

2025-11

Sustainable Practices: The Role of Eco-Friendly Décor in Shaping Consumer Perceptions at Events

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Sustainable Practices: The Role of Eco-Friendly Décor in Shaping Consumer Perceptions at Events

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Paper ID: ICEBTM-25-1061

Abstract - This study explores how sustainable décor and the use of eco-friendly materials—such as bamboo, jute, clay, and biodegradable products—affect consumer perception and behavior in the southern part of Bangladesh. As environmental concerns become increasingly significant, event organizers in this region are gradually adopting green practices. However, limited research exists on how local consumers perceive these initiatives and how they influence factors such as consumer satisfaction, brand trust, and future purchase intentions. This research examines the types of sustainable materials used in events across the southern region, the extent of consumer awareness regarding eco-friendly practices, and the impact of these elements on consumer behavior. A quantitative research approach, supported by surveys, interviews, and focus group discussions, was employed to uncover trends, correlations, and potential cause-effect relationships. Findings reveal that younger, well-educated consumers are more open to sustainable décor, yet cultural traditions and economic limitations hinder broader acceptance. While eco-friendly practices enhance satisfaction and trust among environmentally conscious consumers, concerns about the durability, prestige, and aesthetic appeal of green materials present ongoing challenges. The study recommends enhancing public awareness through education, incorporating regional cultural elements into sustainable event planning, and improving waste management. This research offers valuable insights for event professionals in the southern part of Bangladesh seeking to align sustainable operations with consumer expectations and promote long-term environmental sustainability within the local event industry.

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

I. INTRODUCTION

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

Sustainable event practice has become an emerging issue of concern on cultural pride and more environmental consciousness in semi-urban places such as Southern part of

Bangladesh. Closeness to nature is one of the strongest features of these region, which is why eco-friendly event decor is particularly topical in this respect. Eco- friendliness using bamboo, jute, clay, cotton fabrics and recycled paper are gaining popularity as an alternative, sustainable method of conventional synthetic materials. The materials also lead to a decrease in waste and pollution and a growth in the local identity/skills of this region.

Sustainability in event management is meeting the current needs without the deprivation of future generations of their need. It focuses on low intensity resources and in the long run, with a preference to less environmental impact. Sustainability is not only a matter of providing alternatives but also a matter of redefining beauty and luxury comprehensively, ethically, culturally apposite and environmentally friendly. It is a process that questions the social expectations on the aesthetics of event and promotes a more conscious way of doing event industry. Consumer perceptions influence sustainability largely through cultural symbols, beliefs, and social norms, and thus the success of the sustainable practices in the event management field is often defined by these aspects. The event planners have to balance between environmental responsibility and consumer wants so that the designs are effective and culturally attractive. The consumers might perceive simple-looking, nature-inspired instrumentation of the device as a meaningful approach to the ecological issues, yet others might be interested in more conventional, more luxurious formulations.

Specifically, this study aims to explore whether the use of eco-friendly decor and sustainable materials in southern part of Bangladesh, especially in Barishal region the event industry can positively change consumer satisfaction, trust, and potential behavior. To address this, a quantitative survey relying on local perspective was conducted. This is the first time a research has explored consumer intentions of sustainable event practices in a semi-urban city like Barishal in a Bangladeshi context, filling a remarkable gap focused on by previous systematic reviews. Thus, this study seeks to offer practical guidance for event planners to embed sustainability within Barishal's culture and economic landscape.

II. LITERATURE REVIEW

The concept of sustainability continues to grow in the world and its application in developing countries such as

Barishal, Bangladesh is minimal particularly in event management industry. Although major cities in the world are slowly embracing a green lifestyle, semi-urban metropolises such as Barishal are still full of conventional things like plastic, polythene, and artificial decorations. Yet, research initiatives like that of [11] report this change slowly as backdrop and stage decoration is being done by some of the organizers with bamboo, jute, and clay, but primarily in awareness events led by education institutes or non-profits.

Among the significant statements of the literature, is the fact that the consumer perception is highly based on aesthetic value, compatibility with their culture as well as price. [1] discovered that some young individuals and students who believe in sustainable decoration, the rest of the consumers concern themselves with cost minimization and the visibility factor of products. This shows a long-term lack of knowledge, as people are not aware about the environmental impact of conventional materials. According to [21], consumers fail to see any added value through the eco-friendly practices, unless they are told about environmental benefit of these practices.

