

The Green Practices of Event Organizers and its Impact to their Brand Reputation in the Province of Pampanga

Janiela Ashley C. Alama^{1*}, Mark Rencie M. Balingit^{1,2}, Dexter D. Gopez^{1,3}, Nicole Jade M. Guiyab^{1,4}, Ryza Mikyla M. Oliveros^{1,5}, Gibs M. Panganiban^{1,6}, Francine M. Quiambao^{1,7}, and Jay Dee Z. Suerte Felipe^{1,8}

¹College of Hospitality and Institutional Management Our Lady of Fatima University

*janielaashleyalama@gmail.com, ²markbalingitt@gmail.com, ³dextergopez0@gmail.com,

⁴jadeguiyab@gmail.com, ⁵ryzamikyaaaa@gmail.com, ⁶gmpanganiban@fatima.edu.ph,

⁷quiambao francine15@gmail.com, ⁸zablanjaydee@gmail.com

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ABSTRACT

This study engrossed on the effect of green practices of event organizers on their brand reputation in the Province of Pampanga. The research examined the selected event organizers, suppliers, and event participants involved in the province of Pampanga local events industry. A total of 270 respondents were selected using the method of stratified random sampling technique. In order to ensure proper representation of the stakeholders such as attendees, main clients, and event organizers/suppliers. Also, the researchers utilized a quantitative correlation research design and used the frequency, percentage, weighted mean, standard deviation, and pearson product-moment correlation were used to analyze the data and determine the relationship between green practices and brand reputation. The implementation of the green practices was attentively

examined in a way of waste minimisation, energy efficiency, water consumption, and eco-procurement. This study strongly revealed that green practices among event organizers in Pampanga were generally highly practiced, particularly in waste minimisation, energy efficiency, and eco-procurement, while water consumption was moderately practiced. With that, the brand reputation of event organizers in the province of Pampanga was determined to be very favorable, indicating high levels of trust, credibility, and positive customer perception. Likewise, the study showed a strong positive relationship between green practices and their brand reputation. The variables of waste minimisation and eco-procurement demonstrated a moderate positive correlation, while the energy efficiency showed a moderate relationship and water consumption showed a weak but significant relationship. In conclusion, the study concluded that the consistent implementation of green practices enhances the brand reputation of event organizers in the province of Pampanga. The researcher's results led to the recommendations of event organizers may strengthen sustainability initiatives, particularly in water management, to further improve their brand reputation and maintain competitiveness in the tourism and events industry.

Keywords: *Waste Minimisation, Energy Efficiency, Water Consumption, Eco-Procurement, Brand Reputation, Green Practices*

INTRODUCTION

The event organizers continued to expand in answer to the modernization and the intensifying demands of sustainability and positioning green practices as a main component of professional event management. The implementation of the environmentally responsible approach in the modern industry such as the energy efficiency, water consumption, waste minimisation, and eco-procurement is directly measured the credibility of the event organizers and places that hosted their events. In a reason that places image and competitiveness were relatively

linked to the sustainability of the activities they accommodated. While the credibility of the event organizers is still depended on their dedication towards implementing a measurable and credible sustainability service. As the main clients, organizers/suppliers, attendees, partnership placed a greater value on environmentally responsible events. The invariable implementation of the green practices indicated that accountability, responsibility, corresponding with sustainability standards would surely enhance their market positioning in the industry. As such failure to implement the right sustainable practices damaged their brand reputations, destroyed the trust from their partnership/customer, and lowering their competitiveness in a sustainability driven tourism and hospitality market. As the larger scale events in the tourism and hospitality industry continued to prompt more environmental tension, the linkage between the sustainability execution also brand reputation became more apparent in the industry. Convincing the event organizers to implement and awareness for the green practices as a strategic practice for maintaining their credibility, protecting their lifelong viability, and increasing their brand reputation as responsible event organizers.

In India, the study of (Vivek, 2024, p. 5) mentioned the valuable part of green practices in professional event management, focused on sustainability measures such as energy efficiency, water consumption, waste minimisation, and environmentally responsible procurement were now central operational practices. The green practices went beyond the technical environmental interventions, act as a strategic instrument that illustrated the accountability, ethical responsibility, and in relation to the sustainability standards. This study noted that the more visible implementation of these practices would enhance the stakeholder trust, increase organizational credibility, and reinforce the brand reputation and social legitimacy of event organizers. With continuously implementation of green practices into planning and execution, event organizations were able to mitigate environmental impacts. As for the empirical data in the Philippines context, it targeted that the adoption of green practices initiatives influenced the customer satisfaction, credibility, and the perceived reputation of the event organizers. The study of event organizers in Batangas City directly identified the variables including energy efficiency, waste minimisation, water consumption, and environmentally responsible procurement as the central operational dimensions guiding towards sustainable event organizers execution. The finding demonstrated that such implementation would greatly enhanced client perception, strengthened organizational image, and improved overall evaluations of service quality (Pulhin & Borbon, 2021, p. 24). These are the operational dimensions operated as observable and measurable indicators of environmental responsibility, enabling clients, partners, and local stakeholders to examine the ethical and professional standards of event organizers. The continuous implementation of sustainability practices qualified the awareness, accountability, and responsiveness to progressing environmental expectations inside the national tourism sector.

As sustainability increasingly shifted from a voluntary initiative to an industry expectation in the Philippines, organizations that institutionalized green practices differentiated themselves within a competitive events market, contributed to sustainable destination development, supported resource conservation, and promoted community wellbeing. In succession, these green practices validated their perceived brand reputation, trust, and lifelong viability. Along with the resilience of event organizer within the growing landscape of the Philippines events industry.

The amount of event activities in the province of Pampanga showed the sense of sustainability in charge of event implementation to the local event organizers. Showing that the event organizers were steadily incorporating sustainable practices into their operational strategies like waste minimisation by recycling, segregation, and energy efficiency. With the used of controlled electricity consumption, water consumption in venue operations, and eco-procurement through the selecting of sustainable collaborations. Excluding the fact that the implementation remained unknown in the modernization of the event industry, especially among small and medium scale organizers, those that consistently adopted environmentally responsible measures demonstrated improved levels of customer trust, improved service perception, and professional credibility. In the Pampanga's event industry where festivals, leisure, and formal events/gatherings collaborated to province's local activity, green practices initiatives functioned as more visible signs of professionalism, forming the brand value of the event organizers in the province of Pampanga. Also, supporting the province's positioning as a competitive and

sustainable destination for events. It clearly showed that emerging tourism and event activities highlighted the increasing relevance of environmentally responsible event management practices in the company of different organizers operating in the province. A regional assessment of event management operations in Central Luzon identified that local organizers were gradually integrating green practices particularly waste minimisation through material reuse and segregation, energy efficiency through controlled electricity conservation, water consumption in venue operations, and eco-procurement through the selection of sustainable suppliers as part of their operational strategies (Asia-Pacific Journal of Innovation in Hospitality and Tourism, 2023, p. 18).

The need for innovation was there in event organizations in line with the modernization process, were implementing green practices was a critical step toward sustainable resilience. Effectively, the modernization in the event organizers tended to aim more into an immediate operational demand as opposed to consistent integration of environmentally renewable plan. At the same time, it has still remained mysterious in the modern era whether sustainable initiatives propelled the event industry forward their absence that resulted in detrimental outcome. The results include increasing environmental degradation, legal non-compliance, and the destroying of the brand reputation of event organizers. In scenario of failing to implement green practices into the event management industry, importantly in the modern tourism world where competitiveness was a core part, event organizers exposed resource depletion, loss of competitiveness to a generation of eco-conscious consumers, and diminished stakeholder trust. Assessing the impact of sustainable event management was therefore important to identify either the implementation secured the industry's future or its absence exposed event organizers to operational, reputational, and competitive vulnerabilities.

The analysis examined the events industry in the province of Pampanga by the outlook of attendees organized by event organizers. Correspondingly to the one that served as the study's respondents and gave awareness into the functional, strategic, and practical side of the event industry. In response to the growing demand for environmentally responsible events, green practices within Pampanga's events sector focused on energy efficiency, responsible used of water consumption, waste minimisation, and eco-procurement. The province of Pampanga continued to develop as a point for business, leisure, and cultural events utilizing its accessibility, resources, and emerging infrastructure to allure the MICE events. Assessing these imitative practices from the point of view of the event attendees/clients was important, in a reason that it enabled event organizers to examine the impact of sustainability initiatives, improve client satisfaction, enhance brand reputation, and have the overall quality and competitiveness of their events. Keen to, the event organizers were assumed to reinforce their sustainability actions, implement innovative eco-friendly solutions. As well as to continue promoting the socio-economic, environmental, and reputational development across the region.

