

“A little less conversation, a little more action please”

Triggering greener travel behaviour in a music festival context:
The case of Fuchsbau Festival, Germany

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Abstract

With growing awareness about their environmental impact, music festivals have increased their efforts to become greener since the 2000s. In line with this trend, the German *Fuchsbaue Festival* developed a transport plan, taking into account that up to 80.0% of a festival's emissions are produced through audience travel. Aiming at triggering a greener travel behaviour among its visitors, four measures were defined: the introduction of a parking fee, the promotion of car-pooling, the provision of free shuttle buses from the closest train station to the festival site, and the offer of coaches departing from three German cities. In this context, this thesis investigated two related topics: the potential of the transport plan to achieve its aim, and the perception the transport plan received. As the author was involved in the development, implementation and assessment of the transport plan, the thesis is considered an action research project. Following a mixed methods approach, both quantitative and qualitative data was collected. In an online survey and thirteen semi-structured interviews, members of the audience were asked about their travel preferences, habits and their perception of the described transport plan. The data was analysed utilising an adjusted *Theory of Consumption Values*. It was observed, that visitors attached particular importance to a trip's functional and emotional aspects, including 'price', 'time', 'storage room', and 'fun'. The means of transport promoted through the transport plan have been found to serve these needs to different extents. It is therefore concluded that the transport plan has the potential to trigger a greener travel behaviour. Yet, challenges remain in making green means of transport accessible to a wider audience. Furthermore, it was found that the transport plan was perceived well. This offers the festival's organisational team room to manoeuvre should they wish to continue enhancing their sustainability-related efforts. Further research is suggested to test the thesis' generalisability, and to develop supplementary suggestions which can help to improve the festival's transport plan.

Keywords: leisure travel behaviour, green music festivals, theory of consumption values, action research

Executive Summary

Combining approaches of business research, social psychology and travel behaviour this thesis sought to shed a new light on the issue of travel behaviour in leisure situations, with a specific focus on a music festival context.

Problem definition and research questions

Since the turn of the millennium, music festivals have increased their efforts to reduce their environmental impacts. Typical challenges they face are waste and waste water management as well as emissions from energy production and audience travel, with the latter making up to 80.0% of a festival's overall emissions of CO₂ equivalents. These challenges are often difficult to address as most festivals take place on sites which lack a permanent, developed infrastructure. In addition, particularly in the areas of waste management and audience travel, a festival can provide incentives, but is highly dependent on its visitors' support in achieving a decreased environmental impact.

Also the German contemporary issues, art and music festival *Fuchsbau Festival* decided to implement measures to reduce its environmental impact. Being a rather small festival run by a team working on a voluntary basis, both human as well as financial resources to tackle crucial environmental impacts were limited. Consequently, the festival was particularly interested in developing low-cost measures with a comparatively high potential impact. Taking into consideration the assumed high impact of audience travel, the established *First Implementation Plan for Ecological Sustainability at Fuchsbau Festival 2017* (translated from German), focussed, amongst others, on a transport plan. It provided incentives for the audience to arrive in a more sustainable way, e.g. to travel by different forms of public transport, or car-pooling. Four measures served as pillars for the transport plan:

- Fuchsbau coaches from three German cities directly to the festival site;
- introduction of parking fees for cars (€ 5.00 per vehicle per weekend), aiming at reducing the number of people arriving by car, and generating revenue which was used to subsidise the Fuchsbau coaches;
- promotion of car-pooling and active collaboration with an external platform which offers the opportunity to advertise rides to music festivals free of charge; and
- provision of shuttle buses from the closest train station to the festival site, free of charge.

The last service had already been offered in previous years, and was, compared to the other three measures, not new, but nevertheless an important part of the overall concept.

This thesis investigated the potential these measures had in triggering a different transport behaviour amongst the festival's visitors. It did so by studying which factors festival visitors consider as important when they make their decision in favour or against a specific means of transport. These findings were then juxtaposed to the characteristics of those means of transport, which Fuchsbau Festival intended to promote with its transport plan. A core assumption has thereby been that music festivals provide a particular environment which is neither comparable to everyday travel situations nor other leisure activities.

However, it is not only crucial to understand the possibilities of the transport plan in providing an actual alternative to individual car arrival, but also how these measures are perceived. As Fuchsbau Festival is dependent on its visitors to come back also in the following years, the implementation of a feedback mechanism was crucial for the team. Based on the perception of the transport plan, and information about the festival visitors'

preferences and opinions, the festival is enabled to improve and adjust its overall approach towards sustainability in the future.

To sum up, the thesis has been guided by the following, related research questions:

- 1) *To what extent have the incentives to use greener transport as implemented by Fuchsbau Festival in 2017 had the potential to trigger 'greener' travel behaviour amongst its visitors?*
- 2) *How has the audience perceived these incentives?*

Research design and methodology

The author of this thesis took an active role in shaping the project, with the aim to change the status quo, making this thesis an action research project. Having become a member of the Fuchsbau Festival team in the beginning of 2017, she assisted the festival's sustainability and stage design manager in developing and implementing the transport plan. Following the Plan-Act-Observe-Reflect approach of action research studies, the thesis served as a tool to assess the utility and acceptance of the transport plan. Besides contributing to the academic discourse of the topic, it was consequently also this thesis's aim to collect and analyse information for Fuchsbau Festival, which the festival can use to improve and adjust its transport plan in upcoming years.

The data collection process consisted of three steps:

- a literature review and review of examples of good practices from other festivals;
- a survey sent out to the festival's audience before the festival, collecting baseline data about the visitors' travel behaviour and preferences; and,
- thirteen semi-structured interviews, conducted with visitors during the festival, aiming at achieving a more in-depth understanding of the audience's motivation to choose a specific means of transport.

A framework inspired by the *Theory of Consumption Values* helped to analyse the collected data.

Findings

Fuchsbau Festival was found to be a suitable environment for testing different approaches to decrease a festival's environmental impact. The audience proved to be engaged and interested in the subject, supporting, and even expecting, the festival's management team to take action towards a greener Fuchsbau Festival.

It was found that the audience emphasised the importance of certain factors, when choosing their means of transport to arrive to the festival. Such factors included functional aspects, such as a trip's price, time, the possibility to travel conveniently and directly from a person's home to the festival site, and the availability of sufficient storage room. In addition, also the desire to have fun, often associated with spending time with friends, was stressed, representing the so-called emotional value of a trip. The particular importance attached to these aspects can be traced back to the specific conditions related to a music festival, as it demands visitors to bring camping gear for a weekend. This has been found to trigger the aspiration for a direct connection to the festival, with the possibility to transport all the luggage in the most convenient way. Furthermore, a festival is usually planned as a fun experience characterised by a specific festival feeling. This particular feeling is something visitors attempted to already create during their trip.

On the contrary, the audience attached little, or no importance, to such aspects as the desire to try something new (so-called epistemic value), or to inspire others by choosing a specific means of transport (so-called social value).

Conclusions and recommendations for Fuchsbau Festival

With regard to the first research question, the thesis concluded that those means of transport, which were supposed to be promoted by the transport plan, namely car-pooling, public transport and the Fuchsbau coach, bear great potential to trigger a greener transport behaviour. All of them carry, to different extents, the features which have been identified to be most important to the festival's audience, and are therefore considered a valuable alternative to an individual arrival by car. Nevertheless, the challenge to provoke a different travel behaviour remains, as not all proposed means of transport are equally available in different parts of the country. With public transport being highly dependent on the existing infrastructure, and the Fuchsbau coach only being offered in three cities, car-pooling has been assessed as offering the most potential in decreasing the emissions resulting from audience travel.

With regard to the second research question, the thesis concluded that the audience perceived the transport plan well. Even among those visitors who had to pay the parking fee as they were arriving by car, a majority supported the measure. This positive perception could be traced back to two aspects: First, the audience considered the amount of € 5.00 per car per weekend as fair, and not too high; and second, having earmarked the revenue as being used to subsidise the Fuchsbau coaches increased its transparency, and therefore, acceptance. Nevertheless, visitors doubted whether the parking fee would deter others from arriving by car, suggesting that it was too low to make an actual difference. While having been investigated in less detail, also the perception of the Fuchsbau coach and shuttle bus were positive. Solely the promotion of car-pooling could not be assessed, as the activities in this regard took place late, and to a smaller extent than originally planned.

For Fuchsbau Festival, a variety of lessons can be taken away. In general, it can be stated that the majority of the festival's audience was interested in sustainability. Similarly, the audience even expected the festival management team to develop measures aiming at a decreased environmental impact of the festival. Further steps should therefore be made, including also such topics as waste management, sanitary infrastructure and energy use. The festival's transport plan, especially regarding the potential of promoting car-pooling by advertising and cooperating with relevant platforms, should be utilised in a better way. This recommendation needs to be seen especially in the light of car-pooling's potential to have an impact on people living in smaller cities, which are not reached by the Fuchsbau coach and suffer from insufficient connections to the festival site via public transport. In addition, a more thorough investigation of the users of the Fuchsbau coach would be helpful to understand the potential of this means of transport in making people switch from an individual trip by car to a more environmentally friendly trip.

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1 Introduction

Outdoor music festivals are considered “big business” (Webster & McKay, 2016, p. 4). In the United Kingdom alone, almost € 2 billion were spent on music festival tourism in 2014, and around 13,500 full-time jobs were related to the sector. As a consequence music festivals have received more and more attention amongst academics in recent years (Getz, 2010). Since the 2010s, research has focussed increasingly on the environmental impacts of festivals (Collins & Cooper, 2017). Being constructed and demolished within only a couple of weeks, sites and spaces used for outdoor music festivals often lack a permanent, developed infrastructure, which makes it difficult to handle critical environmental issues such as waste water, different waste streams and energy supply in a sustainable way (Behr, Emde, Funk, Roth & Schmidt, 2013).

In an analysis of the music festival industry in the United Kingdom, Webster and McKay (2016) have identified the areas of waste, energy consumption, food waste and production, as well as emissions stemming from the audience’s arrival and departure as the major sources for negative environmental impacts. The think-do tank *Powerful Thinking* arrives at similar conclusions. Focussing on multi-day music festivals taking place in the United Kingdom in the summer, it has published a report arguing that the industry emits approximately 100,000 tonnes of CO₂ equivalents every year, with audience travel being responsible for up to 80.0% of those emissions (Powerful Thinking, 2016). Additionally, the industry consumes around 5 million litres of diesel, and produces approximately 23,500 tonnes of waste (Powerful Thinking, 2016), equalling the annual municipal waste production of almost 49,500 citizens of the European Union¹. Based on the acknowledgement of these impacts, the increasing greening of music festivals has been observed since the turn of the millennium (Mair & Laing, 2012).

While the notion of a green music festivals still lacks conceptual clarity (Zifkos, 2015), attempts have been made to understand the motives of festival managers to address the above mentioned environmental impacts. In addition to an increased awareness about the environment due to the ongoing public debate, Mair and Laing (2012) found that also the desire to educate the audience as well as the wish to achieve a competitive advantage were important drivers for the implementation of eco-friendly activities. The belief in the possibilities of environmental differentiation is thereby reasoned in the festival managers’ own perception that they attract an audience which attaches importance to a sustainable lifestyle, and is therefore possibly interested in festivals that pay attention to their environmental impact (Mair & Laing, 2012). Indeed, research exists which supports the claim that festival visitors are often “environmentally conscious” (, p. 283). However, other research suggested that festival visitors disregarded this thinking in the moment they attended a festival (Green, Sinclair & Tinson, 2016), making it difficult for festivals to develop a fitting strategy.

1.1 Background and problem definition

In line with the trend of green music festivals, also the German contemporary issues, art and music festival *Fuchsbau Festival* seeks to address its environmental impact. Taking place for the sixth time, and being located in the village Immensen, close to the town of Lehrte in central Germany, it attracts up to 4,300 visitors every year. The festival is run by a collective of students and young creatives, and financed by public foundations and the federal government (“Festival | Fuchsbau Festival 2017”, 2017). As has been explained by the festival’s

¹ The actual number is 49,473, and it stems from own calculations, taking into account that one citizen of the European Union produces 475.0 kg of municipal waste (Eurostat, 2016).

sustainability and stage design manager, limited human and financial resources are available for measures tackling issues of sustainability, which is why a focus was laid on solutions which are cost-effective and yet have the potential to significantly decrease the festival's environmental impact. The aim was thereby not to create a holistic sustainability strategy for the festival, but rather to develop a variety of measures which could grow over time. Eventually, environmental sustainability should naturally become an issue considered in any decisions taken.

Taking into consideration the aforementioned studies from the United Kingdom, which indicate that a significant share of the emissions a festival produces originate from audience travel, the festival team decided to focus on this particular aspect. To encourage visitors to arrive at the festival site using an eco-friendly means of transport, it was planned to promote car-pooling, and to introduce a fee for the parking lot of € 5.00 per car for the whole weekend. With the income generated from the parking fees, tickets for coaches have been subsidised, which, for the first time in the festival's history, brought visitors from Berlin, Hamburg and Leipzig directly to the festival location. Besides these incentives, Fuchsbau Festival has also established targets for a variety of other environmental fields, which have been published in the festival's *1. Umsetzungsplan zur ökologischen Nachhaltigkeit beim Fuchsbau Festival 2017* (First Implementation Plan for Ecological Sustainability at Fuchsbau Festival 2017, Fuchsbau Festival, 2017a). Amongst others, it had been decided that all food that could be purchased on-site should be 100% vegetarian, at least 50% organic, and at least 25% regional (originating from Lower Saxony).² Additionally, a monitoring system for the festival's waste, energy and water streams was developed to identify possibilities to tackle these issues in the upcoming years.

While the measures related to the catering can be achieved by choosing suitable contractors, and a monitoring system can be established by collecting and inquiring the relevant data, the success of the steps taken within the field of transport is more difficult to achieve. Given that the ultimate aim is a decrease in emissions stemming from visitor arrival and departure, the festival team can offer cleaner travel alternatives, or incentives to choose greener means of transport. However, it is the visitor herself who makes the final decision against or in favour of the train, bus, car or even bicycle.

While a vast body of literature exists that deals with both daily commuting behaviour, as well as decisions made in relation to leisure travel activities (Barr & Prillwitt, 2012), travel behaviour in the specific context of a music festival has barely been investigated. With festival tourism being considered a niche within organised mass tourism (Zifkos, 2005), it could be argued that travel behaviour in a festival context does not differ much from travel behaviour in the context of other leisure activities. However, being characterised by an "innate uniqueness" (Getz, 1989, p. 125), the festival context provides a space in which visitor behaviour is less predictable. A lack of related, in-depth research makes it particularly challenging to find the appropriate measures to trigger greener travel behaviour in a festival context (Mair & Laing, 2012).

This thesis aims to address this challenge. It does so by analysing the travel behaviour of the visitors of Fuchsbau Festival, and the way they have responded to the incentives that have been given by the festival team to choose greener means of transport. By identifying the driving factors which influence decisions related to transport in a festival context, the thesis develops a framework which can be used to assess the measures taken by Fuchsbau Festival.

² In the end, these targets were not completely achieved, with for instance one food stall offering one of its dishes with ham.

Additionally, it was investigated how these measures were perceived by the visitors. Following mainstream marketing literature, the implementation of such a feedback mechanism is crucial to understand the customers’ – in this case, the visitors’ – preferences, needs and desires, and to adjust an organisation’s products and strategy accordingly (Proctor, 2000). Taking into account that no evidence exists which, without reservation, supports the claim that festival visitors support sustainability-related efforts, a collection of perceptions was deemed to be key to adjust and develop further steps in the upcoming years.

Indeed, the value of the findings is expected to be specifically of practical nature, supporting Fuchsbau Festival in its attempts to understand the potential effects of and perceptions about its implemented transport plan. Designed as an action research project, the thesis’ results will necessarily be limited in their generalisability, as it observes and reflects upon the measures as put into practice by Fuchsbau Festival. However, a general research gap exists not only regarding travel behaviour in a festival context, but also about “what messages work best in a festival context”, as Mair and Laing (2012, p.696) have pointed out. The conclusions drawn are therefore expected to be of value also for the research community interested in the issue, as well as other festivals with similar characteristics, such as size or location. This is despite the fact, that music festivals are considered to be very unique (Mair & Laing, 2012), making the approach chosen by Fuchsbau Festival not necessarily applicable for all kinds of festivals.

1.2 Research questions

Based on what has just been described, the following research questions have been posed:

- 1) *To what extent have the incentives to use greener transport as implemented by Fuchsbau Festival in 2017 had the potential to trigger ‘greener’ travel behaviour amongst its visitors?*
- 2) *How has the audience perceived these incentives?*

To address these research questions, a literature review conceptualised ‘green transport’ and identified relevant theories that try to explain travel behaviour. Building up from this, an analytical framework was created which was used to structure the collection and analysis of both qualitative and quantitative data. *Figure 1-1* gives an overview over the research problem, focus and questions.

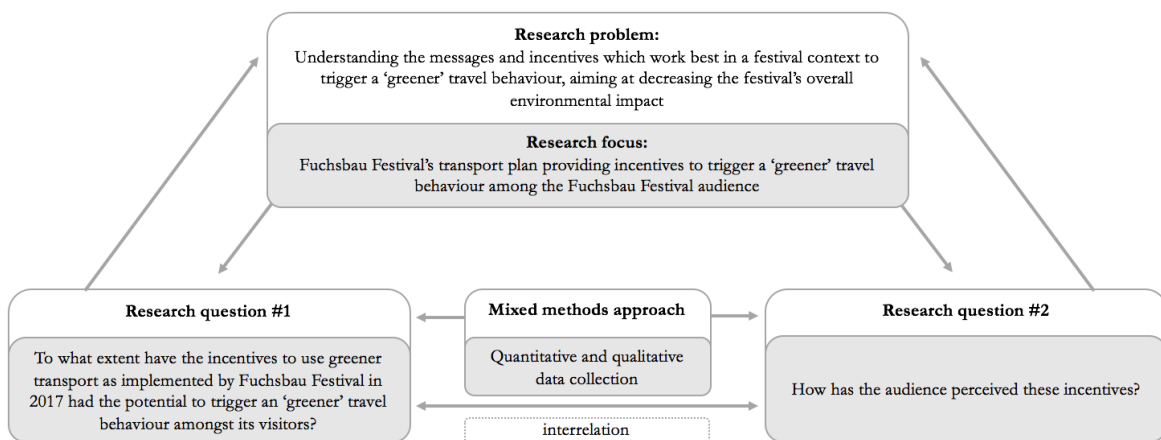


Figure 1-1. Overview of research focus and questions.

Source: Own elaboration.

1.3 Scope and limitations

Due to the chosen research design and corresponding research questions, the thesis' scope is solely focussed on analysing travel behaviour of visitors of Fuchsbau Festival 2017. As expected for such a case-based research, the generalisability of the findings is potentially limited. However, the narrow focus of the thesis is not only reasoned in its design as an action research project (see *Chapter 3*), but also due to the sheer variety of festivals existent, which makes it potentially difficult to draw conclusions about the sector in general. Germany alone hosts over 500 music festivals every year, with visitor numbers ranging between several hundred up to 900,000, and a time span of two days up to several weeks ("Top 100 Festivals Deutschland: Die ultimative Festival Infografik!", 2017). Zifkos (2015) pointed out the complexity of a music festival, and so did Pegg and Patterson (2010) with regard to the festival audience that can have diverse motivations to attend the festival and consequently experience the event differently. A thorough analysis of a single case is therefore not only relevant, but nearly imperative, if one is to fully understand the complexities of decision-making processes in such a particular context. Additionally, an in-depth study is beneficial for creating a point of departure for further research.

It should also be mentioned that this thesis did not measure the actual environmental impact of the audience's travel behaviour, but sought to understand the motivations for a certain behaviour. Even though it would be interesting, an environmental impact assessment of any kind was outside the scope of this thesis.

While the scope has deliberately been chosen, and its benefits (creating an in-depth understanding) are considered as outweighing its flaws (a possible lack of generalisability), the thesis has some methodological limitations. They are discussed in *Chapter 3*.

1.4 Ethical considerations

Carried out as an action research project during which the author became part of the festival's management team, the research for the thesis at hand has been carried out in close cooperation with the people behind Fuchsbau Festival. While the whole team was informed about the thesis project, arrangements were made in particular with the festival's sustainability and stage design manager, project coordinator, as well as product assistance. Even though they gave feedback and input to the research content and data collection process, the project was led by the author of this thesis and no attempts to influence its outcome or direction were made by the Fuchsbau Festival team at any time.

The ethical responsibilities to the subjects of research, namely the visitors of Fuchsbau Festival 2017, were ensured through a variety of measures: Firstly, all data was produced with consent of the surveyed and interviewed people. The survey included an introductory statement, stating clearly its purpose and what the data would be used for. This had to be agreed upon by checking a box before the survey could be started. Also, all interviews were begun with a corresponding opening statement introducing the study.

Secondly, taking into account the specific festival context, special attention was paid to the level of intoxication of interview partners. In general, the interviews were conducted during the mornings and early afternoons, assuming that the likelihood that people had already been drinking alcohol or consuming other mind altering substances would be much smaller than at a later point of the day. Besides, the interviewees were asked if they felt that they were in a condition that allowed for participating in a scientific study. The author of this thesis then rendered a final judgement based on her personal impression of the person. Needless to say, the researcher herself was not intoxicated during the interview process.

Finally, the gathered data was treated anonymously, with no names or private details of individuals made public. It was stored and secured offline on a computer with a password. The accumulated, and anonymised results were made accessible for further analysis to the team of Fuchsbau Festival. They can also be accessed upon request by interested members of the public or research community.

1.5 Audience

This thesis has been written in close cooperation with the management team of Fuchsbau Festival, who wished to learn more about their visitors' travel behaviour. Consequently, they, but also other festival management teams interested in the topic, are the key audience for the research at hand. Additionally, it also targets the academic community, as it contributes to the academic discourse about both the possibilities of making music festivals more sustainable, as well as the factors influencing decisions regarding the means of transport in a festival, or, more broadly, leisure situation.

1.6 Disposition

Beginning with an introduction (*Chapter 1*) which describes the research problem and focus, the thesis continues with a literature review which focusses on developing the analytical framework utilised to answer the first research question of this study (*Chapter 2*). Relevant concepts are also introduced in this chapter.

Chapter 3 addresses the research design and introduces the chosen case, methods of data collection and analysis as well as the corresponding limitations.

Chapter 4 combines both the findings and analysis by presenting the results of the study structured according to the analytical framework. It includes both the outcomes of both the quantitative as well as qualitative research.

The findings, and their generalisability are discussed in *Chapter 5*. It contextualises the findings with the literature as well as the research questions, and gives consideration to the relevance and contributions of the thesis.

Chapter 6 critically reflects on the research process, including the assumptions made, the analytical framework as well as the applied methodology and methods. It offers suggestions for improvement and includes recommendations particularly for Fuchsbau Festival.

The thesis is tied up in *Chapter 7*. By referring back to the research questions posed at the outset of the thesis, it presents the main conclusions which can be drawn from the thesis.

Finally, *Chapter 8*, gives a prospect and suggestions for future research.

2 Literature review and analytical framework

With the transport sector being responsible for around 20.0% of all fuel combustion based emissions globally (OECD/IEA, 2014), it has become a major focus area for policy intervention. Research informing those policies has looked into infrastructure optimisation, regulations, and technology as well as the role of the decisions made by the individual traveller (de Almeida Correia, Santos & Krossen, 2017; Sun & Yin, 2017). As this thesis focuses specifically on the behaviour of audience travel in a festival context, only the literature streams addressing the individual traveller and her choices have been utilised for the following literature review.

2.1 Concepts

The following section introduces and conceptualises some of the expressions used in the thesis at hand.

2.1.1 Green means of transport

Before being able to analyse what factors could potentially influence festival visitors to choose a greener means of transport, it is important to define what is meant by the notion ‘green means of transport’. First, the term ‘green’ has been chosen to indicate that the respective means of transport is considered ‘sustainable’, or ‘environmentally friendly’. Equating these terms can be considered as common practice, contributing to the already existing confusion about expressions such as ‘sustainability’ (Zifkos, 2015). A more detailed conceptualisation of ‘green means of transport’ is therefore deemed as useful.

In an urban context, environmentally friendly mobility is usually understood as “walking, cycling and public transport” (Kandt, Rode, Hoffmann, Graff & Smith, 2015, p. 35), and consequently demands reduced car usage. In a context focussing on longer distances, a lot of attention is paid to the negative impacts of flying (Cohen, Higham & Reis, 2013), but also, again, to car usage (Dickinson et al., 2013). The attention for these vehicles is reasoned in their significant environmental impact, compared to other means of transport. An overview is provided in *Table 2-1*, demonstrating that among the different vehicles, the car and the airplane have the highest environmental impacts in all given categories, including emission of greenhouse gases (in CO₂ equivalents), carbon monoxide, or particulate matter. The impact of coaches (long-distance buses), urban buses or trains has been found to be significantly lower. An urban bus, for instance, emits around half of the greenhouse gases per passenger kilometre in comparison to a car, and a third of a plane. However, an urban bus still emits the double amount of greenhouse gases a coach does (see *Table 2-1*).

When looking at these numbers, it needs to be taken into consideration that they are only estimations of the average, and do not include different types of technology, such as electronic vehicles of any kind. They are also based on an assumed degree of capacity utilisation, which can vary from context to context. With a higher capacity utilisation, environmental impacts per person go down, as demonstrated in *Table 2-2* which shows the emissions of a car in comparison to a coach, assuming that both types of vehicles are utilised more optimally. While the coach is still more environmentally friendly regarding its greenhouse gas emissions, carbon monoxide and volatile organic compounds, the car performs better when it comes to particles and nitrogen oxide (see *Table 2-2*). These figures underline studies that highlight the great potential of car-pooling with regard to the car’s environmental performance (Bruck, Incerti, Iori & Vignoli, 2017).

Table 2-1. Comparison of the average emissions of different types of vehicles in personal transport.

Type of vehicle		Car	Coach	Long-distance train	Plane	Urban bus	Local train	Metro, tram
Greenhouse gases (in CO ₂ equivalents)	g/Pkm	142	32	41	211	76	67	71
Carbon monoxide	g/Pkm	0.66	0.05	0.03	0.15	0.07	0.05	0.05
Volatile organic compounds	g/Pkm	0.14	0.02	0.00	0.04	0.03	0.01	0.00
Nitrogen oxide	g/Pkm	0.31	0.21	0.06	0.55	0.41	0.21	0.07
Particulates	g/Pkm	0.005	0.004	0.000	0.005	0.003	0.002	0.000
Use of fuel (gasoline equivalent)	l/100 Pkm	6.1	1.4	1.9	4.9	3.3	3.0	3.3
Assumed utilisation	capacity people/car	1.5	60%	50%	77%	21%	28%	19%

g/Pkm = gram per passenger kilometre; l/100 Pkm = litre per 100 passenger kilometres

Emissions resulting from provision and transformation of energy sources in electricity, diesel, or kerosene are included.

The category 'coach' includes both coaches for occasional trips (school trips) as well as regular long distance buses.

Emissions calculated for train journeys are based on the average energy mix in Germany, and can differ depending on the context.

Source: Umweltbundesamt, 2014. Translated from German.

Table 2-2. Comparison of the average emissions if car and coach are used in full capacity.

Type of vehicle		Car			Coach	
Assumed capacity utilisation (people per vehicle)		1,5 (≅ 30% utilised capacity)	4 (≅ 80.0% utilised capacity)	5 (≅ 100% utilised capacity)	29,4 (≅ 60% utilised capacity)	49 (≅ 100% utilised capacity)
Greenhouse gases (in CO ₂ equivalents)	g/Pkm	142	53-25	42.6	32	19.2
Carbon monoxide	g/Pkm	0.66	0.2475	0.198	0.05	0.03
Volatile organic compounds	g/Pkm	0.14	0.0525	0.042	0.02	0.012
Nitrogen oxide	g/Pkm	0.31	0.11625	0.093	0.21	0.126
Particulates	g/Pkm	0.005	0.001875	0.0015	0.004	0.0024
Use of fuel (gasoline equivalent)	l/100 Pkm	6.1	2.2875	1-83	1.4	0.84

Source: Own calculations, based on Table 2-1.

Based on the numbers presented in the tables, the thesis follows Kandt et al. (2015) and categorises walking, cycling as well as public transport as green. Public transport is defined as including coaches, local buses, as well as local and long-distance trains. Both the car, as well as the plane will be categorised as unsustainable, whereby it is expected that few people arrive by airplane, if any. The car is categorised as unsustainable not only because it has one of the least favourable environmental performances, but also brings in further concerns: Additional, usually green spaces, need to be dedicated to the festival as parking spaces. Increased amounts of waste need to be managed also on parking lots, and neighbouring communities can be stressed by the increased traffic, potentially even decreasing the acceptance of the festival as such, as has been observed in the context of other events (Ritchie, Shipway & Cleve, 2009).

2.1.2 Beliefs, values and attitudes

Many authors who investigate consumer behaviour have pointed out, to different extents, the relevance of people's beliefs, values and attitudes to their decision-making process (e.g. most famously Ajzen & Fishbein, 1980; Ajzen, 1991; Stern, Dietz, Abel, Guagnano & Kalof 1999). While these approaches seek to make rather general claims and can therefore only be of limited use for the thesis at hand, they have nevertheless inspired much of the research on travel behaviour which has been utilised for the present study. Consequently, despite not being a central part of the analytical framework, a few clarifying words should be said about what is meant by a person's beliefs, values and attitudes in this thesis. Following Kahn and Morris (2009), the following distinctions between the expressions are made: *beliefs* are defined as "cognitive constructs about the way the world works" (p. 390), *values* are understood as "normative judgements about outcomes people would like to see and the methods they believe will achieve them" (p. 390), and can help to guide behaviour as they serve as standards (Rokeach, 1979). Finally, *attitudes* are considered as views on specific behaviours (Kahn & Morris, 2009). Translated to an environmental context, a person's belief would be her conviction that greenhouse gas emissions indeed cause global warming. The idea that the environment should be preserved and reducing greenhouse gas emissions would help to do so, represents a person's value. Finally, the specific statement that driving should be avoided because it damages the environment, portrays one's attitude (Kahn & Morris, 2009).

Put simply, a core argument of different behavioural theories utilising beliefs, values and attitudes as major concepts for their explanations and predictions, is that people who have similar beliefs, values, and attitudes might come to similar decisions. This way of thinking is also applied in marketing research, which seeks to understand the consumer in her specific needs to be able to address the consumer in a targeted manner (Anable, 2005). Segmentation, meaning the creation of meaningful sub-groups based on such criteria as beliefs, values or attitudes (alternative criteria could be, for instance socio-demographic factors) to predict their behaviour, is therefore also commonly applied in travel behaviour studies (Anable, 2005). Nevertheless, this approach of understanding behaviour has proven to be limited. Especially in the field of ethical consumerism, human beings do not necessarily act and consume according to their values and attitudes, a phenomenon which is known as the attitude-behaviour gap (Carrigan and Attalla, 2001).

This thesis acknowledges the relevance of beliefs, values, and attitudes, while taking its limitations into account. In an attempt to provide a more targeted view on the situation people find themselves in when they plan their festival trip, they are integrated into the analytical framework, but do not serve as its core.