The other important revelation is the financial issue of carrying out sustainability. According to Chowdhury and Islam (2019), planners find it hard to consider using sustainable options since they are faced with tight budgets and unaffordable green alternatives. In addition, weddings and other religious functions are usually frowned upon by cultures that culturally require flashy and over-the-top adornments, which eco-friendly decorations can hardly match.

These boundaries notwithstanding, a youth movement makes in Barishal a room to change sustainably. Green-themed events that consumed recyclable materials and environmentally friendly lighting have been held in such institutions as Brojomohun College [1]. Emotional and symbolism significance of natural materials also takes place; the use of natural textures and green items result in the sense of placidity, nostalgia, and cultural pride, particularly in a nature-plentiful area, such as Barishal [22]. The literature further brings out the color psychology as one factor in the sense that it promotes green color which means growth, purity and peace. Using the decor in the events does not only increase the aesthetic nature of the events, but also imparts moral values of the environment as well as increasing brand awareness and confidence [5]. Moreover, emphasis is given to the issue of waste management as the pillar of sustainable events. According to [14,15], the most applicable and flexible approaches are reuse computer systems, composting, and recycling systems that could be adopted in the case of local events.

A. Consumer Behavior

The acceptance of eco-friendly event practice depends highly on consumer behavior. In Bangladesh, the younger and educated people prefer sustainable materials whereas the older ones, as well as the low-income consumers, are

loyal to traditional, tacky decor. Such contrast puts much emphasis on the need to strive to know the local culture beliefs as flashy decor is also linked to prestige and status in the past. The trick to changing consumer behavior is providing them with more awareness and visible rewards, as it has been captured by Nusrat and Sultana (2020) and [11] among others; however, one of the things that can be done is presenting the environmental effects of sustainable materials.

B. Characteristics of consumers

There are some consumer attributes that determine how people prefer to have their events decorated in environmentally friendly ways. Studies indicate that younger generations (especially those below 21 years) would tend to use sustainable materials more, since they get exposed to international environmental movements more often. The women are also greener in their approach to events during gatherings within communities and families [12]. Unlike them, older people, particularly those who live in countryside, tend to choose cultural or elaborate decorations as it is customary and, because of their status. Furthermore, the people with the higher income are ready to afford green materials, and people with the lesser income would consider sustainable products to be of low quality.

C. Green aesthetics in psychology

Psychological implications of the green aesthetics are important in the comprehension of how the consumer perceives the environment friendly decor. The natural materials used in environmentally friendly construction in Barishal comply with the national culture and attachments to nature. Green color is not only perceived as a sustainability color but also as a show of growth, purity, and peace. Green design is often linked with a sense of peace and reminiscent effect among people in Barishal especially in events such as wedding and religious reminders. The emotional appeal of eco-friendly decor, which [22] speak about, can also increase the efficiency of such events and cause a positive change in how the consumer perceives the organizer of the event.

D. Use of Waste Materials

To minimize the eco-friendly impact of events, one must use sustainable materials. Traditional materials that are being used include plastic flowers and Styrofoam which cannot be recycled and cause pollution. Conversely, more environmentally friendly materials such as bamboo, jute and clay are biodegradable and put less strain on the environment. In addition, effective waste management concepts e.g. recycling, compost and reusing of the decoration materials, are vital in ensuring that the events are indeed environment-friendly. Many of the studies, such as those conducted by [14,15], argue that cleaning up and recycling using reusable materials are critical to preventing the impairment of nature.

The good part about the use of sustainable materials has its issues such as being more expensive initially and that they are not easily accessible in the rural regions of the country like Barishal. Consumers also resist since they perceive treated and synthetic materials as more appealing and luxurious. However, the problem can be fixed as local cultural aspects can be incorporated into using more sustainable materials in the event industry in Barishal with more awareness.

III. METHODOLOGY

This research adopts a quantitative research design to examine the relationship between the use of environmentally friendly decorations and materials in event settings and consumer attitudes, behaviors, and satisfaction—specifically within the context of Barishal. The choice of a quantitative approach is based on the objective to gather measurable data from a larger population segment, allowing for statistical analysis to identify patterns, correlations, and potential cause-effect relationships. The central aim is to assess consumer awareness, perception of quality, emotional and intellectual responses, and behavioral intentions toward sustainable or "green" events.

The target population for this study consists of individuals aged 18 and above who have attended at least one event in Barishal within the past 12 months. A structured questionnaire was utilized as the primary data collection tool. The questionnaire was designed based on a review of existing academic literature on sustainable consumption, event management, and consumer behavior. It comprised closed-ended questions, including items formatted using the Likert scale, to capture quantifiable responses.

