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Factors Affecting Sustainable Consumption Behavior Intention in Guangfu Miao Hui: Case of Generation Z

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Abstract: This study aims to explore the pathways through which values, sense of responsibility, media publicity, and marketing influence behavioral attitudes and subjective norms in the context of sustainable consumption at the Guangfu Miao Hui, as well as to verify the impact of these attitudes and norms on sustainable consumption intention among Generation Z (aged 18–29). Using a quantitative approach, a cross-sectional survey was conducted with 400 valid respondents who participated in the 2023–2024 Guangfu Miao Hui, with data collected via online questionnaires distributed through WeChat, QQ, and Weibo. The study employed descriptive statistics, reliability and validity tests, exploratory factor analysis, and hierarchical regression modeling for data analysis. The results indicate that values, sense of responsibility, media publicity, and marketing all positively affect behavioral attitudes, with values having the strongest influence; for subjective norms, marketing and sense of responsibility are significant positive predictors, with marketing being the most impactful. Additionally, both behavioral attitudes and subjective norms strongly predict sustainable consumption intention, with attitudes playing a more prominent role. These findings suggest that in culturally rich contexts like the Guangfu Miao Hui, dual-track strategies should be adopted: activating Generation Z's environmental responsibility through intangible cultural heritage and innovative rituals while integrating ecological practices into cultural symbols, thereby balancing cultural authenticity and green transformation and achieving a unity of "cultural guardianship" and "ecological responsibility".

Keywords: Sustainable Consumption; Generation Z; Guangfu Miao Hui; Behavioral Intention; Cultural Preservation.

1. Introduction

The integration of low-carbon and environmental protection concepts into daily life has elevated sustainable consumption among Chinese consumers, with the younger generation [1], particularly Generation Z, emerging as key advocates [2]. Generation Z, born between 1995 and 2009 [3], exhibits heightened environmental awareness and a willingness to pay for eco-friendly products [4], making them crucial for driving sustainable practices [5]. The Guangfu Miao Hui, a vibrant cultural festival held annually during the Spring Festival in Guangdong, combines traditional Lingnan culture (e.g., lion dances, Cantonese opera) with modern elements (e.g., VR tours) and attracted over 4.3 million visitors in 2024 [6]. However, the festival faces challenges such as environmental degradation from littering and incense burning, as well as cultural dilution due to excessive commercialization [7]. Despite its popularity among young people (over 88% of attendees are under 45), there is a lack of focus on sustainable consumption in its management [8]. Existing research on sustainable consumption has rarely addressed festival contexts or Generation Z's specific behaviors, creating a research gap. This study thus explores two key questions: (1) How do values, sense of responsibility, media publicity, and marketing influence behavioral attitudes and subjective norms toward sustainable consumption at the Guangfu Miao Hui? (2) How do these attitudes and norms affect sustainable consumption intention? The objectives are to clarify these pathways and validate the impact of attitudes and norms on intention, with theoretical significance in integrating the Theory of Reasoned Action (TRA) and Attitude-ABC Theory, and practical value for policymakers, businesses, and cultural organizers seeking to promote sustainability at similar events [9, 10].

1.1. The Significance of Sustainable Consumption Among Generation Z

In the contemporary global context, the imperative of sustainable development has become a focal point across various sectors. Sustainable consumption, as a pivotal component of this overarching concept, involves the utilization of goods and services in a manner that minimizes environmental impact while meeting the needs of the present without compromising the ability of future generations to meet their own needs [11]. Generation Z, a cohort that has grown up in an era of rapid technological advancements and increased environmental awareness, holds the potential to be a driving force in the transition towards a more sustainable future.

This generation has been exposed to a wealth of information about environmental issues through digital media, social platforms, and educational institutions. As a result, they tend to be more conscious of the environmental consequences of their consumption choices. For instance, numerous studies have indicated that Generation Z is more likely to support brands that demonstrate a commitment to environmental sustainability, such as those using recycled materials in their packaging or adopting renewable energy sources in their production processes [12]. Their purchasing decisions are often influenced by ethical and environmental considerations, and they are willing to pay a premium for products that align with their values.