2.2 Introduction to traveller behaviour as a research field

Gehlert, Dziekan and Gärling (2013) have argued, that a traveller's decisions are determined by both internal and external factors, and shaped by a hierarchy of decisions which are made on a long- and short-term basis. The decision in favour or against a specific location to live at, and a workplace, for instance, limit in many cases the possibilities of which means of transport to choose from in order to get to work due to external factors. Public transportation might be limited in some areas, or well accessible in others, and distances may or may not be suitable to reach work by cycling or walking. In addition, also car ownership plays a crucial role, as it is a positively related to car use. The decision to purchase a car is thereby positively related to the respective person's income (Paulley et al., 2006).

However, Gehlert et al. (2013) argue that within those external constraints, people still have agency to make short-term choices. Understanding the mechanism behind those choices is thereby key to being able to introduce the appropriate measures triggering behavioural change.

Traditionally, research has focussed on functional factors such as travel costs, time or reliability (Gehlert et al., 2013) as they are assumed to be the primary aspects taken into account by travellers when choosing their means of transport. This approach, however, has been found to be unrealistic as human beings in fact often behave unpredictably, and never solely rationally (Shogren & Taylor, 2008). More recent approaches to understanding human behaviour, including travel behaviour, have incorporated also the role of an individual's values, beliefs and attitudes in the decision-making process. Nevertheless, it has also been argued, that besides the aforementioned utility factors such as time and cost, as well as an individual's (environmental) value system, "symbolic-affective motives" (Anable, 2005, p. 66) such as pleasure (to drive, fly, or take the train) or social comparison play a significant role in people's means of travel choice (Anable, 2005; Steg, Vlek & Slotegraaf, 2001). In addition, it has been found that decisions are also dependent on the context the decision-making human beings are in. Accordingly, studies comparing daily travel behaviour with leisure travel behaviour have argued that people are less willing to choose sustainable means of transport when it comes to their holiday planning (Cohen et al., 2013; Dickinson et al., 2013; Barr & Prillwitz, 2012; Prillwitz & Barr, 2011; Barr, Shaw, Coles & Prillwitz, 2010; Becken, 2007).

The framework presented in the following section seeks to incorporate and structure all these different behavioural considerations. While many different angles can be taken to address the research questions posed at the outset, the author of this thesis has particularly aimed to create and follow an interdisciplinary approach as a guidance for the upcoming analysis. For this purpose, the idea of perceived customer value, which was originally developed by authors within the field of business, is utilised, and combined with literature streams from social psychology and travel behaviour.

2.3 Understanding leisure travel behaviour through the lens of the *Theory of Consumption Values*

In an attempt to understand decisions related to travel behaviour in an event context, Carlson, Rosenberger III and Rahman (2015) have argued, that environmental concerns only played a small role, if any at all. Utilising the concept of *perceived customer value* they found that other factors, such as social aspects or cost savings, were of higher relevance. While their analysis focussed on why people decided to travel in groups, the framework has been applied in many other studies for the purpose of assessing purchase decisions concerning both durable products as well as services (Sheth, Newman & Gross, 1991; Lemmink, de Ruyter & Wetzels, 1998; Williams & Soutar, 2000; Sweeney & Soutar, 2001; Wang, Lo, Chi & Yang, 2004).

The notion of perceived customer value has experienced increased attention among marketing scholars, retailers and producers since the end of the 1980s (Sweeney & Soutar, 2001). One of the first, and often quoted definitions has been developed by Zeithaml (1988), who described it as the “consumer’s overall assessment of the utility of a product based on perceptions of what is received and what is given” (14). It was consequently based on a trade-off between giving and taking, and could vary from consumer to consumer. Zeithaml’s conceptualisation of perceived value was thereby built on the assumption that the most common way of giving would in fact be giving money, and the most common way of receiving would be receiving quality. Value was consequently for a long time seen as the ratio between quality and price (Sweeney & Soutar, 2001). However, Zeithaml’s definition has been criticised for being unidimensional, ignoring for instance hedonic and esthetic aspects of the consumption process. As a consequence, Sheth et al. (1991) developed a multi-dimensional *Theory of Consumption Values*, which included functional, but also social, emotional, epistemic and conditional value. This theory has been applied and adjusted by multiple other authors, amongst others Sweeney and Soutar (2001), whose aim to conceptualise customer value culminated in the development of a scale which operationalised four different types of value along 19 dimensions. According to their approach, a product has, for instance, a high emotional value, if the buyer of the product enjoys it a lot, feels good when she is using it, or is stimulated to use the product. It is worth noting that Sweeney and Soutar (2001) did not completely follow Sheth et al.’s (1991) *Theory of Consumption Values*: They conceptualised functional value as two different types of value, namely quality and price (see also *Chapter 2.3.1 Functional value*), and disregarded epistemic as well as conditional value, as these values were not deemed relevant for the type of product they were investigating, durable consumer goods.

However, both, epistemic and conditional value are considered of being of high relevance for other products and services, for instance in the hospitality and leisure industry. Following Carlson et al.’s (2015) understanding, that a “broad view of consumer value with multiple components is more appropriate” (p. 1068), the upcoming conceptualisation used not only Sheth et al.’s (1991) as well as Sweeney and Soutar’s (2001) work, but also other references from authors researching on travel behaviour and social psychology.

2.3.1 Functional value

Sheth et al. (1991) define functional value as the “perceived utility acquired from an alternative’s capacity for functional, utilitarian, or physical performance” (p. 160). It has been considered as the traditional driver for making choices, and usually represents such dimensions as quality, (perceived) price, utility and performance (Wang et al., 2004; Williams & Soutar, 2000; Sheth et al., 1991). A slightly different conceptualisation was given by Sweeney and Soutar (2001), who did not use the term ‘functional value’ at all, but instead saw price value and quality value as independent from each other. However, this approach

represents an exception, and the thesis at hand follows the first literature stream mentioned, which sees quality and price as two facets of functional value.

Consequently, in a travel context functional value can be understood as the price of the journey, but also to the time spent on the journey, as well as the perceived quality of the trip. The latter is thereby dependent on an individual's own preferences and ideas about what a trip of high quality means. For some, quality might be defined as being able to spend time with friends during the trip, while others might want to use their travel time for reading and relaxing. The aspect 'quality' is in this regard difficult to distinguish from other values described below. Yet, while also relevant for the time dimension, typical characteristics that operationalise 'quality' could be convenience or the reliability of the chosen means of transport to arrive in time. The role of convenience has been investigated by Taniguchi, Gräas and Friman (2014). They found that the further one's home from the nearest bus stop, the less satisfied one would be with the quality of the trip, and the less likely a behavioural change towards the use of public transport would be.

Other aspects of functional value are considered as being measurable in a rather objective manner. Nevertheless, the perceptions of travellers can be distorted. In a case study, which looked into perceived travel possibilities of car and train travellers to the city of Amsterdam, van Exel and Rietveld (2009) found that people who chose a car as their preferred means of transport subconsciously overestimated the time a trip would take on public transport by an average of 46.0%. The authors argued that this can be explained by the particularly bad image of public transport regarding its reliability. In addition, Innocenti, Lattarulo and Pazienza (2013) found that those usually travelling by car have a very selective perception on travel times, as they unconsciously wanted to see their first choice confirmed. Travel times for public transport, however, were also perceived negatively because of the way they were presented. As many travellers disliked uncertainty even more than simply long travel times, any variation in the schedule caused dissatisfaction. This is not taken into account by most information systems, which usually show the – theoretically – fastest way of getting to one place to another, and do not consider potential real-life delays (Garcia-Sierra, van den Bergh & Miralles-Guasch, 2015).

A trip's price can be easily operationalised by comparing fuel costs to any type of ticket costs. However, car ownership can bring additional, indirect costs with it, such as purchasing and insurance costs. Van Exel and Rietveld (2009) analysed in their study also the role of parking availability and fees, which can influence time and costs of an analysed trip. They found that the anticipated problem of finding a parking space, as well as the introduction of parking fees, made it more likely for people to dismiss car use and change to public transport instead.

Anable and Gatersleben (2005), also included the aspect of health in their conceptualisation of what they call "instrumental factors" (p. 164). As the aspect of health can be considered as providing (long-term) utilitarian benefit, the element of health is categorised as functional value in this thesis. In their research on both work and leisure related travel behaviour, Anable and Gatersleben (2005) found that if people decided to walk or cycle, health considerations often played a role. However, in a leisure travel situation, this aspect was less relevant than in a person's daily life.

2.3.2 Social value

A product or service's social value is defined by the extent to which it can be associated with one or more specific social groups. This particularly applies to purchase decisions for visible consumer goods such as clothes or cars, which has been observed to be driven by perceived social value, as they often serve to identify with a certain social group (Sheth et al., 1991). This

can help to enhance a “social self-concept” (Sweeney & Soutar, 2001, p. 211). Sweeney and Soutar (2001) have operationalised social value using such indicators as social acceptance, perception by others, making a good impression on other people, and social approval.

The importance of the social aspects of any kind of behaviour has already been brought up in the 1980s by Cialdini (1984, 1993), who identified the idea of social proof as one of six key principles of how to influence people. He argued that people tend to do what others in their environment are doing. More recently, Cialdini (2016) has also pointed out the role of a shared identity. Accordingly, the more one feels they belong to a group, the more that person will be influenced by the group’s behaviour, and take on its social norms and values. Especially influential can be the behaviour of so-called role-models, who are individuals within a group that have the capability to inspire others to change their behaviour (Garcia-Sierra et al., 2015).

Additionally, Kahn and Morris (2009) have found a significant correlation between the shared beliefs and values of a local community and their behaviour. They specifically investigated the relationship between the level of community environmentalism and a community member’s individual engagement in green travel behaviour. Indeed, in communities with a high share of green beliefs, e.g. that greenhouse gases cause global warming, more people are likely to change their travel behaviour by choosing a greener means of transport.

Other research has focussed on the car in its function as a status symbol. It has been argued that the idea of building a certain status among one’s peers can influence whether, and what type of car an individual purchases (Garcia-Sierra et al., 2015). Status itself is thereby defined as a “social position often signalled by more wealth relative to others” (Garcia-Sierra et al., 2015, p. 291). However, depending on the social group status can also be achieved through other means than demonstrating wealth. Instead, it has been argued that in a group that values the environment, behaviour which seeks to reduce the group’s or one’s environmental impact can also serve as a tool to build up status (Garcia-Sierra et al., 2015).

2.3.3 Emotional value

If a product or service is able to trigger specific feelings, it has emotional value. Sheth et al. (1991) bring up the example of a candle-light dinner with a loved one, which potentially activates romantic feelings and therefore has emotional value for those who pay for the service. However, functional products such as a car or food can also have emotional value, as they might remind the consumer of situations she experienced earlier in life (Sheth et al., 1991). For travel-related decisions, this can translate to a decision in favour or against a specific type of vehicle, based on past experiences which have been made and which trigger either good or bad memories. However, Garcia-Sierra et al. (2015) have shown, that short-term emotions and an individual’s specific mood in a particular moment can also influence a means of transport choice.

Travel-related memories are usually influenced by how people perceived a specific journey, for instance if they felt stressed, independent, comfortable, or anxious during a trip (Garcia-Sierra et al., 2015). Steg (2005) has found that especially young, male commuters usually felt positive emotions when using the car, reinforcing their choice for the selected means of transport. In general, it has been argued that the car is often connoted with such notions and emotions as “freedom, power, or control” (Schwanen, Banister & Anable, 2012, p. 528). Additionally, negative emotions as guilt or shame can influence one’s choice of travel mode. Driven by those emotions, and their feeling of responsibility for the environment, especially environmentally conscious people are likely to favour public transport (Garcia-Sierra et al., 2015). It is thereby worth noting that environmental consciousness, and the connected emotions, can be enhanced through environmental education. According to a study by

O'Connor, Bord, Yarnal and Wiefek (2002), people who knew about the impacts of their actions were more likely to reduce their personal greenhouse gas emissions, because they developed, as Anable (2005) puts it, a “moral norm” (p. 68). Consequently, transport planners have picked up on the importance of environmental education (Garcia-Sierra et al., 2015).

2.3.4 Epistemic value

Epistemic value is perceived when the product or service provides something new, or a change of pace, to the customer. This can create curiosity or a “desire for knowledge” (Sheth et al., 1991, p. 162). If a customer is bored or not satisfied anymore with her conventional choice, she might choose an alternative because she gives this new, somewhat exciting alternative, a higher epistemic value. Sweeney and Soutar (2001) have excluded the concept of epistemic value from their developed item scale, as their research was focussing on durable consumer goods. Sheth et al. (1991) argued that epistemic value could also play a role when somebody is changing her usual brand of clothing. On the contrary, Sweeney and Soutar (2001) stated that this kind of value was more important when it comes to decisions about experiential services such as holidays, adventures or shopping trips, making it potentially relevant for the festival context under investigation.

However, while the festival experience itself might be unique and trigger the desire to try something new or adventurous, research on transport behaviour has pointed out the relevance of habits. Indeed, Şimşekoğlu, Nordfjærn and Rundmo (2015) have found that people who live in Norwegian urban spaces and are accustomed to car use were less likely to use public transport systems. However, attitudes towards specific means of transport also turned out to be relevant for the decision-making process. Among the car users, the attitudes towards public transport were less positive than among those who were accustomed to public or health related means of transport, such as walking or cycling. Similarly, also Brette, Buhler, Lazaric and Marechal (2014) argued that commuting and transportation behaviour in general was characterised by a “stable context and repeated behaviors” (p. 399). They emphasised the reinforcing mechanism between the car using habit and perceived driving times, as was addressed under the heading *2.3.1 Functional Value*.

It is not only car use that can become habitual, but the same can be argued for bicycle use. De Bruijn, Kremers, Singh, van den Putte and van Mechelen (2009) have investigated that habit strength is the most relevant indicator correlating with actual bicycle use. In their study, attitudes and intentions did not play a major role in people’s final decision to take the bicycle. Consequently, they doubted to what extent educational campaigns targeting a change in a population’s attitude towards bicycle use could trigger a change in behaviour. They stressed the need for more research on the role of habits, as well as the potentials for transport policy planners to make their approaches more successful by taking into account people’s habits.

2.3.5 Conditional value

If functional or social value are enhanced due to the fact that a person making a decision finds herself in a very specific situation, or the purchase is made under particular circumstances, conditional value is acquired (Sheth et al., 1991). Examples for such specific situations include special events like anniversaries or weddings, but also emergencies. However, conditional value can also be relevant for a consumer in everyday situations: The decision to buy popcorn, for instance, is often influenced by the surroundings in which it will be consumed, e.g. in a movie theatre (Sheth et al. 1991). Just as epistemic value, conditional value has been excluded from Sweeney and Soutar’s (2001) 19-item scale outlined above. According to them, conditional value was less relevant as their study was aiming at developing a general scale, and none that was influenced by specific situations. However, with a music festival being a unique

experience for its visitors (Blešić, Pivac, Stamenković, Besermenji & Marković, 2014; Getz, 1989), conditional value is expected to be of high relevance for the study at hand.

The relevance of the uniqueness of a situation has also been pointed out in the tourism literature. According to Cohen et al. (2013), once on holidays, many people find themselves in a situation during which they do not want to deal with the same problems they are dealing with in everyday life, and want to break with their everyday routines. They explained this observation with, on the one hand, the idea of tourism as a liminoid space which means that people find themselves in a “fundamentally different consumption context” (Barr & Prillwitz, 2012) when they are on a holiday. On the other hand, Cohen et al. (2013) utilised postmodern theory, which claims that personal behaviour is inconsistent and performed differently, depending highly on the context. Essentially, both approaches argue that most people behave differently in a tourism context than they do at home. It could therefore be argued that people are less willing to choose a sustainable means of transport in leisure travel situations, even if they usually opt for bicycle or public transport in their daily lives. Instead, they pay more attention to such aspects as flexibility, convenience, the feeling of freedom and relaxation (Anable & Gatersleben, 2005). This is also the case when people know about the impacts of their actions, and are aware of the need for a more environmentally friendly travel behaviour, as Barr and Prillwitz (2012) have shown. Indeed, Barr et al. (2010) have investigated, travellers were not willing to give up flying, even if environmental taxes would increase prices. This was underlined by Cohen et al. (2013) who considered tourists’ air travel an established habit which was hard to change, because many people consider such functional attributes as speed and convenience more relevant than their personal environmental impact when making their decisions about their holidays. But choices are not only made in favour of travelling by plane. The car is also a popular means of transport for leisure activities. Again, speed, convenience as well as flexibility and the possible to spontaneously make plans are the most important arguments in favour of this vehicle (Dickinson et al., 2013). Reflecting a time to step outside the usual routines, it has been argued that people considered their holidays as a highly private issue in which they did not wish any interference, and even justified their less environmentally friendly leisure travel behaviour with the fact that they paid attention to issues of sustainability when they were not on holidays (Prillwitz & Barr, 2011).

2.3.6 Summary Theory of Consumption Values

The perspective provided in the previous sections offers one of several possible angles to conceptualise, understand and analyse travel behaviour in a festival context. However, it offers the chance to integrate current research on travel behaviour with the business perspective on perceived consumer value. It consequently provides a holistic, interdisciplinary framework of analysis for the thesis at hand.

2.4 Analytical framework

The following diagram picks up on the aforementioned factors potentially influencing a decision-making process. While the core of the analytical framework is highly influenced by the *Theory of Consumption Values*, it has been modified and operationalised for the specific purpose of this thesis. In addition, while not specifically focussing on those, the analytical framework is developed in a context that acknowledges the role of attitudes, personal values, and car ownership.

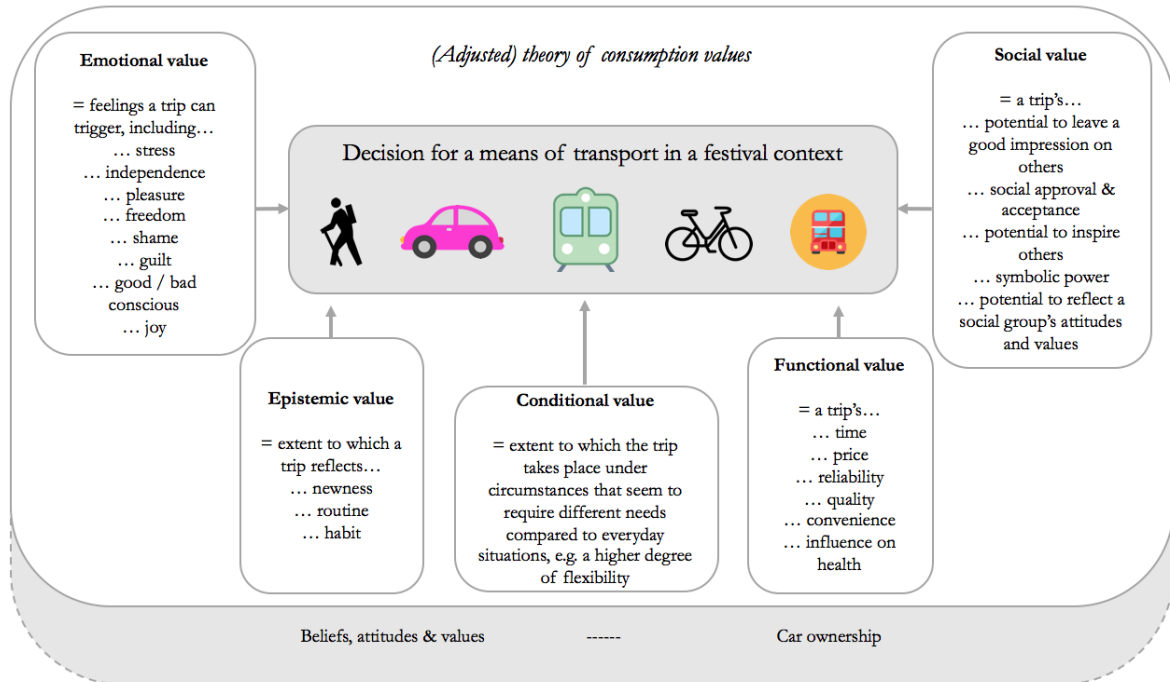


Figure 2-1. Overview of analytical framework.

Source: Own research, see above.

The respective values have been made tangible by ascribing them keywords deriving from the literature analysis as presented above (Chapters 2.3.1 to 2.3.5). Emotional value, for instance, has been translated into the feelings a trip can trigger, including stress, independence, pleasure, freedom, shame, guilt, good or bad conscious, and joy. These keywords were also used to develop both survey as well as interview questions, which made it possible to gather the data needed to apply the presented framework. The following Chapter 3 provides more insights into the research design, as well as the processes of data collection and analysis, and the respective limitations.

3 Methodology

Transparency about methods, assumptions and the way a researcher arrived at her conclusions is crucial for any kind of research, as it enables outsiders to assess the reliability of the study (King, Keohane & Verba, 1994). This is especially relevant to this thesis, as the author follows the argument of *Critical Realism* by acknowledging that science is a “social practice” (Sayer, 2010, p. 4), and knowledge production is never neutral (amongst others, Habermas, 1968). Following from this, also the results of this research are assumed to be influenced by the circumstances under which the study was conducted. Nevertheless, it is assumed that something like an objective truth exists. Even though it is not directly observable, knowledge explaining events, trends, regularities, conditions or temporary states of affairs can be generated, if the appropriate tools are used (Sayer, 2010; 6 & Bellamy, 2012).

The purpose of this chapter is to make the way knowledge was produced for this thesis traceable, and to contribute to the research’s *replicability*, which is a crucial criterion for the quality of a research project (Walliman, 2006). For this purpose, the research design, methods of data collection and analysis, as well as the limitations are presented in more detail.

3.1 Research design

Bryman and Bell (2003) argued that critical realism could be called ‘critical’ because research influenced by this philosophical approach “offers the prospect of introducing changes that can transform the status quo” (p. 15). The transformation of the status quo is also an explicit aim of *action research*. It intends to describe, interpret and explain events or practices while changing them for the better (McNiff, Lomax & Whitehead, 1996). The researcher thereby analyses a single case, which is usually an organisation of any kind in which she is involved herself. The case selection is therefore highly influenced by the accessibility of a case to the researcher, as she needs to be a part of the respective organisation to be able to make changes from the inside.

Such an approach has also been followed within this thesis. The following section gives some details about the theoretical background of action research, and the way it was practiced for the thesis at hand.

3.1.1 Introduction to action research

Originally, action research was coined by the work of Lewin (1946), who defined the different phases in an action research project as a cycle of *Plan-Act-Observe-Reflect*. Accordingly, together with the organisation under investigation, the action researcher develops a plan of how a particular problem an organisation is facing can be solved. The implementation of the plan is followed by an observation and reflection phase, which then leads to the re-assessment and adaptation of the plan. The whole process is embedded in a research project. More recent work by Kemmis, McTaggart and Nixon (2014) warns that the Lewinian view of action research is too narrow, and that Lewin’s steps are suggested in an unrealistic order. They argued that the stages in fact overlap, and the process was much more fluid than originally proposed. In addition, they pointed out that Lewin’s schematic step-by-step approach focussed too little on the participatory element within action research. In a similar manner, Herr and Anderson (2005) argued that action research distinguished itself from a conventional case study because of the involvement of the researcher in the organisation she was investigating. While the researcher in traditional research should avoid manipulating events for the purpose of creating unbiased data (Yin, 2003), it is the action researcher’s intention to actively and openly interfere with the organisation under investigation.

The involvement, or positionality, of the researcher can vary significantly from case to case, and even change during a research project. By mapping possible levels of involvement, Herr and Anderson (2005) have developed a continuum of six positionalities a researcher can have. It ranges from narrative research by an insider studying one's own self or practice on one end, to a research during which an outside researcher studies insider(s) on the other end. The latter is classified as traditional academic research, and not action research. For the thesis at hand, the author identifies herself as an outsider in collaboration with an organisation, or an organisation's insiders. While this level of involvement is at the bottom end of what can still be considered action research, it resembles a common approach to action research (Herr & Anderson, 2005).

3.1.2 Introduction to the organisation

The following section gives an introduction to the Fuchsbau Festival. For reasons of transparency, the author's relationship and work with the festival, which took place prior to the thesis period, will also be presented, as it served as a foundation for the research at hand.

The Fuchsbau Festival

As touched upon in the introduction, the Fuchsbau Festival is a contemporary issues, art and music festival, taking place annually in central Germany. Having a different theme every year, the festival's sixth edition took place under the slogan 'splitter faser____' and addressed the influence that digitalisation has on "our individual solitude as well as our coexistence" ("Festival | Fuchsbau Festival 2017", 2017). It achieved this by providing spaces for performances, movie screenings, workshops, and a broad variety of music shows. The festival is financed by different public foundations and institutions and supported by some smaller regional companies ("Partner | Fuchsbau Festival 2017", 2017).

Visitors could choose between three-day passes including or excluding camping, and day passes for Friday, Saturday or Sunday. Since 2015, the festival has taken place in the area of a former brickyard called 'Zytanien'. Being located around 8 km outside the town of Lehrte, the audience had the chance to reach Zytanien either by car, bike, foot, or train. Shuttle buses between the train station in Lehrte and the entrance area to the festival were free of charge and ran between Friday 10.00 am and Sunday 7.30 pm, with short breaks on both Saturday and Sunday morning.

The festival is run by a collective of students and artists, who began as a group of ten people in 2012, when they organised the first Fuchsbau Festival. Since then, the team has grown, and is now supported by around 120 volunteers who help with the set-up and break-down before and after, and assist the team during the actual festival with different administrative tasks. As of the time of writing, around fifteen people can be considered to belong to Fuchsbau Festival's core team, covering different areas of work, such as conceptualisation, booking, volunteer management, production, visitor feedback and service, marketing and sustainability.

Sustainability has not played a major role at Fuchsbau Festival in the past. While the team in general supports activities that help to reduce the festival's negative environmental impact, only few human and financial resources are available. Nevertheless, in 2016 a first policy paper was drafted which defined nine different working areas in which sustainability should be integrated. These included the transport of audience and artists, waste management, infrastructure, energy, catering, protection of natural ecosystems, cooperation with external partners, communications, and the commitment of the team itself (Fuchsbau Festival, 2016). In the beginning of 2017, the festival team adopted both a five-year plan, as well as an implementation plan for this year's festival. Both documents include precise targets, such as the festival having 50.0 % composting toilets for 2017, as well as more qualitative statements,

for instance the “intensive search for recycled materials for constructing projects” (Fuchsbau Festival, 2017a, *translated from German*). The five-year plan also states that “the Fuchsbau Festival sees itself as having a responsibility to increasingly focus on sustainability in the future” (Fuchsbau Festivals, 2017b, *translated from German*).

Table 3-1. Key information and figures Fuchsbau Festival 2017

Date	11-13 August 2017
Location	Zytanien, Immensen, close to Lehrte, Germany
Capacity / Sold tickets total in 2017	4 300 / 2 620
Sold tickets (weekend & camping)	1 800
Sold tickets (weekend without camping)	120
Sold tickets (day passes)	700
Share of money spent on sustainability in comparison to overall budget	0.6%

Source: Website of Fuchsbau Festival, <http://fuchsbau-festival.de/en/the-festival/>, retrieved 8 July 2017, and through personal conversations with Fuchsbau Festival team members, July & August 2017.

Initial contact and pre-thesis activities

The author joined the team of Fuchsbau Festival at the beginning of 2017 with the clear aim of embedding herself within the festival’s work on sustainability in a thesis project. The cooperation came into existence due to personal connections the author had with one of the project coordinators. During an informal conversation which took place in December 2016, the project coordinator expressed the festival team’s aim to pay more attention to issues of sustainability. In the course of the following weeks, the idea for the action research project as it has been carried out for this thesis was born.

The exchange with the team has mostly taken place through emails and skype calls, primarily with the festival’s project coordinator, production assistance, and sustainability and stage design manager. After having defined the scope and focus of the research, methods of data collection were discussed. The possibility to send out an online survey via Facebook was agreed upon soon after, and the author was encouraged to conduct interviews with visitors during the festival.

Besides the research undertaken in the context of this thesis, the author, in her role as a Fuchsbau team member, supported the festival’s sustainability manager in developing the aforementioned five-year, and implementation plan. She also investigated how other festivals approached the idea of sustainability, and developed costing scenarios for the coaches from Berlin, Hamburg and Leipzig. Eventually, a transportation plan aiming at triggering greener travel behaviour was developed. Based on the literature as presented in *Chapter 2.1.1*, greener travel behaviour is understood as an increasing number of people arriving by public transport. While it was the festival’s aim to minimise car use as much as possible, an improved capacity utilisation of cars was also deemed positive.

Consequently, the transport plan contained the following components:

- Fuchsbau coaches to and from Berlin, Hamburg, and Leipzig directly to the festival site (prices see *Table 3-2*);

- introduction of parking fees for cars (€ 5.00 per vehicle per weekend), aiming at reducing the number of people arriving by car, and generating revenue which was used to subsidise the Fuchsbau coaches;
- promotion of car-pooling and active collaboration with the platform *fabr/fabraway.com* which offers the opportunity to advertise rides to music festivals free of charge; and
- provision of shuttle buses from Lehrte central station to Zytanien, free of charge.

Only the first three points were new initiatives, while the last point had already been implemented in previous years. The decision for those measures was mainly inspired by initiatives that have already taken place at other festivals, and by research as presented in *Chapter 2*. Based on past years' experiences, the cities of Berlin, Hamburg, and Leipzig were considered to be sending the most visitors, which is why they were chosen as departure points for the coaches. However, since barely any knowledge of the travel behaviour of visitors from previous years existed, the steps can be considered as an informed experiment.

The prices for the coaches were calculated taking into consideration prices for other means of public transport, the budget available, and an assumed income from the parking fees.³ This last figure was anticipated by reviewing the approximate number of cars parked at the site last year, while at the same time expecting a reduced number of cars due to the introduced fees. It is worth pointing out that the parking lot was located approximately 200 m from the festival entrance, and could be used by all visitors, regardless the type of tickets they had bought. Only visitors arriving by camper were excluded from the parking fee, as they had to purchase a separate ticket for their vehicle which allowed them to park on the actual camping site.

Implementation of transport plan

While the shuttle buses between Lehrte central station and the festival site operated as planned, the implementation of the transport plan's other pillars did not go as smooth as intended.

First, the revenue generated from the parking lot was much smaller than expected as only 253, instead of an estimated number of 400 cars were parked on the parking lot. This can be traced back to two reasons: First, due to external circumstances, less tickets than in previous years were sold (see *Table 3-1*). Second, due to bad meteorological conditions, with heavy and constant rain on the first festival day, the parking lot, a stubble field, became muddy, and inaccessible for ordinary cars. Consequently, it needed to be closed. Those visitors arriving by car on Saturday and Sunday were asked to park in the town of Lehrte, from which they could catch a free shuttle bus to Zytanien.

Second, and to the surprise of the festival's management team, not all tickets for the Fuchsbau coaches were sold. While the coaches leaving from Berlin and Leipzig were fully booked approximately one week before the festival started, the coach departing from Hamburg was only occupied to a bit more than 50.0%, and had 23 spare seats. In total, from 147 available tickets, only 124 were sold (see *Table 3-2*). This led, along with the missing income from the parking lot, to a suboptimal financial result.

