behind regarding the attention paid to green procurement (www.comunitatedurabila.ro). In this setting, the general challenge faced by the green sector is that it assures the constant increase of supply and demand, by keeping at the same time the confidence of consumers. It is essential to guarantee the credibility of the system and added value in a long-term perspective. (<https://www.gazetadeagricultura.info/eco-bio/614-agricultura-ecologica/15822-planul-de-actiune-pentru-viitorul-productiei-ecologice-in-uniunea-europeana.html>).

The cultural events can be a very efficient communication channel between the economic interests and the society interests. The cultural events, depending on their purpose, can influence and model the values, customs, traditions of different categories of audience, can defeat the demographic-cultural barriers. The abundance of electronic music, pop and rock large-scale cultural events attract a wide audience, mainly, young, dynamic, with desire of affirmation, audience or generations who have the perspective of modelling the society and economy. The study highlighted that the green principles being to be part of the culture, management and behaviour of organisations, the state bodies and businessmen because they started to adjust their development strategies to the requirements of protection of natural environment by green procurement.

The green behaviour of cultural organisations determine the increase of development degree of green conscience of society and the level of knowledge and assimilation of green procurement and green consumption concepts. The reception by society of the behaviour and green message of organisers of cultural events, music festivals is also dependent on the increase of involvement degree of organisers, the degree of participation in festivals and the demographic-cultural characteristics of the audience of these events. Also, from the results of the study, it came out that the participants in music festivals are receptive to the message of organisers of music-oriented cultural events, development of green conscience,

influence of norms, values, traditions and customs. However, they are not fully satisfied with the impact that the message transmitted by organisers has on them, the methods of transmission of messages etc. That is why festival organisers should invest more in actions of improvement of green procurement process, to diversify the communication methods and the typology of messages oriented to the environmental protection, and to increase the frequency of dissemination of these types of messages, taking into account the opinions of participants in music-oriented cultural events presented in this study.

An important point to be remembered for the future is that the macroeconomic indicators such as GDP, investments, salary earnings were not taken into account in our study. These quantitative variables influence, in their turn, to a higher or lesser extent, the green behaviour of organisers of cultural events. One limitation of our study is that public institutions and private companies do not offer enough information and there are not so many researches done in this area of expertise. Another limit was the lack of dialogue, because the poll deprived the research from the possibility of identifying the freely expressed attitudes, verbal and non-verbal language in the communication process, and free exteriorization and expression forms by attitudes, which imposed a new stage of marketing research. (Popovici, 2014).

Another limitation is that the research should not start from population or from companies, but from an adequate legislation for public green procurement (especially those which regulate the deployment of cultural events).

The proposals we want to suggest in the end of study can be synthesized as follows:

- The promotion on a wide scale of informational campaigns and address audiences by age and occupation. Not only this, but taking into consideration what they are learning or what is their career path and implicating them in green policy. Also bringing together people through active participation in cultural events. These campaigns must be developed, perfected and promoted by public instruments of support specific to digital era with the formal seal of approval of public institutions and ministries.
- Identifying the impact of campaigns and environmental awareness among consumers. Understanding their perspective about the brand communication and visibility of large-scale cultural events.
- Green procurement legislation – establishing a clear set of guidelines and procedures in order to uphold the letter of the law in not allowing the purchase of non-green items.
- Offering incentives for entities that use green principles in procurement – fiscal exemptions, lower taxes or grants.