The survey instrument was divided into key thematic sections: consumer awareness of environmentally friendly materials, perceived aesthetic and functional quality of eco-friendly decorations, emotional and intellectual reactions to sustainable event setups, and willingness to support or recommend such events. The design of these sections aimed to gather comprehensive insights into both the cognitive and affective dimensions of consumer engagement with green practices.

A simple random sampling method was employed to ensure a representative sample, mitigate selection bias, and include participants from diverse demographic backgrounds. The final sample size comprised 200 respondents, considered sufficient to yield reliable and generalizable results in the context of a semi-urban population like Barishal. To maximize accessibility and participation, data was collected using both online and face-to-face survey methods—particularly during ongoing public events—to capture real-time consumer perspectives.

For data analysis, both descriptive and inferential statistical techniques were applied. Descriptive statistics such as frequencies, percentages, and means were used to summarize the respondent profiles and key variable distributions. Inferential techniques, including correlation analysis and regression modeling, were employed to examine the strength and direction of the relationships between variables. The analysis was conducted using SPSS software to ensure precision, validity, and consistency.

This methodological framework provides a systematic, data-driven approach to understanding the influence of environmentally conscious event practices on consumer mindsets. It offers valuable insights for event organizers, policy makers, and stakeholders by revealing the extent to which eco-friendly practices shape audience engagement, satisfaction, and sustainable behavioral intentions. Ultimately, the findings support informed decision-making and strategic planning toward a more sustainable event industry in Barishal.

IV. DATA ANALYSIS

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
dependent_variable	200	1.30	4.80	3.7112	.68542
independent_variable	201	1.60	4.70	3.9212	.75386
inde_variable	200	1.00	5.00	4.1800	1.02976
Valid N (listwise)	200				

The descriptive statistics of the three variables—dependent, independent, and index—offer valuable insights into their respective distributions. The dependent variable, based on 200 observations, ranges from a minimum of 1.30 to a maximum of 4.80. It has a mean of 3.71 and a standard deviation of 0.68542, indicating that the data points are generally concentrated toward the higher end of the scale, though some variability is present around the mean.

The independent variable comprises 201 observations, with values ranging between 1.60 and 4.70. Its mean is slightly higher at 3.92, suggesting a mild skew toward the upper end of the scale. The standard deviation is 0.75386, which is marginally greater than that of the dependent variable, reflecting a slightly wider spread of values.

The index variable includes 200 data points and spans the full scale, from 1.00 to 5.00. It has the highest mean among the three, at 4.18, indicating a strong tendency toward the upper end of the scale. With a standard deviation of 1.02976—the largest of the three—it demonstrates the greatest variability. This suggests that the index variable exhibits a broader range of responses compared to both the dependent and independent variables, implying more diverse participant perspectives or behaviors.

Model Summary^a

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					
					R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
1	.799 ^a	.622	.618	.42350	.622	162.135	2	197	.000	1.634

a. Predictors: (Constant), inde_variable, independent_variable

b. Dependent Variable: dependent_variable

The model summary demonstrates that the regression model significantly explains a substantial proportion of the

variation in the dependent variable. The R value of 0.789 indicates a strong positive linear relationship between the independent variables and the dependent variable, suggesting a meaningful association between the predictors and the outcome. An R Square value of 0.622 implies that approximately 62.2% of the variance in the dependent variable is accounted for by the independent variables, reflecting a good model fit. However, it also suggests that 37.8% of the variance remains unexplained, leaving room for other contributing factors.

The Adjusted R Square value of 0.618 confirms the model's robustness, adjusting for the number of predictors and demonstrating that the explanatory power of the model is not artificially inflated. The Standard Error of the Estimate, calculated at 0.42350, indicates that on average, the predicted values deviate from the actual values by approximately 0.42 units—providing an estimate of the model's prediction accuracy.

Moreover, the F Change value of 162.135, accompanied by a highly significant p-value of 0.000, confirms that the overall regression model is statistically significant. This means that, as a group, the independent variables meaningfully contribute to explaining the variance in the dependent variable. Lastly, the Durbin-Watson statistic of 1.634, although slightly below the ideal value of 2, suggests only a weak positive autocorrelation among the residuals. While this points to a minor issue with autocorrelation, it does not pose a serious threat to the model's validity. Overall, the model is statistically sound, the predictors are significant, and the level of autocorrelation is within acceptable limits.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	58.158	2	29.079	162.135	.000 ^b
	Residual	35.332	197	.179		
	Total	93.490	199			

a. Dependent Variable: dependent_variable

b. Predictors: (Constant), inde_variable, independent_variable

Analysis of Variance (ANOVA) was employed to determine whether consumer perceptions of events significantly differ based on the use of eco-friendly décor and sustainable materials. ANOVA is an appropriate statistical method for this study due to the multivariate nature of the research design, involving multiple independent variables influencing a single dependent variable—consumer perception.