Third, the promotion of car-pooling was done in a less intense manner than intended. The festival's website encouraged its visitors under the section 'Arrival' to car-pool, and to use public transport ("Infos | Fuchsbau Festival 2017", 2017), but did not provide a link to the

³ Since the details about the budget are internal Fuchsbau Festival information and not crucial for the argumentation within this thesis, they are not further elaborated on.

respective, external platform *fahrfahraway.com*. While this platform is built particularly for festival visitors by providing the infrastructure to offer rides to 3,000 festivals in Europe, it seems to lack a userbase. On Facebook, the platform has only just under 1,500 likes (“fahrfahraway”, 2017), compared to the leading platform for conventional car-pooling connecting different cities, *BlaBlaCar*, which is liked by almost 4.5 million users (“BlaBlaCar”, 2017). No rides to Fuchsbau Festival were offered from such big cities as Hamburg or Berlin. An attempt to increase the platform’s popularity was made on 10 August 2017, when *fahrfahraway.com* was included into a Facebook post summarising the different opportunities to travel to Fuchsbau Festival (see *Appendix B*). This, however, was one day before the beginning of the event, and possibly too late to significantly increase the platform’s popularity.

While this thesis did not aim at assessing the way the transport plan has been carried out, the described circumstances are nevertheless important to keep in mind, as they shape the conditions under which this study has taken place.

Table 3-2. Prices and capacity utilisation for the Fuchsbau coaches from Berlin, Hamburg, and Leipzig.

Type of Ticket	Price – Roundtrip	Capacity	Tickets sold
Berlin	€ 32.00	49	49
Hamburg	€ 24.00	49	26
Leipzig	€ 30.00	49	49

Source: Website of Fuchsbau Festival, <http://fuchsbau-festival.de/de/bustickets/>, retrieved 8 July 2017, and through personal conversations with Fuchsbau Festival team members, August 2017.

3.1.3 Summary of research design

Figure 3-1 utilises the Lewinian action research cycle to schematically summarise the research conducted with this thesis. As presented in this section, both the planning as well as the acting part of the research were done before the actual thesis period started. Consequently, the study at hand only focussed on the observing and reflecting components. The research questions posed at the outset of this thesis served as a tool to guide both the observation and reflection on the implemented transportation plan.

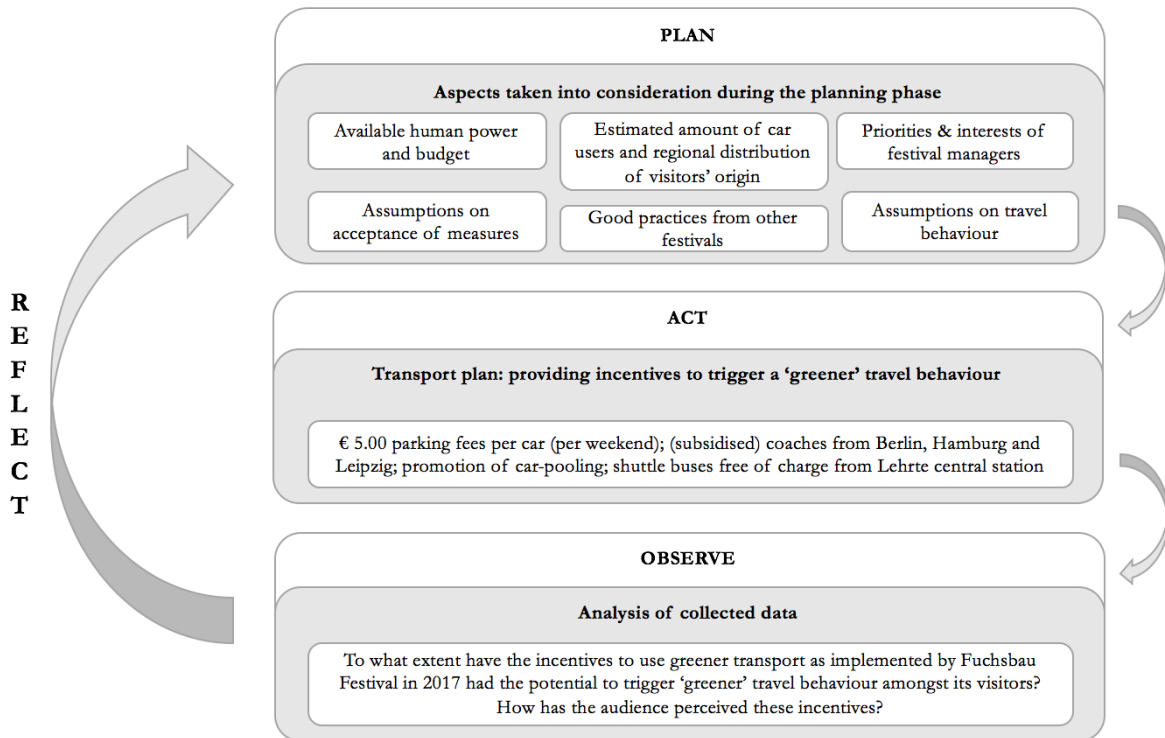


Figure 3-1. Overview of research design.

Source: Own illustration, inspired by the framework presented by Lewin (1946).

3.2 Data collection

As King et al. (1994) stated, “[m]ost research does not fit clearly into one category or the other” (p. 5). Instead, in order to understand the social world and its patterns and trends, it is necessary to include both, “information that cannot be easily quantified as well as that which can” (King et al. 1994, p. 5). Following this line of thought, this thesis is based on both quantitative as well as qualitative data, which has been collected after a period of desk research. The following section gives some insights into the data collection process.

3.2.1 Initial research and literature review

After having defined the study’s scope and focus, a literature review targeted specifically on travel behaviour in leisure and festival contexts was conducted, using search terms such as *green festival behaviour*, *green tourism*, *sustainable tourism*, *consumer behaviour*, *tourism behaviour*, *travel behaviour* and *travel behaviour events*. For this purpose, the databases *google scholar* and *LUBsearch* were utilised. Further literature was found using a snowball approach, taking the initial hits as a point of departure.

While much literature related to travel behaviour was discovered, only a small number of specific articles dealing with visitor or travel behaviour in a festival context could be found. In addition, few statistics on festivals in Germany were available, with most of them not addressing issues of sustainability. This lack of available information suggests that indeed little to no attention has been paid to the research problem addressed by this thesis, but made it also more challenging to discuss the observations made in a broader context.

3.2.2 Survey

In order to be able to get a general idea about the Fuchsbau audience's travel behaviour and related opinions, a survey was published *prior* to the festival. It was created with *google forms*, and aimed at creating a baseline, and getting a first understanding of the visitors' perceptions on issues of sustainability in a festival as well as an everyday context. The following section gives some insights into the survey design and content, sampling method, quality criteria and limitations.

Survey design and content

The survey utilised mostly closed-ended, and a few, usually voluntary, open-ended questions, generating both quantitative and qualitative data. The information collected included general demographic data, the opinion on the introduced parking fee, as well as more specific questions regarding the respondents' travel behaviour in 2017, and earlier years respectively (if they attended). Additionally, respondents had to assess statements on sustainability-related topics indicating the extent to which they agreed or disagreed with them. People arriving by car, Fuchsbau coach or those that had attended the festival already in earlier years, had to answer more questions than those arriving by bike or those who were attending the festival for the first time. In total, the survey contained 25 different questions, with 22 of them being compulsory to answer. Considering that certain questions only targeted specific people, based on their previous responses, the minimum amount of questions asked to a respondent was 16 questions, and the maximum 24.

The questions asked were to a major extent inspired by the analytical framework presented in the previous chapter. Both the framework's underlying assumptions about the role of attitudes, values, and car ownership, as well as four types of perceived customer value (excluding conditional value) were addressed through 5-point Likert-scale questions⁴ and multiple-choice questions. Solely conditional value was not directly dealt with, but was considered in the analysis of the data. Regarding the collection of information on the framework's underlying assumptions, it should be pointed out that collecting this kind of background information was not the core of this thesis. For this reason, any conclusions drawn, and corresponding discussions in this regard should be seen as trends and hints which deserve to be investigated further.

To tackle the second research question posed, the audience's opinion about the parking fee was measured. Laying the focus on this measure can be explained with the fact that it affected the most visitors as compared to the other newly implemented measures: A predicted 400 drivers and their passengers, were assumed to be affected by the fee, while only a maximum of 147 visitors (the number of seats available) would be influenced by the Fuchsbau coach. Nevertheless, respondents had the chance to leave comments on other aspects of the festival's transport, and sustainability plan.

A detailed overview of how the analytical framework, and the research questions have been translated into survey questions can be found in *Appendix D*.

The questions, and possible answers, were formulated in the clearest possible way, to avoid what Groves and Lyberg (2010) call *measurement error*, which can occur in the form of socially desirable answers, or wrong answers based on misunderstandings. To address the latter issue,

⁴ The Likert-scale is a common format for asking survey questions and uses a rating approach. The questions are phrased as statements, and the respondent needs to rate the level to which she agrees or disagrees with the statement (Walliman, 2006).

the survey and its wording was tested and adjusted several times, as also suggested by Fricker (2011). The first issue highlighted, socially desirable answers, has been argued to become less likely if confidentiality and anonymity are preserved, and the survey is sent out via mail or email (Fowler, Jr., 1993). These recommendations were followed as well.

The decision to use a 5-point Likert scale as opposed to a 7-point Likert scale as it has been applied in similar studies, (e.g. Wang et al., 2004; Sweeney & Soutar, 2001) was based on practical reasons. When using google forms, a 7-point Likert scale would have made the handling of the survey inconvenient for the respondents, as they would have been unable to see the whole scale at once but would have had to scroll left and right to do so. Under the given circumstances, the 5-point Likert scale made the survey more intuitive to navigate, leading to possible higher response rates (Couper, 2000).

Sampling

In order to be able to draw statistical inferences from the answers given by the survey respondents to the whole audience of Fuchsbau Festival 2017, two aspects needed to be kept in mind. On the one hand, a sufficient sample size needed to be reached. On the other hand, it has been pointed out that a sample can be biased, even if it has an appropriate size. This is related to the way the sample has been put together (Fink, 1995).

The survey was posted by Fuchsbau Festival on their own Facebook page <https://www.facebook.com/fuchsbau.festival/> on 27 July 2017, 3.59 pm, and on their Instagram account <https://www.instagram.com/fuchsbaufestival/> on 30 July 2017, 4.20 pm. A follow-up post was made in the actual Facebook event on 10 August 2017, 3.38 pm, addressing the topic of arrival. In this context, not only the different options to get to Fuchsbau Festival were introduced, but also the survey was posted again. For all posts, the text introducing the survey pointed out that the questionnaire was dealing with the topics of sustainability as well as audience travel, and announced that all respondents had the chance to win an exclusive festival package (see *Appendices A* and *B*).

In total, the survey received 294 replies, four of which had to be eliminated as one respondent filled out the survey three times, and another only finished half of it. In total, eighteen respondents self-declared themselves as being part of the team, which included people working in the food corner (2), artists (2), volunteers (13) and members of the organisation team (1). Even though the thesis aims at investigating the audience's travel behaviour and perception towards the implemented transport plan, these eighteen respondents were included in the analysis. The author made this decision taking into account that all of these people also have an impact when they travel to a festival. Consequently, also decreasing the team's environmental impact should be part of the festival's long-term goals.

With regard to the sample size, it can be said that a sufficient sample size was reached. Considering a margin of error of 5.0% and a confidence level of 90.0%, and taking into account that 2,620 tickets have been sold in 2017, the minimum amount of responses needed was calculated to be 246.⁵ This was exceeded by 48 responses.

Among the 290 respondents 59.0% (n = 171) were female, 34.8% (n = 101) were male, 5.9% (n = 17) wanted their gender to remain anonymous, and 0.34% (n = 1) stated they were neither male nor female. With regard to their age, most of the survey respondents indicated to be between 19 and 25 years old (65.5%; n = 190), followed by the age group 26 to 32 years

⁵ The sample size has been calculated with the help of the online tool Raosoft ("Sample Size Calculator by Raosoft, Inc.", 2017).

old (24.1%; n = 70). Only 4,1% (n = 12) were younger than 18, 4,5% (n = 13) between 33 and 39, and 1,7% (n = 5) 40 or older.

These figures confirm other studies which suggest that a festival audience often mainly consists of young people in their teens and twenties. Accordingly, 40.0% of the German population between 14 and 19, 41.0% of the German population between 20 and 25 and 37.0% of the German population between 26 and 30 attended at least one music festival per year (Statista, 2013). The number declines with increasing age, with only 23.0% of those between 31 and 34 having visited a music festival in the year under investigation (Statista, 2013).

Despite having reached a sufficient sample size, the chosen sampling method comes with some limitations, which challenge the generalisability of the findings. By using Facebook and Instagram as a sampling frame, and giving the readers of the respective posts a simple option to decide if they wanted to participate in the study or not, the survey can be categorised as a self-selected web survey (Couper, 2000). Such a volunteer sample is not based on probability but convenience, and can therefore produce *sample error* (Couper, 2000). Even a higher number of responses cannot overcome this flaw (Fricker, 2011).

Additionally, the issue of *coverage error* needs to be addressed. Representing the “biggest threat to the representativeness of sample surveys conducted via Internet” (Couper, 2000, p. 467), distorted results could occur because parts of the statistical population, the audience of Fuchsbau Festival 2017, is excluded from the chance of being part of the sample, because they neither like the festival’s Facebook page, nor follow its Instagram account. It is assumed, however, that based on the observed age of the festival visitors, and the related use of internet in general, and social media in particular, the coverage error is less relevant for the study at hand. Related to this issue is *size bias*, a problem specifically found in online surveys: For the case at hand this means that people who both follow Fuchsbau Festival’s Facebook page *and* Instagram account have received the invitation to participate in the survey twice, and are therefore more likely to participate in the survey. This, however is hard to control, as one cannot even be sure that all people who follow Fuchsbau Festival on Facebook see the post due to the user-specific algorithms Facebook applies. Size bias was therefore not further addressed.

Finally, the issue of *nonresponse error* can influence survey results. As the present thesis is based on a convenience sampling approach, this type of error is hard to define (Couper, 2000). A response rate has been calculated using the internet tool *bitly*. It showed that the survey received 420 clicks, which results in a response rate of 69.0%. However, more people might have seen the post, but not clicked on it. Calculating an accurate response rate is therefore impossible, but it was most certain lower than the indicated 69.0%. Additionally, only assumptions can be made about the motivations of those who opted in to participate in the survey. However, as the invitation to the survey included a short overview of the topics, including the keywords ‘transport’ and ‘sustainability’, it is likely that there is a bias among the respondents towards people who are interested in these topics. The chance to win a ‘festival package’ was an attempt to overcome this issue.

While the study’s sampling approach comes with limitations, it needs to be pointed out that this type of convenience sampling was not only chosen due to limited financial, human and timely resources, but also to avoid violations of ethical standards. While, in theory, it would have been possible to construct a random sample based on available e-mail addresses, European legislation forbids the use of private e-mail addresses for unsolicited purposes (European Union, 2002).

Concluding remarks

The quality of a survey needs to be seen in relationship to its stated aims and the claims it intends to make (Couper, 2000). Due to the limitations presented above, the author of this thesis cannot state to have generated survey findings which are generalisable. Instead they need to be triangulated with other data, as done with the interview data.

3.2.3 Semi-structured interviews

In a final step of data collection, the author of this thesis conducted thirteen semi-structured interviews, between 11 and 13 August 2017. Twelve of them were carried out in German, and one in English. Most quotes used later, in *Chapter 4*, are therefore translations of the author. The interview guide used can be found in *Appendix E*.

Interview guide design and content

The interview guide was drafted during the literature research, and finalised after the first 157 survey responses had been analysed. Remarkable answers, e.g. those contradicting the literature or those which were puzzling for the researcher, were taken into consideration when the final questions were phrased, as suggested by Lofland and Lofland (1995).

In general, however, the interviews aimed to create a more in-depth understanding of the themes that were already touched upon in the survey. Consequently, predominantly open-ended questions were utilised. However, they were followed by more specific questions covering aspects related to the five customer values as presented in the analytical framework. In addition, the interviews sought to investigate how the audience perceived the festival's transport plan in more depth. It did so by simply asking for the interviewees' opinions, having no specific literature or theories in mind.

Just as the survey questions, the interview questions were phrased in simple, accessible language. To avoid receiving socially desirable answers, the author refrained from asking leading questions (Patton, 2002). However, by choosing semi-structured instead of structured interviews, no interview was conducted in the same manner as another. By using the interview guide indeed as a guide, and not as a rule, questions were asked in a different order, and sometimes skipped completely, depending on the flow of the conversation and the rapport created with the respondent. Such flexible handling of the interviews makes the role and skills of the interviewer even more important. As Bryman and Bell (2003) stressed, in such situations it was crucial "that the questioning allows interviewers to glean the ways in which research participants view their social world and that there is flexibility in the conduct of the interviews" (p. 348). Special attention was paid to following up on what has been said, using different techniques such as probing or interpretative questions, and even silence (Rubin, 2005). In order to gain practice in applying these techniques both the interview guide and the interview situation were tested prior to the festival.

Sampling

The interviewees were sampled in two steps. First, people who had responded to the survey, had the chance to leave their contact data. By doing so, they indicated that they were willing to meet up during the festival for an interview. To increase the respondents' willingness to participate in the study, they were offered a voucher for a beer. 124 respondents left their contact data, far exceeding the author's expectations, and enabling her to apply a purposive sampling strategy, as described, for instance, by Robinson (2014). To get an in-depth picture on a variety of perspectives, the author defined ten categories which needed to be fulfilled by at least one of the interviewees. Aiming at a minimum sample size of ten people, reflecting the number of defined criteria, she intended to talk to at least one person who

- owns a car and arrived by a green means of transport,
- owns a car and arrived by car,
- arrived by Fuchsbau coach,
- arrived by a green means of transport other than Fuchsbau coach,
- supports the parking fee even though she arrived by car,
- opposes the parking fee,
- does not take action to reduce her own environmental footprint,
- takes action to reduce her own environmental footprint,
- does not think that music festivals should consider aspects of sustainability, and
- thinks that music festivals should consider aspects of sustainability.

In addition, it was the author's aim to create a sample which was based on gender equality. After the definition of the criteria a total of 40 people were contacted via email, fitting the different criteria. The text used for this email can be found in *Appendix F*. Of these 40 people, 15 came back to the author and signed up for an interview. 21 did not respond at all, and four people explained that they were not available for interviews anymore. During the festival, one person did not show up as agreed, but two of the interviewees brought a friend along so that the interview was conducted with two people at the same time. Another interview with two respondents took place, as the selected interviewees turned out to be friends and asked for an interview together. In the end, thirteen interviews with sixteen different people were conducted. All interviews were carried out by the author of this thesis with the exception of the last one, during which she was accompanied and supported by the festival's sustainability and stage design manager. A list of interviewees, including the criterion for which the interviewee was selected for, can be found in *Appendix G*.

The author also considered approaching additional people during the festival in case not enough interviewees showed up, or in case she had the feeling that there was a lot more information to explore. This, however, was not necessary, as thirteen of the previously fourteen agreed upon interviews took place, and a significant level of saturation was reached.

The limitations of this sampling approach mirror the ones already listed for the survey. On the one hand, the survey itself has been used as the sampling frame, and consequently carried in itself the survey sampling's limitations. On the other hand, again an opt-in approach has been chosen, possibly biasing the sampling population towards people who are more interested in the raised subjects. However, an attempt was made to overcome this by the final sampling step which sought to include a variety of perspectives in the actual sample by developing the different criteria (see *Appendix G*).

Regarding the sample size, Robinson (2014) argued that one needs to take into account that each view got a "locatable voice within the study" (29), while still having enough data to enable the researcher to compare the different perspectives. He therefore suggested a sample size between three and 16 participants for an interview study. Considering the "practical realities of research" (Robinson, 2014, p. 31), the author of this thesis sought to keep her sample diverse, but as small as possible, since the festival took place only four weeks before the final deadline for this research. She prioritised the proper handling of a smaller amount of data to a less thorough analysis of more data. This decision has been made especially against the background, that quantitative data which allowed for the research of more general trends was already collected through the survey, and the interviews indeed were used to complement the survey data with more detailed insights.

Concluding remarks

The thirteen interviews conducted aimed at understanding the results of the survey in more depth. A purposive sampling approach was chosen, allowing for a sample of interviewees representing different criteria regarding their perspectives or choices made. This sampling approach made it possible to create a holistic picture.

3.2.4 Summary data collection

By collecting both quantitative and qualitative data, the thesis at hand follows an approach of a combined, or mixed-methods approach, which allows for the study of different aspects of one phenomenon on the one hand, and triangulation of data on the other (Bryman & Bell, 2003). Defined by Della Porta and Keating (2008) as “using different research methods to complement one another” (p. 34), triangulation can increase the confidence in the data collected for the study, and potentially increase both a study’s internal and external validity (6 & Bellamy, 2012). Additionally, the specific data produced by the survey could be put into context, and enriched with complex reflections and explanations. This mixed-methods approach has increasingly been applied and discussed since the course of the millennium (Kuckartz, 2014).

3.3 Data analysis

The following sections give a short overview of how the different types of data were processed and analysed.

3.3.1 Survey data

The survey has been analysed using mainly descriptive statistics. For this purpose the raw data has been exported from google forms and processed in *Microsoft Excel*. Further statistical analyses such as t-tests and Pearson’s chi-square tests were performed using *IBM SPSS*.

With the data created being mostly nominal and ordinal, typical analyses carried out included the simple calculation of shares, means and modes. These allowed for phrasing first hypotheses, which were then tested. Being the most useful test for testing hypotheses when the variables consist of nominal data (McHugh, 2013), a Pearson Chi-square test was run for this kind of data and helped to understand significant differences between two comparative groups. A t-test was conducted for questions which created ordinal data, such as the type of data gathered through the different Likert-scale questions. While there have been discussions whether a t-test was appropriate to analyse Likert-scale data, recent research has shown that the differences between parametric statistics such as the t-test and nonparametric statistics are minor and are therefore ignored for the purpose of this thesis (de Winter & Dodou, 2010; Norman, 2014).

3.3.2 Semi-structured interview data

The interviews were transcribed according to the rules of what Kuckartz, Dresing, Rädiker and Stefer (2008) called the “simple transcription system” (p. 27, *translated from German*). Consequently, a focus was laid on transcribing words, and not dialects, intonations or tongues. All interviewees were anonymised and instead indicated as I1 to I16.

In a next step, the interviews were coded using *directed content analysis* as described by Hsieh and Shannon (2005). For this purpose, an initial coding structure was created prior to the conduction of the interviews. This coding structure was inspired by the analytical framework. Codes addressing the perception of the audience on different measures of the transport plan were also included in the coding structure. In the course of the coding process the codes were adjusted, depending on the content of the interviews. As a part of this procedure, codes and

sub-codes were deleted and added to the coding structure, while others were re-named or newly defined. All codes were defined and illustrated with an example from the text. The final coding structure, including definitions and examples, can be found in *Appendix H*. This detailed structure supported itself in the attempt to code consistently, and therefore increased the intra-coder reliability. Additionally, by being transparent about the coding structure, also inter-coder reliability can be increased. While the author was solely responsible for the coding process of the data used for this research, other researchers who wish to conduct a similar study or repeat the existing one, could use the coding structure to make results comparable.

For the process of coding, the software *maxQDA* was utilised. Using electronic software is recommended for such kind of analyses, as they make the handling of the data easier (Kvale & Brinkmann, 2009). Codes from different interviews can be looked at in a separate window, and easily brought back to their original context. This ensured that no relevant passages were lost, or taken out of context.

3.3.3 Summary data analysis

Both the survey and interview data have been analysed following the research questions, and with the analytical framework in mind. The following *Chapter 4* is consequently structured accordingly.

4 Findings and analysis

The following chapter contains the findings and analysis from the survey and interview data. It begins with preliminary findings presenting general travel-related baseline data, before continuing with those findings addressing the framework's underlying assumptions. *Chapter 4.3* presents the findings related to the different consumption values, and *Chapter 4.4* the opinion about the transport plan as raised by the audience.

4.1 Preliminary findings: Means of transport used

The predominant means of transport used to travel to Fuchsbau Festival 2017 were the train (46.6%) and the car, including camper (31.0%). The Fuchsbau coach, newly introduced, was used much less, but was still the third most popular means of transport (7.9%). An almost equal number of visitors arrived by car-pooling (7.2%) and the least frequently used options included the bicycle, regular coaches such as *Flixbus* or *Megabus*, walking, local bus and hitchhiking, adding up to 5.2% in total. As the survey was published prior to the festival, 2.1% of the respondents indicated that they had not yet decided how to arrive at Fuchsbau Festival. *Figure 4-1* shows the use of different means of transport to travel to Fuchsbau Festival 2017 in absolute numbers.

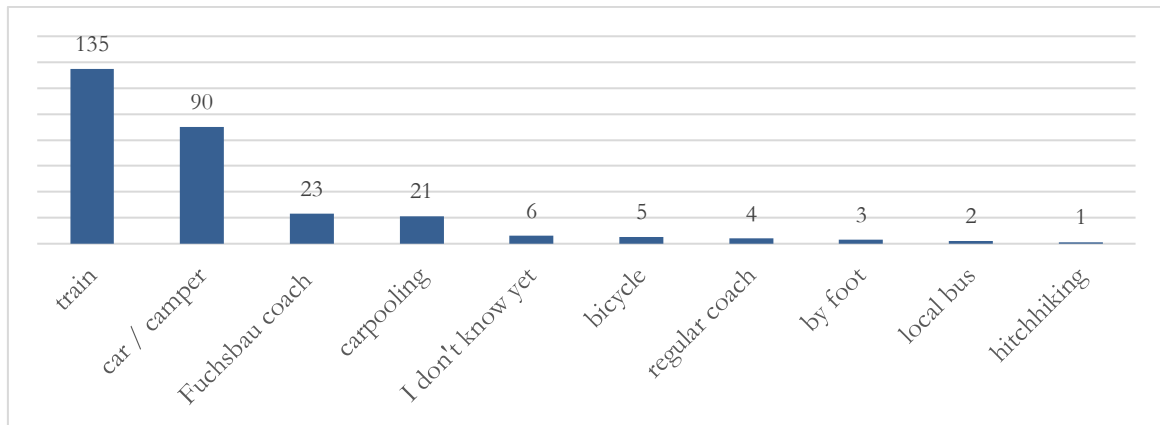


Figure 4-1. Means of transport used to travel to Fuchsbau Festival, absolute numbers, 2017 (n = 290).

Figure 4-2 demonstrates the share green means of transport had in 2017, and compares it to 2016. While 137 survey respondents indicated that they had attended Fuchsbau Festival in earlier years, 116 of those stated that their last visit at Fuchsbau Festival took place in 2016. Since no other comparative data for earlier years exists, these 116 respondents served as a baseline for the year 2016. As defined in *Chapter 2.1.1*, green means of transport was defined as all kind of public transportation as well as transportation by foot or bicycle. Both the car, but also the camper, are considered as unsustainable. With 51.7% (n = 60) green means of transportation in 2016 and 66.9% (n = 194) green means of transportation in 2017, the data suggests that the share of visitors who have chosen a green means of transport in the current year is bigger than in 2016. Almost 8.0% (n = 23) of that share can be assigned to the Fuchsbau coach newly introduced this year. Its share within the overall block of green means of transport has been emphasised visually in *Figure 4-2*. If one takes a closer look at those passengers of the Fuchsbau coach who have already attended Fuchsbau Festival in 2016, it becomes apparent that only one of them used an unsustainable means of transport before and switched to the greener option in 2017. The other seven passengers who have attended the festival in 2016, switched from an as green defined means of transport to the Fuchsbau coach, namely train (3), regular coach (3) and hitchhiking (1). However, this group of visitors with n = 8 is too small to draw general conclusions from this observation.

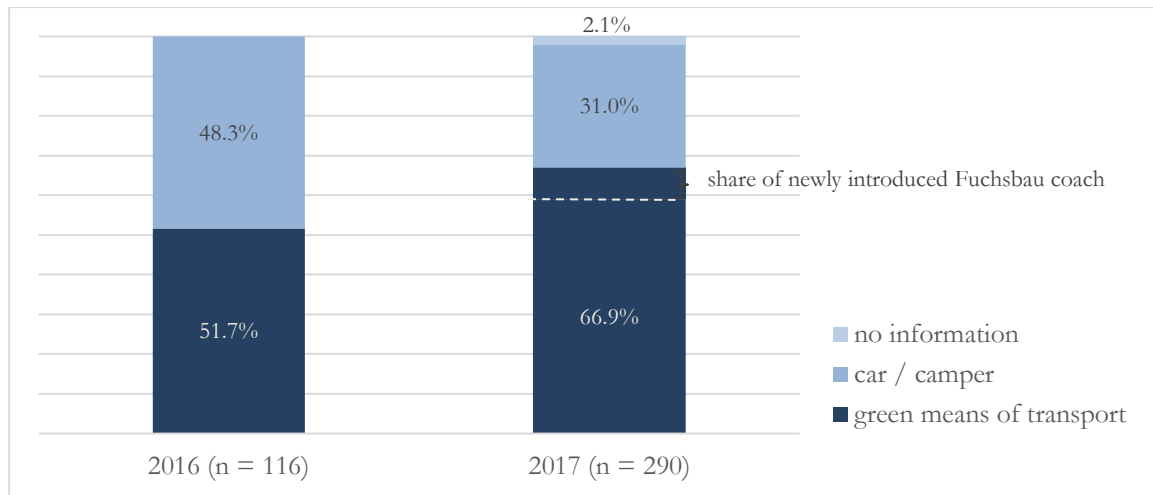


Figure 4-2. Audience travel by means of transport, comparison of 2016 and 2017.

In order to better understand the reasons for the uptake in the share of green means of transport in 2017, it is worth to investigate the development of travel behaviour of those visitors, who indicated that they had been arriving by car or camper in earlier years. This group of respondents contains 64 people in total. Most of them, almost 70.0% (n = 43), arrived again by car or camper. It is remarkable though, that a bit more than 30.0% (n = 21) chose to arrive by a green means of transport in 2017, in this case train (16), car-pooling (3) or Fuchsbau coach (1), as Figure 4-3 shows.

If one looks in a similar way at those who attended the festival for the first time (n = 153), or arrived sustainably last year (n = 64), the share of those choosing the car or camper is much smaller, with 26.1% (n = 40) and 9.6% (n = 7), respectively. Within both groups, most visitors arrived by a green means of transport (Figure 4-3). The Fuchsbau coach reached a share of almost 10.0% (n = 15, and n = 7, respectively) in both groups.

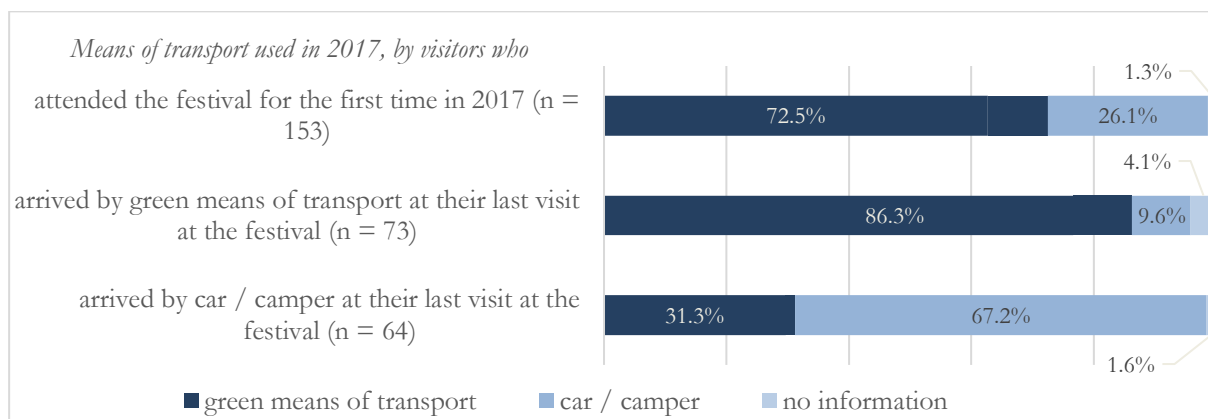


Figure 4-3. Means of transport used by different types of visitors, 2017.