Moreover, Generation Z's digital proficiency and their strong presence on social media platforms enable them to spread awareness about sustainable consumption rapidly. They can advocate for sustainable practices, influence their

peers' consumption behaviors, and hold companies accountable for their environmental impact. Their active engagement in social and environmental causes makes them a crucial demographic for promoting sustainable consumption not only in their personal lives but also within the broader consumer market.

1.2. The Guangfu Miao Hui: A Blend of Culture and Consumption

The Guangfu Miao Hui, deeply rooted in the rich cultural heritage of the Guangdong region, serves as a significant cultural event that attracts a vast number of visitors each year. It serves as a platform for the preservation and dissemination of traditional Lingnan culture, with various cultural performances, exhibitions of intangible cultural heritage items, and traditional handicraft demonstrations. For example, the elaborate lion dances, with their intricate choreography and symbolic significance, are a highlight of the festival, captivating audiences and fostering a sense of cultural identity [13]. Cantonese opera performances, with their unique singing styles, elaborate costumes, and vivid storytelling, also draw large crowds, introducing younger generations to this traditional art form.

In recent years, the festival has also incorporated modern elements to appeal to a wider audience. The inclusion of VR tours allows visitors to experience historical and cultural sites in a more immersive and interactive way, combining the charm of tradition with the allure of technology. However, as the festival has grown in popularity, it has also faced several challenges related to sustainability. The large number of visitors generates substantial waste, with littering being a common issue. Incense burning during religious ceremonies, a traditional practice at the festival, contributes to air pollution, raising concerns about the environmental impact of these cultural activities.

Furthermore, the increasing commercialization of the festival has led to a potential dilution of its cultural essence. While commercial activities are essential for the economic viability of the event, there is a need to strike a balance between commercial interests and cultural preservation. This is especially important when considering the impact on sustainable consumption. The festival offers a unique opportunity to study how cultural context intersects with consumption behaviors, particularly among Generation Z, who are both consumers and potential custodians of cultural traditions. By understanding the factors that influence their sustainable consumption intentions at the Guangfu Miao Hui, it becomes possible to develop strategies that promote environmental sustainability while safeguarding the cultural integrity of the event.

1.3. Research Gap and Objectives

Existing research on sustainable consumption has predominantly focused on general consumer behavior in mainstream market settings, overlooking the specific context of cultural festivals. Cultural festivals, such as the Guangfu Miao Hui, present a distinct environment where cultural values, social norms, and consumption behaviors converge in unique ways. The influence of cultural elements on sustainable consumption intention, especially among Generation Z, remains understudied. Additionally, previous studies have not comprehensively examined the combined effects of internal factors like values and sense of responsibility, and external factors such as media publicity and marketing, on the formation of behavioral attitudes and subjective norms in a festival context.

This study aims to fill these research gaps by exploring the complex relationships between values, sense of responsibility, media publicity, marketing, behavioral attitudes, subjective norms, and sustainable consumption intention among Generation Z at the Guangfu Miao Hui. By doing so, it seeks to provide a more nuanced understanding of the factors driving sustainable consumption behavior in a culturally rich and festival-oriented setting. The theoretical significance of this research lies in its potential to integrate the Theory of Reasoned Action (TRA) and Attitude-ABC Theory in a novel context, enhancing our understanding of how these theories can be applied to explain consumer behavior at cultural events.

Practically, the findings of this study can offer valuable insights to policymakers, who can use the results to formulate more effective environmental policies for cultural festivals. Businesses operating at such festivals can leverage the research to develop marketing strategies that promote sustainable consumption among Generation Z. Cultural organizers can also benefit from the research by incorporating sustainability measures into the planning and management of future festivals, thereby ensuring a more sustainable and culturally vibrant event experience.