Through a careful review and analysis of multiple studies, particularly the research entitled "Green Practices of Event Management Enterprises in Batangas City" by (Pulhin & Borbon, 2021) from the College of International Tourism and Hospitality Management at Lyceum of the Philippines University (LPU), the value of examining sustainability in event management became evident. Their study that featured the amount to which event organizers applied environmentally responsible awareness and practices. Focused on the role of sustainable operations in the modern tourism industry and its influence on organizational credibility and brand reputation. Building on this foundation, the researchers aimed to examine the green practices of event organizers in the province of Pampanga to address gaps in the local literature and contribute to a broader understanding of sustainable event management and its impact on the professional image and reputation of organizers.

The researchers' study examined event organizers in the province of Pampanga and located in the heart of Central Luzon. With emphasis on the implementation of green practices, the challenges in implementing and sustaining environmentally responsible initiatives. The study concluded on the perspectives of event organizers and suppliers in the field of Tourism and Hospitality industry. That had a professional experience provided a basis for understanding the prevailing practices, operational constraints, and areas for growth. It also considered how the consistent usage of sustainable practices influenced the professional credibility and brand reputation of event organizers in the province.

This study was focused into a critically examining the extent of green practices initiatives amid the event

organizers in Pampanga. Provided by the empirically supported guidelines to enhance sustainability in alignment with the modernization of event management. It aimed to contribute to the formulation of strategies that promote environmental responsibility, process optimization, and long-term competitiveness in the tourism and events industry. Thereby, the researcher's knowledge aspired to support enterprises in forwarding sustainable practices, along with the guide policy formulation and operational decision making. Reinforcing the modernization, sustainable development, and professional credibility, including the market standing of event organizers within the Philippine tourism sector.

Theoretical Framework

The method of Triple Bottom Line (TBL) is a leading the theoretical framework for evaluating the green practices of event organizers in the field of events industry and aiming for sustainable outcomes. TBL method envisioned green practices in a way of the three interconnected dimensions. Namely the environmental, economic and corporate social responsibility. With the aim of providing a solid structure for assessing environmentally friendly practices among event organizers. This provides the importance of structure between sustainability outcomes and functional strategies. Claims that these environmentally friendly practices include energy efficiency, waste minimization, water consumption and environmentally friendly procurement.

As TBL work together to advance environmental ethics, economic efficiency and social responsibility. It was created and introduced in 1994 by British author, also a management consultant and sustainability expert John Elkington. This idea states that functional implementation must consider financial, usually social and environmental impacts. According to TBL theory, businesses measure success based on three dimensions, namely profit. People and Planet. The "bottom line" theory prefers fiscal action compared to Elkington's theory which broadens its point of view. It also promises event organizations to consider the broader costs and outcomes of their operations in the industry. By combining the social and environmental factors with beneficial objectives. The TBL framework encourages long lasting practices and shows the need for equal attention to all three dimensions (Kelton, 2025).

From the current studies further illustrated that the TBL framework expanded the definition of organizational achievement beyond financial profit to include social and environmental impacts. In the industry of event organizers, it is simple recognizing clients as stakeholders that have an expectation growing demanded sustainable services. As it is also ensuring that internal capabilities such as staff training, strategic planning, and operational management supported the effective implementation of green practices. Research showed that initiatives such as waste minimisation, energy efficiency, water consumption, and eco-procurement improved environmental outcomes, enhanced client satisfaction, strengthened perceived service quality, and contributed to organizational reputation and brand credibility (Samonte, 2024). Green practices therefore enhanced both tangible and intangible aspects of operations, from productivity enhancement to the overall participant experience. The TBL framework ensured that sustainability initiatives achieved a balanced impact across environmental, social, and economic dimensions. Waste minimisation and energy efficiency promoted environmental sustainability (planet), public participation and stakeholder collaboration strengthened social outcomes (people), and eco-procurement contributed to economic benefits by reducing operational costs and enhancing organizational reputation and brand value (profit).

The application of TBL theory gave a useful framework for integrating green practices such as waste minimisation, energy efficiency, water consumption, and eco-procurement within the event management, and the implementation turned event organizers in the province of Pampanga. For it to boost the environmental sustainability, improve service quality, raise economic and social results, build professional credibility, and coordinating local practices. Resulted into a broader sustainability goal while assuring sustained economic feasibility, and with the social responsibility.

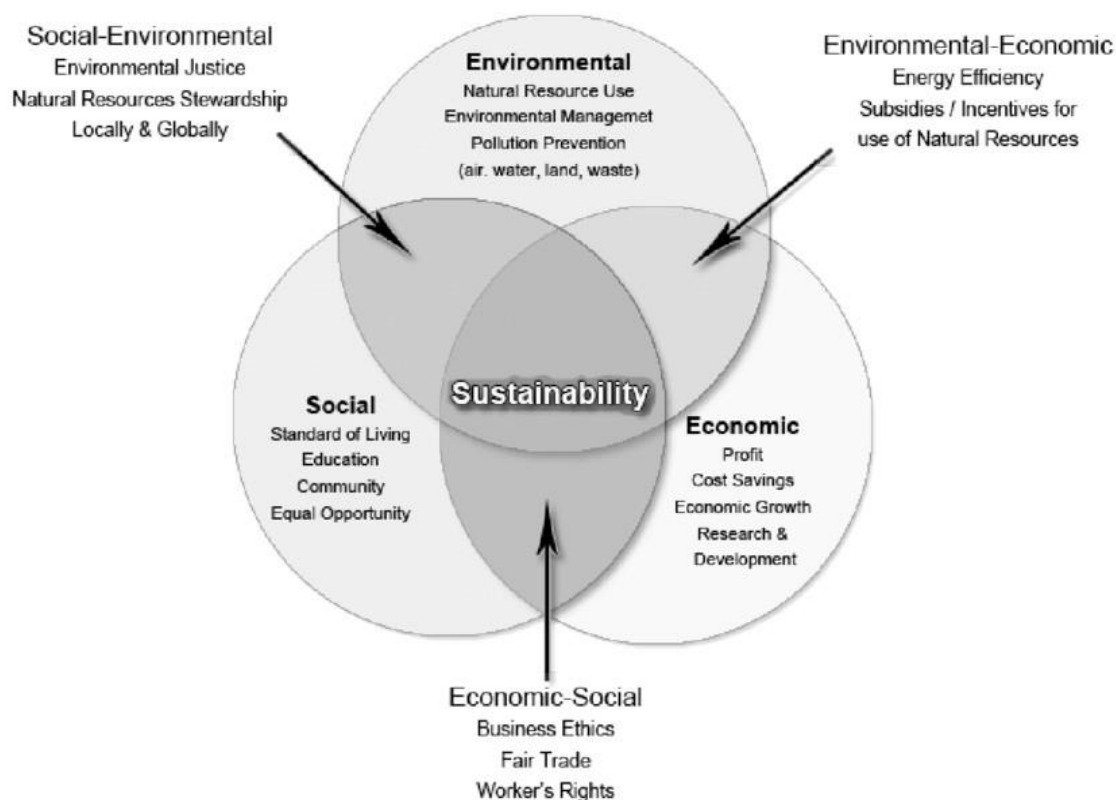


Figure 1. John Elkington, 1994; Nikadimovs and Rodcenkova, 2021 “Triple Bottom Line”

Local Literature

With the green practices initiatives in event management were envisioned in the Philippine setting as a organized and value focused strategy to sustainability. Incredibly integrated environmental responsibility into the core identity of event organizations. As stated by (Borbon, 2022, p. 35), it explained that event organizers with a localized market scope and shorter operational history. It was also tended to display a genuine dedication to the sustainable practices, as it gave a close coordination with the suppliers, direct engagement with environmentally conscious clients, as well as detailed control over operational decisions. The event organizer’s green practices were involved in the way of the first is the waste minimisation through effective material management, second is the energy efficiency through liable power consumption, third is the water consumption through effective functional systems, and and the fourth is the eco-procurement through the selection of environmentally responsible suppliers. It shows that sustainability was viewed integrated into the event organizer’s culture, shaping its resolution strategies, service, and brand reputation. In the province of Pampanga, this conceptual basis supported the assumption that local event organizers who integrated sustainability into their operations developed as a distinct and competitive brand reputation as they are also associated with environmental responsibility and stakeholder involvement.