Another interesting perspective which can be taken on the data includes the arrival by means of transport and type of ticket. As Figure 4-4 shows, one can observe differences among people who bought a weekend pass including camping, a weekend pass without camping, a day pass, or are a member of the team. Almost 40.0% (n = 7) of the team members arrived by car or camper, the highest share in comparison to the other three groups. Consequently, only 55.5% (n = 10) of those respondents who self-identified as part of the team arrived by a green means of transport, making this group the one that seems to arrive in the least sustainable

way, as depicted in *Figure 4-4*. However, it needs to be mentioned that the number of respondents belonging to this group is 18, a relatively small sample size that may bias conclusions. In addition, other reasons, such as being in need to transport equipment, may contribute to the selection of certain means of transport. A more detailed investigation of only this group of festival attendants would help to put these figures into better context.

On the contrary, the results for owners of a weekend pass without camping suggest that 100.0% of this group arrived by a green means of transport. While percentage is most likely distorted by the small number of respondents ($n = 8$), it is likely that a lot of people within this group opt for public transport, as they do not want to drive home under the influence of mind-altering substances which might have been consumed during the festival. This assumption could be backed up with an also comparatively high share (79.2%; $n = 19$) of green transport users among those having day passes, as these also need to travel home after they have attended the festival. However, no further research has been conducted investigating these observations, which is why all possible answers remain speculative.

The results for the biggest group of visitors, those who bought a weekend pass including camping ($n = 240$), resemble the results of the population as a whole as presented earlier in this chapter: around one third of the people claimed to arrive by car or camper, and 66.7% ($n = 160$) by a green means of transport (as opposed to 66.9% in the population, see *Figure 4-2*), as can be seen in *Figure 4-4*.

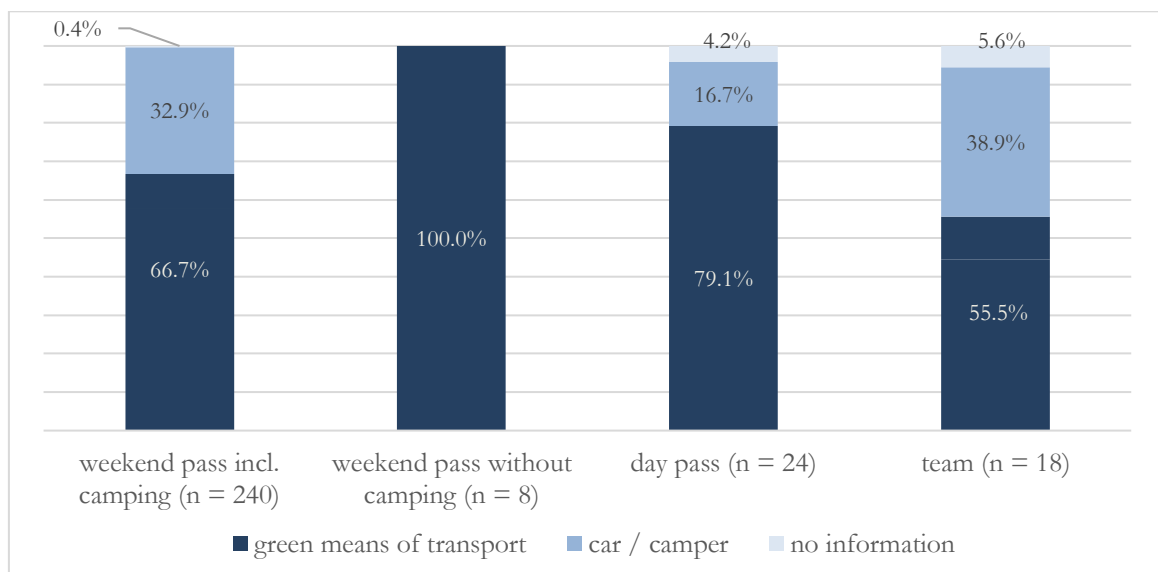


Figure 4-4. Audience travel by means of transport and type of ticket, 2017.

If one simplifies the data further and just categorises the visitors into two groups, those who stay overnight ($n = 258$) and those who do not ($n = 32$), a Pearson chi-square test suggests that there is indeed a statistically significant difference between the two groups ($p = 0.017$). However, also for this observation it needs to be brought up that the small number of respondents for the dataset of people who are not staying overnight might influence the validity of the results, and potentially challenges the analytical power of the Pearson chi-square test.

Finally, while this thesis assumes that all kind of arrival done by car or camper is not sustainable, it has also been pointed out in *Chapter 2.1.1* that the environmental impact of any means of transport depends on its degree of capacity utilisation. Consequently, the survey also

included the question of how many passengers one had on board, if the respondent had stated that she arrived by car or camper. With an average of 2.9 passengers, translating to 3.9 people per vehicle, the result to this question is surprisingly high. As presented earlier, the *Umweltbundesamt* assumed an average capacity utilisation of only 1.5 people per car. While the author of this thesis originally intended to back up these numbers by having somebody counting the passengers per car on their day of arrival, unforeseen circumstances led to a loss of the respective data. Validation of this remarkably high capacity utilisation is therefore not possible.

4.2 The analytical framework's underlying assumptions

As presented in *Chapter 2*, the thesis acknowledges that not only perceived consumption values play a role in an individual's decision-making process, but also such aspects as the respective person's attitudes and values, as well as the question of car ownership.

4.2.1 Attitudes and values

On a five-point Likert scale, the respondents of the survey were asked to what extent they agreed to four sustainability-related statements, aiming at understanding their attitudes and values regarding the environment in general. The mode for three of the four statements was ranked highest with a '5 – completely agree'. The only exception is the statement about the attempts one makes to reduce her own ecological footprint, which has received a mode of '4'. The highest mean, and consequently, average approval rating, was found for the statement that climate change was a problem that concerned everybody (4.8). On the contrary, the lowest mean, and average approval rating, was stated for the statement already mentioned, addressing one's own environmental footprint (3.9). However, for all four statements, at least 57.6% of the respondents agreed, and the disapproval rate was at the same time never higher than 6.5% (*Figure 4-5*).

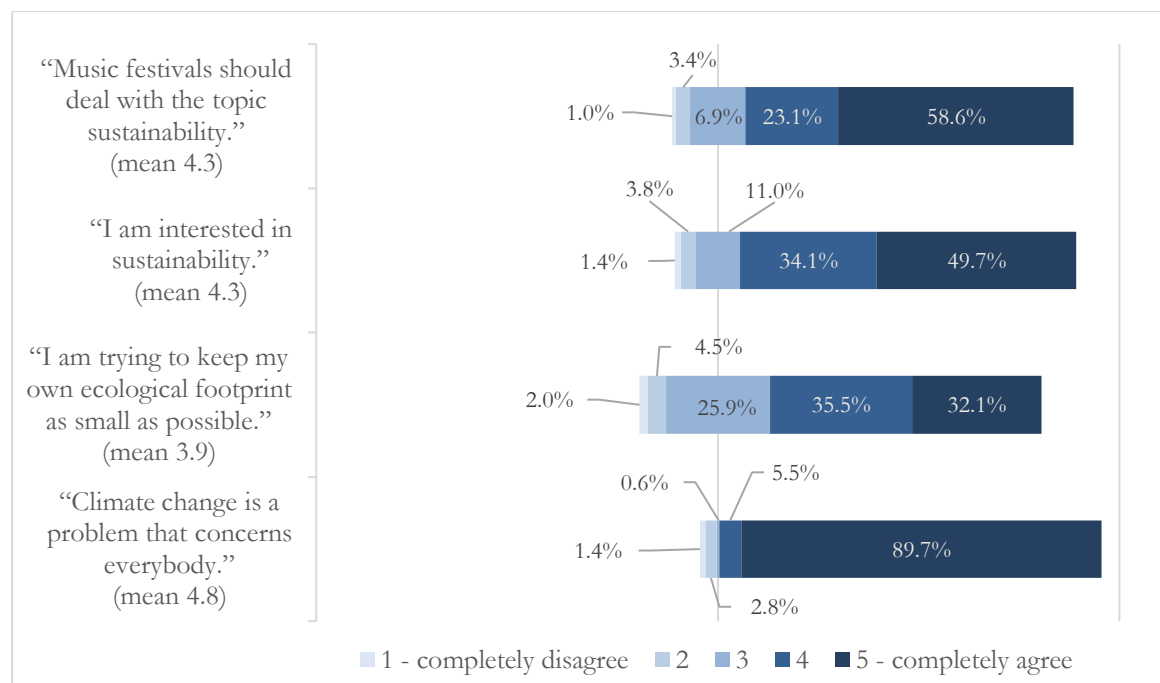


Figure 4-5. Extent of consent with sustainability-related attitudes and values (n = 290).

Again, the respondents were divided into two groups, those who arrived by car or camper and those who did not, and their answers were compared. For none of the statements, the t-test suggested a statistical significance between the two groups, with the p-values being between 0.108 and 0.559. This means, that no pattern could be observed with regard to the relevance of arrival by car or camper and the respondents' opinions on the above statements.

The qualitative data collected through the interviews seems to back up these findings. The vast majority of the respondents stated that they felt some kind of responsibility for the environment: fifteen out of sixteen interviewees described how they have made changes in their lives based on their environmental value system. Such changes included the consumption of less, or no meat, or, the active choice for sustainable means of transport whenever possible. I1 claimed:

“It is a lifestyle – I am just not using a car, and I only fly if really needed. If it is possible to take the train, then I take the train, even if I go back home to the Netherlands.”

The survey also asked respondents specifically how important they found environmental aspects when they planned their trip to Fuchsbau Festival. On a five-point Likert scale, respondents were asked to rate this indicator to understand their personal attitude towards green transport. The answers to this question show that 60.7% (n = 176) of the respondents indeed found the environmental impact of their chosen means of transport important or very important. However, also almost one third (29.3%; n = 85) were indecisive, or neutral, to this aspect, having rated it with a ‘3’ (Figure 4-6).

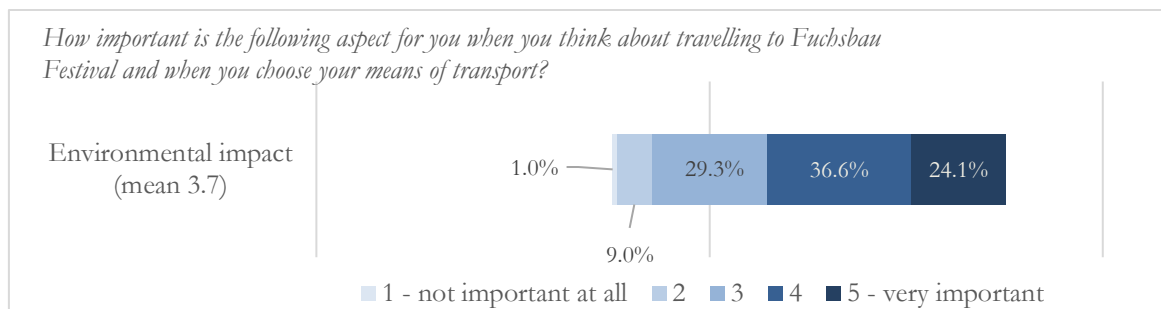


Figure 4-6. Importance of travel-related aspects when deciding which means of transport to use to travel to a festival, environmental impact (n = 290).

Looking at the interview data helps to put this response pattern into context. Eight of the sixteen interviewees (I1, I3, I4, I7, I8, I9, I10 & I13) explained how the environment played into their decision-making process. Among these eight, the underlying pattern seems to be that the environment is a latent, but not *the* predominant concern, and the level of its importance seems to differ from interviewee to interviewee. While I1 clearly stated that she would always opt for public transport for environmental reasons, I10 declared that she would never take a plane to a festival, and I4 argued that she could not imagine to just come by herself in a car. Nevertheless, if environmental reasons would have been the only benefit of the Fuchsbau coach, I8 would have not chosen this means of transport, she clarified. I13 suggested that it was probably not possible to forbid people to arrive by car, but that this form of arrival should be optimised with regard to its degree of capacity utilisation. Another perspective was provided by I11. While acknowledging that there are environmental problems that need to be dealt with, I11 was doubting the influence he as an individual human being has. He admitted that for many decisions, including the one which means of transport to choose, he considers convenience and comfort as more important than the environmental impact that choice might have.

In conclusion, the results of both the survey and the interviews suggest that the Fuchsbau Festival audience is aware of environmental issues, and pays attention to its environmental impact, even though to different extent.

4.2.2 Car ownership & car access

Of all survey respondents, 22.4% (n = 65) have indicated to own a car, and 61.5% (n = 42) of those have also used it to travel to Fuchsbau Festival in 2017. More than one third, however, left their car at home, with most of them (26.3%; n = 17) choosing to arrive by train, as *Figure 4-7* shows.

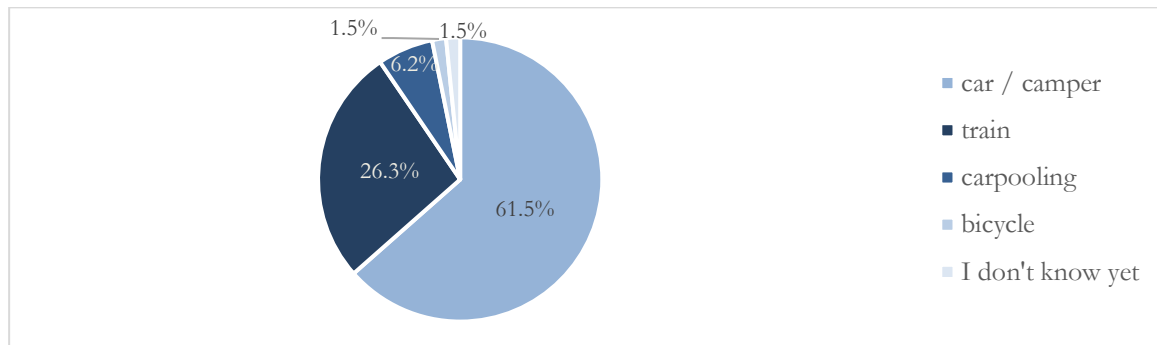


Figure 4-7. Means of transport used among car owners, 2017 (n = 65).

Taking a closer look at both groups, those arriving by car or camper, and those arriving by train, it becomes apparent, that the average distance of those choosing the train is 67.9 km and those arriving by car is 92.0 km. Seven people (41.1%) of those arriving by train travelled from the closest major town, Hanover, to Fuchsbau Festival, and another four (23.5%) came from its suburbs. On the contrary, eleven of those car owners arriving by car (26.1%) came from Hanover, and additional six (14.3%) started their trip in Hanover's suburbs. It is worth pointing out that one person even arrived by car from Lehrte, the town located approximately only 5 km from the festival site.

Unsurprisingly within the group of people who arrived by car (n = 90), car owners have the biggest share with 41.1% (n = 37). However, in total 56.7% (n = 51) of those who arrived by car have access to a car through friends or family, and only 2.2% (n = 2) made use of a car rental or car sharing company (*Figure 4-8*). The relationship between car ownership and arrival by car has also been tested with Pearson's chi-square test. With a p-value close to '0', it can be considered proven that car owners are more likely to arrive by car at Fuchsbau Festival than those who do not own a car, confirming above cited studies.

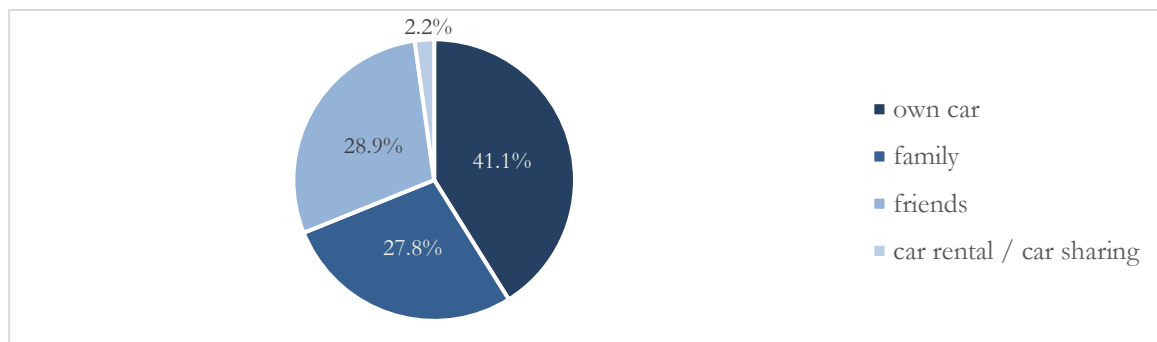


Figure 4-8. Car access of those who arrived by car or camper, 2017 (n = 90).

This unsurprising observation also became apparent in some of the interviews. I15 explained his decision for choosing to arrive by car not only with the fact that he can sleep in it, but also with the low transaction costs. According to him, choosing the car simplifies the process of travelling, “as it is there anyways”, and no further preparations need to be done. I14, on the other hand, presented the perspective of somebody not owning a car:

“Maybe it is more practical with a car, but we just don’t have one.”

In general, the figures indicate that, on the one hand, the long-term decision of car ownership increases the likelihood that somebody chooses the car as a means of transport, but on the other hand quite some people (n = 51) make an effort to get access to a car via friends or family. However, only a small number of people (n = 2) is willing to spend money for having access to a car just for the purpose of travelling to a festival. In addition, it seems that if car owners are living closer, it is more likely that they opt for public transport.

4.3 Analytical framework

The following section present the findings structured according to the different consumption values which have been presented and developed in *Chapter 2.3*.

4.3.1 Functional value

The relevance of functional value has been measured in two ways. On the one hand, survey respondents had to indicate on a five-point Likert scale the extent to which they think seven different travel-related aspects were important for them when making the decision in favour of or against a means of transport when travelling to a festival. These seven aspects were developed from the literature in relation to functional value presented in *Chapter 2.3.1*. On the other hand, those respondents who had attended Fuchsbau Festival already in earlier years, were asked to reflect upon their past trip regarding price, spontaneity and time-spent. An analysis was then made to understand if those respondents who felt that their trip was expensive or very long had changed their means of transport in comparison to earlier visits at Fuchsbau Festival.

With regard to the importance of the seven travel-related aspects, it can be said that five out of them received a mode of ‘4’, one a ‘3’, and one, ‘fitness’ only a ‘1’. The latter indicator had a mean of 1.7 and more than 50.0% (n = 149) ranked it as not being important at all. ‘Convenience’ was not considered important (ranked ‘1’ or ‘2’) for more than one quarter of the respondents (n = 78), but still important (ranked ‘4’ or ‘5’) for a bit more than 40.0% of the respondents (n = 120), leading to a mean of 3.2.

The highest average rate of importance was achieved for the indicator ‘price’, (mean of 3.8); followed by the ‘possibility to plan ahead’ (3.7), the ‘time spent / needed’ (3.6) as well as ‘storage room’ and ‘flexibility & spontaneity’ (both 3.5). For the just mentioned indicators the rate of approved importance (ranked ‘4’ or ‘5’) lays between 54.5% (‘flexibility & spontaneity’) and 60.7% (‘possibility to plan ahead’). Only ‘price’ stands out again, with a rate of approved importance of 68.7%, making it seem to be the most important indicator within these seven (*Figure 4-9*).

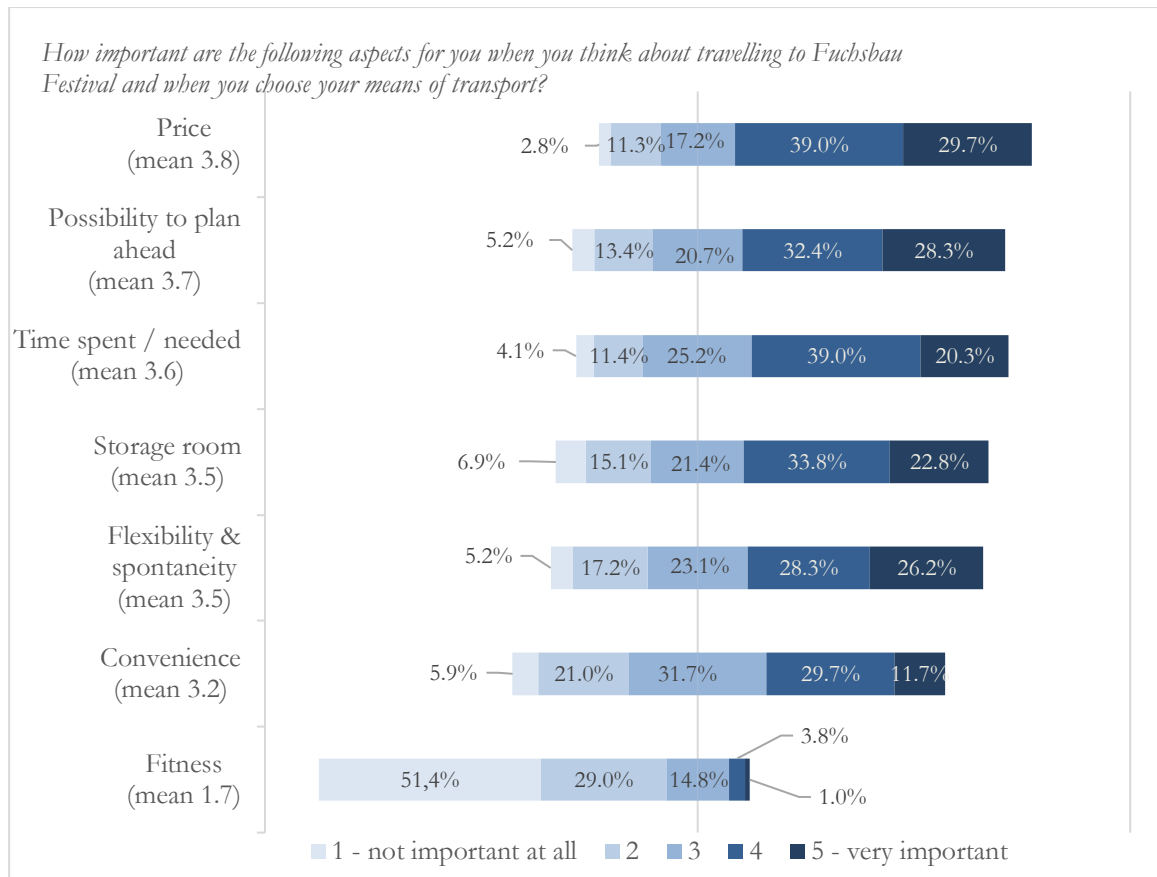


Figure 4-9. Importance of travel-related aspects when deciding which means of transport to use to travel to a festival, functional value ($n = 290$).

Another interesting point which can be observed is that both ‘flexibility & spontaneity’ as well as ‘possibility to plan ahead’ were assessed very similar in their importance for the decision-making process. While this response pattern could be traced back to a flawed way of having phrased the question, it could also mean that indeed both aspects are important to the respondents, and some even combine both desires within their approach to travelling to a music festival. No follow-up data was conducted in this regard, making any assumptions speculative.

If one separates the respondents again in a group of those arriving by car or camper, and those arriving by another means of transport, and compares their mean responses with the help of a t-test, it becomes apparent that there seems to be no statistical significant difference between the groups for the indicators ‘possibility to plan ahead’, ‘fitness’, ‘time spent / needed’, and ‘convenience’, as all their p-values were above 0.05. On the contrary, the aspects ‘storage room’, ‘flexibility & spontaneity’ as well as ‘price’ have been rated significantly different by the two groups. For all these indicators the calculated p-value was well below 0.05. It is therefore worth to take a closer look at these three. For these more detailed analyses, the respondents who did not know how to arrive to Fuchsbau Festival by the time they filled out the survey ($n = 6$) were disregarded.

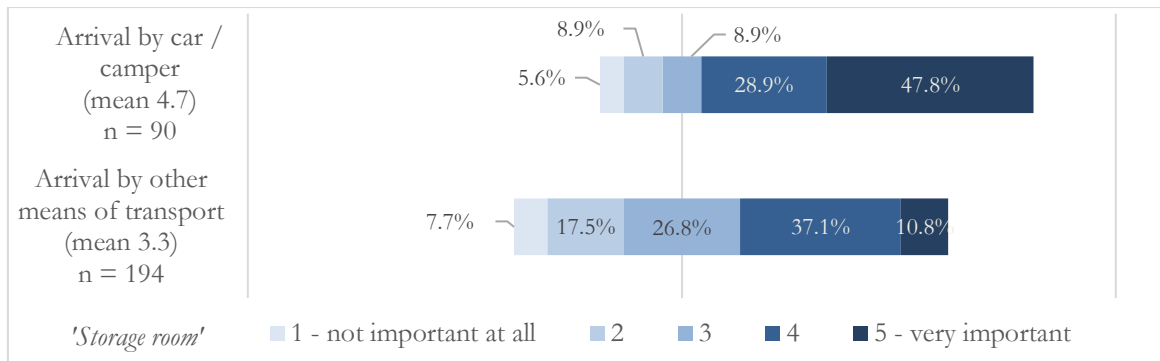


Figure 4-10. Importance of 'storage room' by type of arrival (n = 284).

'Storage room' can be considered as being more important for those respondents who arrived by car, as can be seen in Figure 4-10. As had been indicated by the t-test, the means between the two groups are significantly different, with those arriving by car or camper ranking this indicator on average with 4.7, and those arriving by another means of transport with a mean of 3.3. In percentage, this translates to 76.7% (n = 69) of the first group indicating to find this aspect of travelling important or very important, in comparison to 47.9% (n = 93) within the second group. Additionally, within the latter group, more than one quarter (n = 52) assessed the importance of 'storage room' with a neutral '3'.

A similar picture arises when looking at the different rates of approved importance with regard to 'flexibility & spontaneity'. Even though the means are not as different as for the previous indicator 'storage room', the figures as shown in Figure 4-11 still demonstrate significant variety. Among those respondents arriving by car or camper 64.5% (n = 58) have attached importance (rated as '4' or '5') to being able to being flexible and spontaneous. In comparison, 51.0% (n = 99) did so among those who have arrived by another means of transport. Again, one quarter of the latter group were indecisive, or neutral (n = 50).

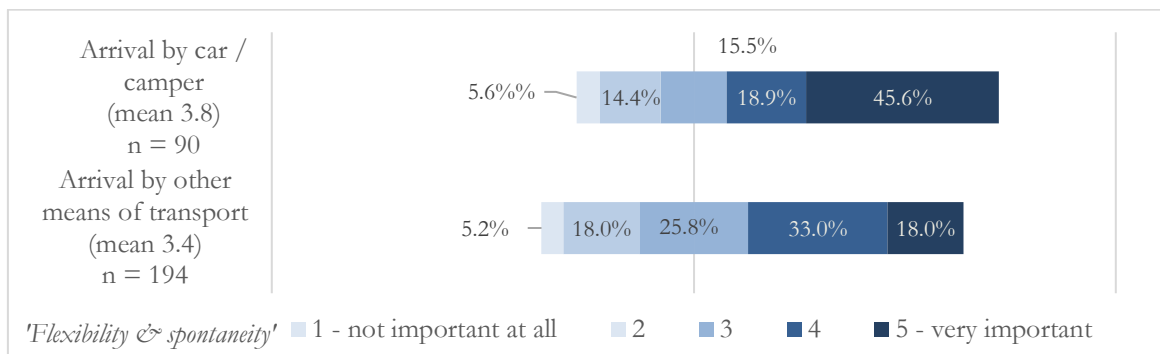


Figure 4-11. Importance of 'flexibility & spontaneity' by type of arrival (n = 284).

Finally, with regard to the indicator 'price', it can be said that the two groups' means only differ by a score of 0.2, with those arriving by car or camper finding this aspect slightly less important (3.8) in comparison to their counterparts (4.0). Looking at the actual distribution, it becomes apparent that more than three quarters (n = 146) of those respondents who did not arrive by car or camper, find this aspect important (rating as '4' or '5'), while in comparison only 53.3% of those arriving by car or camper attach similar importance to this aspect (Figure 4-12). On the contrary, more than one quarter of the latter group (n = 24) rated 'price' with a '3', as opposed to 13.4% of the comparison group (n = 26).

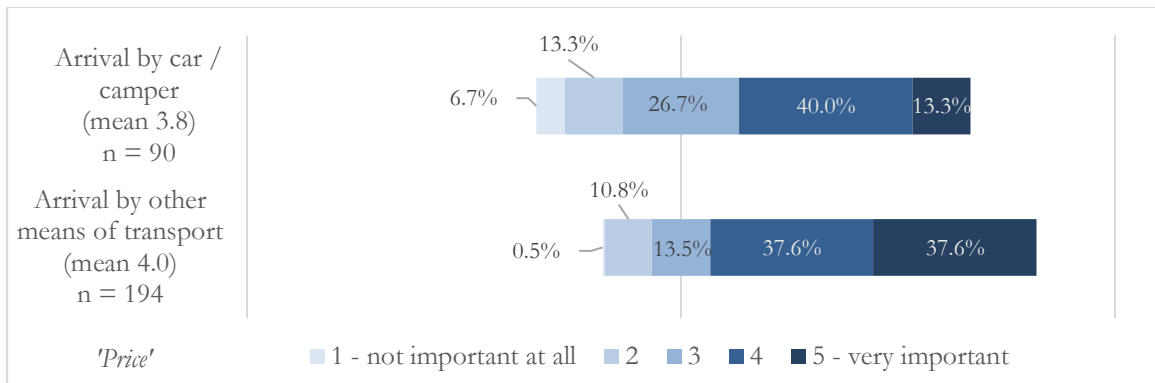


Figure 4-12. Importance of 'price' by type of arrival (n = 284).

Looking at how the travel to Fuchsbau Festival in earlier years has been perceived, it can be concluded that a majority of respondents did not find their arrival expensive or time-intensive. Both indicators received a mode of '1' and means of 1.7 and 2.1 respectively (Figure 4-13). However, among the four people who perceived their arrival as being expensive in earlier years (rated with '4' or '5'), only one changed their means of transport and chose to arrive by car instead of by regular coach. The other three stuck to their chosen means of transport, and arrived again by car (2) and train (1). Among those 23 who had indicated that their arrival had been time-consuming in the past, only ten stuck to the means of transport which they had perceived as time-consuming, and 13 changed in 2017: Six respondents changed from car to train (4) and car-pooling (2), and four respondents switched from the train to another means of transport, namely car (2), Fuchsbau coach (1) and car-pooling (1). Additionally, there were two people who found that their arrival by regular coach was time-consuming. One of them decided to arrive by Fuchsbau coach in 2017, and the second one by car. Finally, one respondent stated to have switched from hitchhiking to Fuchsbau coach.