2. Literature Review

The research context encompasses three main areas: sustainable consumption intention, Generation Z, and the Guangfu Miao Hui. Sustainable consumption intention refers to consumers' readiness to engage in eco-friendly behaviors, influenced by psychological and contextual factors [11]. Generation Z, characterized by strong self-awareness, digital nativity, and a focus on individuality and social consumption, exhibits unique consumption patterns that prioritize novelty and locality [12]. The Guangfu Miao Hui, established in 2011 to promote Cantonese culture, includes activities such as intangible cultural heritage displays, traditional performances, and food tastings, attracting millions of visitors but facing issues like environmental harm and cultural commercialization [13]. The theoretical framework integrates TRA, which emphasizes behavioral intention as a function of attitudes and subjective norms, and Attitude-ABC Theory, which highlights interactions between attitudes, external conditions (e.g., media, marketing), and behavior [14, 15]. Key variables include values (ecological, altruistic, egoistic), sense of responsibility (moral obligation toward the environment), media publicity (dissemination of environmental information), marketing (strategies influencing consumer choices), behavioral attitude (evaluation of sustainable consumption), subjective norms (perceived social pressure), and sustainable consumption intention (readiness to act eco-friendly) [16, 17]. Based on these, ten hypotheses are proposed: H1–H8 explore how values, responsibility, media, and marketing affect attitudes and norms; H9–H10 examine the impact of attitudes and norms on intention [18].

2.1. Sustainable Consumption Intention

Sustainable consumption intention has been a subject of extensive research in the field of environmental psychology and consumer behavior. It represents the predisposition of consumers to engage in consumption behaviors that are environmentally friendly and socially responsible. A multitude of factors have been identified as influencing this

intention. Psychological factors, such as personal values, attitudes, and beliefs, play a fundamental role. For example, individuals with strong ecological values are more likely to develop a positive attitude towards sustainable consumption, which in turn increases their intention to engage in such behaviors [16].

Contextual factors, including social norms, cultural values, and the physical environment, also significantly impact sustainable consumption intention. Social norms, which are the perceived standards of behavior within a particular social group, can either encourage or discourage sustainable consumption. In a society where recycling is widely practiced and socially endorsed, individuals are more likely to have a higher intention to recycle due to the influence of these positive social norms [14]. Cultural values can also shape sustainable consumption intention. In some cultures, frugality and respect for nature are deeply ingrained values, leading to a greater inclination towards sustainable consumption behaviors.

Furthermore, the physical environment in which consumers make their decisions can affect their intention. For instance, the availability of recycling bins in public spaces can facilitate recycling behavior and increase the intention to recycle. The presence of sustainable product options in stores, along with clear labeling and information about their environmental benefits, can also influence consumers' intention to choose these products over conventional ones.

2.2. Generation Z: Consumption Patterns and Characteristics

Generation Z, also known as the iGeneration or Centennials, is a cohort that has grown up in the digital age, surrounded by technology and constant connectivity. Their consumption patterns are distinct and shaped by their unique characteristics. Strong self-awareness is a defining trait of Generation Z. They are highly conscious of their personal identity and values, and this self-awareness often translates into their consumption choices. They seek products and experiences that align with their individual values, whether it's environmental sustainability, social justice, or cultural authenticity [12].

Digital nativity is another key characteristic of this generation. They are proficient in using digital technologies and social media platforms, which significantly impacts their consumption behavior. Social media serves as a powerful source of information and influence for Generation Z. They rely on social media reviews, influencers, and user-generated content to make purchasing decisions. For example, if an influencer they follow promotes a sustainable product, it can have a substantial impact on their intention to buy it.

Generation Z also places a high value on individuality and social consumption. They prefer products that allow them to express their individuality and stand out from the crowd. In terms of social consumption, they are more likely to engage in group activities and make purchasing decisions that are influenced by their social circles. They value experiences over material possessions and are more willing to spend on unique and memorable experiences, such as attending cultural festivals like the Guangfu Miao Hui. Their consumption patterns also show a preference for novelty and locality. They are attracted to new and innovative products, as well as those that are locally sourced or have a connection to their local culture.