The execution of green practices initiatives in the Philippine event management was concluded with the modern technology, functional system, and supply chain. According to the study of (Samonte et al., 2024, p. 14) event venues in the province of Panay Island carried out sustainably, with the used of the Light Emitting Diode (LED), solar energy, reusable materials, and water intake. For it to minimize the environmental effect while maintaining functional effectiveness. The modern technology also gave importance to lessen the paper usage,

improve communication, and have a consistent coordination among the different partnerships. The implementation of green practices was imagined into the approach of sustainability and as the environmental concerns were integrated into procurement, logistics, and service. For every event organizer in the province of Pampanga, these implementations gave a comparable strategy that allowed them to implement green practices efficiently. Second is ensuring that sustainability was all the time implemented across all stages of event management planning. Lastly is carrying out while simultaneously enhancing organizational performance and cost efficiency.

The implementation of green practices affected the event organizers outcomes, especially with brand's standing in the client satisfaction, and stakeholders trust. As stated on the study of (Alampay & Gonting, 2024), they emphasized that sustainability integrated within the Tourism Value Chain improved the credibility and competence of event organizers in a way of proving their accountability and environmental handling. This effect the extended to client's point of view, where they gradually associated eco-friendly exercises with satisfying service quality, accountability, and event organizers principles. As a result, event organizers continuously applied the implemented sustainability measures were more likely to attract environmentally conscious clients, partnership, and tourism stakeholders. In Pampanga, where tourism and events really made a big difference to local economic activity, the implementation of green practices likely enhanced the brand reputation of event organizers by positioning them as responsible and forward-looking enterprises aligned with national and global sustainability standards.

In spite of the recognized value of green practices, in the Philippine events management industry continued to experience conflict related to inconsistent implementation of these practices and shortage of regulated sustainability structure. In keeping with the study of (Rivera & Gutierrez, 2023, p. 6), they identified that many event organizers do not have precise environmental regulations and policies, and monitoring systems to measure the effectiveness of their sustainability initiatives. It led to green practices where they are rarely implemented on a shallow level and were used primarily as advertising materials rather than being fixed into functional systems. Having the lack of proper implementation directed to poor service quality and consistency in sustainability efforts. In the province of Pampanga, there are similar issues may have arisen where event organizers demonstrated awareness of sustainability, but they also lacked structured mechanisms to guarantee its thorough and consistent execution. Thereby, it continues to affect the solidity of implemented green practices of the event organizers and their quantifiable impact on the market reputation.

With the implementation of green practices in local event management was further constrained by several operational, financial, and environmental challenges. In line with the study of (Dela Cruz, 2021, p. 11), budget constraints restricted the ability of event organizers to invest in green energy, eco-friendly materials, and advanced waste management infrastructure. The restricted accessibility of qualified eco-friendly suppliers in countryside also affected the practicability of the eco-procurement exercises. Along with the lack of specialized training and technical knowledge among event staff that resulted in inconsistent application of sustainability measures during event operations. Environmental considerations include unexpected weather conditions and practical limitations further complicated the implementation of green practices, even for outdoor events. These challenges show that while sustainability was increasingly prioritized, practical limitations ongoing to influence the ability of event organizers to fully implement green practices in a consistent and effective manner.

It consistently established that green practices initiatives in event industry functioned as a planned approach for improving environmental protection, organizational efficiency, and market standing in the Philippine events industry. Sustainability initiatives especially waste minimisation, energy efficiency, water consumption, and eco-procurement certainly affected the client impression, stakeholder trust, and organizational credibility, can result in strengthening the event organizer's market standing. Aside from, it continues to recognize persistent challenges, including lack of consistency into procedures, it also gave an issue in financial sustainability and operational procedures. The results showed that event organizers who effectively implemented the green practices initiatives into their event operations gained a competitive advantage and stronger market positioning in the industry. It also shows that sustainability acted as an eco-friendly responsible and a driver of corporate prosperity

and market standing. These findings were directly relevant to the present study, as they suggested that event organizers in the province of Pampanga who adopted and consistently implemented green practices enhanced their market standing, strengthened client connections, and improved their competitiveness within the sustainable event management and tourism industry of Central Luzon.

Foreign Literature

The concept of brand reputation of the event organizers in celebration and traditional settings was outlined as a complex construct shaped by the client's perceptions, experiences, and social validation. At the same time, (Harb et al., 2025) explained that brand reputation was function as included symbolic meaning and social approval, which were reinforced through electronic word of mouth (eWOM) and shared attendee experiences rather than as limited to operational success. With a careful strategy, event organizers enhanced their brand reputation by providing a memorable experience, maintaining event quality, and encouraging positive online engagement among participants. The study revealed that having a strong reputational in the industry is a sign of a client's loyalty, and willingness to recommend events. However, when there's a negative experiences and weak program delivery reduced the event organizers value and damaged their brand reputation. With that, the consistent in providing event quality, managing online feedback, and maintaining the satisfaction across the multiple event cycles highlighted that the brand reputation was an important determinant of event success and that intangible experiences were instrumental in determining attendees' behavior.

In the previous study of (Chen & Sun, 2024), brand reputation was conceptualized in exhibition contexts as a function of service excellence and strong relationship quality between event organizers and clients. Their study convinced on how client perceived the brand reputation, and as it was formed in operational service and engagement during the event experience. As a strategy, event organizers focused on improving service quality, enhancing interpersonal interactions, and growing trust to develop relationships with attendees. The study revealed that high service quality had a positive impact that improved relationship quality, which then increased revisit intention and positive recommendations, strengthening the event organizer's brand reputation. The problem emerged when event service failures and poor attendees' experiences undermined the trust and reduced the likelihood of repeat client. The challenges include preserving high service standards, managing clients' expectations, and making sure of consistent event service delivery. The results emphasize that relational and practical dimensions were relevant in sustaining an outstanding brand reputation in order to have a consistent repeat client.

Aside from that, as stated by the study of (Iskandar et al., 2024), market standing was presented as a planned asset in experience-based service industries, in particular to event organizing where outcomes heavily depend on their client satisfaction. Their study also determined that event organizer's image directly affected client's decision making, trust, and business sustainability. As a strategy, the study underscored the role of credibility risk through strong communication, client feedback collection, crisis management procedures, and quality assurance practices. It proved that event organizers that consistently handle reputational risks were highly to maintain client loyalty and enhance competitive position. The problem identified was that reputational damage could easily spread through online platforms and word of mouth due to service failures, client expectations, and poor communication. The obstacles encountered by the event organizers includes handling negative feedback, maintaining service consistency, and proper responding to reputational threats in social media platforms.

As for (Urde, 2021), brand reputation was explained as being formed through continuous interaction between the organization and its stakeholders, pointing out that brand value represented the core commitments and promises of the organization. The concept emphasized that event organizer's standing in the industry was created through their consistent in delivery of values and service experiences. As a strategy, organizations communicated their competitive advantages through multiple channels and reinforced them through service performance and stakeholder collaboration. The study indicated that stakeholder trust and brand strength were affected by the alignment between what the organization promised and what it delivered. The problem showed up when there's still inconsistencies occurred between brand identity and actual service experience in event industry,

leading to destroying their credibility. The challenges included maintaining alignment by the organizational values and operational practices and sustaining stakeholder trust over time through consistent and authentic engagement. In line with the study of (Johanudin et al., 2021), brand reputation was defined as a collection of clients perceptions build by personal experiences, and communication, and symbolic brand attributes. It emphasized that brand reputation was shaped by product features along with the client satisfaction, aesthetic appeal, and perceived uniqueness of the event organizers. As a strategy, event organizers enhanced brand reputation through effective marketing communication, positive client experiences, and differentiation from competitors. The study found that client satisfaction had a big effect on brand loyalty and acquiring decisions, stating that the positive perceptions of clients boosted a long-term brand relationship. The problem happened when the client experienced a poor service, and lack of differentiation weakened brand reputation. The challenges for event organizer's include reinforcing client satisfaction, ensuring productive brand communication, and maintaining a brand identity in competitive event industry.