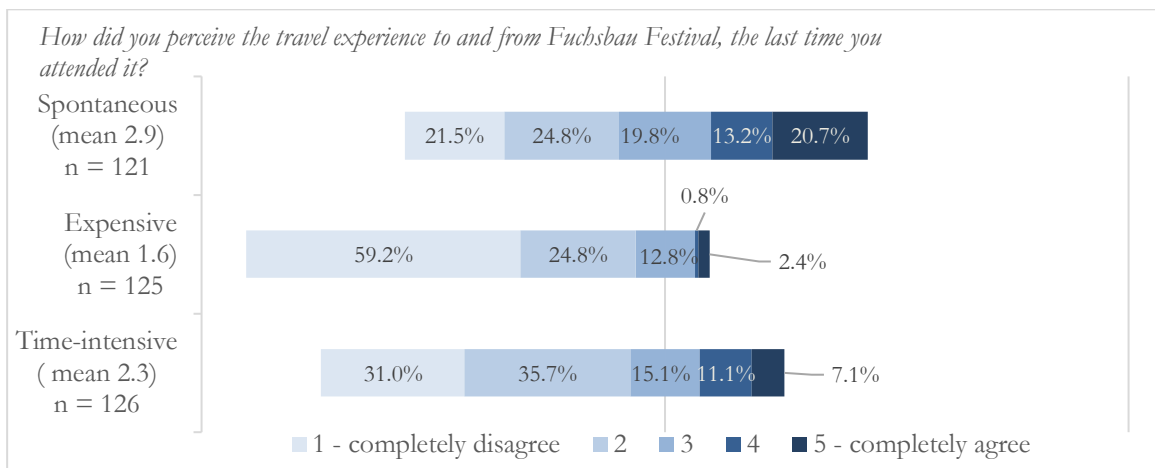


Figure 4-13. Perception of travel experience to and from Fuchsbau Festival in the past, functional value (n = 290).

Of the 137 respondents who had been to Fuchsbau Festival in earlier years, only 121 remembered to what extent they perceived their last trip to the festival as 'spontaneous'. With 46.3% (n = 56) of the respondents stating that they perceived their trip not as such (rated with '1' or '2'), nevertheless 33.9% (n = 41) expressed that they felt indeed that it was a spontaneous trip (Figure 4-14). Around 20.0% (n = 24) rated this indicator with a neutral '3'. Similarly as to what has been shown in Figure 4 9, it remains difficult to observe a pattern regarding the importance and perception of 'spontaneity and flexibility'.

Looking at the indicator which had been ranked highest in importance for 2017, 'price', *Figure 4-13* seems to confirm the findings of *Figure 4-9*. If the respondents, as indicated, pay a lot of attention to the price of a ticket, it seems logical that they opt for a rather cheap means of transport. By doing so, it is unlikely that they perceive the options they have chosen in the past as 'expensive'. While price has also been mentioned as a fundamental indicator for functional value in the literature, it is worth pointing out how the specific audience of a festival might be particularly price-sensitive. As two of the interviewees brought up, their main driver behind their focus on the price of a trip lays within the fact, that they are students with a very limited budget (I4 & I9). On the contrary, I7 explained, that he covered all expenses for the trip also for his passengers, as he was working, and they were future students on a tighter budget.

Even though having only been ranked with a mode of '3', the level of 'convenience' was indirectly addressed by seven of the interviewees. When asked about their preferred means of arrival to a festival, these seven (I1, I4, I8, I9, I10, I11 & I15) mentioned that a direct connection from their point of departure to the festival site was of particular importance. Car-pooling, the Fuchsbau coach for those living in the respective cities, and the own car were mentioned as positive examples in this context. I10 even stated, that she was willing to pay a higher price for her ticket if that guaranteed her to arrive in a more direct way.

In this context, it has been pointed out by some of the interviewees, that it is easier to travel directly by a green means of transport to a festival site, if one lives in a city than in a rural area. I15, for instance, explained how connecting buses or trains between different places, including festival sites, are rare in rural Lower Saxony, if existent at all. Almost naturally, using the car becomes more common, or even "normal" (I6), "because somebody always has a car" (I4). When elaborating on the lack of infrastructure in their region, I12 and I13 stated that being in need to take a bus or even a car to the next train station deterred them from taking public transport to Fuchsbau Festival. Accordingly, it would take longer, and be more of an effort, especially with the luggage packed for the weekend.

I12 and I13 were not the only respondents who brought up the issue of luggage. In total, this has been addressed by eleven interviewees (I2, I4, I7, I8, I10, I11, I12, I13, I14, I15 & I16). The logistics of transporting a tent, sleeping bags, food and drinks, including beers, to the festival site, is the reason the majority of the interviewees who mentioned luggage also stated that the car was particularly convenient (I2, I10, I11, I13, I14, I15) or comfortable (I7). I14 reported how transporting all the beers on a handcart was quite challenging, making the trip a bit more "annoying". They explained that while unloading the handcart from the shuttle bus, the whole handcart flipped over, making everything fall out and become wet and dirty. A direct connection between luggage and the indicator 'storage room' can be given as well, making again the car a preferred means of transport as summarised by I13:

"I think one does not necessarily arrive by car because of the comfort, but instead because of the storage room. You just cannot be bothered – I mean, we carried the luggage from the car to the campsite with a handcart, and that was already enough. Because we are a little uncoordinated. And you can also bring some more stuff, just in case."

Taking this into account, it is not surprising anymore that particularly those who arrived by car stressed the importance of storage room, as had been shown in *Figure 4-10*.

Again, related to the desire of having a direct connection to the festival site, the issue of time was brought up. While, as shown above, 59.3% of the respondents considered time as important, the consequences in terms of chosen means of transport seem to differ: For those

(I7, I11, I12 & I13), who do not have optimal access to a train connection, using the car helped them to save time, while others have argued that using the train is faster for them, as there is less risk for traffic jams (I9 & I14). The issue of time was also brought up in the context of the organised bicycle tour which was proposed in the survey. Quite a few people appreciated the idea, but raised concerns about the time one needs to invest, such as I4:

“You need to have the time. If I was working as well, I would not have the time to arrive here by bicycle. At some point, it is also only about getting to the festival site.”

Finally, the interviews have brought up that a car not only fulfils the function of getting its passengers from their home to the festival site, but can also serve as a shelter. Three of the interviewees (I3, I15 & I16) used their vehicle to sleep in it, and also I4 expressed that her preferred means of transport would be a car in which she could sleep in as well.

While this additional perspective on specifically a car’s functional value does not hit one by surprise, it was not suggested by the literature and therefore should be considered a finding that warrants further investigation. Other interesting learnings regarding functional value include that quite a few of the indicators are, even if rated in a similar way, perceived differently when it comes to the different means of transport. This also became apparent, when one interviewee (I14) brought up, that driving a car can be quite tiring for the driver, and might not be as convenient as others are thinking.

4.3.2 Social value

In the survey, respondents were asked to indicate the level of importance of two different travel-related indicators on the same five-point Likert scale which had also been used for the operationalisation of functional value.

Neither of the indicators achieved a high approval rate: The statements ‘possibility to make a positive impression on friends’, and ‘chance to make a political statement by choosing a specific means of transport’ achieved means laying at 1.6 and 2.5, respectively. The first statement was rated with a ‘1’ by more than 60.0% of the respondents (n = 179) and only just under 7.0% (n = 20) rated the statement as being somewhat important (rated with ‘4’ or ‘5’), as can be seen in *Figure 4-14*.

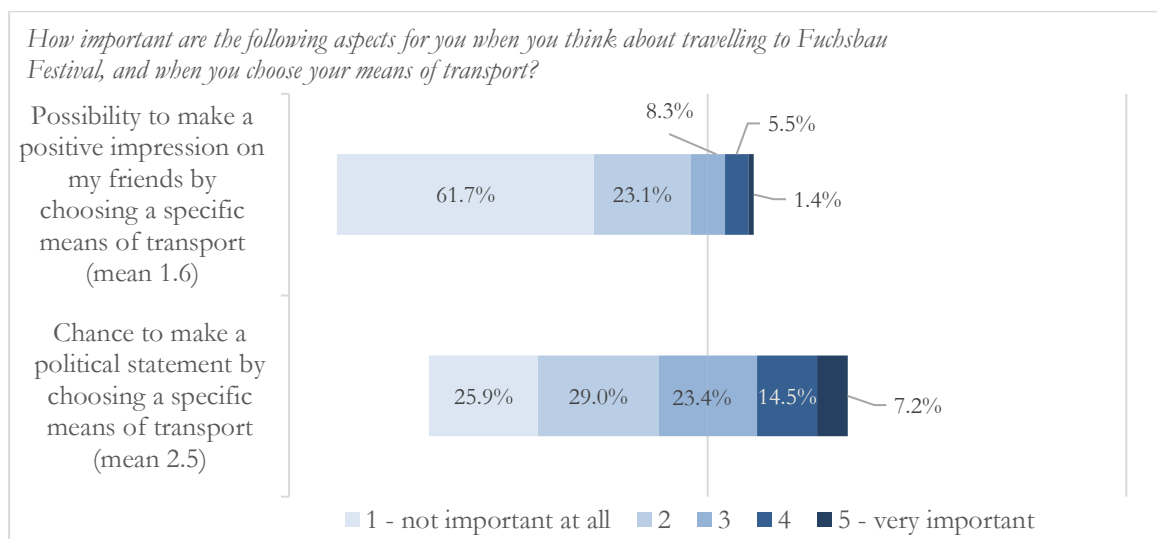


Figure 4-14. Importance of travel-related aspects when deciding which means of transport to use to travel to a festival, social value (n = 290).

Also for these results, a t-test was run to detect possible differences between the means in the two groups of respondents, those arriving by car or camper, and those arriving by other means of transport. The t-test indicated that there was no statistical significant difference between the two groups with regard to the first statement ($p = 0.102$), however, the two groups had a statistically significant different response pattern when it came to the issue of making a political statement by choosing a specific means of transport ($p = 0.000$).

Figure 4-15 breaks these findings further down, showing that respondents who arrived by car or camper rated the ‘chance to make a political statement’ on average with 2.1, and those arriving by another means of transport with 2.7. More than one quarter of the latter group ($n = 51$) attached some kind of importance (rated with ‘4’ or ‘5’) to this travel-related aspect as opposed to only 12.2% ($n = 11$) in the comparison group. This observation was followed up in the interviews. I6 and I9 indeed stated that it was important for them to talk about their choice of transport with outsiders. They confirmed that they sought to transport a political message claiming that personal choices can make a difference, and choosing to go by public transport does not need to be a denunciation. I3 took another perspective, arguing that by happily paying the parking fee of € 5.00, he was making a statement that he agreed with the general approach Fuchsbau Festival was taking towards sustainability.

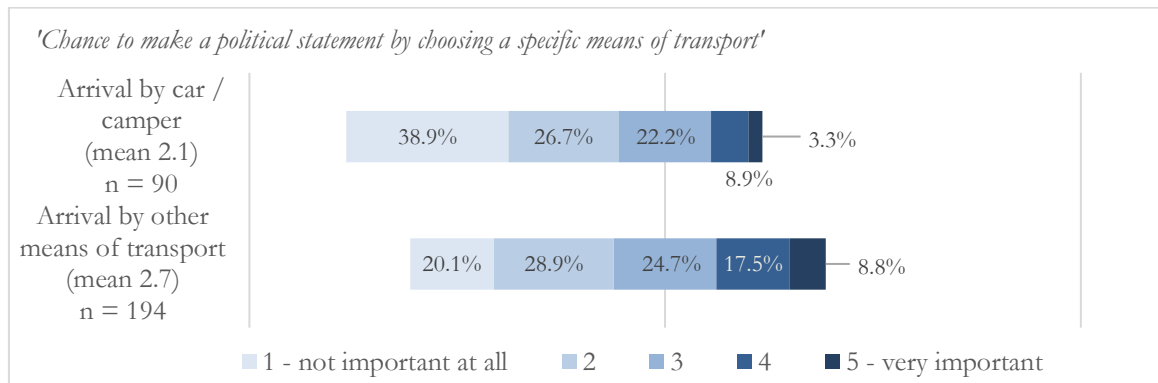


Figure 4-15. Importance of ‘chance to make a political statement by choosing a specific means of transport’ by type of arrival ($n = 284$).

Less of an individual, and more of a societal view was brought in by I1, who explained how her social peer group influenced the way she was behaving, as many of her friends were living an environmentally aware and even activist life. In general, she perceived that her generation was particularly environmentally aware, especially in comparison to that of her parents. Accordingly, she internalised a specific way of living which also included to barely ever take the car. I15 talked about the current generation’s environmental awareness as well. He agreed with I1, that it was higher than that of earlier generations. He was part of a social group which seeks to decrease its environmental impact by trying to follow an alternative lifestyle, I15 nevertheless owns a car and used this to travel to Fuchsbau Festival. He also stated though, that he had the feeling that he was using the car too much.

While these statements suggest that general awareness, and peer groups play an underlying role in how people behave in general, the statistics presented for social value do not point at a high relevance of this indicator for the specific situation under investigation.

4.3.3 Emotional value

Three indicators were developed to measure the importance people attach to travel-related aspects that reflect the emotional value of a product. All three of them were rated with a mean between 3.4 and 3.6. However, the mode for ‘fun’ was only ‘3’, while for both ‘independence & freedom’ as well as ‘chance to spend time with friends’ the ‘4’ was the rating used the most. For the latter two indicators, it can also be said that more than 50.0% have found them important (rated with ‘5’ or ‘4’), in comparison to just under 50.0% of the respondents (48.3%; n = 170) who assessed ‘fun’ being important (*Figure 4-16*).

Again, also for these aspects a t-test was carried out to detect if the two groups of comparison, those arriving by car or camper, and those who do not, have a statistically significant different average rate of approved importance. This was not the case for any of the three indicators, with the p-values laying at 0.354, 0.561, and 0.385 respectively.

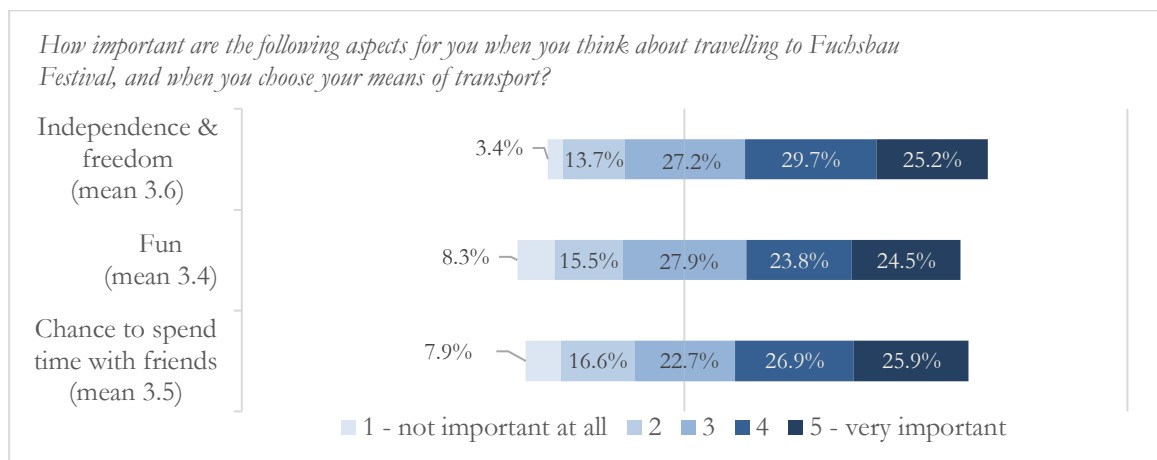


Figure 4-16. Importance of travel-related aspects when deciding which means of transport to use to travel to a festival, emotional value (n = 290).

It needs to be stressed, though, that ‘fun’ can be defined in various ways by different people. When asked about the perfect means of arrival to a festival, seven interviewees (I1, I2, I5, I7, I8, I9 & I10) brought up by themselves, that it would be “fun” (I5) or “cool” (I7, I8) to have the festival experience already begin during the trip to the event site. I1 and I8 mentioned this aspect as being a clear benefit of the Fuchsbau coach, as one can already get a “festival feeling” (I1). For I5, the aspect of experiencing the festival atmosphere during the trip would even be more important than a relaxed, or convenient arrival. Consequently, if organised in a fun way, I5 would also consider participating in a bicycle trip with friends and other fellow festival visitors as a means of arrival. Equally referring to the suggested bicycle tour, I7 stated that the idea about travelling with other fellow festival visitors would make him happily compromise on his flexibility regarding his time of departure. While the aforementioned interviewees do not necessarily relate this kind of fun to their friends, I9 sees a direct relationship between travelling together with friends and the fun that is created through a means of transport that allows to create a festival atmosphere. A similar argument was brought up by I2, who favours the arrival by train, as one can occupy a whole compartment together with friends to get the experience started. This, accordingly, also makes the trip less stressful (I2). Similarly, I10 would prefer to reach the festival together with her friends, as that would allow her to chat and, again, to get “into the mood”. A reciprocating dynamic between the two dimensions ‘friends’ and ‘fun’ also became apparent in two other interviews. While I12 and I13 defined a fun arrival by being able to sing together in the car, I3 appreciated it

most when he could plan the trip together with his friends, to organise common grocery shopping and to arrive as a group at the campsite.

However, for I13 ‘fun’ is not only defined by being able to sing with her friend, but also by the actual act of driving:

“I am a person, that enjoys driving the car. I try to limit my car use because of the environmental impact per se, but I also just really enjoy driving. I love my car.”

Another aspect, which was brought up by seven (I2, I4, I8, I9, I10, I11, I15 & I16) of the interviewees, was the possibility to travel in a relaxed way. Especially in reference to other, more stressful experiences, the appreciation of a relaxed arrival has been mentioned. This was not related to one specific means of transport, though: I2 reported that the arrival by train to Lehrte and shuttle to the campsite has been a positive experience for him in 2016, I9 and I10 both mentioned how relaxed they felt in a car-pooling setting, and I8 addressed the potential for a relaxed arrival by Fuchsbau coach. The interviewees argued thereby that the feeling of having a ‘relaxed’ trip is connected to being able to arrive directly. This has already been addressed under the heading ‘functional value’ and will therefore not be further elaborated at this point.

With regard to experiences from the past, it was also investigated to what extent the last trip to Fuchsbau Festival triggered the emotions ‘pleasure’ and ‘stress’. Both emotions had to be rated along a five-point Likert scale. With a mean of 3.8 and a mode of 5, it seems that more people perceived their trip as pleasant than as stressful (mode 1; mean 2.1), as Figure 4-17 shows. Indeed, more than half of the respondents felt their last trip was pleasurable (62.2%; n = 76), and not stressful (69.1%; n = 87).

A t-test was run to compare the means between four different groups in total. However, a statistically significant difference could neither be found for a comparison between those having arrived by car or camper and those who arrived with other means of transport ($p = 0.158$ for ‘pleasant’ and $p = 0.094$ for ‘stressful’), nor between those respondents who have changed their means of transport in comparison to respondents who have not changed their means of transport from the past to 2017 ($p = 0.645$ for ‘pleasant’ and $p = 0.948$ for ‘stressful’). That means on average, that even if people changed their means of transport, this was not necessarily related to having perceived the trip as particularly stressful.

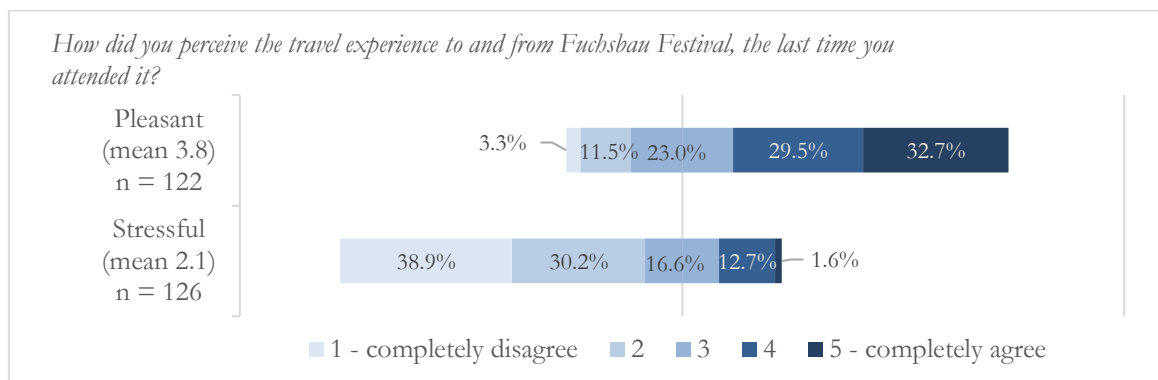


Figure 4-17. Perception of travel experience to and from Fuchsbau Festival in the past, emotional value.

Another perspective which had been suggested by the literature was the role of information and increasing knowledge about the negative impacts of one’s behaviour. Accordingly, the better human beings know about the consequences of their behaviour, the more likely it is

that they develop a perceived responsibility to the environment. This can eventually lead to a feeling of guilt, making them reconsidering their behaviour. In an attempt to address this stream of literature, the survey respondents were asked to what extent they felt guilty, when they were flying or taking the car, if at the same time a green means of travel was available.

As can be seen in Figure 4-18, the mode for this statement lays at '5', and the mean at 3.6. More than half of the respondents (n = 167) agreed that they felt guilty in the described situation (rated with '4' or '5'), with only 18.6% (n = 54) disagreeing (rated with '1' or '2'). A t-test comparing the means of the two groups, visitors who arrive by car or camper, and visitors who do not, concluded that no statistically significant difference could be found between the two groups (p = 0.123).

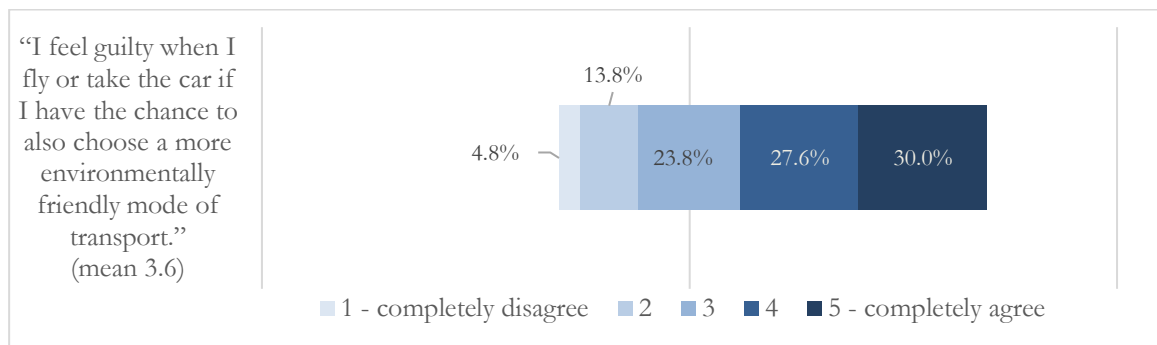


Figure 4-18. Level of feeling guilty when choosing an unsustainable means of transport (n = 290).

While not openly calling it a feeling of guilt, the issue that an increased knowledge on one’s own environmental impact made them change their behaviour, was brought up by six of the sixteen interviewees. The described situations were often not related to travel behaviour, though, but to one’s diet (I2 & I3), use of plastic materials (I8 & I10), or fashion (I10). I6 even stated that for her, avoiding things which have negative consequences, is a motto by which she lived. However, among the interviewees one person also openly acknowledged that, even though he knew about the negative impacts of car use, he did not aim for a change in his behaviour. For him, practical reasons were more important than reducing his own environmental impact, in both an everyday as well as a festival situation (I11). Other statements were made by I1, I4 and I10, who all follow some guiding principles with regards to their travel behaviour, such as flying as little as possible. They, however, did not elaborate whether these guiding principles stemmed from a feeling of guilt or responsibility towards the environment.

Even though the survey data did not suggest a particular important role of fun, the interviews suggested that this indicator is, in different interpretations, a decisive factor. The evidence for the role of guilt needs to be considered more contested. Despite the fact that the festival’s audience seems environmentally-aware, and knowledge has proven to have influenced people’s behaviour in the past, this aspect does not seem to be as relevant when it comes to the means of transport chosen to travel to Fuchsbau Festival. In addition, neither the connotation between the car and the feeling of freedom as also suggested by the literature, has been confirmed by the results. On the contrary, the feeling of freedom and independence was similarly important to respondents who arrived by car or camper and those who arrived by another means of transport, and has not received any attention during the interviews.

4.3.4 Epistemic value

Within the five-point Likert scale which has been used to operationalise the consumer values previously presented, only one indicator was dedicated to the analysis of epistemic value. With a mean of 2.0 and a mode of 1, the ‘Chance to try something new’ was not considered important at all by 44.1% ($n = 128$) of the respondents, and only considered being important to some extent (rated with ‘4’ or ‘5’) by 11.7% ($n = 34$), as *Figure 4-19* shows. A t-test comparing the means between the two different comparison groups, respondents who arrived by car or camper and those who arrived by another means of transport, indicated that there was no statistical significant difference between the two groups ($p = 0.767$).

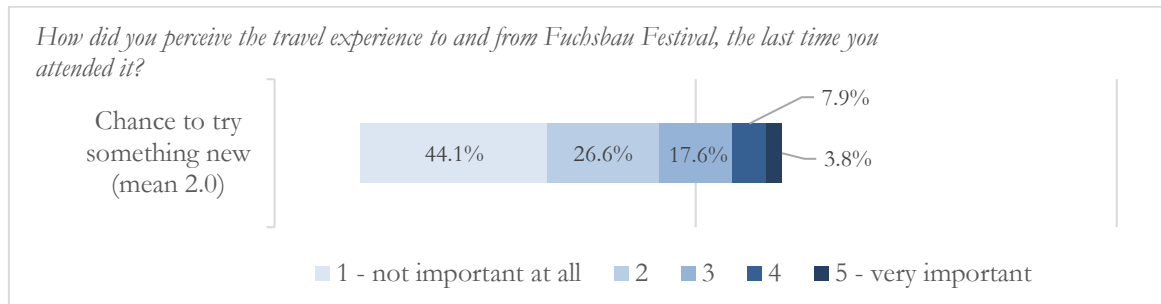


Figure 4-19. Importance of travel-related aspects when deciding which means of transport to use to travel to a festival, epistemic value ($n = 290$).

With the survey data suggesting that the respondents do not find it particularly important to use their means of transport to experiment with new things, this finding was also backed up by the qualitative data collected. Six of the sixteen interviewees (I1, I4, I7, I8, I9 & I15) indicated that they usually choose the same means of transport to get to a festival. I8 for instance stated, that she usually takes a regular coach to a festival, so even taking the Fuchsbaub coach in 2017 was not much of a change for her. I15 reported that he has been reaching a festival site always by car, and even when he did not drive himself, he would have been driving with somebody else. For him, the car as a means of transport is also one that he chooses “way too often” in everyday situations. Also for I7 the chosen means of transport resembled a daily life situation, as he was driving several kilometres by car every day. For I1 and I9, arriving to a festival did not make much of a difference in comparison to other, longer trips which both of them usually covered by train. Even though I9 arrived by car to Fuchsbaub Festival, he stressed that he usually took the train for longer distances.

The only interviewee who specifically stated that he chose his means of transport for the reason to “just try it out”, was I3. Having never been to a festival, he decided to use Fuchsbaub Festival 2017 as a test run for his newly purchased camper. Coming directly from Immensen, he preferred to do this test run close to his home before making a longer trip.

While it seems that most festival visitors have developed a routine around their chosen means of transport, more than half of the survey respondents ($n = 154$; 53.1%) were interested in an organised bike trip as a form of arrival to the festival. Similarly, fourteen of sixteen interviewees indicated their interest in such a trip either in the survey or the interview, or during both data collection processes. However, while the idea was appreciated, concerns about different logistical aspects were raised. Especially the question of how to get all the luggage only on a bicycle to the festival site was raised. In total six of the interviewees (I7, I10, I12, I13, I14 & I16) brought up this issue, as well as 26.6% ($n = 77$) of the survey respondents. Both interviewees (I1, I4, I12, I13, I14 & I15) and survey respondents ($n = 19$; 6.6%) also saw a problem with the distance, and therefore the time spent. Other topics

brought up in the interviews included the unpredictability of the weather (I4, I7, I10 & I11), the availability of bicycles (I9) and a programme along the tour (I8).

In addition to these aspects, survey respondents raised concerns about more practical issues, such as the availability of secure and dry bicycle parking facilities (n = 32), and the organisation of the tour by the Fuchsbau Festival team, including the route and suitable meeting points (n = 20). For these aspects, it could also be observed that those respondents who indicated their interest in such a tour brought them up more often than those who stated that such an offer was not in their interest (Figure 4-20).

It should be pointed out that not all survey respondents took the chance to elaborate on the factors which would make them consider participating in an organised bicycle tour. In total, only 118 of 290 respondents (40.7%) answered this voluntary question.

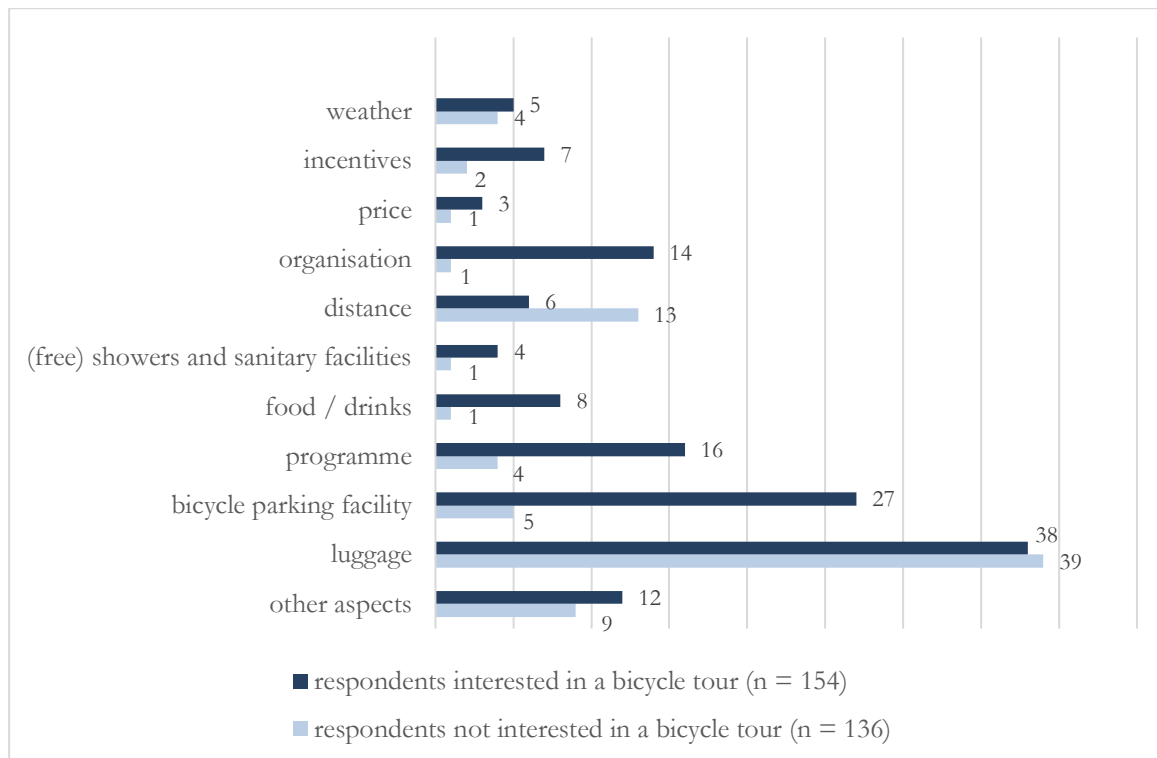


Figure 4-20. Aspects influencing visitors' interest to participate in an organised bicycle tour as a form of arrival to Fuchsbau Festival 2018 (hypothetical question).