2.3. The Guangfu Miao Hui: A Cultural and Consumption Context

The Guangfu Miao Hui has emerged as an important cultural event in the Guangdong region since its establishment in 2011. Its primary objective is to promote and preserve Cantonese culture, and it achieves this through a diverse range of activities. Intangible cultural heritage displays at the festival showcase the rich and unique cultural traditions of the region. For example, traditional handicrafts like Cantonese embroidery, with its intricate patterns and delicate craftsmanship, are exhibited, providing visitors with an opportunity to appreciate and learn about this intangible cultural heritage.

Food tastings at the festival also play a significant role in promoting Cantonese culture, as local delicacies like dim sum, roast goose, and double-skin milk offer a sensory experience that is closely tied to the region's culinary heritage. Traditional performances, such as lion dances and Cantonese opera, are central to the festival's cultural offerings. Lion dances are not only a form of entertainment but also carry deep cultural symbolism, representing good luck, prosperity, and the expulsion of evil spirits. Cantonese opera, with its long history and unique artistic features, tells stories of local legends, historical events, and moral teachings, captivating audiences with its music, acting, and elaborate costumes.

However, the festival has faced several challenges in recent years. Environmental harm has become a concern, with the large number of visitors generating significant amounts of waste. Littering is a common problem, and the improper disposal of waste can have a negative impact on the local environment. Incense burning during religious ceremonies, a traditional practice at the festival, releases pollutants into the air, contributing to air pollution. Additionally, the increasing commercialization of the festival has raised concerns about the dilution of its cultural essence. While commercial activities are necessary for the festival's economic sustainability, there is a need to ensure that they do not overshadow the cultural significance of the event. This complex context of the Guangfu Miao Hui, with its blend of cultural richness and consumption activities, provides an interesting backdrop for studying sustainable consumption behavior among Generation Z.

2.4. Theoretical Framework

The theoretical framework of this study integrates two important theories: the Theory of Reasoned Action (TRA) and the Attitude-ABC Theory. The TRA posits that an individual's behavioral intention is determined by their attitude towards the behavior and the subjective norms they perceive. Attitude refers to the individual's positive or negative evaluation of the behavior, while subjective norms are the perceived social pressure to perform or not perform the behavior [14]. In the context of sustainable consumption at the Guangfu Miao Hui, Generation Z's intention to engage in sustainable consumption behaviors will be influenced by their attitude towards these behaviors (e.g., whether they believe sustainable consumption is beneficial and desirable) and the subjective norms they perceive within the festival environment (e.g., whether they think their peers or society at the festival expect them to consume sustainably).

The Attitude-ABC Theory, on the other hand, emphasizes the interaction between attitudes, external conditions, and behavior. Attitudes are seen as having three components:

affective (feelings), behavioral (tendency to act), and cognitive (beliefs and knowledge). External conditions, such as media publicity and marketing, can influence these components of attitude and ultimately impact behavior [15]. For example, media publicity about the environmental benefits of sustainable consumption at the Guangfu Miao Hui can shape Generation Z's cognitive beliefs about sustainable consumption, which in turn can affect their affective feelings and behavioral tendencies towards it. Marketing strategies that promote sustainable products at the festival can also influence their attitudes and behaviors. By integrating these two theories, this study aims to provide a more comprehensive understanding of the factors influencing Generation Z's sustainable consumption intention at the Guangfu Miao Hui.

2.5. Key Variables and Hypotheses

The study focuses on several key variables. Values, which can be categorized into ecological, altruistic, and egoistic, are expected to have a significant impact on Generation Z's behavioral attitudes and subjective norms. Ecological values, which reflect a concern for the environment and its well-being, are likely to lead to a positive attitude towards sustainable consumption. Altruistic values, characterized by a concern for the well-being of others, may also influence individuals to support sustainable consumption as it benefits society as a whole. Egoistic values, related to self-interest, may have a more complex relationship with sustainable consumption, but in some cases, individuals may perceive sustainable consumption as beneficial for their own image or long-term well-being [16].