Linked Corporate Social Responsibility (CSR) and environmental sustainability practices to how people see the brand and organizational performance (Alakkas et al., 2023). The study emphasized sustainability initiatives like back up logistics and responsible resource management, highly contributed to the improvement of event awareness, clients trust, and brand credibility. As a strategy, organizations integrated CSR into their operations and marketing efforts to communicate environmental responsibility and ethical commitment. The study demonstrated that CSR initiatives strengthened competitive advantage, increased market share, and enhanced long-term productivity. The problem arose when sustainability initiatives were poorly implemented or were perceived as insincere, which could damage their brand reputation. The challenges include transparency, maintaining authenticity in CSR practices, and integrating sustainability initiatives with event organizers goals and stakeholder expectations.

From all cited foreign studies, perceived event organizers brand reputation consistently conceptualized as a result of service quality, partners relationships, communication practices, and sustainability initiatives. The studies joint the common results that satisfied clients experiences, trust, and responsible organizational practices enhanced credibility, loyalty, and behavioral intentions. At the same time, the studies determined that the usual problems in the event industry includes poor service quality, bad communication skills and event status risks could easily damage the brand reputation of the event organizers. These findings generalized the indicated effective implementation of client's experience, communication, and eco-friendly strategies was necessary for keeping a good brand reputation. In relation to the current study that used a quantitative method on the green practices of event organizers and their impact on brand reputation. It was identified that environmentally responsible green practices gave a functional improvements and branding tools for the event organizers within the event industry. It also maintained the stakeholder trust, enhanced credibility, and improved the brand reputation of event organizers.

Statement of the Problem

The event industry in the province of Pampanga continued to expand as a major contributor to the tourism development and domestic economic growth. In light of these achievements, the conduct of events usually resulted in environmental problems, including the high energy consumption, excessive water usage, and the generation of uncontrollable solid waste, which challenged the principles of sustainable development in the event industry. In response, event organizers were encouraged to adopt green practices such as waste minimisation, energy efficiency, water consumption, and eco-procurement as part of their event operational plans. These green practices are important in event sustainable operations, promoting environmental accountability, and enhancing event organizers credibility.

In line with this, the study sought to determine the extent to which green practices were implemented by selected event organizers in Pampanga and to examine how these practices influenced their brand image. Particularly, this study aimed to answer the following questions:

What is the Demographic profile of the respondents in terms of:

1.1 Age;

- 1.2 Gender; and
- 1.3 Type of Respondents

What green practices are commonly implemented by event organizers in terms of:

- 1.4 Waste Minimisation;
- 1.5 Energy Efficiency;
- 1.6 Water Consumption; and
- 1.7 Eco-procurement

How may the stakeholders perceive the event organizers brand reputation?

Hypothesis

H₀: Green practices implemented by event organizers have no significant impact on their brand reputation in the Province of Pampanga.

H₁: Green practices implemented by event organizers have a significant positive impact on their brand reputation in the Province of Pampanga.

Research Paradigm

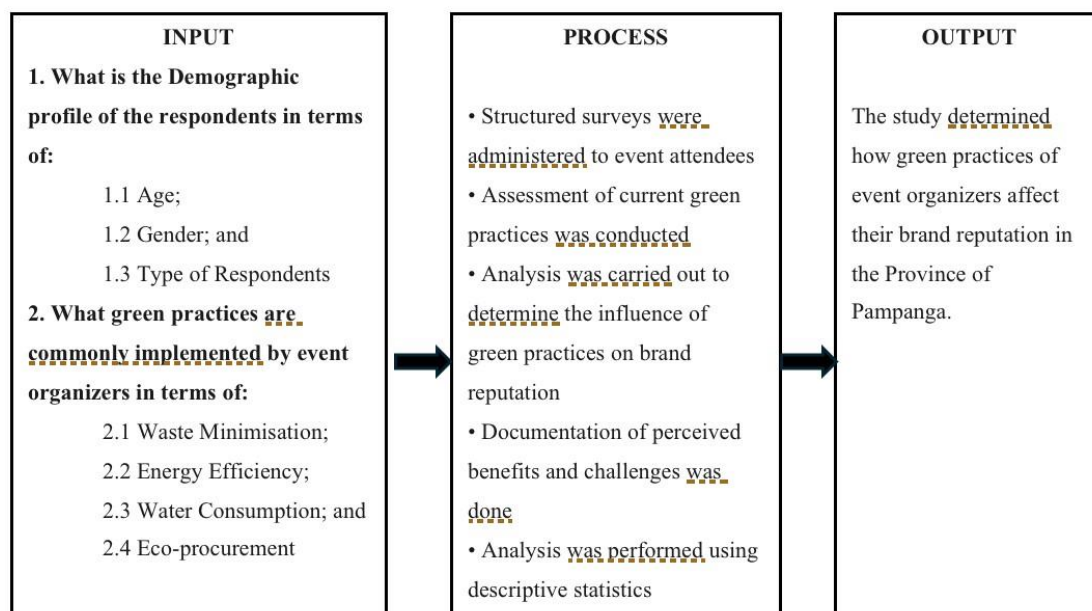


Figure 2. Research Representation (IPO Model)

The researchers implemented the Input, Process, and Output (IPO) model to illustrate the strategy implemented throughout the study. The input method was composed of the demographic profile of event organizers in Pampanga, including age, gender and types of respondents. As well as the green practices they adopted, such as waste minimisation, energy efficiency, water consumption, and eco-procurement. It served as main sustainability initiatives implemented into event strategic planning and operations. The procedure includes a descriptive evaluation of the green practices executed by the event organizers. The study was gathered by the chosen respondents in the events to make sure an unbiased perspective. Data of the study was gathered with the used of structured survey questionnaires. Designed to collect document, extent of green practice implementation, perceived event benefits and problems faced with sustainability efforts. The researchers also used a method of

descriptive statistical and regression analysis were applied to analyze the statistical data, allowing the analysts to identify current trends and checked the impact of green practices on the market reputation. The output represented the projected outcomes of sustainable event management, particularly how the implementation of green practices influenced the brand reputation of event organizers in the province of Pampanga.

Definition of Terms

Brand Reputation: the overall perception and evaluation of an event organizer by clients, partners, stakeholders, and the attendees. Based on credibility, professionalism, service quality, and proven dedication to sustainability.

Client Satisfaction: degree to which event attendees' expectations regarding service quality, environmental responsibility, and overall event experience were met or exceeded.

Eco-Procurement: practice of sourcing goods and services that minimize environmental impact and promote environmentally responsible supply chains in event management.

Energy Efficiency: optimized use of energy resources in event operations to reduce excessive consumption and environmental impact.

Environmental Sustainability: responsible use and protection of natural resources to maintain ecological balance through the regular execution of green practices.

Event Organizers: individuals or companies responsible for planning, coordinating, and managing events like conferences, weddings, and corporate programs.

Green Practices: environmentally friendly actions and strategies that help reduce negative impacts on the environment.

Resource Consumption: the use of natural resources such as water, energy, and raw materials to produce goods or services.

Stakeholders: individuals or groups with an interest in the success and sustainability of an event, including clients, sponsors, suppliers, local communities, and government agencies.

Sustainable Development: development that meets present needs without compromising the ability of future generations to meet their own needs.

Sustainable Event Management: integrating environmental, social, and economic considerations into event operations through the systematic adoption of green practices.

Suppliers: businesses or individuals that provide goods or services needed by another company or organization.

Waste Minimisation: reducing the amount of waste being produced through proper planning, recycling, and efficient use of materials.

Waste Reduction: practices intended to lessen the amount of waste generated during events through segregation, recycling, and reduced use of single use materials.

Water Consumption: the large amount of water being used during event operations to support sustainable event practices.

Significance of the Study

This study delivered an important evaluation of how the institutionalization of green practices. Namely the waste minimisation, energy efficiency, water consumption, and eco-procurement. They functioned as a driver of brand reputation within Pampanga's event organizers. By investigating the transition from voluntary green practices to professional prestige, this study benefited the following stakeholders:

Event Organizers- The results served as a strategic mechanism for event organizers to shift from traditional operational models into sustainable resilience. By providing empirical evidence on how green practices enhanced brand reputation. This study served organizers in cultivating stakeholders and clients trust, achieving market differentiation. Also, supporting their credibility as responsible event organizers in a competitive event industry.

Event Suppliers- This study clarified the emerging requirements for eco-procurement in the local market. It enabled suppliers in the province of Pampanga to realign their supply chains. They are offering biodegradable materials and energy-efficient equipment. In order to meet the standards of reputable, eco-conscious event planners. Also, ensuring their continued relevance in a modernizing industry.

