



## Could They Fix You? Antecedents of Attitude at the Coldplay Green Concert

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# COULD THEY FIX YOU? ANTECEDENTS OF TICKET PURCHASE INTENTION AT THE COLDPLAY GREEN CONCERT

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## **ABSTRACT**

2023 promises to be an exhilarating year for music enthusiasts, highlighted by a plethora of music festivals and concerts marked by a resurgence of live music events following the pandemic. Coldplay's The Music of the Spheres World Tour 2023 stands out as a highly anticipated event. This tour is not only a musical spectacle but also a pioneering effort in environmental sustainability, aiming to halve carbon emissions related to show production, logistics, and travel. This study delves into the intrinsic factors that drive consumer behavior regarding online ticket purchases for Coldplay's concerts, with a focus on the Indonesian market. Specifically, it explores how materialism, fear of missing out, hedonic motivation and also environmental knowledge shape consumer attitudes and intention toward online concert ticket purchase. Using non-probability sampling, data was collected via online surveys resulting in 235 final samples. The empirical analysis will employ Partial Least Squares Structural Equation Modeling (PLS-SEM) to uncover the relationships between these variables. This research offers insights into the psychological underpinnings of concert attendance and provides valuable implications for marketers aiming to enhance audience engagement in the music industry.

Keywords: materialism; hedonic motivations, fear of missing out; concert ticket, attitude, environmental knowledge

## **1. INTRODUCTION**

Valentina had always loved music, but she was not particularly a huge fan of concerts. However, her interest was piqued when she heard that Coldplay was coming to town. It was because of the band's music and her friends were planning to go. The excitement in their group chats was palpable, with everyone talking about the concert nonstop. Valentina felt a familiar tug of fear deep inside her—the fear of missing out (FoMO). She could not bear the thought of her friends having an incredible time without her, sharing photos and stories that she would not be a part of. This fear of missing out was powerful, driving her to make decisions based not just on her interest but on the potential pleasure and excitement of the experience. The only thing on her mind is how she will be left behind if she does not attend the concert. It was clearly stated on Coldplay's website about their concern about pro-environmental or green concerts, yet she does not care about it; all she could think about was, "I could not miss this concert. It is all happening now! I must be there and everyone must know that I am uploading it on my social media", not a slight thought about what Coldplay was promoting.

The narration above underscores the significant role social media plays in the lives of today's young generation. Fans of music bands attend concerts for various reasons, including their affinity for the band, the pursuit of experiences, joy, and excitement, as well as materialistic desires and fear of missing out (FoMO). The use of social media increases fear of missing out (Roberts & David, 2020; Tandon et al., 2022). The trend of individuals considering the environmental sustainability of events, such as music concerts, as a value-added factor before attending reflects a growing emphasis on environmental consciousness among young concert-goers (Francis et al., 2023; van der Hoeven & Hitters, 2023). Beyond the euphoria, what is the extent of the environmental impact of live concerts? The ecological consequences of both music production and consumption are becoming areas of increasing concern for both concert producer and academia (Alonso-Vazquez & Ballico, 2021; Guerreschi, 2021).

People around the world are becoming more aware of environmental issues, and this is changing their consumption behavior. This phenomenon is called green consumer behavior or eco-friendly consumer behavior, denoting a preference for goods and services that demonstrate recyclable and environmental responsibility (Raza *et al.*, 2023; Su *et al.*, 2017). Green marketing involves companies nurturing their relationships with the environment, society, and customers (Chen *et al.*, 2023; Haba *et al.*, 2023). The growing issues of climate change and environmental concerns drive consumers to seek eco-friendly products more actively to address these challenges (Sharma, 2020). This shift in consumer preferences extends to the music industry, where green consumer behavior influences concert ticket purchase intentions. Consumers are increasingly inclined to buy tickets for music concerts that are marketed as environmentally friendly.

Music festivals hold significant importance in our society, serving as crucial connectors across the global community. Originating in the 1960s and 70s, this phenomenon has expanded into a thriving global industry (Brandão & Gadekar, 2023; Statista, 2023). The Music Events category is the most highly profitable sales of various music-related gatherings such as concerts, festivals, musicals, music shows, and operas, projected to reach US\$33.83bn in 2023 (Statista, 2023). The pandemic in 2020 has significantly changed consumer behavior regarding music festivals, numerous events and festivals were required to be canceled or delayed to adhere to social distancing and safety protocols (Mohamad *et al.*, 2023). This pandemic prompted notable shifts in attendee preferences and expectations (Khlystova *et al.*, 2022; Ratten, 2020). As the number of positive cases in pandemic starts to decline music concerts and festivals are beginning to emerge (Gössling *et al.*, 2020; Kourgiantakis *et al.*, 2020). The year 2023 is shaping up to be an incredibly exciting year, numerous music festivals and concerts are scheduled to take place early in the year (Syarif, 2023).

