

Sustainable Consumption During Hedonic Event Experiences: A Conceptual Framework and Research Agenda.

Francisco Tigre Moura
IU University of Applied Sciences
Cansu Hattula
IU International University

Cite as:

Tigre Moura Francisco, Hattula Cansu (2023), Sustainable Consumption During Hedonic Event Experiences: A Conceptual Framework and Research Agenda.. *Proceedings of the European Marketing Academy, 52nd*, (114093)

Paper from the 52nd Annual EMAC Conference, Odense/Denmark, May 23-26, 2023



Sustainable Consumption During Hedonic Event Experiences: A Conceptual Framework and Research Agenda.

Abstract

This paper proposes a conceptual framework to address (un)sustainable consumption behaviours during hedonic event experiences, such as music concerts or football games. The framework's rationale suggests that there is an inversely directional flow of affective and cognitive responses throughout the three stages of the event experience (experience anticipation, experience consumption and co-creation and post-consumption). Further, that the higher the consumers' affective response during a hedonic event experience, the lower is the likelihood to engage in sustainable consumption behaviors due to the high emotional responses and their consequent decline of cognitive evaluations. Also, multiple intrinsic, extrinsic, and situational factors moderate the framework's rationale. Finally, the paper presents a research agenda to address key aspects of the framework for validation.

Subject Areas: *Consumer Behaviour, Entertainment Marketing, Hedonic Products, Intention-Behavior Link*

Track: Marketing Strategy & Theory