Clients and Event Attendees- As the primary client of an event organizer's services, clients benefited from a shift toward higher service quality and ethical responsibility. It demonstrated how sustainable experiential elements, like digitized resources and waste reduction. As they fulfilled the expectations of an eco-friendly generation. While also improving their client satisfaction and loyalty.

Local Government Units (LGUs) and the Province of Pampanga- It supported the province's placing as a sustainable and competitive destination for celebration, business, and religious events. By providing a blueprint for mitigating the environmental pressures of large-scale activities. The study aided local authorities in terms of protecting towns infrastructure, also advocating community felicity.

Academic Institutions and Tourism Educators - Addressed an important gap in localized Philippine literature in a way of recording the functional and reputational dimensions of eco-friendly event management in Central Luzon. It also gave a main resource for the academic discourse on Corporate Social Responsibility (CSR), and sustainable event development.

Future Researchers- This study settled a benchmark for further questions into the socio-economic effects of green practices. It also gave a localized framework for analyzing the way of operational sustainability served as a precursor to market prestige, also in their long-term business credibility in a provincial event context.

METHODS

This chapter presented the research design, study locale, population and sampling, research ethics, research instruments, data collection procedures, and data analysis methods. It gave a framework for guiding the researchers in systematically gathering and analyzing data in order to address the research questions.

Research Design

The study aimed to determine the impact of green practices on the enterprises of event organizers in the province of Pampanga and their brand reputation. The quantitative technique entailed collecting and analyzing numerical data to address scientific research problems. It is used to summarize the details, calculate averages, spot trends, make predictions, examine relationships, and generalize the outcomes to larger populations. This method helped assess impacts, assess the strength of relationships, rank priorities, and evaluate the quality of evidence about the effectiveness of green practices implemented by the event organizers (Rana et al., 2021). With this

method, the researchers gained knowledge into how implementing green practices influenced both the operational performance and brand reputation of event organizers in Pampanga.

The statistical objectives included three sub levels: descriptive studies, which enabled the researchers to describe and characterize the phenomena under investigation. Also, it points estimation studies, which enabled statistical inference by calculating lower and upper limits based on a confidence interval, typically 95% in social studies; and verification studies, which facilitated hypothesis testing.

Since the researchers employed survey methods to collect data, the quantitative research design was appropriate for this investigation. Closed ended questions were used to gather quantitative data for statistical analysis. In a reason of numerical data provided objective measures. The results of the study were presented in quantitative form, making sure of the precision and dependability. Also, while evaluating the effects of green practices on event organizers performance and market standing.

Research Locale

The study was conducted in the Province of Pampanga; it was located in the Central Luzon region of the Philippines. The province of Pampanga was acknowledged as one of the most economically progressive and culturally rich provinces in the region. Also, serving as a major point for business, tourism, and local governance in the province. With a total area of 2,002.20 square kilometers, demonstrated a major segment of the Central Luzon's regional landscape in conducting the study about the event organizers in the province of Pampanga.

On the recent statistics that in 2025 the province of Pampanga is expected to increase a total resident of 2.6 million. With its continued improvement from the 2,437,709 population. It is documented in year of 2020 total Survey of Residents and Housing performed by Philippine Statistics Authority (PSA). In this way, increase demonstrated the province's fast urbanization, population expansion, and increasing economic activity. Opening a door for Pampanga as a dynamic setting for academic research that involves their community-based perspectives. The Pampanga is composed of 19 municipalities, along with its 3 component cities, including the City of San Fernando, Angeles City, and Mabalacat City. With these local government units were subdivided into more than 500 barangays. They were characterized by diverse socioeconomic conditions, cultural practices, and levels of development. The diversity enabled the researchers to have a wide range of knowledge from different communities across the province.

Pampanga was also recognized for having the cultural heritage, culinary tourism, festivals, at the same time a growing number of social, corporate, and community events organized within the province of Pampanga. The hotels, convention, private venues, and local service providers supported the event organizers, making Pampanga an active setting for event coordination and implementation. With its location beside Metro Manila, it is also had the accessibility through main transportation routes. It contributed to the suitability as a research locale for more studies involving event organizers and public participation.

With these characteristics, the province of Pampanga was declared an ideal for research setting. Its large and diverse population, strong cultural identity, and active event industry gave a complete detail for gathering data from residents and event organizers. In this status, it ensured that the province of Pampanga offered reliable knowledge aligned with the objectives of the study.

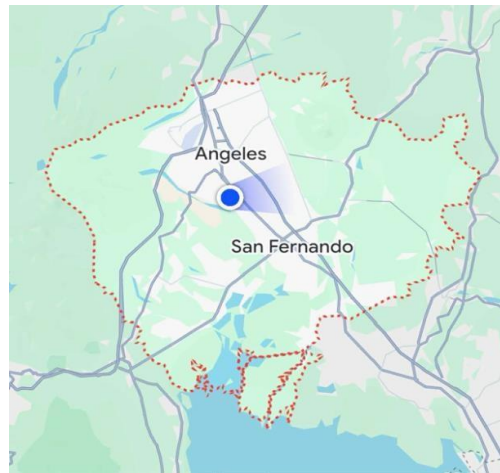


Figure 3. *Map of Pampanga*

Population and Sampling

The study used a stratified random sampling method in order to ensure proportional representation of the stakeholders involved in the event industry within the Province of Pampanga. (Thomas, 2023) stated in his study that the population was categorized into the three diverse strata: (1) Main Clients, (2) Attendees, and (3) Event Organizers/Suppliers. These are the ones who had participated in organized events within the province of Pampanga.

The estimated population through strata was solved to be total of 900. In order to determine the total sample size, the researchers used the method of Raosoft® sample size calculator parameters. It includes a 95% confidence level, a 5% margin of error, also 50% response distribution. Based on these parameters and the finite population correction, the calculated minimum effective sample size for this study was 270 respondents.

In order to maintain the essence of the data, specific inclusion and exclusion criteria were applied and used. Participants had to be at least 18 years of age and actively engaged as a supplier, organizer, or client within the Pampanga event circuit. In this study the respondents that currently are not active in the event industry are being excluded. The respondents whose event experience was outside the province of Pampanga, and their entry level roles are intern and volunteer. As it ensured that the feedback from the clients reflected professional event image standards.

Succeeding to evaluating the total sample size of the study. The proportional allocation was applied to distribute the sample around the three strata using the following formula:

$$n_h = \left(\frac{N_h}{N} \right) \times n$$

Where:

- n_h = sample size for each stratum
- N_h = population of each stratum
- N = total population (850)
- n = total sample size (265)

Table 1. *Sample Size*

Research Ethics

Stratum (Event Organizer)	Population (Nh)	Calculation	Sample Size (nh)
1. Glamorous Creation Events Management	200	$(200/850) \times 265$	52
2. Portfolio Events Solution	300	$(300/850) \times 265$	93
3. Vhind Events	200	$(200/850) \times 265$	62
4. Kingsborough International Convention Center	200	$(200/850) \times 265$	63
TOTAL	900		270

The researchers adhered to ethical standards to assure the welfare, rights, and safety of participants. Data were collected ethically, safeguarding respondents' information in accordance with the 2012 Data Privacy Act. Prior to the study, the researchers respectfully requested a formal approval from the College of Hospitality and Institutional Management's - Institutional Ethics Review Committee (CHIM – IERC). The researchers obtained the formal approval and it will help them in ensuring that all institutional and legal requirements were met before the distribution of survey questionnaires. The researchers transparently explained the purpose/aim of their study, types of respondents, and use of responses. They gave assurances into their respondents that their participation was voluntary and can choose not to participate or even skip any questions they felt uncomfortable answering.

The researchers also considered that no incentives or tokens were provided to their respondents in order to avoid undue influence on their responses. It surely ensured that pure participation remained free from undue inducements, while preserving the integrity of the data collection process. The benefits of the study were explained, focusing on how it aimed to raise awareness and improve communication strategies. Such as the use of invitation scripts, in professional and social contexts. This research was intended to add value to the participants' communities by improving communication success in different environments.

In order to ensure the privacy of respondents' data, strict provisions were made throughout the survey process. All responses from the respondents were stored and accessible only to the researchers involved. Upon completion of the study, all digital files, including backups, were destroyed and printed documents containing research data were shredded to protect respondents' privacy. Respondents had the freedom to back out from the study without penalty and consequence. In ensuring their freedom in the research process.