Coldplay's World Tour 2023 live concert is highly anticipated after pandemic event in several countries, particularly in Indonesia (Thiagarajan, 2023). Indonesia stands as the fourth-largest global audience for Coldplay, with a significant monthly Spotify listenership of 1,040,763 (Paramitha, 2023). Coldplay 2023 world tour is a music live concert, a performance in which musicians or bands play their music in front of a live audience (Bossey, 2022; Schippers, 2015). Beside Indonesia, The British band also held six performances at Singapore's National Stadium. Enthusiastic fans snapped up 200,000 online tickets, with the shows selling out in mere hours, setting a new record in Singapore for the highest number of tickets sold by an artist in a single day (Indraswari, 2024; Shan, 2024).

As a groundbreaking step towards environmental responsibility, Coldplay has announced a series of sustainable initiatives that will revolutionize the way concert tours are powered (Coldplay, 2023; Strauss, 2022). The band introduced innovative strategies, including the use of renewable energy sources, kinetic floors that generate electricity from audience movements, and initiatives to reduce plastic waste. These efforts reflect a broader trend within the entertainment industry towards adopting green practices, driven by ethical considerations and growing consumer environmental awareness (Coldplay, 2023; Strauss, 2022). The shift in consumer attitudes and expectations is aligned with broader trends towards sustainability and environmental awareness that are important for nature conservation (Hael *et al.*, 2024; Kumar *et al.*, 2017). This raises a pertinent question: can Coldplay's green initiatives significantly influence their fans' intentions to purchase tickets?

Consumer behaviour towards green concerts remains relatively understudied, indicating a need to fill this research gap and better understand the impact of green consumer behaviour on music concert ticket purchase intentions. (Backman, 2018; Ye *et al.*, 2020). Research on

sustainability and environmentally responsible practices in the context of music festivals and events is gaining traction, shedding light on consumer behavior and engagement with green initiatives (Jahari et al., 2022; Leonidou et al., 2022). This gap in the literature highlights the need for more in-depth studies to understand consumer motivations, preferences, and willingness to support eco-friendly initiatives within the music and entertainment sectors. To address this gap, this study proposes to investigate the role of intrinsic motivation such as materialism, fear of missing out, hedonic motivation, and environmental knowledge, suggesting a potential relationship between these factors, attitude toward behavior and purchase intention.

This approach offers a new perspective into the study of consumer behavior in the green concert online ticketing industry, which has not been extensively explored before. In addition, there are potential managerial implications from the findings of this study, which suggest that insights gained may inform marketing strategies for festival managers and promoters. By refining the understanding of consumer attitudes and motivations, it may be better equipped to tailor their marketing efforts to be acceptable to target audiences, particularly those who are interested in green concert initiatives. This study also aims to contribute to the broader fields of digital marketing and consumer behavior by examining the online purchasing behavior of live music tickets. Data will be collected from Indonesian music enthusiasts through an online form, utilizing nonprobability sampling methods. The empirical analysis will be conducted using structural equation modeling (PLS-SEM).

## **2. LITERATURE REVIEW**

### ***2.1 Theoretical framework***

#### *2.1.1 Self-determination theory*

Self-determination theory (SDT) is an empirically derived theory of human motivation and personality in social contexts that differentiates motivation in terms of being autonomous and controlled (Deci & Ryan, 2012). According to SDT, individuals actively seek to fulfil their fundamental human needs for autonomy, competence, and relatedness through proactive engagement in behavioural regulation (Ryan & Deci, 2000). Grounded in Self-Determination Theory (SDT), this study examines the intrinsic motivations driving consumer behavior in the context of post-pandemic music concerts. In the context of Coldplay's green concerts, SDT can help explain how and why fans might be motivated to purchase tickets based on the band's environmental initiatives. For instance, fans who value environmental sustainability may feel a sense of autonomy and alignment with their values when supporting a green concert. Additionally, the competence need can be fulfilled as fans perceive themselves as contributing to a larger environmental cause. The relatedness need is addressed through the shared values and communal experience of attending a concert that prioritizes sustainability.

#### *2.1.2 Environmental knowledge*

Environmental knowledge is the cognitive understanding of the environment and its related issues, including awareness of environmental problems, their causes, and potential solutions, as well as the knowledge of the ecological, social, and economic impacts of one's actions on the environment (Laheri et al., 2024; Ly & Ly, 2024). Environmental knowledge encompasses a broad understanding of environmental issues and the impact of human activities on the environment. Environmental knowledge plays a crucial role in shaping individuals' behaviors and attitudes towards the environment. Studies from various regions like Germany, Ghana, Mexico, and cross-national comparisons between Germany and Singapore have highlighted the significance of

environmental knowledge in influencing pro-environmental behavior (García-Jiménez et al., 2022; Zacher & Rudolph, 2023). Environmental knowledge is inversely related to climate change anxiety, indicating that individuals with higher overall environmental and climate-specific knowledge tend to be less anxious about climate change (Braun & Dierkes, 2019; Liobikienė & Poškus, 2019). Moreover, environmental knowledge has been found to correlate positively with pro-environmental behaviour, emphasizing its role in promoting sustainable practices and environmental conservation efforts.