An additional t-test was conducted to understand if those respondents, who had raised their interest in a bicycle tour, answered different to the question whether they attached importance to trying something new when planning their festival trip in comparison to those, who had no interest in such a form of travelling. No statistically significant difference was found ($p = 0.062$).

In conclusion, it can be said that while there seems to be a certain level of interest and excitement about breaking out of the usual habits by for instance travelling by bicycle, the functional value of a chosen means of transport, represented by storage room, or time, is eventually more important. This observation was brought to the point by I16:

“Well, I really like the idea of travelling by bike, but I also really cannot be bothered to carry all my luggage all the way. You just bring so much stuff which is also heavy, and the bike which I have is also not really appropriate for that. But in general, a beautiful idea, and interesting in any case!”

4.3.5 Conditional value

As the literature has suggested, a festival offers a specific environment in which people possibly act different compared to their everyday context. One result might be, that they pay more attention to specific aspects of functional and social value, thereby perceiving conditional value of a given product or service. As conditional value is expressed through enhanced functional and social value, it has not been operationalised directly, but needs to be assessed through the lenses of those two. As social value has not been found to be particularly relevant (see *Chapter 4.3.2*), the focus of the present analysis is laid on the indicators of functional value. Within the concept of functional value, the aspects ‘price’, ‘storage room’, ‘time’ but also both ‘flexibility & spontaneity’ and ‘possibility to plan ahead’ have all been rated with a mode of ‘4’, and are therefore interesting for a more-detailed investigation. Also ‘convenience’ which some of the interviewees associated with a ‘direct connection’ to the festival, is re-assessed in the context of conditional value.

It has already been brought up, that the audience which is attending Fuchsbau Festival pays particular attention to the price of any means of transport. Similarly, also the issue of ‘storage room’, but also ‘convenience’ in the context of a ‘direct connection’ have been addressed: Because people bring up to “30, 40 kg of luggage” (I11), including all their camping gear as well as food and drinks for at least three days, a trouble-free way to handle all these items is an issue of concern. Under the impression of the rainy and comparatively cold weather conditions found at the festival in 2017, this concern became even more apparent. Almost all interviewees mentioned additional challenges they were facing due to the meteorological circumstances. For instance, I2 brought a pavilion in order to be able to sit under a roof, I12 packed additional clothing, and I7 and I11 were grateful they had the most direct way possible, avoiding changes in the rain, by choosing to arrive by car. For I8, the fact that she was travelling together with other festival visitors in the Fuchsbau coach who were facing the same, rainy, situation, helped her to keep a positive attitude.

The issue of time in relation to the specific festival context has been brought up by only two interviewees, who indicated that due to the fact that the festival only lasts three days, one does not want to waste too much time on the way to the actual event (I4). I7 argued in a similar way:

“Luggage, convenience, space – how do you store everything? And then – if you are going away, you are going away. You need to cover some distance.”

Trying to understand if a festival situation demands a specific level of spontaneity or room to plan ahead is more difficult to assess. For both statements the ‘4’ was the mostly chosen extent of importance, indicating that both aspects are indeed important, even though they seem to exclude each other at the first glance. Related to the arrival at Fuchsbau Festival, it can be said, that spontaneous decisions seem to align better with some means of transport than with others: Three out of the sixteen interviewees (I1, I8 & I10) reported that they, or their friends, were not able to take the Fuchsbau coach to the festival as planned. By the time they wanted to buy their ticket, which was approximately a week before the festival, the coach was sold out. On the contrary, both regional trains as well as the car were assessed as being more suitable for a flexible arrival time: I7 and I14 described how these means of transport allowed them to start later than planned. Due to unforeseen circumstances, they had to wait for others, or had not finished packing, respectively. Eventually, long-distance trains, tickets

for which can theoretically be bought on a short notice, tend to be more expensive the later one buys the ticket. Indeed, I9 argued that he arrived by car because no cheap train tickets were available anymore.

In general, it seems as if a more environmentally friendly means of transport is easier to choose, if one plans the trip ahead, simply due to the availability of the product. However, the availability of the product can also be influenced by other, individual factors. I6 for instance stated, that the Fuchsbau coach was not an option for her, because its time of departure did not align with her university schedule. I1 explained that she did check for possibilities of car-pooling but did not find any for Fuchsbau Festival, and I10 explained that she was missing a platform where she could find car-pooling opportunities to the festival, because the attempts of people to offer rides in the actual Facebook event was “messy and random.” I2 on the other hand just got a ride offered by a friend, and took the chance to arrive with this friend instead of the train. Another aspect of product availability was already addressed before: Car access plays a role when visitors decide which means of transport to use, with 97.8% of those respondents who had arrived by car having access to it either through owning one, family or friends (Figure 4-8).

To sum up, it can be said that the festival indeed provides a setting in which aspects of functional value become more important, most prominently the issue of ‘storage room’. This can be even reinforced based on, for instance, weather conditions during the specific weekend. If it is colder and rainier than during usual summer weekends, people tend to bring more clothes or equipment, making storage room even more important. In this context, also the matter of how direct a means of transport is, increases its functional value. In addition, certain individual aspects can set barriers to an individual’s freedom of choice, for instance when she has time constraints which do not align with means of transport, or when certain means of transport are simply not available. Examples for the latter situation include the Fuchsbau coach which only departed from three chosen cities, or car-pooling opportunities, which might neither be available in all places.

While not being referred to in the literature, it could also be argued that the specific festival situation might enhance the importance of emotional or epistemic value.

Within emotional value, especially the indicators ‘independence & freedom’ and ‘chance to spend time with friends’ have been shown to be of particular relevance for the survey respondents (Figure 4-16). As has been presented above, especially the latter has also been brought up in the interviews, along with a more nuanced understanding of ‘fun’ in different interpretations. Taking into account that a festival seems to be an event that is (also) centred about spending a *fun* time with *friends*, quite a few interviewees (I1, I2, I5, I7, I8, I9 & I10) stressed that establishing the specific festival feeling already during the trip to the site would add value to the overall experience. This suggests that also some aspects of emotional value have gained importance due to the specific festival circumstances.

Regarding epistemic value, it has been said that the overall desire to try something new does not seem to be very present among the festival’s visitors. However, as has been pointed out in the context of the bicycle tour, a certain curiosity exists. In most cases, concerns regarding functional value outweigh this curiosity, though. It can therefore be argued that epistemic value is not decisively enhanced through the specific festival situation.

4.3.6 Summary findings analytical framework

The findings suggest that the predominant concerns, which drive visitors' decisions in favour or against a specific means of transport are reflected in what has been defined as functional and emotional value. Within these customer values, the importance of 'price', 'time', 'storage room', 'friends' and 'fun' became apparent, as well as a most 'direct connection' to the festival site as possible, as a form of 'convenience'. The importance of these indicators can be traced back to the specific conditions surrounding a festival situation, therefore also representing conditional value.

Figure 4-21 summarises the findings. Customer values and their respective indicators which have been found to be more important than others have been highlighted.

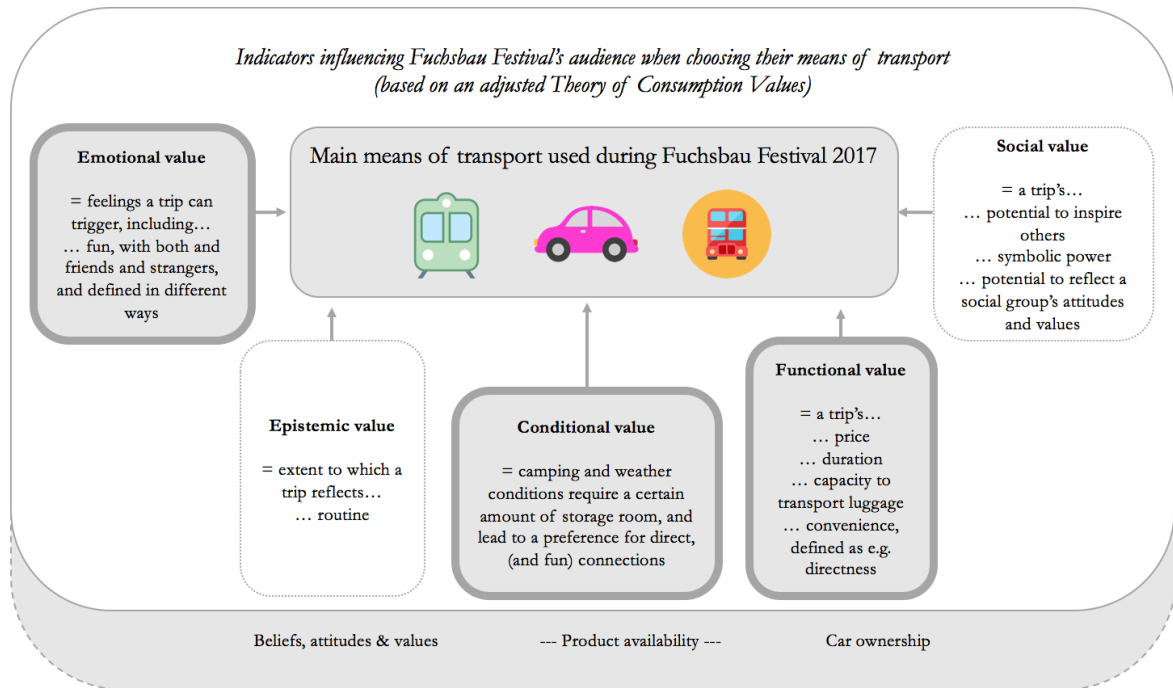


Figure 4-21. Summary of findings, structured according to the analytical framework.

Source: Own research, based on the analytical framework presented in Figure 2-1.

4.4 Perceptions

This section relies more on qualitative data than the previous section, but also draws on some statistics already presented. The first section, Chapter 4.4.1, introduces the general perception the interviewees had on Fuchsbaun Festival, before looking more specifically into how the actual measures which have been taken in the context of the transport plan have been perceived.

4.4.1 Perceptions and expectations about Fuchsbaun Festival

As has been stated in Chapter 3.1.2, while thoughts and ideas about enhancing Fuchsbaun Festival's environmental sustainability existed already before, 2017 has been the first year for the festival's team to develop a related plan and targets, and to take the respective measures to achieve these targets.

When interviewees were asked about what they were thinking about Fuchsbaun Festival's attempt to become greener, eleven of them (I1, I2, I3, I4, I7, I8, I9, I11, I13, I14 & I15) felt

that this would suit the festival well. They were even surprised that sustainability had not been a prioritised topic already in earlier years. A common aspect which seemed to have triggered the impression that Fuchsbau Festival was a somewhat sustainable festival, was the observation that it went beyond a programme solely on music, but instead offered platforms for a critical exchange on different societal topics through workshops, lectures, and performances. The perception, that a team which organises such a festival also pays attention to sustainability-related topics has been raised by five (I1, I2, I4, I8 & I15) interviewees, and was summarised by I8 as follows:

“And especially with Fuchsbau Festival, I have the feeling, that the team pays a lot of attention to how the festival is organised, and that gives me the feeling that it is also organised sustainably, at least to a certain extent.”

In addition, seven interviewees (I2, I4, I7, I8, I9, I11 & I15) have suggested that the specific kind of programme attracts a special type of crowd. It is perceived as being politically interested and aware, and potentially also more interested in environmental topics. In comparison to other festivals, I4, I9 and I11 also felt that less waste was left behind, and people treated each other generally in a more respectful way (I4 & I8).

The reaction to selling mostly vegetarian food in the food corner resembled the one on how the focus on sustainability was perceived in general. Most interviewees were not surprised, and appreciated the step. While I11 admitted that he was sceptical to dishes like ‘Vöner’ (a vegetarian kebab based on seitan), he also felt that the festival environment made him try something new, which he eventually liked. I15 thought that the festival had already been completely vegetarian in 2016, an impression which was again triggered by the overall perception of Fuchsbau Festival being a sustainable festival.

However, it should also be pointed out that interviewee I1, despite her impression that the team cared about the environment, said she did not perceive Fuchsbau Festival as a sustainable festival. Instead, she felt the music was still the festival’s focus, something she appreciated. In her opinion, the topic sustainability should be dealt with, but not necessarily be communicated more openly. This opinion was shared by other interviewees as well. While the perception of how extensive the sustainability plan was communicated ranged from people who barely noticed the topic as something relevant (I2, I4, I7, I10 & I14) to those who felt that the topic was mentioned in “almost every post on Facebook” (I8),⁶ six interviewees (I2, I6, I9, I10, I13 & I14) argued that it should not become too prominent. It was argued, that a too direct and open communication of sustainability-related topics might deter some people from attending the festival. I6 stated, that the issue should be addressed “naturally”. Especially any kind of guilt-tripping of people should be avoided. Nevertheless, a workshop or discussion, dealing with sustainability in a festival context while being integrated in the festival’s overall theme, was suggested by I12, I13 and I14. This could help to make people think about their impacts, potentially leading to a change in their behaviour. I4 also suggested to embed the topic in a more practical, hands-on way, by offering a packing guide which, subtly, also educates the audience in how they can plan, and pack for their festival more sustainably.

When asked which aspects they were missing in the sustainability plan, seven of the interviewees addressed the topic waste management (I2, I3, I4, I6, I7, I8 & I14). Appreciating the fact that visitors were incentivised to collect their own waste through a waste refund

⁶ In fact, sustainability was only addressed in the context of the survey, and in a post which presented the different options of arrival (see *Appendices A and B*).

system, they nevertheless asked for a more advanced waste management system. Being used to a deposit refund system, four interviewees wondered why there was no separate station where they could leave their beer cans and PET water bottles (I2, I3, I4 & I6). They also pointed out the economic gain, Fuchsbau Festival could have from collecting and returning these containers.

As part of the sustainability plan, also the survey, as well as the conducted interviews provoked some reactions among the units of analysis. Apparently, the idea of a bicycle tour proposed in the survey was discussed by I9 and his friends over breakfast, and I7 and his companions talked about the arguments in favour and against having a vegetarian food corner. Both I2 and I8 stated that participating in the survey, and later in the interview, made them think more about their own actions. Accordingly, they also looked at the festival infrastructure with a different awareness, constantly keeping their eyes open for potential improvements regarding sustainability. I8 even concluded, that she was happy to be forced to deal with her own environmental impact, as she perceived the topic important but was too lazy to approach it by herself.

While all the reported findings in this section have not been collected systematically, and therefore need to be considered rather anecdotal and limited in their generalisability, it can be concluded that the interviewees felt that Fuchsbau Festival was a festival for which it came natural to address its environmental impact. In fact, some even overestimated what measures the festival had already implemented in the past. When asked for the reasons for their judgement, it became obvious that indeed a lot of it was based on feelings and perceptions.

4.4.2 Reaction to the transport plan

The core of this section is the audience's perception of the parking fee, based on both quantitative and qualitative data. Less data has been collected to investigate the audience's perceptions of the transport plan's other three pillars, the Fuchsbau coach, the promotion of car-pooling, and the shuttles between Lehrte central station and the festival site. Some of the aspects which made people form their opinions on the transport plan, and the respective means of transport, have been addressed earlier, and are therefore not touched upon again in greater detail.

When asked about their opinion on the parking fee, 79.3% (n = 230) declared that they supported the measure, and only 3.1% (n = 9) stated that they were against it, with the remaining 17.6% (n = 51) being neutral. If one splits up the respondents into those arriving by car or camper and those who arrived by another means of transport (excluding those six respondents who did not know yet which means of transport they would take), the figures change. Among the respondents belonging to the first group, only 59.3% (n = 55) supported the measure, one third (n = 29) remained neutral, and 7.0% (n = 6) were against it. While a 7.0% rate of disapproval does not seem particularly high, it is nevertheless twice as high as among all respondents and more than 4.5 as high as among the respondents who arrived by another means of transport than car or camper. Within this latter group, a majority of 88.1% (n = 171) supported the parking fee (*Figure 4-22*).

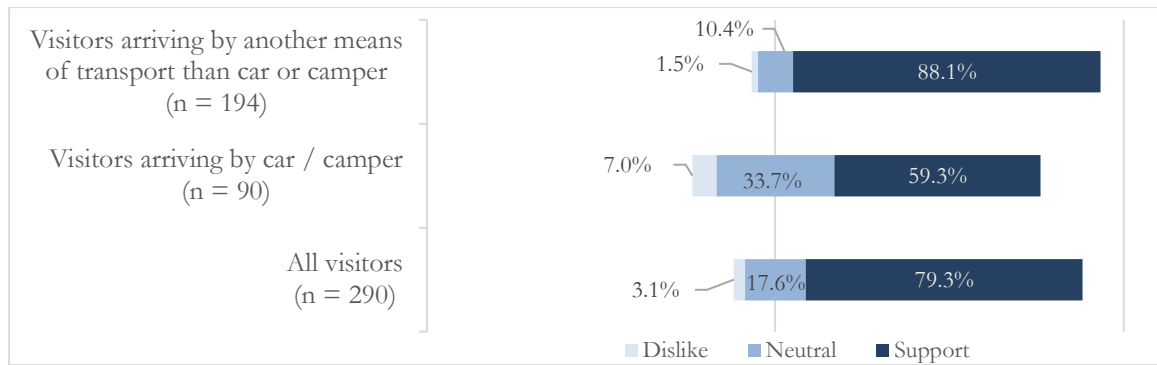


Figure 4-22. Opinion on the parking fee by different groups of visitors.

Pearson’s chi-square test was run to investigate if the two different groups indeed differed from each other in a statistically significant way. With a p-value of almost ‘0’ this assumption has been confirmed, suggesting that there is a relationship between arrival by car or camper and the approval, and respectively disapproval rate for the parking fee.

Another test was run to compare how the supporters (n = 230) and opponents of the parking fee (n = 9) with regard to their opinion on the question whether music festivals should deal with sustainability in the first place. The result of the t-test comparing the means of the two groups suggests that also these two groups differ from each other in their response pattern (p = 0.009). As can be seen in Figure 4-23, the statement whether music festival should deal with the topic sustainability is agreed upon by all three groups, but to different extents. A mode of ‘5’ for both the supporters of the parking fee and those who are neutral towards the parking fee, compares to a mode of ‘4’ among those who are against the parking fee. In percentage, this translates to a majority of 85.2% (n = 196) of the supporters for the parking fee agreeing on the statement (rating it with ‘4’ or ‘5’), compared to 55.6% (n = 5) of the parking fee’s opponents being the same opinion. While it seems only logical, that the acceptance of the parking fee is higher among those who agree that a festival should deal with sustainability, and possibly take measures to decrease its environmental footprint, it needs to be pointed out once again, that the sample of opponents is comparatively small (n = 9). The results of this figure might therefore be distorted.

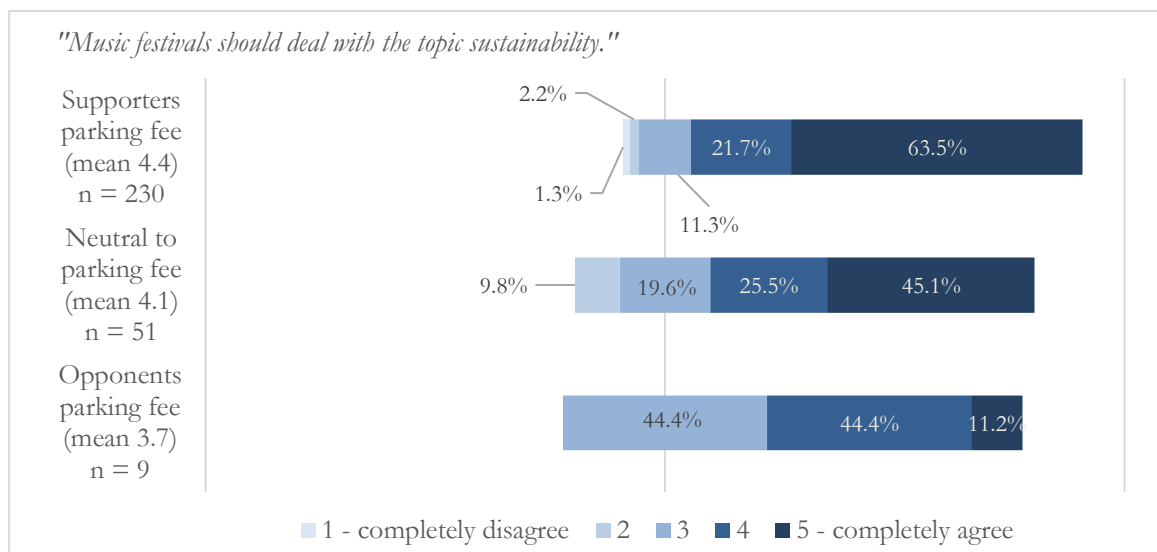


Figure 4-23. Opinion on whether music festivals should deal with the topic sustainability by supporters and opponents of the parking fee.

None of the interviewees was against the parking fee. Even I11, who had expressed his disapproval of the fee in the survey, explained in the interview that he had been thinking about the fee, and had changed his opinion:

“I originally saw this at 3 a.m., in the survey, and then I was really annoyed. I was asking myself why you would do this particularly now. I know this approach from politics, we increase the taxes for alcohol so the young do not drink anymore. But in my opinion that is not the way to get through to the people. It is a superficial measure. But of course you need to start somewhere, and maybe if you start on the surface, you manage to get to the core to the problem. [...] Of course, there are parking fees everywhere, but it just came out of the blue for me. And that was not nice. If the driver behind it is really the idea about sustainability, then it’s okay. But I only thought about this after completing the survey.”

Just as I11, also eleven other interviewees (I1, I2, I3, I5, I7, I8, I10, I12, I13, I14 & I15) have pointed out, that the earmarked use of the fee’s revenue made them think positive about the measure. I15 stated:

“I find it completely justified if the negative impact which I cause through my individual decision to arrive by car is subject to some kind of tax which helps to support cleaner means of transport.”

In addition to this point, I6 and I8 also mentioned, that parking was barely ever free, and a related fee was somewhat “normal” (I8). I3 and I5 also stressed the symbolic value the fee had: For them, it was a possibility to raise awareness about such decisions as means of transport, and to appeal to the visitors to reconsider their means of arrival.

Another perspective was provided by I7, who took into account that he would probably need to make use of a specific service offered by Fuchsbau Festival, and that it was “worth paying the fee just for that”: As described above, heavy rain on the first festival day had made the parking lot inaccessible. Thereupon, the festival team had ensured that cars which were stuck in the mud were pulled out by a tractor free of charge.

While the fee as such was perceived well, it should be pointed out, that 22 of the survey respondents (of in total 85 respondents who used the space for voluntary comments on the parking fee) and four of the interviewees (I8, I10, I12 & I13) doubted that the parking fee of € 5.00 per car per weekend would deter visitors from choosing the car as their means of travel. To trigger a change in behaviour, she would make the fee more expensive, I10 stated. On the contrary, I8, I12 and I13 argued that even though not deterring, the level of the fee was appropriate for two reasons: First, it was assessed to not cause serious financial challenges for anyone arriving by car, and second, nevertheless high enough to collect a significant amount of money for Fuchsbau Festival as a whole.

With regard to the communication of the parking fee, most of the interviewees found the used vehicles, namely the Fuchsbau Festival website, Facebook, as well as a short explanation on the actual parking ticket received on the day of the festival, sufficient. Only I11 found that, the communication of the measure could have been clearer, as can also be seen from the quote used above. He nevertheless also stated that he had not read any information on the website before filling out the survey, where he learned about the fee for the first time.

As has been addressed in *Chapter 3.1.2*, car-pooling became less of a focus than originally planned. An assessment of how the visitors perceived the promotion of car-pooling is therefore difficult to make. However, one comment by interviewee I10 is worth mentioning. She expressed her desire for a platform which allowed her to find car-pooling opportunities directly to festivals. While such a platform exists, I10 obviously did not know about it. This

observation stresses the aforementioned problem of only few people knowing, or using *fahrfabraway.com*. Nevertheless, the remarkably high degree of capacity utilisation with 3.9 passengers per car suggests that some of the visitors already practice car-pooling. Doubts remain regarding the reliability of this figure, though.

All six interviewees who brought up the topic car-pooling (I1, I2, I7, I9 & I10) considered this means of transport as something they have used, or considered using, to arrive to Fuchsbau Festival. Benefits which have been named in this context include convenience, such as the direct connection to a festival (I1, I9 & I10), and the possibility to spend time with friends, or like-minded people, transferring the festival feeling to the trip (I7 & I10). It was also explained that car-pooling opportunities often arise spontaneously through friends and friends of friends (I2, I7 & I10), but not through actual car-pooling platforms. While it would be pure speculation to argue that more people could have made use of car-pooling opportunities if a platform like *fahrfabraway.com* would have been advertised more, it can be said that the team has room for improvement in promoting car-pooling opportunities.

Eight of the interviewees expressed their view on the newly introduced Fuchsbau coach, with all of them perceiving it as a positive innovation. Both, visitors who used the coach (I4 & I8), those who wanted to but did not get tickets anymore (I1 & I10), and those coming from other cities with no opportunity to arrive by Fuchsbau coach (I12, I14 & I16), appreciated the measure. Solely I5 argued that she thought about using the coach, but could not align her personal schedule with the coach's departure time. She concluded, that, while not doubting the comfort of the coach, she personally preferred to travel by train. Also in the context of the Fuchsbau coach, the benefits were found in a direct connection to the festival site, with no need to change (I1, I4, I8 & I16), and the opportunity to travel and arrive together with other festival visitors (I1, I4 & I14). I14 also pointed out that the coach's prices were fair and affordable.

Finally, the shuttle bus has been found to be an appreciated pillar of the transport plan. While only four of the interviewees (I2, I4, I7 & I14) addressed this topic, they all stressed the extent to which the shuttle bus made an arrival by public transport easier. Pointing again to such issues as the amount of luggage which needed to be carried to a festival, it was explained that the shuttle bus helped to handle all this luggage in the most convenient way. While such a service was considered to be quite common (I2), I4 emphasised, that it could not be expected that it was free of charge. She elaborated on her experiences from other festivals, suggesting that a *free* shuttle bus was indeed quite unique.

In conclusion, it can be said that all implemented pillars of the transport plan have been perceived in a positive way. No precise opinions could be collected on the promotion of car-pooling, as this was not done to the extent as originally planned, leaving potential for upcoming years.

4.4.3 Summary perceptions

According to the audience, Fuchsbau Festival is a festival which is very well suited, and even expected to develop measures which decrease its environmental impact. The implemented transport plan has thereby been perceived well. While only a limited amount of data was available to assess the audience's perception on the Fuchsbau coach and the shuttle bus, the opinion on the parking fee has been investigated in greater detail. It is worth to point out that even though the rate of approval was lower among those who had to pay the fee, most of respondents nevertheless supported the measure. This can be, to a certain extent, traced back to having earmarked the fee's revenue.

5 Discussion

The following sections discuss the findings by assessing their relevance and their contribution to the topic under investigation. The discussion is structured according to the two research questions, and ends with a summary of the thesis' overall contribution to both academia, as well as Fuchsbau Festival.

5.1 Factors influencing travel decisions in a festival context

The discussion related to the first research question looks first into what have been stated to be underlying assumptions of the analytical framework. It then dives into the significance of the individual consumption values, and juxtaposes the findings against the literature presented in *Chapter 2.3*.

5.1.1 Role of underlying assumptions

As had been suggested by the literature, the claim that music festivals attract visitors who attach importance to a sustainable lifestyle can be considered as confirmed. This conclusion can be drawn from both the survey data, and the presented perceptions the interviewees had about the audience in general. It became apparent from both the quantitative as well as the qualitative data that most of the audience believed in climate change being a relevant problem. A vast majority of the audience has also incorporated the protection of the environment into their own value system. A smaller group, but still a majority, had the opinion that both the individual, as well as music festivals should incorporate their environmental impacts into their actions. This connection between a person's beliefs, values and attitudes has been presented briefly in *Chapter 2.1.2*, and is therefore not a surprising outcome. However, it also became apparent, that even though members of the audience considered car use as harmful for the environment and argued that it should be avoided as much as possible, they did not act accordingly. While this phenomenon, the so-called attitude-behaviour gap, is not new, and has briefly been touched upon in the literature review, it demonstrates the relevance of the theoretical perspective this thesis has taken. Because such observations as the attitude-behaviour gap have proven to limit the explanatory power of a model which is solely based on an individual's values and attitudes, it is crucial to explore a different perspective. By developing an analytical framework based on an adjusted *Theory of Consumption Values*, this thesis managed to provide such a different perspective. Nevertheless, the role an individual's values and attitudes play in a decision-making process is by no means neglected.

Regarding car ownership it was found that visitors were more likely to travel by car when they owned a car. While this finding confirms presented literature, the more interesting discovery in this context is that only 2.2% of the audience paid to have access to a car through a car rental or car sharing mechanism. This observation already hints towards the role of 'price' as an indicator for what has been defined as functional value. In that context, it had been argued that the car is often perceived as a comparatively cheap means of transport, if one looks only at the costs directly occurring in the particular situation, such as fuel costs. If other costs, such as insurance or purchase (or as in this case, rental fees), are added to the price, it becomes much more expensive and seems to deter people from using this means of transport. It has also been found, though, that car owners pay less attention to the price of their chosen transport option.

In conclusion, the findings investigating the analytical framework's underlying assumptions confirm well-established literature. They also point at recognised problems within this literature, such as the attitude-behaviour gap.

5.1.2 Role of consumption values

Following what has been argued in *Chapter 2.3*, the simplest definition of perceived customer value is the ratio between quality and price. In the more elaborated, and for this thesis applied *Theory of Consumption Values*, both of these aspects have become integrated into the concept of functional value. It can therefore be argued that functional value is what naturally defines the value of a product to a major extent.

The importance of *functional value* also became apparent in this thesis. To various extents, all indicators defining functional value were considered important by the interviewed participants as they made their decision for means of transport to Fuchsbau Festival. The only exception is the indicator ‘fitness’ which was, on average, seen as not being important to the audience.

As had just been addressed in the previous section, ‘price’ was, according to the statistical data, the most important aspect within the concept of functional value, confirming several literature streams. However, it could also be argued that the Fuchsbau Festival audience is particularly price-sensitive. While the survey has not collected any income-related data about the respondents, it has been brought up earlier, that most of the respondents are between 19 and 25 years old. This age group does traditionally not have a high income yet, if any at all (Nier, 2017), which could lead to the conclusion that Fuchsbau Festival’s audience pays more attention to the price of their trip to the festival than an older audience would possibly do. In addition, it should also be pointed out that visitors who arrived by car paid significantly less attention to the issue of price. Also this observation seems to be in line with existing literature, which had indicated a positive relationship between a person’s income, and car ownership. Nevertheless, it is an interesting point to take into consideration when the festival seeks to offer incentives to change the means of transport for those who currently arrive by car: An incentive solely based on price might not be sufficient to convince this group to refrain from an arrival by car.

Going back to Zeithaml’s initial definition based on the indicators of ‘price’ and ‘quality’, the present research made it obvious that ‘quality’ can mean different things to different people and does not necessarily need to reflect only functional aspects of a product or service. The different preferences became apparent when looking at time-related indicators such as ‘possibility to plan ahead’ and ‘spontaneity & flexibility’ which were, even though stating opposing content, rated almost equally important for reasons which would needed to be further explored.

A common denominator could be found, however, with the indicator ‘storage room’. A majority of the audience found this indicator to be important, with those staying at the festival site overnight and being in need of storage for camping gear, food, and drinks rating its importance even higher. While the argument seems logical, it has not been pointed out by the literature consulted and therefore presents an important finding. Similarly, logical, but also not discussed in the literature, audience members referred to the extended functional value of a car, as it does not only serve as a means of transport, but can also be used as accommodation for the weekend.