The ANOVA results demonstrate an F-value of 162.135 and a p-value of 0.000, indicating that the model is statistically significant. This suggests that the interaction among the independent variables—such as environmental awareness, aesthetic appeal of the event, and perceived sustainability—plays a crucial role in explaining the variation in consumer perception. In other words, differences in how individuals perceive and respond to eco-

friendly events are not due to random chance but are meaningfully explained by the tested variables.

The use of ANOVA supports the hypothesis that incorporating eco-friendly practices in event décor has a measurable and significant impact on consumer perception. It enables the researcher to assess whether observed differences in perception across various groups—such as those exposed to sustainable events or those with varying levels of environmental awareness—are statistically significant. This reinforces the study's findings and provides a robust basis for conclusions regarding the influence of sustainability on consumer attitudes within event settings

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.016	.159		6.397	.000		
	independent_variable	.468	.069	.516	6.812	.000	.335	2.986
	inde_variable	.206	.050	.310	4.091	.000	.335	2.986

a. Dependent Variable: dependent_variable

The regression model results are presented in the coefficients table, which includes both unstandardized and standardized coefficients for each predictor, along with their statistical significance. The unstandardized coefficient (B) for the constant (intercept) is 1.016 with a standard error of 0.159. The corresponding t-value is 6.397, and the p-value is 0.000, indicating that the constant is statistically significant.

For the variable labeled as independent variable, the unstandardized coefficient is 0.468, with a standard error of 0.069. The standardized coefficient (Beta) is 0.516, and the t-value is 6.812, with a significance level (p-value) of 0.000. These results demonstrate a strong and statistically significant positive influence of this variable on the dependent variable, making it the most impactful predictor in the model.

Similarly, the independent variable has an unstandardized coefficient of 0.206 and a standard error of 0.050. The standardized Beta is 0.310, with a t-value of 4.091 and a p-value of 0.000, confirming that this predictor also exerts a statistically significant and positive effect on the dependent variable, although its influence is comparatively weaker than that of the independent variable.

In terms of collinearity diagnostics, the Tolerance value is 0.335, and the Variance Inflation Factor (VIF) is 2.986 for both predictors. Since the VIF values are well below the conventional thresholds of 5 or 10, this suggests that multicollinearity is not a serious concern in the model. Overall, the regression results confirm that both predictors significantly contribute to explaining the variance in the dependent variable, with no indication of problematic multicollinearity.

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	independent_variable	inde_variable
1	1	2.962	1.000	.00	.00	.00
	2	.030	9.940	.72	.01	.23
	3	.008	19.674	.27	.99	.77

a. Dependent Variable: dependent_variable

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

The proportion of variances indicates that the independent variable has a variance proportion of 0.72 which is high hence this dimension is strongly related to. Conversely, the proportion of variance in this dimension that belongs to the constant and independent are very small, having values 0.00 and 0.23, respectively. The third dimension has an extremely small eigenvalue of 0.008 with a larger condition index of 19.674, and this is a definite indication that there could be multi-collinearity amongst the predictors. The proportion of variances in Dimension 3 indicates that the independent variable is strongly related to this dimension with a variance proportion of 0.77 whereas the independent variable has a lower proportion of 0.99.

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.0641	4.2445	3.7112	.54060	200
Residual	-2.31757	1.11241	.00000	.42136	200
Std. Predicted Value	-3.047	.987	.000	1.000	200
Std. Residual	-5.472	2.627	.000	.995	200

a. Dependent Variable: dependent_variable

The Residual Statistics table shows important information regarding the residuals of the constructed regression model, being the differences between observed and predicted values. The table gives a report of the predicted values, residuals, standardized predicted values, and standardized residuals of the dependent variable. The Predicted Value ranges between 2.0641 and 4.2445 with a mean of 3.7112 and standard deviation of 0.54060. It indicates that the forecasted values are fairly near to the true mean of the dependent variable and there is variability in the forecasted values as shown by the standard deviation.