Sense of responsibility, defined as the moral obligation an individual feels towards the environment, is hypothesized to positively affect both behavioral attitudes and subjective norms. A strong sense of environmental responsibility is likely to lead to a more favorable attitude towards sustainable consumption and also make individuals more sensitive to the social norms related to sustainable behavior [17].

Media publicity, which involves the dissemination of environmental information, is expected to influence behavioral attitudes. Through various media channels, such as social media, news articles, and environmental campaigns, Generation Z can be exposed to information about the importance of sustainable consumption at the Guangfu Miao Hui. This exposure can shape their beliefs and attitudes towards sustainable consumption [18].

Marketing, including strategies such as product promotion, pricing, and availability, can also impact both behavioral attitudes and subjective norms. If sustainable products are effectively marketed at the festival, with clear information about their environmental benefits and competitive pricing, it can lead to a more positive attitude towards these products. Additionally, marketing can create a social norm around the consumption of these products, influencing Generation Z's perception of what is acceptable and desirable behavior [18].

Based on these relationships, ten hypotheses are proposed. H1 posits that values will have a positive impact on behavioral attitudes. H2 suggests that values will positively affect subjective norms. H3 hypothesizes that sense of responsibility will have a positive influence on behavioral attitudes, and H4 states that sense of responsibility will positively impact subjective norms. H5 proposes that media publicity will have a positive effect on behavioral attitudes, while H6 suggests that media publicity will have a positive impact on subjective norms. H7 hypothesizes that marketing will have a positive influence on behavioral attitudes, and H8 states that marketing will positively affect subjective norms. Finally, H9 and H10 examine the impact of behavioral attitudes and subjective norms on sustainable consumption intention, respectively, with the expectation that both will have a positive and significant effect.

3. Methodology

This study adopts a quantitative approach to explore the factors influencing Generation Z's sustainable consumption intention at the Guangfu Miao Hui. The research tool is a structured questionnaire, with operational definitions of variables derived from existing literature: values (Generation Z's beliefs about sustainable consumption), sense of responsibility (their obligation to practice sustainability), media publicity (external promotion of sustainable consumption), marketing (quality and price of goods at the festival), behavioral attitude (their likes/dislikes regarding sustainable consumption), subjective norms (perceived social pressure), and sustainable consumption intention (their readiness to engage in sustainable behaviors) [19]. Measurement items were adapted from validated scales, using a 5-point Likert scale (1 =strongly disagree, 5 =strongly agree), with 24 items covering all variables and demographic questions (gender, age, occupation, etc.) [20].

Data collection targeted Generation Z (18–29 years old) who attended the 2023–2024 Guangfu Miao Hui, using purposive sampling via WeChat, QQ, and Weibo—platforms popular among this cohort. A sample size of 400 was determined using a simple random sampling formula, with a pre-survey of 100 participants confirming reliability (Cronbach's α =0.902) and validity (KMO =0.806) [21]. The formal survey was conducted from January 11 to February 14, 2025, yielding 486 responses; after excluding invalid questionnaires (those from non-attendees or outside the age range), 400 valid samples remained, with an effective response rate of 82%.

Data analysis included multiple steps. Descriptive statistics summarized demographic characteristics (gender, age, occupation, participation frequency, education, income) to profile the sample [23]. Reliability tests used Cronbach's α to assess internal consistency, with values >0.7 indicating acceptable reliability [25]. Validity tests employed KMO and Bartlett's sphericity test to verify suitability for factor analysis, followed by exploratory factor analysis (EFA) to extract key factors and confirm construct validity [24]. Correlation analysis using Pearson coefficients examined relationships between variables [24]. ANOVA tested differences in variables across demographic groups (e.g., age, education) [24]. Finally, hierarchical regression analysis tested hypotheses about the impact of independent variables (values, responsibility, media, marketing) on mediating variables (attitudes, norms) and the impact of mediating variables on sustainable consumption intention [25].