The researchers conducted the data collection in presentable clothing to avoid identity inequality that possibly arise while doing the survey process. They also ensured that respondents were comfortable and available during the data collection process, it is a sign of respecting their privacy. The possible risk of participation is the emotional distress to the respondents, properly explained in the research protocol. Along with the steps taken to lessen these risks to ensure respondents' wellbeing.

The study was free of undue inducements, and participants were not offered incentives or tokens that could affect the integrity of their responses. Finally, the results of the study were disseminated according to a clear plan. The respondents were aware of the study results in a format that was accessible and easily understandable. Particularly for older respondents, ensuring that the results might help to achieving social value.

Research Instrument

The instrument that was used in this study to assess the Green Practices of Event Organizers in Pampanga was adapted and modified from the study of (Bohdanowicz, 2006), (Laing & Frost, 2010), and (Mensah, 2014). In line with (Bohdanowicz, 2006), raising environmental awareness among staff and management was considered essential for implementing sustainable practices such as energy and water consumption, waste management, and responsible resource utilization, which contributed to organizational credibility and brand reputation. According to the study of (Laing & Frost, 2010) the problems and chances of staging environmentally responsible events are discussed, including the identifying strategies like energy efficiency, waste minimisation, and eco-procurement for it to reduce environmental impact. As for the study of (Mensah, 2014) illustrated are those external pressures from partners, including clients and regulatory bodies, motivated event organizers to adopt sustainable practices,

improving their operational performance and brand image. The consistency of each scale was determined in the method of Cronbach's Alpha. The outcome of the survey was presented below:

Table 2. Cronbach's Alpha

Scale	Number of Items	Cronbach's Alpha	Interpretation
Perceived Green Practices	20	0.852	Acceptable
Perceived Brand Reputation	9	0.806	Acceptable

All computed data using the method of Cronbach's Alpha coefficients were above the acceptable threshold value of 0.70, stating that the instrument demonstrated is acceptable internal consistency and reliability throughout all scales. Hence, the questionnaire used by the researchers was deemed acceptably reliable and suitable for data collection in the conduct of the study.

The instrument incorporated the variables of the study namely waste minimisation, water consumption, energy efficiency, and eco-procurement. These variables are considered as main dimensions of environmental sustainability practices in event industry. Also, the variables are measured to determine how their implementation contributed to strengthening event organizer's brand reputation, competitive advantage, and overall market standing in the event industry. Allowing for a detailed analysis of green practices and relationship to brand reputation while guaranteeing data reliability.

The data collection method for this study was an onsite survey. The questionnaire was divided into three parts: the demographic profile of the respondents, the implementation of green practices of the event organizer, and the impact green practices to their brand reputation. This structure encouraged an accurate response. Also, improving the reliability of the collected data.

The researchers used also the method of a four-level Likert scale in order to measure the respondents' level of agreement. Making sure that the frequency of responses to be quantified and interpreted according to the corresponding scale.

Table 3. Likert Scale

Range of Mean Values	Scale Value	Interpretation
3.21 – 4.00	4.0	Strongly Agree
2.61 – 3.20	3.0	Agree
1.81 – 2.60	2.0	Disagree
1.00 – 1.80	1.0	Strongly Disagree

Data Collection

Prior to the study, the researchers obtained an approval to conduct the study in the province of Pampanga. The approval was granted from the Program Head of the College of Tourism Management. As the formal approval was issued, the respondents were given with a consent form along with a detailed explanation about the aim of the study. The respondents were kindly asked to read and sign the form as a sign of confirmation in their voluntary participation, understanding of the study, and assurance that they were not being forced. Once the permission was being obtained, the respondents were being informed about the aim of the study. The researchers gave a printed structured survey questionnaire to the respondents. It was used as an instrument in gathering all data for the study, the researchers ensured that all responses remained private. Hence, the researchers followed the ethical and safety guidelines in process of the data collection in the province of Pampanga. Any questions and concerns from the respondents were addressed in order to ensure the correct and complete responses. The structured survey questionnaire was being collected for assessment of the results of the study being conducted. It is enabling the researchers to effectively interpret and present the results of the study.

This study collected data using invitation scripts as the research material of the researchers. It is used to analyze structure, and effectiveness in extracting responses. Invitation scripts had a different types of communication like personal email, printed invites, online messages. These types of communication were evaluated for information, details, appeal, and subjective. The data collection focused on classifying patterns and

best practices, which namely academic, business, and social events. The event organizers responsibility ensured that any personally identifiable information was anonymously. The aim was to evaluate on how different types of invitation scripts influenced respondents' engagement.

Data Analysis

The researchers used descriptive and inferential statistical techniques to assess data collected from 270 event organizer respondents. This is related to environmentally friendly practices and the market position of event organizers in the province of Pampanga. Descriptive statistical techniques were used to summarize the demographic profile of research respondents, including age, gender, and type of respondent. For calculating frequencies and percentages, they are calculated to provide a distribution of respondents from various categories.

In order to assess respondents' experiences about green practices and the event organizer's brand reputation. In addition, this study uses weighted means and standard deviations. The weighted average is used to define the tendency of the response for each indicator, while the standard deviation measures the variability or spread of the response. The results were interpreted using a predetermined Likert scale with appropriate verbal interpretation (e.g., Strongly Agree, Agree, Highly Practice, Moderately Practice, Very Favorable). Composite averages were also calculated for each dimension of green practices, namely waste minimisation, energy efficiency, water consumption, eco-procurement and brand reputation.

At the same time, for inferential analysis, the Pearson product moment correlation coefficient method was used by researchers to test the relationship between environmentally friendly practices and event organizers' perceptions of client satisfaction. This statistical test was chosen because the variables are continuous and assumed to be linearly related. The direction of the relationship was interpreted using Cohen's (1988) rule of thumb, where a correlation coefficient of about 0.10 indicates a weak relationship, 0.30 indicates a moderate relationship, and 0.50 indicates a strong relationship.

The level of significance for all statistical tests was set at $\alpha = 0.05$. As for the p-value, it was less than .05 and was considered statistically important. It resulted to the rejection of the null hypothesis. On the other hand, a p-value greater than .0 would indicate insufficient evidence to reject the null hypothesis.

All statistical analysis were performed with the used of Statistical Package for the Social Sciences (SPSS). That facilitated accurate computation of the descriptive, also with the inferential statistics. The results of these analyses provided the basis for interpreting the extent of green practices and their relationship with event organizer's brand reputation among events management industry.

The following factors were examined and measured to identify the participants' level of awareness:

Table 4. *Likert Scale*

Numeric Scale	Descriptive Scale
4.0	Strongly Agree
3.0	Agree
2.0	Disagree
1.0	Strongly Disagree

To create a descriptive rating of the quantitative weighted mean, the subsequent conversion was used.

Table 5. *Descriptive Rating*

Descriptive Rating	Weighted Mean
Strongly Agree	3.21 – 4.00
Agree	2.61 – 3.20
Disagree	1.81 – 2.60
Strongly Disagree	1.00 – 1.80

Results

This chapter present the tabulated results, statistical interpretation and discussion of the data gathered from the survey questionnaire of the Green Practices of Event Organizers and Its Impact to their Brand Reputation in the Province of Pampanga.

Table 1.1: *The Profile of the Respondents*

Variable	Category	Frequency	Percentage
Company	Glamorous Creation EM	52	19.3
	Kingsborough ICC	63	23.3
	Portfolio Event Solutions	93	34.4
	VHIND Events	62	23.0
	Total	270	100.0
Age	18–24 years old	84	31.1
	25–34 years old	111	41.1
	35–44 years old	44	16.3
	45–54 years old	17	6.3
	45–55 years old	4	1.5
	55 years old and above	10	3.7
	Total	270	100.0
Gender	Female	111	41.1
	Male	159	58.9
	Total	270	100.0
Type of Respondent	Attendees	96	35.6
	Event Organizers/Suppliers	159	58.9
	Main Client	15	5.6
	Total	270	100.0

The Portfolio Event Solutions had the highest representation, making up 34.4% ($n = 93$) of the researcher's total respondents. It is followed by the Kingsborough International Convention Center (KICC) at 23.3% ($n = 63$), and for Vhind Events at 23.0% ($n = 62$). As for Glamorous Creation Events Management was the least represented at 19.3% ($n = 52$). It shows that big part of the data had come from Portfolio Event Solutions, it suggests that they had more exposure and engagement to the other event organizers in Pampanga. Majority of the respondents were determined as the young adults. With the age of 25–34 was the largest at 41.1% ($n = 111$) and being followed by the 18–24 group at 31.1% ($n = 84$). It shows on how smaller numbers in the older bracket at 16.3% ($n = 44$) for ages 35–44, and lower percentages for ages in 45 and above bracket. As for the gender, it shows a moderately higher participation came from men that made up to 58.9% ($n = 159$), compared to women with 41.1% ($n = 111$). Interestingly, most of the people who took the survey were actually event organizers or suppliers, accounting for 58.9% ($n = 159$), while attendees made up 35.6% ($n = 96$) and main clients only represented 5.6% ($n = 15$). The distribution means that the feedback being gathered mostly came from individuals directly involved in doing the events and not just the clients and attendees. After all, the study focused on the views of a younger, men group. They are active in the event supply chain, with a main focus on Portfolio Event Solutions. See Table 1.1 for the summary of the results.