The Residual row indicates that the range of residuals is between -2.31757 and 1.11241 with a mean of 0.00000. The zero mean residual is an indication that on average the model predictions are not biased, that is, there is no

systematic under- or over-prediction. The residential standard deviation is 0.42136, which shows how the residuals are dispersed around the zero mean. In the case of Standardized Predicted Value the maximum and minimum values are -3.047 and 0.987 respectively and the average is 0.000 which indicates that standardized predicted values are concentrated around zero as they should be. The standard deviation equals 1.000, which means that they are standardized.

The values of Standardized Residual have the range between -5.472 and 2.627 with the mean value of 0.000 and the standard deviation of 0.995. Standardized residuals give a standardized value of the distance between each prediction and the actual value, whose values are usually expected to be within the range of -2 to 2 in a good fitting model. The distribution of the standardized residuals indicates that the bulk of the residuals lie within this interval therefore showing that the predictions of the model are largely accurate.

Correlation

	dependent_variable	independent_variable	independent_variable
dependent_variable	1		
independent_variable	.768**	1	
independent_variable	.730**	.816**	1

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

The correlation table presents the Pearson correlation coefficients among the three variables included in the regression model: the dependent variable and two independent variables. These coefficients, along with their significance levels, offer insight into the strength and direction of the relationships between the variables.

The dependent variable shows a strong and positive correlation with the first independent variable ($r = 0.768$), which is statistically significant at the 0.01 level, as indicated by the double asterisks. Similarly, it also demonstrates a positive but slightly weaker correlation with the second independent variable ($r = 0.730$), which is also significant at the 0.01 level. These findings suggest that both independent variables have a significant and positive association with the dependent variable

Furthermore, the two independent variables are themselves highly correlated ($r = 0.816$), and this relationship is likewise significant at the 0.01 level. This strong inter-correlation between the predictors implies a potential overlap in what they measure or influence. However, while the high correlations underscore strong associations, they also warrant attention to potential multicollinearity in the regression analysis. Overall, the

correlation results confirm the relevance of all three variables in understanding the dynamics within the model.

V. FINDINGS

A. Attitude to Eco- Friendly Materials

In southern region especially in Barishal, awareness of eco-friendly materials is growing, particularly among the youth and educated segments of the population. Event attendees, including locals and students, increasingly appreciate the use of biodegradable, jute, bamboo, and clay materials by organizers [12]. However, many clients still prioritize the visual appeal and affordability of traditional party decorations. Changing these consumption preferences is challenging in the short term, as a significant portion of the population continues to favor conventional, flashy displays over sustainable alternatives, valuing aesthetic impact over environmental responsibility.

B. Consumer Satisfaction and Trust

Eco-friendly materials positively influence consumer satisfaction with events, especially when attendees understand their environmental benefits [21]. Incorporating green practices—such as natural lighting, bamboo, and biodegradable products—enhances perceived event quality, fostering greater trust in organizers. Consumers who recognize an event’s sustainability tend to develop a more favorable attitude toward the organizer, increasing the likelihood of recommendations and repeat attendance. This underscores that effectively communicating sustainability not only improves event perception but also strengthens consumer loyalty, positioning environmentally responsible practices as a valuable strategy in event management.

C. Cultural Influence and resistance

In Barisal, eco-friendly materials face limited acceptance among older generations, who often associate traditional, ornate decorations with social status and prestige. Flashy, synthetic ornaments, especially in weddings and religious functions, are widely favored for their perceived grandeur. However, nature holds deep cultural significance in Barisal, a region renowned for its rivers and lush greenery. This cultural connection can give eco-friendly materials an emotional appeal to locals. By aligning such materials with local traditions and aesthetic values, organizers can enhance their acceptance. Integrating environmental responsibility with cultural pride may bridge generational preferences and foster broader appreciation [1].

D. Economic Factors

A large number of consumers in Barishal are price sensitive and eco-friendly materials, which are more sustainable in most cases, are usually costly. This poses a great obstacle towards mass adoption, particularly in an economy where cost-effectiveness is a dominant factor. The event planners at Barishal have been experiencing problems with regard to striking a balance between being sustainable and being affordable.

E. Use of waste Materials

Barishal events often rely heavily on non-biodegradable materials like plastics and Styrofoam, contributing to environmental degradation. While there is a visible shift toward sustainable options such as jute, clay, and bamboo, these remain scarce and costly. Event organizers who adopt sustainable materials have successfully reduced waste, with some incorporating reusable and recyclable items. The research also emphasizes that effective waste management is crucial for achieving truly sustainable events, highlighting its role in minimizing environmental impact and promoting responsible event practices.