References

1. Andronie, M., et al., 2019. Integration of ecological marketing principles through the use of massive data collections. Best Practices. Journal Amfiteatru Economic, vol. 21, no. 50, February, 2019.
2. Bădin. A., 2018. New ways of interacting with culture consumers through cultural services marketing using Big Data and IoT. DOI, Volume 12: Issue 1.
3. Berkowitz, L. and Lutterman, K.G., 1998. The traditional socially responsible personality, *Public Opinion Quarterly*, 32(2), pp. 169-185.
4. Bourgeois, J.C. and Barnes, J.G., 1979. Viability and profile of the consumerist segment. *Journal of Consumer Research*, Issue no. 5, pp. 217-227.
5. Carlson, L., Grove, S. L., & Kangun, N., 1993. A content analysis of environmental advertising claims: A matrix Method Approach. *Journal of Advertising*, 22(3), pp. 27-40.
6. Chan R., 2001. Determinants of Chinese consumers' green purchase behavior, *Psychology and Marketing*, Vol. 18, No. 4, pp. 389-413.
7. Chen, Y. & Chang, C., 2012. Enhance green purchase intentions. *Management Decision*, 50(3), pp. 502-520. <http://dx.doi.org/10.1108/00251741211216250>.
8. Charter, M., Peattie, K., Ottman, J. & Polonsky, M. J., 2006. *Journal Marketing and Sustainability*. Retrieved from www.cfsd.org.uk/smart-know-net/links/smart-know-net.pdf.
9. D'Souza,C., 2004. Eco-label Programmes: a Stakeholder (Consumer) Perspective. *Corporat Communications: An International Journal*, 9(3), pp. 179-188.
10. D'Souza, C., Taghian, M., & Lamb, P., 2006. An empirical study on the influence of environmental labels on consumers. *Corporate Communications: An International Journal*, 11(2), pp. 162-173.
11. D'Souza, C., Taghian, M., & Khosla, R., 2007. Examination of environmental benefits and its impact on the influence of price, quality, and demographic characteristics with respect to green purchase intentions. *Journal of Targeting, Measurement & Analysis for Marketing*, 15(2), pp. 69-78.
12. Fisher, R.A., 1920. A Mathematical Examination of the Methods of Determining the Accuracy of an Observation by the Mean Error, and by the Mean Square Error. *Mon. Not. R. Astron. Soc.*, 80, pp. 758-770.
13. Fishbein M. A. and Ajzen I., 1975. *Belief, attitude, intention and behaviour: An introduction to theory and research*, Publisher: Reading, MA: Addison-Wesley.
14. *Global Outlook on Sustainable Consumption and Production Policy, 2012. Taking action together Report*, United Nations Environment. This report is co-financed by the European Commission. UNEP, 2012, <https://sustainabledevelopment.un.org/index.php?page=view&type=400&nr=559&menu=1515>.
15. Harris, B., Burrell, D. and Eicher, S., 2000. *Demand for local and organic product: a brief review of literature*. Kansas: University of Kansas Institute for Public Policy and Business Research.
16. Hofstede, G., 1980. *Culture's Consequences: International Differences in Work-Related Values*. Beverly Hills, CA: Sage Publications, Inc.
17. Hustad, T.P. and Pessemier, E.A., 1973. Will the real consumer activists please stand up: An examination of consumers' opinions about marketing practices? *Journal of Marketing Research*, 10, pp. 319-324.