With regard to the indicator ‘convenience’, it can be stated that its importance was suggested by the literature, especially in terms of people’s access to the public transport system. The further away the next stop, the less likely people would be willing to change to public transport. This aspect has been confirmed in the interviews, alongside with the importance of being able to travel as directly as possible. In addition, both aspects have also been found to be related to the indicator ‘time spent / needed’.

From all five conceptualised consumption values, *social value* seems to play the smallest role when visitors plan their trip to a festival. The suggested value of a car as a status symbol has not been confirmed, and neither has the role of social approval or role models. While some interviewees confirmed that they were influenced in their thinking by their peer group in general environmental issues, no indicators could be found that there was a direct relationship between these peers and the chosen means of transport. Instead, it could be argued that peer groups help to shape beliefs, values and attitudes related to the environment. However, as has been shown in *Chapter 5.1.1* and the observed attitude-behaviour gap, these aspects can *but do not have to* play a decisive role in decision making processes.

Within *emotional value*, the most important indicator seems to be the ‘chance to spend time with friends’, and ‘fun’ in different forms, whereas both aspects can be highly interrelated. The understanding of ‘fun’ was observed to be ranging from singing with a *friend* in a car to occupying a whole compartment in the train, together with *friends* or strangers. Aspects as suggested by the literature including ‘independence & freedom’ were almost equally rated in the survey, but not addressed at all in the interviews. Instead, most of the interviewees indicated that the best possible way to arrive to a festival would be a trip together with like-minded people including both friends and strangers which would help to already establish the specific festival feeling before the arrival on the actual event site. While the role of such aspects as pleasure and joy have been suggested by the literature, the specification of wanting to transfer the festival situation to the trip should be pointed out as an important finding.

The literature had also suggested that, based on existing value system, the consumption of certain products might trigger feelings of guilt, or, in the opposite case, good conscience. This claim could not be clearly rejected, as interviewees indeed reported how the knowledge of their environmental impact had led to changed consumer behaviour in the past. However, this was usually not related to travel behaviour to a music festival, but rather with regards to choices such as flying on vacations or eating meat.

Epistemic value has been defined as reflecting both habits and the desire to explore something new. Certainly, there are members in the audience who have put certain principles upon themselves which they consequently follow in any situation. With regards to travel behaviour, such rules included, amongst others, to never use a car. On the other end of the spectrum, one could also find people in the audience who, as car owners, had developed a habit of using their car on a regular basis. For this latter group, the likelihood to arrive by car was particularly high, as has been presented in *Chapter 5.1.1*.

When asked directly if they attached importance to trying something new when choosing their means of transport, the majority of respondents indicated that this was not the case. However, the bicycle tour which was also proposed in the survey triggered interest among approximately half of the respondents, even though many of them stated they had never done something like that before. In their elaborations, they explained that this kind of trip would not only bear the possibility to do something special, but also to start the festival before its actual beginning, indicating the importance of emotional value as described in the previous paragraphs. However, many people also raised practical concerns related to indicators of functional value, including such issues as luggage transport and time.

The role of luggage, and the related importance of a vehicle’s storage room, and direct connection to the festival, is also something which should be mentioned in the context of *conditional value*. Due to the specific festival situation, for which visitors need camping gear, drinks, and food, the topic received distinct attention. This observation was only enhanced by the specific situation found at Fuchsbau Festival 2017, which was characterised by rainy

weather conditions and comparatively cold temperatures. The importance of both indicators can therefore be considered as being intensified in a festival situation based on the specific conditions found.

In addition, with the whole festival experience aiming at being a pleasurable time, it can also be said that emotional value in terms of ‘fun’ was stressed, indicating the importance of conditional value. However, the assessment of this type of consumption value has been particularly difficult as comparative data does not exist. The study of a similar population on a trip of similar length, would be helpful to characterise the outstanding conditions at a music festival in greater detail.

In conclusion, it can be said that much of the consulted literature has been confirmed, with only the role of social value being significantly less important than suggested. The thesis could add nuances in the operationalisation of functional and emotional value, including the potential of a car to serve as a means of transport and accommodation at the same time, the importance of direct connections, and the translation of fun being related directly to the festival experience, which should be extended and prolonged as much as possible. The specific meteorological conditions have only reinforced the observations, and were in that respect helpful for the outcome of the study.

5.2 Potential of Fuchsbau Festival’s transport plan to trigger greener travel behaviour

The author has applied an analytical framework designed to explain what factors, in general, influence travel decisions in a festival context. To be able to answer the first research question posed at the outset of this thesis, namely

To what extent do the incentives to use greener transport as implemented by Fuchsbau Festival in 2017 have the potential to trigger an actual ‘greener’ travel behaviour amongst its visitors?

the discussed findings need to be put into context with the incentives and offers made by Fuchsbau Festival 2017.

The *Fuchsbau coach* and the *parking fee* have been the most prominent changes in the festival’s transport strategy in 2017, and will be discussed first. After that, the potentials of the *promotion of car-pooling*, and the *shuttle between Lebrte central station and Zytanien*, which has been operating already in previous years, will be examined.

As has been discussed in the previous section, a ‘direct connection’ to the festival site, the availability of ‘storage room’, the ‘time spent / needed’, the trip’s ‘price’, as well as the emotional value as defined as ‘fun’ and ‘spending time with friends’, have been found to be very important to the Fuchsbau Festival audience.

In this regard, the *Fuchsbau coach* bears great potential: as a direct means of transport from the city to the festival site, it offers a convenient and time-saving travel experience, while providing a decent amount of storage room. Also its price was considered fair. Furthermore, and as confirmed by the interviewees, it offered the opportunity to start the ‘festival feeling’ already on the trip, a definition of ‘fun’ which has repeatedly come up over the course of the research. Indeed, the Fuchsbau coach served as a potential space to spend time with friends or to meet like-minded festival visitors already before the official start of the event. Nevertheless, its overall potential to decrease Fuchsbau Festival’s environmental impact needs to be seen as limited, as it can only depart from a certain number of cities. Even if Fuchsbau Festival was to significantly increase the number of starting points for the Fuchsbau coach, it could not cover

particularly rural areas as this would cost time and be economically unsustainable. Along with this recognition, a dilemma becomes apparent: indeed, it is the rural areas which suffer from a lack of infrastructure, and a direct connection to the festival site, and therefore tend to trigger people's arrival by car, as has been indicated by the qualitative data. Cities such as Berlin, Leipzig and Hamburg are, on the contrary, comparatively well connected through both trains and more conventional coaches. The question could therefore be raised whether the Fuchsbau coach was used by those visitors who would have had taken some form of public transport anyway (see also *Chapter 6.4*).

In summary, while the Fuchsbau coach successfully addresses all relevant indicators making it an important pillar of green transport strategy, the coach has limited possibilities of application. This is because it is unlikely to be able to reach out and trigger a greener means of arrival among those not living in the cities from which the coach departs.

The *parking fee* has been introduced with two aims in mind. On the one hand, it was supposed to collect revenue to subsidise the Fuchsbau coaches, and on the other hand, it intended to challenge people's decision to arrive by car. As will also be addressed in the next section, while the parking fee has been accepted by the audience as a useful tool, its effectiveness regarding the second aim has been doubted. Many members of the audience pointed out that € 5.00 was not actually going to cause a change in behaviour. This perception is backed up by the quantitative data collected which even suggests that those who arrived by car or camper were less concerned about the price of their trip than others. The potential of the parking fee to trigger a change in behaviour therefore needs to be assessed as being fairly limited.

With the parking fee and the Fuchsbau coach having potentially limited effects on the audience's travel behaviour to and from Fuchsbau Festival, the optimisation of the chosen means of transport might become more important than originally expected.

In this context, the *promotion of car-pooling* offers significant potentials to trigger a greener travel behaviour. While the data collected regarding the degree of capacity utilisation of cars at Fuchsbau Festival suggested that most visitors arriving by car used their space very effectively, the author would like to stress that the number of 3.9 passengers per car seems to be uniquely high. This could potentially be traced back to the way the question was phrased, leading to a misreading of the questions, or a distorted sample (see *Chapter 6.3.2*).

The benefits of the car as a means of transport have been elaborated on, and can obviously be transferred also to car-pooling: if one gets a ride along with other people also attending the festival, car-pooling offers an economical, direct, quick connection to the festival, along with other festival visitors, making the trip potentially fun. There is also potential for storage room for all equipment, depending on the size of the car and the number of passengers and their respective luggage. As described in *Chapter 2.1.2*, a platform aiming to facilitate this type of festival-related car-pooling exists, but has not experienced a lot of traffic, making access to this kind of car-pooling limited. The same problem as described in the context of the Fuchsbau coach arises, with the availability of this means of transport being better for those people living in places that already have a proper infrastructure in place. Nevertheless, this means of transport offers potential to be utilised more as the platform is spread. If made accessible to a wider audience, car-pooling can have a double effect: those who are arriving by car get the chance to utilise it in a more efficient way and the number of cars used overall can be reduced as some visitors might choose car-pooling over using their own private vehicle. While these are hypothetical arguments, they should be tested through further, and more detailed communication about the benefits of car-pooling, and a more active collaboration with *fabrfahraway.com*.

Finally, the *shuttle from Lehrte central station to the festival site* should be briefly touched upon. While it is not a means of transport which can solely be chosen as it only runs for the last few kilometres of most people's overall trip, it is designed to make the travel by public transport or regular car-pooling, which just drops one at a central place in a city, easier. It is therefore an important tool within the promotion of greener means of transport. While having been in place already in earlier years, it is characterised by the customer values which have been identified as being important in this study: it is not only cheap but free of charge, it offers an opportunity of common arrival with friends and strangers, it provides sufficient space for luggage, and it facilitates a more direct, and consequently faster, way to the festival. The latter point thereby seems counterintuitive at the first glance, but has been pointed out as particularly relevant also in the interviews: even though the shuttle is in fact an additional means of transport after having arrived, for instance, by train at Lehrte central station, it enables visitors to be dropped right in front of the festival entrance instead of being in need to walk, or catch a local bus. It consequently makes the last part of the journey more convenient for the visitor. As has been mentioned by some of the interviewees, it was indeed the shuttle which made them perceive their arrival by public transport less stressful and more pleasurable.

In conclusion, all three presented means of transport have the potential to trigger a greener travel behaviour as they all serve the indicators which have been identified as having an influence on decisions in a festival environment. Nevertheless, they need to be seen in their context, and the extent to which they are available to a majority of visitors. In this regard, the potential of car-pooling needs to be utilised better, as will also be elaborated on in *Chapter 6.4*. This statement is made under the assumption that the capacity utilisation which was suggested as a result from the survey might be an overestimation, and room for improvement is available.

5.3 Perception of Fuchsbau Festival's transport plan

The findings have shown that Fuchsbau Festival as such is perceived as a festival for which it seems natural to address its own environmental impacts. While some of the interviewees were even surprised that 2017 was the first year during which a structured approach to the topic was chosen, the vast majority of the audience supported this thinking as well as the respective measures.

Despite a lack of thorough data which allows to assess the perception of the shuttle bus and the Fuchsbau coach in greater detail, it can yet be said that these vehicles seemed to be perceived positively, as they facilitated a more convenient arrival for their users. However, it is worth noting that only the buses from Berlin and Leipzig were sold out, while the bus from Hamburg had 23 spare seats. Investigating this varying demand given a similar number of people arriving from all three cities would be crucial to develop this measure further, but has not been part of this thesis project.

As has been addressed in the *Chapters 3.1.2* and *4.4.2*, the promotion of car-pooling was not executed to the extent originally intended. This made an assessment of how members of the audience perceived this part of the transport plan impossible. However, car-pooling as a means of transport as such has been found to offer some of the features which have been identified as crucial, such as a direct connection to the event site. Consequently, opportunities to car-pool should be communicated better in upcoming years (see also *Chapter 6.4*).

Coming to the core of the analysis, the parking fee has received a good level of acceptance. A reason for this can be found in the fact that many visitors considered it to be quite normal to pay parking fees in the first place. Earmarking the use of the fee's revenue has helped to significantly increase its acceptance as well. In addition, the amount of money was perceived

as fair and high enough to raise income which could be used to subsidise the Fuchsbau coaches. However, its effectiveness in triggering an actual change in behaviour with regard to car use was doubted. While this did not generally seem to influence the fee's acceptance, it instead varied between those who had to pay for the fee in comparison to those who did not, with the first group being less supportive than their counterparts.

While there was no intention to consult literature addressing particularly the reaction of consumers to specific sustainability-related measures, the author happened to come across some sources which could be helpful to structure future research in this context. Particularly interesting was a literature stream addressing the acceptance of travel related fees in cities, such as congestion charges. From the perspective of political acceptance, such aspects as earmarking fees, perceived fairness, as well as perceived effectiveness, and the expected financial consequences for the individual, were identified as important in creating acceptance (Jagers, Matti & Nilsson, 2017; Cherry, Kallbekken & Kroll, 2014; Kallbekken & Sælen, 2011). While the scope of this thesis has excluded looking at this literature stream in detail, it could be worth investigating its relevance for the given context further.

5.4 Relevance and contributions of the thesis

The thesis explored travel behaviour in a very specific context, a music festival. It has thereby added a perspective on the existing literature on leisure travel behaviour. Due to the specific nature of music festivals and their audience, this perspective did not only add value to the research field, but was indeed necessary to investigate. It thereby used an adjusted version of the theory of consumption values, a framework which has barely been applied in a travel behaviour context. The utility, and limitations of the framework will be assessed in the upcoming *Chapter 6.2*.

While the results of this thesis have confirmed and amplified existing literature, the study's limitations should be taken into account when it comes to its generalisability. It should therefore be seen as a point of departure for further research, which should include other case studies on festivals, and comparisons between them. *Chapter 8* elaborates on this.

For Fuchsbau Festival, the collected data has established a baseline which will help to assess the feasibility of similar measures in the future. As intended, the findings can be used to develop a more focussed and targeted strategy and its communication. Besides the fact that this thesis has focussed on the transport behaviour of Fuchsbau Festival's visitors, it has also collected related data on perceptions and expectations, as well as ideas for projects to work on, which can help to inspire the festival's future approach to its own sustainability agenda. By offering a platform of exchange through both the online survey and the interviews, a channel of communication between festival team and audience was created which should be utilised and further developed in upcoming projects.

However, the thesis had not only academic and practical implications for Fuchsbau Festival, but also managed to raise awareness about the topic addressed. As different interviewees reported independently of each other, the survey triggered a chain of thought, leading to a different and more aware festival experience. While this effect was not necessarily planned, it can be related to the action research approach this thesis has taken. By interfering in a system and aiming at the transformation of a status quo, provoking a change in people's minds and increasing awareness are indeed intentions an action research project should pursue.

6 Critical reflections and recommendations

The upcoming sections provide some reflections regarding the assumptions made, the chosen analytical framework, as well as the applied methodology, before finishing with some practical recommendations for Fuchsbau Festival.

6.1 Reflections on assumptions made

This thesis has been built on two assumptions. First, it was argued that a festival provides a specific context, and has a distinct type of audience. This assumption justified a zoomed-in research focussing on a music festival, rather than suggesting that results from existing leisure travel behaviour research could be generalised to a music festival context. Indeed, the data collected confirmed that a festival is perceived as a specific context, and that Fuchsbau Festival in particular, is seen as a distinctive space, even when compared to other music festivals. Moreover, the assumption that the audience of a music festival attaches a certain importance to a sustainable lifestyle has been confirmed to the extent the data allowed this.

Second, the research was constructed around the simplified assumption that a car is in any case unsustainable. This had been justified not only with the emissions, but also the additional space which is needed for its parking and the additional negative social factors such as increased traffic or noise pollution. However, while already pointed out earlier in *Chapter 2.1.1*, it should be mentioned again that not only the car, but any vehicle, can become a more, or less green means of transport, depending on its capacity utilisation. The data collected for this thesis indeed suggested, that the Fuchsbau Festival audience utilised the car to a much better extent than had been suggested by the literature: the survey respondents indicated that the degree of capacity utilisation was almost double as high as the predicted 3.9 passengers per car. As no control data could be provided, this figure needs to be taken with a grain of salt. Nevertheless, it stresses the problem which comes with the assumption that the car is a generally unsustainable means of transport. Additionally, it can be brought up that cars are run by different types of fuel which can decisively influence their environmental impact. To conclude, the assumption made is problematic, but was necessary to make given the limited time and financial budget of the research.

6.2 Reflections on analytical framework

The deployed analytical framework, building upon an adjusted *Theory of Consumption Values*, can in general be found to have been useful in guiding and structuring the processes of data collection and analysis.

It nevertheless became obvious that one indicator of a specific value can influence another of a second value, blurring the lines between the different types of consumption values. An example would be the issues of ‘storage room’, which, while being an indicator of functional value, can, if not available, trigger negative emotions such as stress, representing emotional value. These interdependencies made it more difficult to code and analyse interview data according to the analytical framework. This problem demonstrates the complexity of decision-making processes in the real world, which can barely be reflected in a simplified framework. However, the framework as such should therefore not be questioned, but its limitations openly addressed. Suggestions for other perspectives which could have enriched or changed the analytical process are brought up in *Chapter 8*.

6.3 Reflections on methodology and methods

The following sections reflect upon the chosen study design as an action research project, and the process of data collection and analysis. Limitations, which only became obvious in hindsight, are addressed, and suggestions for additional useful data which could be collected are made.

6.3.1 Action research

Critical self-reflection on the research process is a decisive part of action research (Kemmis et al., 2014), not only for the purpose of the study, but also to facilitate the action researcher's professional development (McNiff et al., 1996). A few remarks are therefore made on the relationship of the researcher with the team, the potential of the action research project to support a change in behaviour, and the logistical challenges the researcher, as part of the Fuchsbau Festival team, was facing. Reflections on how the thesis' research design influenced the data collection process are addressed in the next sub-chapter, *Chapter 6.3.2*.

Having joined the team of Fuchsbau Festival at the beginning of 2017 with a clear focus on environmental issues, the author of this thesis remained at the periphery of the organisation. Due to the specific circumstances, with much of the festival's planning taking place in the first half of 2017, a time during which the researcher still had classes to attend, a personal meeting with the whole team only took place for the first time during the actual festival. While regular, weekly skype sessions allowed for a close cooperation with some of the team members, others were only interacted with once, or twice before the beginning of the festival. To facilitate a more integrated approach of the idea of sustainability in general, and to trigger a critical discussion about the topic within the team in the future, a more intense collaboration, including the participation in the team's physical meetings would be helpful. The presentation of this action research project's results to the team could serve as a starting point for such a cooperation.

Besides the aim to create a discussion about the festival's environmental impact and approach to sustainability within the team, the action research project also sought to interact with the festival's audience. By providing a space for exchange and feedback, the project was perceived as positive by all of those who participated in the survey or in the interviews. As has been stated in *Chapter 5.3*, some interviewees reported that the questions raised in the survey or during the interviews made them think more about environmental issues in the festival context. To this extent, the project fulfilled its aim to transform the status quo in a given environment, as it was able to reach out to the audience and raise their awareness about the topics in question.

Finally, being the nature of an action research process, the researcher was involved in an actual project, and her preliminary research helped to initiate some of the measures as for instance the parking fee. However, she needed to realise that not all projects can be carried out as planned, and unforeseen circumstances can have serious consequences. In particular, the bad weather conditions did not only add interesting perspectives to the research as described in *Chapter 4*, but also led to a lower income from parking fees than originally calculated. While precautionary financial measures were taken before, and some budget was put aside for such unforeseen circumstances, the situation demonstrated perfectly that an action research project is not a laboratory experiment, or a hypothetical research, but implements and tests measures in a dynamic environment which can only be controlled to a limited extent.

6.3.2 Data collection and analysis

Due to the research design, the data collection process served two purposes. On the one hand, it was about gathering data for this thesis, with its very specific focus on transport behaviour, and on the other hand, it was about developing a feedback mechanism on Fuchsbau Festival's overall approach towards sustainability. While this does not come as a surprise, given the two roles the author of this thesis had to fill in within the research process, it nevertheless led to compromises which were made in the design of both the survey as well as the interview guide. By trying to cover as many different aspects as possible, the data at points lacked depth with regard to the very specific topic of transport behaviour.

In hindsight, the researcher would have also asked some of the questions in a different way. As it is acknowledged that a music festival, while being very peculiar in its nature, is a leisure activity, collecting comparative travel-related data could have been more useful than data on everyday travel behaviour. In addition, the collection of more in-depth demographic data would have helped to back up the claim that the Fuchsbau Festival audience is particularly price-sensitive.

Furthermore, some biases might have occurred, especially with regard to the questions asked about environmental awareness. As all respondents knew that the survey was aiming to collect data on the topic sustainability in general and transport behaviour in particular, the likelihood that some respondents answered in a way which they assumed would be socially desirable, needs to be considered as relatively high. No test-questions were asked, limiting the meaningfulness of the results of these questions. In addition, the results about the interest in a bicycle tour need to be assessed carefully. A typical bias for such a question would be the acquiescence bias, which is the tendency of people to agree. However, by having given people the chance to describe the circumstances under which they would participate in a bicycle tour, the answers were put in a better context and could be evaluated in a critical way.

Other remarkable response patterns could also be traced back to the way the questions were phrased. With all indicators operationalising social value being rated comparatively low, and remaining less important than suggested by the literature, there is a possibility that the way the questions were phrased made people uncomfortable in admitting the importance of social value. Similarly, also the uniquely high capacity utilisation of those arriving by car could potentially stem from the way the question was framed. The respective question asked for the number of people who were with the respondent in the car. For respondents who read the questions only superficially, misunderstandings might have occurred. There is a chance, that they understood the question as asking for the overall number of passengers, including themselves, instead as intended, excluding themselves. While the survey was tested beforehand, such issues are difficult to avoid completely. A triangulation of the data, as has been happening with the help of interviews, and as was planned with regard to an actual counting of the number of passengers per car, is a useful tool to address such shortcomings of a survey.

Another limitation of the collected data which became apparent is that of data reflecting the audience's travel behaviour in the past. With a significantly smaller sample size, these figures can only be taken as trends, but not as representative figures. The limitations of the sampling process have already been assessed in *Chapter 3.2.2*, and do not need to be mentioned here again.

More data would have been needed to properly assess the second research question posed. Having the focus of the analysis on the perception of the parking fee can be justified with its central role in the transport plan, as it affects the highest number of people among those

measures which have been implemented for the first time in 2017. Nevertheless, a more thorough data collection investigating the opinion on the Fuchsbau shuttle as well as the shuttle buses, would have contributed to understanding how the transport plan is perceived as a whole. This would have added significant value to the findings, and helped Fuchsbau Festival to improve its transport plan in the future.

6.4 Recommendations for Fuchsbau Festival

While the existing five-year plan already includes further steps towards a greener Fuchsbau Festival, the findings of the study lead to the following, additional suggestions.

As became apparent in the discussion on the audience's perception about Fuchsbau Festival, the festival as such is a close-to-perfect playground to implement and test different measures of sustainability. With the audience expecting a somewhat alternative culture, which for them seems to necessarily also include aspects of sustainability, the implemented measures were not perceived negatively, and ideas for their further development were also brought in by members of the audience.

Even the additional costs related to the parking fee were accepted by a large part of the audience. This support can be attributed to a significant extent to the fact that the revenue was earmarked. Consequently, the importance of transparency when it comes to additional fees cannot be underestimated. It should be pointed out, that the general perception of the parking fee was also positive because its amount was considered as appropriate. This is despite the fact that it was not regarded as high enough to have a proper effect in deterring visitors from using the car. A further increase in the parking fee, or additional, other fees in the name of the environment are therefore not recommended.

However, other low-cost opportunities exist to improve the festival's transport plan. First, the promotion of car-pooling should be done more consistently, and earlier. Second, the advertising of arrivals by bicycle should be considered. This could be done by providing safe and dry parking spaces for bicycles as had been requested by some members of the audience, and effectively communicating this option. Furthermore, incentives in form of small prizes or vouchers could be given to those arriving by bicycle. While demanding additional human and potentially also some financial resources, the bicycle tour as suggested in the survey could also be an interesting tool to raise awareness for the topic of green travel. However, such a project would require appropriate planning, and would need to include the offer of a luggage transport service, as has been shown by both the quantitative as well as the qualitative data. Having the common starting point somewhere in the near environment of the festival site could also mean that the bicycle tour does not have the power to decrease the festival's environmental impact, but would be more of symbolic value.

As the amount of luggage which needs to be carried to the festival site has been a major obstacle for many participants of the study to choose a greener means of transport, the establishment of a small supermarket on site could be necessary in the long run. This would allow the audience to bring less equipment from home. Similarly, tents could be provided and rented out to visitors who wish to travel light. In this regard, visitors arriving by bicycle or public transport could receive a discount on those services. However, when offering such services, it always needs to be considered that they require additional administrative efforts with a potentially minimal impact. The addressed price sensitivity of the audience needs to be taken into account as well, requiring to make the services affordable in the audience's understanding. More research could be done in this regard in the future.

Additional investigations on the reasons for the coach from Hamburg not being sold out should also be carried out. A better communication of the Fuchsbau coach, or the offer of early-bird tickets could help to attract more visitors to take this means of transport. In addition, it should be assessed if additional coaches from other cities are of interest. A thorough analysis of festival goers' origins would be beneficial for this assessment. Before introducing more coaches, though, an improved understanding about the potential of the Fuchsbau coaches to contribute to the overall aim – the reduction of the festival's emissions stemming from the transport sector – should be created. For this purpose, the transport behaviour of those visitors who travelled by Fuchsbau coach should be assessed in more detail in order to understand if they actually switched from a less green means of transport to the Fuchsbau coach. If this is not the case, it should be assessed by the team if the additional administrative and financial efforts related to the Fuchsbau coaches are worth the value they create by offering visitors a convenient and direct means of transport.

Additional measures which were suggested by several members of the audience included an improved waste management system or the offer of workshops and discussions on sustainability in a festival context. The latter could be integrated in the overall programme, while the first would require additional infrastructure. As has been pointed out by four interviewees, though, the separate collection of cans with deposit refund system could also serve as an additional revenue stream. Furthermore, the potential of saving money by disposing better sorted waste should be investigated.

A final suggestion resulting from this thesis has been indicated earlier. Projects such as this thesis should be attached even closer to the festival's core team, to ensure that sustainability becomes part of Fuchsbau Festival's organisational culture and is automatically embedded in every decision. While the festival's sustainability manager is part of the core team, and tries to push this agenda, he is also responsible for other areas including the stage design. Consequently, sustainability may receive less attention in more hectic times such as immediately before the beginning of the festival. This needs to be considered in the context of the fact that all members of the core team do the work voluntary, and therefore have limited time to spare. Having an additional person working on this topic in close cooperation with the rest of the team would be helpful to overcome this challenge. In this regard, more attention could also be paid to the activities of the team itself, and to shape these more sustainably, as it has also been documented in the festival's *First Implementation Plan for Ecological Sustainability at Fuchsbau Festival 2017*.

7 Conclusions

Two research questions have been posed at the outset of this thesis. Based on the collected data and its analysis, the following conclusions can be drawn:

- 1) *The incentives to use greener transport as implemented by Fuchsbau Festival in 2017 have been found to have significant potential to trigger a 'greener' travel behaviour amongst its visitors.*

Five factors have been identified to be of particular importance for visitors arriving at Fuchsbau Festival, namely 'storage room', 'time spent / needed', 'price', 'direct connection', and 'fun', often related to the desire to spend time with friends. Within the concept of perceived customer value, they represent functional and emotional value, and their importance can be traced back to the specific conditions that characterise a festival situation. All three means of transport which were sought to be promoted through the transportation plan, namely the Fuchsbau coach, car-pooling and public transport through the provision of a shuttle, offer the identified features, and are therefore considered a valuable, green alternative to an individual arrival by car. Problems in their distribution can nevertheless occur, due to the availability of the product, with bigger cities having a clear advantage in comparison to smaller places. The Fuchsbau coach is only scheduled to depart from three different cities, and car-pooling opportunities as well as connections via public transport are easier to find, and more frequent, in urban areas than in rural ones. This problem is particularly challenging, as the rural areas are those areas from which visitors tend to arrive by car. Visitors living in rural areas would therefore be the natural, and most important target group when it comes to the overall aim to trigger greener transport behaviour. From this perspective, the potential of increasing the numbers of those offering and choosing car-pooling as a means of transport is crucial, as it would also improve the availability of this means of transport in both urban and rural areas. The introduced parking fee has been found to be useful as a source of additional revenue to subsidise the Fuchsbau coach, but with only limited potential to deter visitors from arriving by car. In this regard, it had a more indirect value, as it served as a tool to raise awareness about the environmental impact of audience travel in the first place, and facilitated a cheaper means of travel for those choosing the Fuchsbau coach.

- 2) *The audience has been found to perceive the incentives and measures as laid out in the transport plan positively.*

In general, the Fuchsbau Festival was identified as a festival which provides a near-to-perfect environment to establish measures related to sustainability. The festival was perceived as being already sustainable to a certain extent, and further measures were expected and appreciated. Even the parking fee, which meant the introduction of additional costs for a significant part of the audience, was perceived well, including those who had to pay the costs. In this context, it was found that the earmarking of the revenue was crucial. In addition, the amount of € 5.00 per car per vehicle was assessed as fair, but coming to the costs of being effective.

A less thorough investigation was made to assess the perception of the Fuchsbau coach and the shuttle between the festival site and the closest train station. It concluded that the audience assessed both the coach and the shuttle positively as well. While also car-pooling was originally meant to be a decisive pillar of the transport plan, it was not promoted as heavily promoted as intended. However, as established in the paragraph above, car-pooling has the potential to be an important means of green transport for the festival, and thus could benefit from a directed publicity campaign.

8 Perspectives: suggestions for further research

While this thesis has brought up some insightful and relevant conclusions, it also provided points of departures for further research, some of which are suggested in the following paragraphs.

As has been addressed in both *Chapter 3* and *Chapter 6*, the thesis has had some methodological limitations which could be addressed in future studies. Potential improvements include a random, instead of convenience sampling approach, a more detailed conceptualisation of a 'green means of transport', and the refinement of both survey and interview questions to develop a better understanding of the festival's audience and its travel behaviour. Besides the optimisation of the data collection process, this thesis, in its form of an action research project, would benefit from a more informed way of providing suggestions for Fuchsbau Festival. Classic literature to consult comes from the field of behavioural economics, with Thaler's and Sunstein's (2009) contribution being one of the most known and promising points of departure. They offer a variety of different measures which can nudge people into better decision which can also be applied to an environmental context. Similarly, it would be worth to consult literature streams which deal with the issue of perception of different measures, as has already been suggested in *Chapter 5.2*. The aforementioned literature on transport related fees in public spaces could serve as a starting point.

If one was not to improve the thesis as it had been designed, but would rather be interested in testing its generalisability, it would be interesting to apply a similar study design to other festivals. The respective results could be compared and help to create a bigger picture. Similarly, other leisure travel behaviour could be assessed, in order to further investigate the claim which has been guiding this thesis, namely that music festivals offer a distinctive environment which is not comparable to other leisure travel situations. Especially the assessment whether the aspects which were identified as crucial such as 'storage room', 'time spent / needed', 'price', 'direct connection', and 'fun' play a similarly important role in other leisure situations would be worth to investigate.