VII. RECOMMENDATION

A. Awareness Program

Educate the people, in particular, older generation on the impacts of non-biodegradable materials on the environment and the benefit they can gain by adopting the utilization of environment-friendly materials. This may be done by conducting awareness activities, working with schools and non-governmental organizations besides information sessions at events. Challenge the event planners to take the responsibility of enlightening the participants about the sustainability initiatives put in place at the events. This can be in signatures, pamphlets or even in the form of short talks given out on how the decor and material used is helping to make the environment greener.

B. Employ Local Culture in Environmentally Sustainable Practice

Promoting the use of culturally significant materials—such as bamboo, jute, and clay—while incorporating modern and aesthetically appealing designs can bridge the gap between traditional ornate décor and sustainability. Event organizers should highlight how eco-friendly materials like jute mats and bamboo structures can evoke positive cultural associations and sentimental value. By aligning these sustainable elements with local traditions, the décor becomes more appealing to the community, fostering acceptance and appreciation while preserving both cultural identity and environmental responsibility.

C. Inexpensive Sustainable Development Goals

Eco-friendly materials remain a significant challenge for many due to their higher costs. Event planners should consider sourcing sustainable materials locally to reduce expenses, while engaging local craftsmen and small businesses to make eco-friendly options more affordable and appealing to the community. Additionally, emphasizing the long-term cost benefits of sustainable materials—such as reduced waste disposal expenses and the potential for reuse—can help shift public perception. Highlighting both economic and environmental advantages can encourage broader acceptance and adoption of sustainable practices in Barishal’s event industry.

D. Effective Waste Management plan

The best practices that event organizers should focus on include waste management plans that may entail the installation of different bins (recycling, composting and general garbage). The collaboration with the local waste managing firms may contribute to mitigating the environmental devastation caused by the events. It could also be thought that the introduction of sustainable practices could be induced by involving the participants of the event into separating their wastes, as well as by providing incentives (discounts on environmentally-friendly behavior).

E. Green Certification and eco-friendly Brand

Green certifications or developing an eco-friendly brand identity can greatly benefit event organizers by enhancing the credibility of their sustainability efforts. Using eco-labeled products and materials at events allows attendees to clearly recognize and appreciate the sustainable practices in place, fostering trust, strengthening brand reputation, and encouraging continued support from environmentally conscious consumers.

F. Connect the Local Influencers and the Youth

Harness the energy of youth and influence of opinion leaders to promote sustainable event practices. Youth, being more receptive to eco-friendly concepts, can effectively spread the message across wider community segments. Collaborating with local change-makers and hosting sustainability-focused events can foster a community-driven approach, encouraging broader participation and commitment to environmentally responsible event organization

These guidelines will help Bangladesh's event industry gradually overcome barriers to sustainable practices, making eco-friendly event management the norm. Consequently, consumers will no longer see sacrificing sustainability as an option, fostering a stronger commitment to environmentally responsible events across the sector.

VII. CONCLUSION

This paper demonstrates that while sustainable practices—such as the use of biodegradable and locally sourced materials—are gradually gaining traction within the event management sector in Bangladesh, widespread consumer adoption remains limited. Younger, more educated, and environmentally conscious populations show a greater preference to embrace sustainable designs and approaches. In contrast, older generations and lower-income groups continue to favor traditional, ornate decorations. The primary challenges inhibiting the broader implementation of sustainability initiatives include financial constraints, imbedded local preferences, and insufficient awareness regarding the benefits of eco-friendly materials.

Importantly, the research highlights that sustainable event décor positively influences consumer satisfaction, brand trust, and long-term loyalty, particularly when the environmental impacts are clearly communicated. This presents a valuable opportunity to integrate sustainability into the traditional cultural fabric of southern part by promoting the use of culturally relevant materials such as bamboo, jute, and clay.

To effectively overcome existing barriers, strategic efforts should focus on comprehensive educational campaigns, increasing the affordability and accessibility of locally produced sustainable materials, and enhancing waste management practices during events. Furthermore, the adoption of green certifications and the promotion of sustainability practices aligned with local cultural values can strengthen consumer acceptance and credibility.

Although progress towards sustainable event management is gradual, the positive momentum observed offers a promising foundation for future growth. This evolving trend not only has the potential to transform practices within Barishal but also to serve as a model for other semi-urban and developing regions, contributing to the broader advancement of environmentally responsible event management in Bangladesh.

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