These results showed that many of the respondents are aged 25–34, and especially the event organizers and suppliers. The results showed the role of young adults as the main workforce in the event industry, where

energy, adaptability, and resilience are important. These supports (Borbon, 2022) the Philippine tourism and hospitality sector is largely composed of younger individuals due to the demands of service-oriented work. At the same time, the study of (Chen & Sun, 2024) also support that the observed trend and taking note of the performance driven and logistics are focused roles within the event industry. With these, it often involves more male workers in the event industry.

Table 1.2: *Perceived Green Practices of Events Management Firms in Pampanga*

Indicators	Mean	Std. Dev.	Verbal Interpretation
The event organizers minimize environmental harm during events.	3.63	0.53	Strongly Agree
The Eco-friendly Materials are used in decoration and set ups.	3.46	0.61	Strongly Agree
The company avoids single-use plastics whenever possible.	3.46	0.61	Strongly Agree
The company promotes environmentally responsible.	3.46	0.58	Strongly Agree
The Management actively supports green initiatives in events.	3.49	0.58	Strongly Agree
Waste Minimisation Score	3.50	0.43	Highly Practiced
The events organizer uses energy saving equipment during events (e.g., LED lights)	3.35	0.65	Strongly Agree
The organization implements measures to reduce electricity consumption.	3.34	0.64	Strongly Agree
The event organizers apply water saving practices in event venues and operations.	3.41	0.63	Strongly Agree
The event organizer maximizing and efficiently used resources (e.g., paper, materials) during events.	3.40	0.66	Strongly Agree
The event organizer is avoiding unnecessary use of electricity.	3.37	0.61	Strongly Agree
Energy Efficiency Score	3.37	0.48	Highly Practiced
The event organizers promote water consumption awareness among staff and attendees.	3.11	0.66	Agree
The event venue provides water saving fixtures and efficient equipment	3.04	0.61	Agree
The event organizers take clear actions to prevent unnecessary water wastage.	3.11	0.66	Agree
The event organizers monitor and manage water use throughout the event.	3.04	0.63	Agree
The event organizers implement clear policies for responsible water management	3.05	0.67	Agree
Water Consumption Score	3.07	0.49	Moderately Practiced
The event organizers choose eco-friendly suppliers.	3.54	0.53	Strongly Agree
Sustainable food and beverage practices are implemented.	3.53	0.54	Strongly Agree
The event organizers require suppliers to use sustainable products in events.	3.54	0.52	Strongly Agree
The Event organizers collaborate with local suppliers to support the community while ensuring environmentally responsible practices.	3.53	0.52	Strongly Agree
The event organizers evaluate suppliers based on sustainability standards.	3.44	0.55	Strongly Agree
Eco-Procurement Score	3.52	0.38	Highly Practiced
Green Practices Score	3.36	0.31	Highly Practiced

Note: The following class intervals were used in order to interpret the mean scores: 1.00–1.80 = Strongly Disagree/Not Practiced at All; 1.81–2.60 = Disagree/Slightly Practiced; 2.61–3.20 = Agree/Moderately Practiced; 3.21–4.00 = Strongly Agree/Highly Practiced.

In table 1.2, revealed on how individuals examine the green practices initiatives of event organizers in the province of Pampanga. With an overall mean of 3.36 (SD = 0.31), the respondents feel these event organizers are doing an excellent job in practicing sustainability. For the waste minimisation, the results were high. It is interpreted that individuals are strongly agreed that event organizers are working hard to reduce environmental harm (M = 3.63, SD = 0.53), which was the highest score in the whole study. With the other factors, with the used of eco-friendly materials, minimizing single use plastics scored very high. It led to a waste minimisation average of 3.50 (SD = 0.43). The results revealed that event organizers in the province of Pampanga are prioritizing waste minimisation. Energy efficiency followed a similar trend, with all indicators being rated as “Strongly Agree.” Respondents noticed event organizers using LED lighting (M = 3.35), saving electricity (M = 3.34), and being mindful of their power consumption, resulting in a “highly practiced” score of 3.37 (SD = 0.48).

However, water consumption practices didn’t perform quite as well as the others. Aside from “Strongly Agree,” these indicators like promoting water consumption awareness (M = 3.11). With the used of water saving fixtures (M = 3.04) all fell under the “Agree” category. It gave water consumption a total mean of 3.07 (SD = 0.49) and interpreted as “moderately practiced.” It suggests that while firms are aware of water issues, they aren’t as consistent here as they are with energy or waste. On a better note, eco-procurement scored very high again (M = 3.52, SD = 0.38). The respondents strongly agreed in the event organizers are choosing eco-friendly suppliers (M = 3.54). As they also sticking to sustainable food and beverage practices (M = 3.53). It is revealed as an honest commitment to sustainable sourcing from the board of event industry. In short, while event organizers in Pampanga are doing great with waste, energy, and sourcing, they still have some room to grow when it comes to saving water.

The findings showed that green practices among event organizers are highly practiced. Particularly in waste minimisation, energy efficiency, and eco-procurement. Supported by the study of (Samonte et al., 2024) found that event organizers actively implement sustainability measures. Namely, the minimizing waste, practicing eco-friendly materials, and partnering with responsible suppliers. Agreeing with the respondents’ strong agreement in the present study. Also, suggesting that sustainability is both recognized and consistently applied in event operations. Meanwhile, the result that water consumption practices are only moderately practiced. Being supported by (Rivera & Gutierrez, 2023) explain that in developing economies, sustainability efforts are often uneven. Aside from it, implementation in waste and energy management compared to resource measures like water consumption due to operational and structural limitations. That helps explain the lower ratings observed in water related practices.

Table 1.3: *Perceived Brand Reputation of Events Management Firms in Pampanga*

Indicators	Mean	Std. Dev.	Verbal Interpretation
I trust this event organizers because of its sustainable practices.	3.56	0.50	Strongly Agree
The event organizers are honest about its environmental efforts.	3.51	0.51	Strongly Agree
The event organizers keep its sustainable practices.	3.54	0.51	Strongly Agree
I feel confident doing business with this event company.	3.52	0.54	Strongly Agree
The event organizers demonstrate a strong commitment to eco-friendly and sustainable initiatives.	3.52	0.53	Strongly Agree
This company has a good reputation in the industry.	3.53	0.51	Strongly Agree
Compared to competitors, this company has a stronger reputation.	3.54	0.51	Strongly Agree
I have a positive overall perception of this company	3.48	0.52	Strongly Agree

I would continue to engage with this company in the future.	3.69	0.48	Strongly Agree
Brand Reputation Score	3.54	0.32	Very Favorable

Note: The following class intervals were used in interpreting the mean scores: 1.00–1.80 = Strongly Disagree/Not Favorable at All; 1.81–2.60 = Disagree/Slightly Unfavorable; 2.61–3.20 = Agree/Moderate/y Favorable; 3.21–4.00 = Strongly Agree/Very Favorable.

Table 1.3 showed on how individuals view the credibility of the event organizers in the province of Pampanga. With an overall mean of 3.54 (SD = 0.32), it's showed that respondents have a positive opinion of these practices around the board. Each used single plastics was measured and rated as "Strongly Agree." Which shows a high level of trust and confidence for the event organizers implementation. For instance, people strongly agreed that they trust these event organizers specifically because of their green practices (M = 3.56) and that they see them as honest about their environmental claims (M = 3.51). They also felt these firms were consistent in their efforts (M = 3.54), which really helps build a sense of reliability and integrity.