4. Results

4.1. Sample Characteristics

The 400 valid respondents were predominantly male (56.3%) and aged 18–21 (45.5%), reflecting the youthfulness of Generation Z attendees. Occupationally, students formed the largest group (44.1%), consistent with the age profile, followed by freelancers (14%) and individual workers

(13.8%). Most participants attended the festival once (58.8%), with fewer attending 2–4 times (22.2%) or 5+ times (19%), suggesting limited repeat participation. Education levels were distributed across high school/technical secondary school (27.5%), junior college (33.3%), and undergraduate (26%), with master's degrees or above comprising 13.3%. Monthly disposable income was primarily 1,500–3,000 yuan (57.3%), aligning with the student demographic and typical living expenses for this age group [23].

4.2. ANOVA and Reliability/Validity

ANOVA revealed no significant gender differences in age, occupation, education, or income ($p>0.05$). Age differences were significant only in education ($p<0.05$), with older respondents more likely to have higher education. Occupational differences showed no significant variation in education or income ($p>0.05$), while education level correlated significantly with monthly income ($p<0.05$), with higher education associated with higher income [24].

Reliability analysis confirmed strong internal consistency: Cronbach's α ranged from 0.821 (values) to 0.934 (marketing), all exceeding 0.7 [25]. Validity tests supported factor analysis: KMO =0.929, Bartlett's test $p<0.001$. EFA extracted 7 factors explaining 80.405% of variance, corresponding to the key variables (values, attitudes, norms, media, intention, marketing, responsibility), confirming construct validity [25].

4.3. Correlation and Regression Analysis

H9, H10: Behavioral attitudes (β =0.473, $p<0.001$) and subjective norms (β =0.234, $p<0.001$) positively predicted sustainable consumption intention (adjusted R^2 =0.385), with attitudes exerting a stronger influence than norms.

The correlation matrix (Table 4-10) further confirmed the interrelationships: values showed a moderate positive correlation with behavioral attitudes (r =0.558) and a weaker correlation with subjective norms (r =0.365), indicating that personal values are more closely tied to individual evaluations than social pressure. Sense of responsibility correlated significantly with both attitudes (r =0.532) and norms (r =0.443), highlighting its role in shaping both personal and social perceptions of sustainability. Media publicity had a stronger correlation with attitudes (r =0.521) than with norms (r =0.379), suggesting it primarily influences individual beliefs rather than collective expectations. Marketing, by contrast, showed strong correlations with both attitudes (r =0.590) and norms (r =0.505), reflecting its dual role in shaping personal preferences and social trends. Finally, behavioral attitudes (r =0.589) had a stronger association with sustainable consumption intention than subjective norms (r =0.469), reinforcing the primacy of personal conviction in driving behavioral intent [24, 25].

5. Discussion and Conclusion

5.1. Theoretical Implications

The findings contribute to understanding sustainable consumption in cultural festival contexts by validating a framework that integrates internal (values, responsibility) and external (media, marketing) factors through behavioral attitudes and subjective norms. Values emerged as the strongest predictor of attitudes, aligning with Stern et al.'s (2024) assertion that ecological values drive pro-environmental behavior [16]. This suggests Generation Z's personal beliefs—such as prioritizing environmental protection or cultural heritage preservation—directly shape their evaluation of sustainable practices at the festival.

Sense of responsibility influenced both attitudes and norms, confirming Khan et al.'s (2021) observation that moral obligation motivates sustainable behavior [17]. For Generation Z, this responsibility may be amplified by their role as "cultural inheritors," as the festival's focus on intangible cultural heritage links environmental stewardship to cultural preservation.