Another way to approach the topic would be by applying a different theoretical and analytical perspective. As has been touched upon in *Chapter 2*, the lens used in this thesis, focussing on the *Theory of Consumption Values* is just one of many which can be used to explain travel behaviour in leisure situations. Even the concept of perceived customer value, from which the applied theory of consumption values derives, offers a variety of additional research streams which have not been utilised in this thesis (see Sánchez-Fernández & Iniesta-Bonillo, 2007, for an overview). While using a different approach to perceived customer value as an analytical framework for this thesis would have, most likely, led to slightly different results, the analytical focus would have nevertheless been similar, as the individual and her decision-making process would remain in the centre of the study. A completely different approach could have been taken by focussing on a more strategic and management perspective. For this purpose, classic marketing literature on the importance of strategic positioning (e.g. Porter, 1996) could be combined with some focussing on *environmental* differentiation strategies. Applying, for instance, Orsato's (2006) conceptualisation of different competitive environmental strategies could be useful to facilitate an understanding about the extent, and under what circumstances, a greening strategy bears the potential to improve a respective festival's position in the market.

To sum up, the research about music festivals and their different approaches to decrease their environmental impact offers a huge variety of topics and issues which can, and need to be addressed. By conducting this study, the author of this thesis hopes to have sparked further interest, and inspired more researchers to address this fascinating, and yet relevant topic.

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List of key informants within the Fuchsbau Festival team

Christoffer. The festival's project coordinator.

Frederik. The festival's sustainability and stage design manager.

Josefa. The festival's project assistance.

Appendix A: Social media post about the survey

The survey was published on Facebook and Instagram with the following post (screenshot taken from Fuchsbau Festival's Facebook page).

 **Fuchsbau Festival**
July 27 at 3:59pm · 🌐

xx GEWINNE xx GEWINNE xx FÜR DICH & DIE UMWELT & DEINE UNGEBOREREN KINDER xx GEWINNE xx GEWINNE xx

In diesem Jahr haben wir ein neues Nachhaltigkeitskonzept erarbeitet. Wir machen uns z.B. Gedanken um die Umweltbelastung, die durch die Anreise zum Festival entsteht. Um diese besser berechnen zu können brauchen wir eure Hilfe. Wir freuen uns, wenn ihr an dieser Umfrage zu euren Transportmitteln teilnehmt: <http://bit.ly/2w3oyfM>

Unter allen Teilnehmer*innen verlosen wir ein exklusives Paket mit allem was mensch für ein gutes Festival braucht (u.a. Sekt und Brötchen an's Zelt zum Frühstück)!



The posts have been made in German. Translated into English, the text goes as follows:

xx WIN xx WIN xx FOR YOU & THE ENVIRONMENT & YOUR UNBORN CHILDREN xx WIN xx WIN xx

This year, we have been working on a new sustainability plan. We are thinking, for instance, about the environmental impact, which occurs due to the arrival and departure to and from the festival. In order to calculate this impact better, we need your help. We would be very happy, if you could participate in our questionnaire about your chosen means of transport: <http://bit.ly/2w3oyfM>

For all participants, there is a chance to win an exclusive package with everything a human being needs for a good festival in our prize game (e.g. champagne and fresh bread, delivered to your tent for breakfast).

Appendix B: Social media post about travel opportunities

The following post was made by Fuchsbau Festival in the festival's Facebook event (screenshot taken from Fuchsbau Festival 2017's discussion page).



Fuchsbau Festival

August 10 at 3:38pm · 🌐



REISE REISE. Wie kommt ihr am besten zum Fuchsbau Festival?

→ **BUS** — Unsere Busshuttles ab Leipzig & Hamburg haben noch Plätze frei. Sie fahren direkt zum Festivalgelände und zurück.

→ **MITFAHREN** — Bei fahrfahraway.de könnt ihr MFGs zum Fuchsbau anbieten und finden.

→ **BAHN** — Ab Lehrte BHF fährt ein kostenloser Shuttle zum Festivalgelände. Niedersächsische Studierende fahren auch kostenlos mit der Bahn.

→ **AUTO** — Bitte beachtet, dass wir in diesem Jahr Parkgebühren erheben (und damit die Busshuttles gegenfinanzieren).

Wir evaluieren unsere Nachhaltigkeit. Dafür wäre es super, wenn ihr an dieser Umfrage teilnehmt und uns verrätet, wie ihr anreist. Unter allen Teilnehmer*innen verlosen wir ein Festival-Exklusiv-Paket mit Frühstück ans Zelt! Hier: <http://bit.ly/2w3oyfM>



The post has been made in German. Translated into English, the text goes as follows:

TRAVEL TRAVEL. What is the best way to get to Fuchsbau Festival?

- BUS – There are still tickets for our Fuchsbau coaches from Leipzig and Hamburg. They directly drive you to the festival site, and back.
- CARPOOLING – You can find and offer carpooling opportunities on fahrhaway.de
- TRAIN – Our shuttles to the festival site depart from Lehrte central station and are free of charge. Students in Lower Saxony can also catch the trains for free.
- CAR – Please be aware, that we are charging a parking fee this year (to subsidise our Fuchsbau coaches).

We are evaluating our environmental impact. Therefore, it would be great if you could participate in this survey, and share with us, how you are travelling to Fuchsbau Festival. Among all participants, there is prize game for an exclusive festival package, including breakfast delivered directly to the tent.

Appendix C: Survey

The survey has been published in both German and English. This appendix shows only the English version.

Part I: Introduction

Dear visitor of Fuchsbau Festival 2017,

As a festival, we believe we have a responsibility to increasingly take into consideration different aspects of sustainability. In order to reduce our environmental impact, we have taken a few measures this year. Regarding arrival and departure of our visitors, we have introduced parking fees aimed at reducing the amount of cars used. These fees will be used to subsidise coaches departing from certain cities as a more environmentally friendly means of transport when compared to the use of individual cars. However, we want to tailor any changes to best suit the needs to of our visitors, which is why we are asking for your feedback, ideas and support!

The following questionnaire is the first step for this. It will take around 6 minutes and will be evaluated by our team member Julia. She will use the data also for her Master thesis as part of the programme “Environmental Management and Policy” at Lund University.

Of course, all answers will be kept anonymous. They will only be used for the purpose of developing Fuchsbau’s sustainability strategy, and Julia’s thesis.

Confirmation

I have read and understood the introduction.

- Yes

Part II: General Questions I

What kind of ticket did you buy / do you plan on buying?

- Weekend ticket incl. camping
- Weekend ticket without camping
- Day pass Friday
- Day pass Saturday
- I am a volunteer
- I am an artist
- I am part of the festival team

What country are you travelling from to Fuchsbau Festival?

- Germany
- Other _____

What is the postal code of the place you are travelling from?

What means of transport will you most likely use to get to Fuchsbau Festival 2017? (If you use several modes of transport, please indicate the one with which you will cover most of the distance.)

- Airplane *Please continue with Part V: General Questions II*
- Car *Please continue with Part III: Questions for people arriving by car*
- Bike *Please continue with Part V: General Questions II*
- By foot *Please continue with Part V: General Questions II*
- Train *Please continue with Part V: General Questions II*
- Fuchsbau Coach (only from Berlin, Hamburg, or Leipzig)
Please continue with Part IV: Questions for people arriving by Fuchsbau Coach
- Local bus *Please continue with Part V: General Questions II*
- Coach (e.g. Megabus, Flixbus) *Please continue with Part V: General Questions II*
- Carpooling *Please continue with Part V: General Questions II*
- I don't know yet *Please continue with Part V: General Questions II*
- Other _____
Please continue with Part V: General Questions II

Part III: Questions for people arriving by car

How many people will be with you in the car?

- 0
- 1
- 2
- 3
- 4
- 5 or more
- I don't know yet

How do you have access to a car?

- My own car
- Family
- Friends
- Car rental / Car sharing service

Part IV: Questions for people arriving by Fuchsbau Coach

How did you learn about the opportunity to arrive by Fuchsbau coach?

- Facebook
- Fuchsbau homepage
- Friends
- Email / newsletter
- Leaflet sent out along with the tickets
- Other _____

Part V: General Questions II

What do you think about the measure to collect 5,00€ per car (per weekend) as a parking fee, in order to reduce the amount of cars while subsidising the Fuchsbau coaches at the same time?

- neutral
- I think that is a good idea
- I do not like the idea
- Other _____

If you want to leave further comments, please tell us here.

How important are the following aspects for you when you think about travelling to Fuchsbau Festival, and when you choose your means of transport? (1 = not important at all, 5 = very important)

Flexibility & Spontaneity	1	2	3	4	5
Comfort	1	2	3	4	5
Price	1	2	3	4	5
Chance to try something new	1	2	3	4	5
Time spent / needed	1	2	3	4	5
Chance to spend time with friends	1	2	3	4	5
Storage room	1	2	3	4	5
Environmental impact	1	2	3	4	5
Fun	1	2	3	4	5
Independence & freedom	1	2	3	4	5
Chance to make a political statement by choosing a specific means of transport	1	2	3	4	5
Possibility to plan ahead	1	2	3	4	5
Fitness	1	2	3	4	5
Possibility to make a positive impression on my friends by choosing a specific means of transport	1	2	3	4	5

Did you attend Fuchsbau Festival already in previous years?

- Yes *Please continue with Part VI: Travel to and from Fuchsbau in earlier years*
- No *Please continue with Part VIII: Ideas for the future*

Part VI: Travel to and from Fuchsbau in earlier years

When was the last time you attended Fuchsbau Festival?

What country were you travelling from to Fuchsbau Festival that year?

- Germany
- Other _____

What was the postal code of the place you were travelling from?

How did you get to Fuchsbau Festival when you last attended the festival (If you use several modes of transport, please indicate the one with which you will cover most of the distance.)

- Airplane
- Car
- Bike
- By foot
- Train
- Local bus
- Coach (e.g. Megabus, Flixbus)
- Carpooling
- I don't remember
- Other _____

Do you remember how you perceived the travel experience to and from Fuchsbau Festival in that year?

- Yes *Please continue with Part VII: Perception of travel experience to and from Fuchsbau the last time you visited the festival*
- No *Please continue with Part VIII: Ideas for the future*

Part VII: Perception of travel experience to and from Fuchsbau the last time you visited the festival

How did you perceive the travel experience to and from Fuchsbau Festival the last time you attended it? (1 = completely disagree, 5 = completely agree)

stressful	1	2	3	4	5	I can't remember
time-intensive	1	2	3	4	5	I can't remember
pleasant	1	2	3	4	5	I can't remember
spontaneous	1	2	3	4	5	I can't remember
expensive	1	2	3	4	5	I can't remember

Were there any unforeseen disruptions you would like to share with us?

Part VIII: Ideas for the future

Would you be interested in an organised bike trip from a previously defined city to Fuchsbau Festival? Our idea would be to facilitate meeting other like-minded Fuchsbau visitors along with a fun programme on the way to the festival.

- Yes
- No

Would you be interested in having the chance to rent bicycles on-site during the Fuchsbau festival, so that you could explore the surrounding area or access local supermarkets?

- Yes
- No

What kind of conditions or infrastructure would we as Fuchsbau Festival need to provide in order to convince you to travel to Fuchsbau with a bike?

Part IX: Almost there – just a few more infos about you outside the Fuchsbau context

Gender

- female
- male
- I don't want to say
- Other _____

Age

- 18 or younger
- 19-25
- 26-32
- 33-39
- 40 or older

Do you own a car?

- Yes
- No

In a “normal” week, how often do you use...

- | | | | | | |
|---------------------------------|-----------------------------|--|--|--|-----------------------------|
| a bike | <input type="radio"/> daily | <input type="radio"/> 4-6 times per week | <input type="radio"/> 1-3 times per week | <input type="radio"/> barely / less than once a week | <input type="radio"/> never |
| a car | <input type="radio"/> daily | <input type="radio"/> 4-6 times per week | <input type="radio"/> 1-3 times per week | <input type="radio"/> barely / less than once a week | <input type="radio"/> never |
| a local bus | <input type="radio"/> daily | <input type="radio"/> 4-6 times per week | <input type="radio"/> 1-3 times per week | <input type="radio"/> barely / less than once a week | <input type="radio"/> never |
| a train | <input type="radio"/> daily | <input type="radio"/> 4-6 times per week | <input type="radio"/> 1-3 times per week | <input type="radio"/> barely / less than once a week | <input type="radio"/> never |
| a coach (e.g. Megabus, Flixbus) | <input type="radio"/> daily | <input type="radio"/> 4-6 times per week | <input type="radio"/> 1-3 times per week | <input type="radio"/> barely / less than once a week | <input type="radio"/> never |
| carpooling | <input type="radio"/> daily | <input type="radio"/> 4-6 times per week | <input type="radio"/> 1-3 times per week | <input type="radio"/> barely / less than once a week | <input type="radio"/> never |

On a scale from 1 to 5, to what extent do you agree or disagree with the following statements? (1 = completely disagree, 5 = completely agree)

- | | | | | | |
|--|---|---|---|---|---|
| “Climate change is a problem that concerns everybody.” | 1 | 2 | 3 | 4 | 5 |
| “I am trying to keep my own ecological footprint as small as possible.” | 1 | 2 | 3 | 4 | 5 |
| “I feel guilty when I fly or take the car if I have the chance to also choose a more environmentally friendly means of transport.” | 1 | 2 | 3 | 4 | 5 |
| “I am interested in sustainability.” | 1 | 2 | 3 | 4 | 5 |
| “Music festivals should deal with the topic sustainability.” | 1 | 2 | 3 | 4 | 5 |

If you have any further comments about travelling to and from Fuchsbau, or the issue of sustainability, please share them here.

Part X: Win a Festival package & need for people to interview

If you do not want to leave your contact details here, please just go to the next page and submit the survey.

We would like to talk in more depth about sustainability at festivals. If you are interested in sharing your point of view in a 15-minute conversation with us during this year's festival, please leave your email address here. In exchange, we'll invite you for a cold beer.

As a thank you for everybody who participated in this survey, you can participate in our prize game and win a surprise festival package. If you want to participate, please leave your email address here.

Part XI: Closing

Thank you so much for your support. This was very helpful.

Appendix D: Operationalisation of Survey Questions

This overview includes only those questions directly related to the analytical framework and the research questions posed at the outset. Additional data which has been collected to create a baseline of what means of transport are used by the festival's audience, or for Fuchsbau Festival in the context of the author's work for the festival management team, have not been included in the following tables.

All tables are own elaborations.

Table A-1. Operationalisation of the analytical framework's background.

Background information	Corresponding survey questions (some are shortened)	Type of question
Car ownership & access	Do you own a car?	Multiple choice (yes / no)
	How do you have access to a car?	Multiple choice with options 'my own car', 'Family', 'Friends', 'Car rental / car sharing service', and 'other'
Beliefs, attitudes & values	How important are <ul style="list-style-type: none"> - environmental impact for you when you think about travelling to Fuchsbau Festival?	5-point Likert scale, with 1 translating to 'not important at all', and 5 to 'very important'
	To what extent do you agree with the following statements? <ul style="list-style-type: none"> - Climate change is a problem that concerns everybody. - I am trying to keep my own ecological footprint as small as possible. - I am interested in sustainability. - Music festivals should deal with the topic sustainability. 	5-point Likert scale, with 1 translating to 'completely disagree', and 5 to 'completely agree'

Table A-2. Operationalisation of perceived values into survey questions.

Type of value	Corresponding survey questions (some are shortened)	Type of question
Functional value	How important are <ul style="list-style-type: none"> - flexibility & spontaneity - convenience - price - time spent / needed - storage room - possibility to plan ahead - fitness for you when you think about travelling to Fuchsbau Festival?	5-point Likert scale, with 1 translating to 'not important at all', and 5 to 'very important'
	How did you perceive the travel experience to and from Fuchsbau Festival the last time you attended it? <ul style="list-style-type: none"> - time-intensive - spontaneous - expensive 	5-point Likert scale, with 1 translating to 'completely disagree', and 5 to 'completely agree', and an additional option 'I can't remember'

Social value	How important are <ul style="list-style-type: none"> - chance to make a political statement by choosing a specific means of transport - possibility to make a positive impression on my friends by choosing a specific means of transport for you when you think about travelling to Fuchsbau Festival?	5-point Likert scale, with 1 translating to 'not important at all', and 5 to 'very important'
Emotional value	How important are <ul style="list-style-type: none"> - chance to spend time with friends - fun - independence & freedom for you when you think about travelling to Fuchsbau Festival?	5-point Likert scale, with 1 translating to 'not important at all', and 5 to 'very important'
	How did you perceive the travel experience to and from Fuchsbau Festival the last time you attended it? <ul style="list-style-type: none"> - stressful - pleasant 	5-point Likert scale, with 1 translating to 'completely disagree', and 5 to 'completely agree', and an additional option 'I can't remember'
	To what extent do you agree with the following statements? <ul style="list-style-type: none"> - I feel guilty when I fly or take the car. 	5-point Likert scale, with 1 translating to 'completely disagree', and 5 to 'completely agree'
Epistemic value	How important are <ul style="list-style-type: none"> - chance to try something new for you when you think about travelling to Fuchsbau Festival?	5-point Likert scale, with 1 translating to 'not important at all', and 5 to 'very important'
	Comparison of means of transport between 2017 and earlier years	Two multiple choice questions
	Would you be interested in an organised bike trip from a previously defined city to Fuchsbau Festival? Our idea would be to facilitate meeting other like-minded Fuchsbau visitors along with a fun programme on the way to the festival.	Multiple choice (yes / no)
Conditional value	Observations on how people describe their specific needs in a festival context.	

Table A-3. Operationalisation of the perception of the transport plan.

Part of transport plan	Corresponding survey questions (some are shortened)	Type of question
Parking fee	What do you think about the measure to collect € 5.00 per car (per weekend) as a parking fee, in order to reduce the amount of cars while subsidising the Fuchsbau coaches at the same time?	Multiple choice with the options 'neutral', 'I think that is a good idea', and 'I do not like the idea'

Appendix E: Interview guide

The interviews were conducted in both German and English. This is the English version of the interview guide.

Introduction

Thank you first of all for this meeting. Before we begin, I would like to give a short introduction to the prevailing conditions under which this interview is conducted. The interview will probably last 20-25 minutes, and as you know, we will discuss sustainability in the context of music festivals. Everything you will say will be kept anonymous, so please be very honest in your answers. That is especially important, as we as Fuchsbau Festival want to further develop our sustainability concept, for which we need your honest feedback. In addition, the data will also be used for my Master thesis in Environmental Management and Policy at Lund University. In order to be able to properly analyse the data after the festival, I will audio-record the interview. Of course, also the audio file will not be given to a third party. If you do not have any further questions, let's start.

Trip to Fuchsbau Festival

- 1) Please tell me about your trip to Fuchsbau Festival.
 - a. Where did you come from?
 - b. Did you come by yourself, or with friends?
 - c. You indicated in the survey, that ***** is important for you, when you decide on your mean of transport to get to a festival. Why?
 - d. Were there any specific incidents and how did you perceive them?
 - e. When did you start planning the trip? Who planned the trip?
 - f. If you have been to Fuchsbau Festival in earlier years, how did you travel then, and why did you choose to stick to / change your mean of transport?

Trips to other festivals

- 2) Did you visit other festivals this year, and how did you get there? Why?

Travel decisions and sustainability

- 3) To what extent, and how, did you include concerns about the environment into your decision making process, when you planned the trip to the festival?

Sustainable, alternative means of transport

- 4) Only for people who arrived by car: Why did you choose to arrive by car and not with a more environmentally mean of transport?
- 5) Only for people who arrived by car: What conditions would need to be fulfilled to convince you to choose to travel by public transport?
- 6) What do you think about the idea brought up in the survey to organise a bike trip to the festival?

Arriving at a festival

- 7) What would, for you personally, be the perfect way to arrive at a festival?

Sustainability

- 8) Let's talk about sustainability in a more general way.
- a. How do you understand sustainability?
 - b. How do you, if at all, translate sustainability into actual behaviour in your everyday life?
 - c. To what extent has your personal relationship to sustainability changed, and why? Were there any significant moments in your life which changed your understanding of sustainability?

Fuchsbau's sustainability concept

- 9) What kind of sustainability initiatives have you seen around Fuchsbau Festival, or have you read about any? *(If the person has no knowledge about the measures, list them: food: (almost) 100% vegetarian, 50% organic, 25% regional; arrival / departure: subsidised Fuchsbau coach, bus shuttle, parking fee, bike parking lot; infrastructure: 50% compost toilets, measuring of CO₂ impact including the collection of the relevant data (arrival / departure, energy consumption, waste production))*
- a. How do you perceive these measures?
 - b. Are there any measures you suggest to integrate into the sustainability plan?
 - c. What is your opinion on the parking fee in particular?
 - d. What is your opinion on how the issue of sustainability has been communicated during this year's Fuchsbau Festival?

Concluding question

- 10) That's it from my side. Do you have any additional comments or thoughts you would like to share?

Thank you.

Appendix F: Contact with potential interviewees

The following text was sent out via email to those who had been selected as fitting one or several of the criteria defined as a sampling criteria. The email has been sent out in German. This is a translation into English.

Dear visitor of Fuchsbau Festival 2017,

First of all thank you very much for your participation in the online survey about sustainability and your travel habits to and from Fuchsbau Festival. That was super helpful.

You also indicated that you are available for a short interview (around 20 minutes). In order to be able to plan the interview sessions better, I have prepared a doodle. Everything you state in this doodle can only be seen by you and myself as an administrator. It will remain completely anonymous who else is participating in interviews. If you are still interested, and still have the time, to participate in an interview, please fill in the following link: <https://doodle.com/poll/s7qqu2xz4bhdhycb>.

Please be aware that filling in this doodle is binding, so if there are any short-term changes to your plans, let me know. The promised beer will be given out in form of a voucher after the interview. The voucher will be valid at the bars on the festival site. In total, we will probably spend thirty minutes together – that includes the interview, as well as the meeting, the introduction, and finding a nice spot to talk. We will meet at the infopoint on the festival site.

By the way: I would like to audio-record the interviews, as it will make the analysis of the data much easier. If you do not feel comfortable with being recorded, please let me know.

Finally: If you changed your mind and you do not want to participate in an interview session, there is no problem. Just write me a short email, so I can delete you from the email-list. If you want to participate, but you do not have time during any of the suggested time slots, also just let me know and maybe we can find an alternative.

If you have any further questions, just let me know.

[Author's contact data]

Thank you very much and all the best

Julia

Appendix G: List of Interviews

Table A-4. List of conducted interviews.

Interviewee	Day of interview	Length of interview	Age group (in years)	Gender	Means of transport	Category
I1	11 August 2017	25 minutes	26-32	female	train	arrived by a green means of transport other than Fuchsbau coach (even though she lives in Berlin, Leipzig or Hamburg)
I2	11 August 2017	23 minutes	19-25	male	carpooling	owns a car and arrived by a green means of transport
I3	11 August 2017	27 minutes	19-25	male	camper	takes action to reduce her own environmental footprint
I4	11 August 2017	19 minutes	26-32	female	Fuchsbau coach	arrived by Fuchsbau coach
I5	12 August 2017	30 minutes	unknown	female	train	*came as a +1
I6			19-25	female	train	arrived by a green means of transport other than Fuchsbau coach (even though she lives in Berlin, Leipzig or Hamburg)
I7	12 August 2017	30 minutes	19-25	male	car	does not take action to reduce his environmental footprint
I8	12 August 2017	24 minutes	19-25	female	Fuchsbau coach	arrived by Fuchsbau coach
I9	12 August 2017	21 minutes	26-32	male	car	owns a car and arrived by a green means of transport (<i>note: I9 eventually arrived by car, and not as planned by train</i>)
I10	12 August 2017	22 minutes	26-32	female	train	takes action to reduce her own environmental footprint
I11	12 August 2017	23 minutes	33-39	male	car	opposes the parking fee (<i>note: I11 changed his opinion and ended up having an understanding for the parking fee</i>)
I12	13 August 2017	26 minutes	19-25	female	carpooling	does not think that music festivals should consider aspects of sustainability (<i>note: no opponent could be found, but I12 was neutral towards this statement</i>)
I13			19-25	female	car	supports the parking fee even though she arrived by car
I14	13 August 2017	16 minutes	18 or younger	anonymous	train	thinks that music festivals should consider aspects of sustainability
I15	13 August 2017	33 minutes	26-32	male	car	owns a car and arrived by car
I16			unknown	female	carpooling	*came as a +1

Source: Own data collection.

Appendix H: Interview coding structure

The coding structure has been developed during the coding process. The codes which were already part of the original draft of the coding structure are marked with a *.

Table A-5. Interview coding structure.

<i>Code number</i>	<i>Code name</i>	<i>Definition</i>	<i>Example</i>
1	<i>Beliefs, attitudes & values</i>		
1.1	Personal definition of sustainability*	The interviewee's personal understanding of sustainability	"For me it is about raising awareness. To think about consequences, but many people are too much inside their comfort zone. Developing this awareness, that is sustainability, for me." (I9)
1.2	Sustainability related values	Sustainability-related, normative statements which guide the interviewee's behaviour	"For me, it is a natural way of behaving. If I do know my actions have negative consequences, I try to avoid these actions. That is some kind of lifestyle for me." (I6)
1.3	Sustainability related attitudes	The interviewee's sustainability-related views on specific behaviours	"I could not imagine myself coming here by myself in a car. The car would need to be full with other passengers." (I4)
2	<i>Long-term decisions</i>		
2.1	Car ownership*	Influence of car ownership on travel decisions in a festival context	"If you have a car, then the car is the vehicle with the lowest transaction costs. You just jump in and start to drive." (I15)
2.2	Car access*	Influence of having, or not having access to a car on travel decisions in a festival context	"Maybe the car is more convenient, but we do not have a car." (I14)
3	<i>Functional value</i>		
3.1	Convenience*	Importance the interviewee attaches to a trip's convenience when travelling to Fuchsbau Festival	"The biggest advantage of the Fuchsbau coach was, that you do not need to anything yourselves. You just get on, and then you arrive." (I1)
3.2	Storage room*	Importance the interviewee attaches to storage room when travelling to Fuchsbau Festival	"If you have all this stuff on you, that makes everything more complicated. Tent, sleeping bag, food. In the car, everything just fits in." (I12)
3.3	Time spent*	Importance of the time which will be spent on a trip when travelling to Fuchsbau Festival	"Usually I leave the car home, because it also takes much longer." (I9)
3.4	Price*	Importance the interviewee attaches to a trip's price when travelling to Fuchsbau Festival	"Maybe I should have taken the train, but then the coach was just cheaper." (I14)

3.5	Flexibility & spontaneity*	Importance the interviewee attaches to being flexible and spontaneous when travelling to Fuchsbau Festival	“Then we are flexible with the departure times. We planned on leaving at 2pm, but eventually only left at 5 or 6pm.” (I7)
3.6	Sleeping	Importance the interviewee attaches to being able to use the chosen means of transport to sleep in when travelling to Fuchsbau Festival	“We arrived with our van in which we also sleep.” (I9).
3.7	Direct connection & infrastructure	Importance the interviewee attaches to a direct connection between the point of departure and the festival site when travelling to Fuchsbau Festival	“It was more direct. Otherwise I would have needed to take the bus to Hanover, then take the train to Lehrte, and then the shuttle to here.” (I10)
4	Social value*	Importance the interviewee attaches to communicating a symbolic message by choosing a specific means of transport when travelling to Fuchsbau Festival	“I think it does make a difference, if you talk to people and tell them that you, very naturally, are taking the public transport. If people here about this natural way of doing things, it can change something in their own way of thinking.” (I6)
5	<i>Emotional value</i>		
5.1	Fun*	Importance the interviewee attaches to being able to have fun on the trip when travelling to Fuchsbau Festival	“We have met people on the way, and grabbed a drink with them. We really had fun on our trip.” (I2)
5.2	Travel as part of the festival	Importance the interviewee attaches to transferring the festival feeling already to the moments of travel and arrival when travelling to Fuchsbau Festival	“I think arrival by bike would be cool. It would be tiring, but then you would make the trip already as a part of the festival.” (I5)
5.3	Relaxed	Importance the interviewee attaches to being able to arrive in a relaxed manner when travelling to Fuchsbau Festival	“I came with a carpooling opportunity from Cologne, and then back with the train. That was super relaxed.” (I9)
6	<i>Epistemic value</i>		
6.1	Habit*	Extent to which the decision for a specific means of transport represents a behaviour which is also practiced in the interviewee’s everyday life	“I have not done this for the festival in particular, I do this everyday.” (I1)
6.2.	Bicycle tour		
6.2.1	Luggage in relation to the bicycle tour	Extent to which the issue of luggage transport influences the interviewee’s decision to participate in a bicycle tour planned by Fuchsbau Festival	“But I would really not like to have all the luggage on the bike. My bike is also not made for that.” (I16)
6.2.2	Time in relation to the bicycle tour	Extent to which the issue of time influences the interviewee’s decision to participate in a bicycle tour planned by Fuchsbau Festival	“If we come by bike, then that is a three-day tour. That only makes sense for people who come from Hanover.” (I13)

6.2.3	Other concerns in relation to the bicycle tour	Other issues which are brought up by the interviewee as possible obstacles in relation to participating in a bicycle tour planned by Fuchsbau Festival	“And maybe it’s only nice with good weather.” (I10)
7	<i>Conditional value</i>		
7.1	Festival situation*	Extent to which the festival as a leisure activity influences the interviewee’s travel choices	“Especially if it’s a festival, which is only one weekend. You have a lot of luggage and you want to travel relaxed.” (I4)
7.2	Rain / weather	Extent to which the weather conditions have influenced the interviewee’s travel behaviour	“In this weather, it is much easier with the car than with the public transport. You bring additional clothes, and then, look at this pavilion, how would I have brought this if I would have arrived by train?” (I2)
8	Perceptions about Fuchsbau Festival	General impression of Fuchsbau Festival	“The festival is not only about consumption, but it reflects on things. The stages and the overall concept are very thought through.” (I15)
9	<i>Opinion on sustainability plan</i>		
9.1	Opinion on parking fee*	The interviewee’s opinion on the parking fee	“I find the approach comprehensible, and it was made as transparent as possible. There was a clear reason, and the amount seems to be appropriate, too.” (I3)
9.2	Opinion on Fuchsbau coach*	The interviewee’s opinion on the Fuchsbau coach	“I would definitely take the Fuchsbau coach again, if you offer it again.” (I8)
9.3.	Opinion on shuttle bus*	The interviewee’s opinion on the shuttle bus between Lehrte central station and the festival site	
9.4.	Opinion on vegetarian food corner*	The interviewee’s opinion on the <i>vegetarian</i> food corner	“I do like the approach. I also eat meat, but I am also someone who is keen on trying something new and often you are surprised how tasty the vegetarian stuff is.” (I11)
9.5.	Opinions on other issues	The interviewee’s opinion on other sustainability-related issues	“I like the approaches, and I like that you take it easy, and don’t rush things.” (I2)
9.6.	Opinion on sustainability communication*	The interviewee’s opinion on how the transport plan, and other parts of the festival’s sustainability plan have been communicated	“I would not make the topic super big. There are other festivals which only focus on sustainability. I think, it is good that the music is still the most important thing happening here at Fuchsbau.” (I1)
10	Ideas for the future*	Suggestions on other possible areas within the field of sustainable festivals which should be addressed, and possibilities to improve the current efforts	“You should have separate stations to collect the cans with deposit. And maybe then you can also write on the waste-deposit voucher that these stations exist.” (I6)

Source: Own elaboration.