When it comes to confidence and commitment, the respondents felt good about doing business with these companies (M = 3.52) and noticed a dedication to being eco-friendly. This suggests that being sustainable isn't just good for the environment. It is making the event organizers more confident in the event themselves. We also found that these companies have a solid standing in the industry, with respondents agreeing they have a better brand reputation than their competitors (M = 3.54) and a strong overall image (M = 3.48). What stood out the most was the score for future engagement; at 3.69 (SD = 0.48), this was the highest rating in the table, showing that people really plan on sticking with these event organizers in the long run. With all of that, these event organizers have built a strong brand reputation by staying committed to sustainability, which has really paid off in terms of gaining trust and keeping their clients loyal.

By the studies of (Dela Cruz, 2021) found that visible sustainable tourism practices have a major impact on client's behavioral intentions, showing that when clients observe genuine environmental efforts, they are more likely to develop trust, satisfaction, and intentions to continue engaging with a business. This supports the present study's finding that respondents strongly agreed that they trust event organizers because of their sustainable practices and are willing to continue engaging with them in the future (M = 3.69). In the study of (Harb et al., 2025) it emphasized that a strong reputation in event industry is important in influencing client attendance and loyalty in events and festivals, proving that positive brand reputation encourages repeat patronage. These studies validate the current findings of sustainable practices maintained the event organizers credibility, enhance brand reputation, and increase long-term customer loyalty among event organizers in Pampanga.

Table 1.4: *The Relationship Between Green Practices and Brand Reputation*

Hypothesis	Variables	r	p-value	Interpretation	Decision
H ₀ 1a	Waste Management ↔ Perceived Brand Reputation	.484	<.001	Moderate, positive	Reject
H ₀ 1b	Energy Efficiency ↔ Perceived Brand Reputation	.341	<.001	Moderate, positive	Reject
H ₀ 1c	Water Consumption ↔ Perceived Brand Reputation	.124	.042	Weak, positive	Reject
H ₀ 1d	Eco-Procurement ↔ Perceived Brand Reputation	.466	<.001	Moderate, positive	Reject

Note. N = 270. All correlations are significant at the 0.05 level (2-tailed).

Table 1.4 examined the relationship between green practices initiatives and brand reputation of event organizers in the province of Pampanga in implementing green practices. The results reveled that every dimension being tested was important in the event industry. Since all the p-values were less than .05, revealed statistically

important link which means the researchers can reject all null hypotheses (H01a–H01d). Basically, going green in any form seems to help an event organizer's brand reputation.

In the results, the variable of waste minimisation is moderate positive correlation with the brand reputation of the event organizers in the province of Pampanga ($r = .484, p < .001$). According to (Cohen's, 1988) rule of thumb, it is a pure connection. It means that when event organizers get better at managing waste, indigenous will notice and later on think more highly of them. While for the variable of eco-procurement, it revealed a result of similar moderate relationship ($r = .466, p < .001$). The results suggested that respondents do value the initiatives of event organizers, along with their suppliers. On the other hand, energy efficiency had a bit of a weaker link ($r = .341, p < .001$). It is still important, but it doesn't seem to boost an event organizer's brand reputation. As for the water consumption, it had the lowest impact, with only a weak positive correlation ($r = .124, p = .042$). Aside from it is technically important, the small impact showed in the results is that saving water does not simple influence an event organizer's brand reputation as much as the other practices.

The findings of the study indicated that while all green practices surely help the event organizers. The waste minimisation and eco-procurement are the real heavy hitters for brand reputation in the province of Pampanga. It looks like partnership are more influenced by visible sustainability practices that they can actually experience. Namely the less trash and local sourcing while things like saving energy and water might be too behind the scenes to make a huge impact on how they challenge the credibility of the event organizers.

These findings are supported by the study of (Samonte et al., 2024) revealed that implementing green practices in the event industry positively influences client satisfaction and maintaining their brand reputation in the event industry. The study showed that visible sustainability practices of the event organizers are more likely to be noticeable. Which it aligns with the present findings where waste minimisation and eco-procurement showed the strongest relationship with brand reputation in the event industry. As supported by the study (Alakkas et al., 2023) explaining that corporate social responsibility initiatives, including environmental practices, greatly boost brand reputation. It happened when partnership recognize the practices and efforts of the event organizers. This proves the outcome of the study that while all green practices contribute to brand reputation. More visible and partnerships centered sustainability initiatives tend to create a stronger impact on how event organizers are being viewed by the clients.

DISCUSSION

The commitment in implementing the green practices of event organizers in province of Pampanga is considered as important part of their credibility. It supported the theoretical principles of the Triple Bottom Line (TBL). Wherein the environmental handling turned into event organizers credibility. Findings from the study revealed that the variables waste minimisation, energy efficiency, and eco-procurement were highly practiced. At the same time, the variable water consumption was only moderately practiced, indicating an area for operational growth. The stakeholder can view the market standing of the event organizers very favorably. Giving a high level of trust and a strong inclination for future engagement linked to visible sustainability practices of the event organizers. With the used of correlation analysis established that all tested dimensions of green practices had an important positive relationship with brand reputation.

As for the waste minimisation and eco-procurement, they provide the strongest influence in the event organizers. It aligns with other previous study suggesting that practices for environmental concerns improved the event organizer's brand reputation and their client loyalty. The study indicates that event organizers who implemented these sustainable practices can achieve a market advantage in the province of Pampanga's event industry.

CONCLUSION

As shown to the results, several outcomes of the study were drawn regarding the demographic profile

of respondents. The implementation of green practices, perspectives of the partners, relationship between green practices and client's perspectives among event organizers in the province Pampanga. The following points summarize the major findings of the study.

The majority of respondents were young adults, predominantly male, and primarily composed of event organizers and suppliers. This indicated that province of Pampanga's event industry was predominantly influenced by individuals directly involved in planning, coordination, and operational decision making. Reflecting the growing role of younger professionals in adopting sustainable event practices.

Event organizers in Pampanga strongly implemented green practices in waste minimisation, energy efficiency, and eco-procurement with eco-friendly materials, reduction of single-use plastics, energy-saving practices, and partnerships with sustainable suppliers. Unfortunately, the water consumption practices were only moderately implemented. Indicating the need for stronger policies, stricter monitoring, and more consistent implementation.

Stakeholders had a very favorable perception of event organizers that consistently practiced sustainability. Respondents viewed these event organizers as trustworthy, credible, and environmentally responsible. Which resulted in strengthened client trust, satisfaction, and loyalty.

Green practices influenced the brand reputation of event organizers in Pampanga, leading to the rejection of the null hypothesis. Waste management and eco-procurement had a stronger influence due to their visibility to clients and attendees. While water consumption had a weaker influence because of its limited visibility and inconsistent implementation. After all, consistent green practices strengthened organizational credibility, improved stakeholder trust, and enhanced company standing.

Recommendations

This study revealed that green practices really shaped the brand reputation of event organizers in the province of Pampanga, particularly in areas such as waste minimisation, energy efficiency, eco-procurement, and water consumption. The findings of the study also gave important into the areas that required improvement to strengthen sustainability practices in the local event industry. Thus, the following recommendations were hereby presented:

Future researchers may have expanded the scope of the study by including more respondents and event organizers from other provinces or regions to compare the implementation of green practices and their impact on their brand reputation across different geographical settings. They can also focus on one event types such as weddings, birthdays, corporate events, festivals, and other social gatherings. In order to identify sustainability risks and benefits unique to each event category.

Event organizers in the province of Pampanga may have strengthened water consumption practices in a way of developing clearer policies for responsible water consumption. Also, promoting water consumption awareness among staff, suppliers, and attendees. As for the variable of water consumption, it resulted in least practiced green initiative in the event industry. By providing an improvement in water consumption may have helped create a more balanced and consistent sustainability approach.

The local government units and tourism related agencies in the province of Pampanga may have provided training programs, incentives, and sustainability initiatives. It will encouraged event organizers to adopt stronger environmental practices. By doing a collaboration, this way may have helped improve sustainable event management throughout the province of Pampanga.

Event organizers may have a sustainability policies and standardized frameworks. In order to ensure that green practices were consistently applied across all types of events. By developing monitoring systems and clear sustainability guidelines may also helped improve accountability and strengthened sustainable green practices performance.

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