18. Kaufmann, H.R., Mohammad, F.A., K., P., Orphanidou, Y., 2012. Factors Affecting Consumers' Green Purchasing Behaviour: An Integrated Conceptual Framework, Vol. XIV • No. 31 • February 2012, Journal Economic Amphitheater, pp. 50-69.
19. Kollmuss, A. and Agyeman, J., 2002. Mind the gap: why do people act environmentally and what are the barriers to pro-environmental behaviour?. *Environmental Education Research*, 8(3), pp. 239-260.
20. Kotler, P., Armstrong, G., & Opresnik, O., 2017. *Principles of Marketing*. Harlow: Pearson, 213.
21. Lee N. R. & Kotler P., 2019. *Social Marketing: Behavior Change for Social Good Sixth Edition*, Publishing House SAGE Publications, Inc.
22. McCarty, J. A., & Shrum, L. J., 2001. The Influence of Individualism, Collectivism, and Locus of Control on Environmental Beliefs and Behavior. *Journal of Public Policy & Marketing*, Vol. 20(1) Spring 2001, pp. 93-104.
23. Memery, J., Megicks, P. and Williams, J., 2005. Ethical and social responsibility issues in grocery shopping: a preliminary typology. *Qualitative Market Research: An International Journal*, 8(4), pp. 399-412.
24. Ministry for the Environment, Sustainable Development and Climate Change, 2018, *Green Public Procurement National Action Plan 2019-2025*, <https://msdec.gov.mt/en/decc/Documents/environment/gpp/2019/secondNap/gppSecondNap.pdf>.
25. Ottman, J., 1993. *Green Marketing: Challenges & Opportunities for the New Marketing Age*. New York, NY: McGraw-Hill.
26. Panni, M.F.A.K., 2006. *The Effect of Consumerism towards customer attitudinal behavior in food industry in Malaysia*. M. Phil. Multimedia University.
27. Pistol, L. and Țoniș (Bucea-Manea), R., 2017. Resource Productivity in a Circular Economy. 30th International Business-Information-Management-Association Conference, *Vision 2020: Sustainable Economic Development, Innovation Management, and Global Growth*. Madrid, Spain.
28. Peattie, K., 1995. *Environmental Marketing Management: Meeting the Green Challenge*. London: Financial Time-Prentice Hall.
29. Polonsky, M. J., 1994. An Introduction to Green Marketing. *Electronic Green Journal*, 1(2), November, Retrieved from <http://egi.lib.Uidaha.edu/egj02/polon01.html>
30. Popovici, S., C., 2014. *Promotional Strategies in Cross Cultural Marketing*, Thesis Brașov, 2014.
31. Rashid, N. A., 2009. Awareness of eco-label in Malaysia's green marketing initiative. *International Journal of Business and Management*, 4(8), 10.
32. Rohini Samarasinghe, 2012. The Influence of Cultural Values and Environmental Attitudes on Green Consumer Behaviour, *International Journal of Behavioral Science*, Copyright 2012 by Behavioral Science Research Institute 2012, Vol. 7, No.1, pp. 83-98.
33. Rekettye, G. and Hetes, E., 2010. Responsibility for the future of the world-paradigm shift in the theory and practice of marketing, *Pecvnica, Monográfico (2010)*, pp. 177-189, University of Pécs, Faculty of Business and Economics, 7622 Pécs, Rákóczi út 80, Hungar, file:///D:/PROFILE/Downloads/2010_177_189%20(2).pdf.
34. Shiffman, L. G., & Kanuk, L. L., 1994. *Consumer Behavior*. London: Prentice Hall.
35. Triandis, H. C., 1989. The self and social behavior in differing cultural contexts. *Psychological Review*, Vol. 96, No. 3, pp. 506-520.

38. Wanninayake W. M. C. B., & Randiwela, P., 2008. Consumer attractiveness towards green products of FMCG sector: an empirical study. June 22-24, 2008. Paper presented at the Oxford Economics and Business Conference, Oxford University, United Kingdom.
39. Weber, J. and Gillespie, J., 1998, Differences in Ethical Beliefs, Intentions and Behaviors, *Business and Society*, Vol. 37, No. 4, pp. 447-467.
40. Yau, Oliver H. M., 1994. *Consumer behaviour in China: Customer Satisfaction and Cultural Values*. New York, NY: Routledge.
<https://neversea.com/>
<https://electriccastle.ro>
<https://untold.com/>
<https://www.summerwell.ro/essential-info.html>

Appendix 1

Statistics

	Development of ecological awareness through messages of festival organizers	The importance of the concept of eco procurement	Age	Eco behavior of festival organizations
N	Valid 131 Missing 0	131 0	131 0	131 0
Mean	1.229	4.099	30.031	3.756
Mode	1.0	4.0	22.0	4.0
Std. Deviation	.3760	.9596	10.3779	1.0007
Minimum	1.0	1.0	15.0	1.0
Maximum	3.0	5.0	66.0	5.0