Media publicity affected attitudes but not norms, possibly because Generation Z relies more on peer recommendations (via social media) than traditional media for normative cues [28]. Marketing, however, strongly influenced both attitudes and norms, echoing Shao (2023) and Yuan (2019), who noted that pricing, product design, and promotion shape both personal preferences and social trends [18]. This is particularly relevant at the Guangfu Miao Hui, where trendy eco-friendly souvenirs or limited-edition sustainable products could leverage marketing to normalize green consumption.

Behavioral attitudes had a stronger impact on intention than subjective norms, contradicting some TRA applications but aligning with the cultural context: Generation Z's strong individualism may make personal conviction more influential than social pressure in festival settings [14].

5.2. Practical Implications

Government: Integrate sustainable practices into festival policies, such as subsidizing eco-friendly stalls, installing waste-sorting facilities, and linking intangible cultural heritage workshops to environmental education. For example, offering discounts on festival entry for visitors who bring reusable containers could reduce waste while reinforcing cultural participation.

Businesses: Develop trendy, eco-friendly products (e.g., recycled cultural souvenirs) and use targeted marketing on social media (WeChat, QQ) to appeal to Generation Z. Highlighting the cultural significance of sustainable materials (e.g., traditional dyed fabrics made from natural fibers) can align with their focus on authenticity.

Media and Organizers: Amplify narratives that connect cultural preservation to sustainability, such as showcasing how reducing incense burning protects historical temple structures. Encourage user-generated content (e.g., #GreenMiaoHui challenges) to leverage peer influence.

5.3. Limitations and Future Research

Limitations include the sample's focus on the Guangfu Miao Hui, limiting generalizability to other festivals; reliance on cross-sectional data, which cannot capture long-term behavioral changes; and exclusion of variables like income and cultural identity, which may moderate relationships. Future research could expand to other cultural events, adopt longitudinal designs, and integrate qualitative methods (e.g., interviews) to explore Generation Z's motivations in depth.

5.4. Conclusion

This study identifies values, sense of responsibility, marketing, and behavioral attitudes as key drivers of sustainable consumption intention among Generation Z at the Guangfu Miao Hui. By integrating the Theory of Reasoned Action and Attitude-ABC Theory, it clarifies the pathways through which internal and external factors shape sustainable consumption behaviors in a culturally rich festival context.

Values emerged as the strongest predictor of behavioral attitudes, reflecting Generation Z's alignment of personal beliefs with sustainable practices—particularly their recognition of the intrinsic link between cultural heritage preservation and environmental protection, underscoring the importance of activating ecological and altruistic values among young consumers as these directly reinforce positive attitudes toward sustainable consumption at cultural events. Sense of responsibility, as a moral obligation to address environmental issues, influenced both behavioral attitudes and subjective norms, highlighting that Generation Z's commitment to cultural guardianship extends to ecological stewardship, positioning them as critical agents for balancing tradition and sustainability through their dual role of preserving intangible cultural heritage while protecting the environment. Marketing played a pivotal role in shaping both attitudes and norms, demonstrating that strategic pricing, product design, and promotion of eco-friendly goods (e.g., recycled cultural souvenirs) can normalize sustainable consumption, aligning with Generation Z's preference for trendy, purpose-driven products and emphasizing that sustainability must be integrated into the festival's commercial ecosystem to resonate with young attendees. Behavioral attitudes exerted a stronger influence on sustainable consumption intention than subjective norms, indicating that personal conviction outweighs social pressure in this context, suggesting that interventions should prioritize fostering positive attitudes through value-based messaging rather than relying solely on social norms to drive lasting behavioral change. Overall, the findings highlight the need for a dual-track strategy at the Guangfu Miao Hui: embedding ecological practices into cultural rituals (e.g., eco-friendly incense alternatives, waste-sorting campaigns tied to folk customs) and leveraging marketing to align sustainable products with Generation Z's preferences for novelty and cultural authenticity. By bridging cultural preservation and environmental action, stakeholders can empower young consumers to act as both "cultural guardians" and "environmental stewards," ensuring the long-term vitality of the festival and similar cultural events.

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