### *2.1.3 Materialismx`*

Two seminal concepts of materialism were introduced by Belk (1985), who conceptualized materialism as a trait, and Richins and Dawson (1992) viewed it as a value. Further Richins and Dawson (1992) defined Materialism as a set of beliefs that emphasize the importance of possessions to one's personal life (Richins and Dawson 1992). Bagozzi (2020) defined materialism as the process of creating and maintaining a social and personal identity through the purchase, possession, and use of material goods. Studies have called for a more comprehensive conceptualization of materialism that reflects current theoretical and empirical developments and is consistent across cultures (Shrum et al., 2014). Individuals with high levels of materialism often utilize their possessions or expensive items to showcase their social status and highlight their wealth (Long et al., 2021). They tend to display these items as a way to impress others. Additionally, materialistic individuals may use social networks to flaunt their affluence and status. In the context of our study, individuals with high materialism tend to display their elevated social status by participating in expensive events, such as attending a Coldplay concert, and sharing these activities on their social media.

### *2.1.4 Hedonic Motivation*

Hedonic motivation refers to an individual's drive to seek pleasure and personal satisfaction, often through consumption activities and the acquisition of material possessions (Hirschman & Holbrook, 1982). People with high hedonic motivation often view shopping as an escape from reality. The emotions experienced during shopping, such as pleasure and excitement, are prime examples of hedonic feelings. Generating a strong emotional response in customers is crucial, as it prompts them to make immediate decisions, often leading to impulsive purchases. Hedonic motivation in marketing often related to several other constructs such as satisfaction, loyalty, impulsive buying, and environment-friendly consumer behavior (Al Doghan & Albarq, 2022; Chauhan et al., 2021; Katt & Meixner, 2020)

In the context of purchasing expensive music concert tickets, like Coldplay concert, hedonic motivation plays a critical role. Attending a live music concert indeed offers a multifaceted experience that goes beyond just listening to music, encompassing various sensory and emotional dimensions (Bürgele et al., 2024; Yang et al., 2023). Research on music psychology emphasizes the psychological processes involved in music perception, cognition, and emotion, highlighting the captivating nature of music that engages individuals from diverse backgrounds. Anticipation and excitement leading up to a concert significantly motivate fans, as highlighted in various research papers (Lei et al., 2023; Vichiengior et al., 2023). The thought of being part of an exclusive event, witnessing a favorite artist perform live, and sharing the experience with friends or fellow fans can generate intense pleasure and joy. This emotional anticipation can drive fans to spend large sums on concert tickets, often justifying the expense with the promise of an unforgettable experience (Lei et al., 2023; Vichiengior et al., 2023). Moreover, the fear of missing out (FoMO) on a limited

and highly sought-after event can heighten the desire to secure tickets, leading to impulsive purchasing decisions. The emotional high associated with obtaining tickets and the social status gained from attending a prestigious concert further reinforce the hedonic appeal.

### *2.1.5 Fear of Missing Out*

Fear of Missing Out, commonly abbreviated as FoMO, is a psychological phenomenon characterized by the pervasive apprehension that others might be having rewarding experiences from which one is absent (Przybylski et al, 2013). FoMO was first identified in the early 2000s but gained widespread recognition with the advent of social media platforms. This fear can lead to a compulsive desire to stay continuously connected with what others are doing, often through social media. FoMO has garnered significant attention in recent years due to its implications for mental health and well-being, especially among young adults. FoMO often manifests as a need to stay connected with what others are doing, typically through social media, to avoid feeling excluded or left out. FoMO is rooted in fundamental human needs and psychological theories. For instance, self-determination theory (SDT) posits that FoMO is linked to basic psychological needs for competence, autonomy, and relatedness. When these needs are unmet, individuals may experience FoMO as they perceive social media as a means to fulfill these unmet needs. The fear that one is missing out on something can lead to feelings of inadequacy and anxiety, driving a compulsion to remain continuously engaged with social networks. The rise of social media platforms has significantly amplified the prevalence of FoMO. Social media creates a curated reality where individuals often post highlights of their lives, leading others to believe that they are perpetually engaging in exciting and rewarding activities. This curated reality can distort perceptions, making individuals feel that they are missing out more than they are. As a result, people may spend excessive amounts of time on social media to stay updated and curate and present their lives in an equally favorable light.

## **2.2 Hypotheses development**

### *2.2.1 Hedonic motivation and materialism*

Hedonic motivation refers to an individual's drive to seek pleasure and personal satisfaction, often through consumption activities and the acquisition of material possessions (Chetioui and El Bouzidi, 2023). It plays an important role in influencing an individual's materialism level, where it can improve or reduce the materialism level by emphasizing emotional acquirement over product dominion, drives consumer happiness, and can influence the materialism level in some ways, such as through persuasion, where emotional experiences impact attitudes (Sibele, et al., 2022; Georgios, 2023; Wagner et al, 2013). Another study argued that the level of materialism of an individual experiences hedonic elevation before the intention to purchase due to the transformation of expectation, leading to improving impulsiveness to shop more, and it also can be influenced by social factors, including the desire to attain a certain status or to conform to societal norms of consumption. Individuals with strong hedonic motivations tend to prioritize short-term gratification, instant pleasure, and the pursuit of gratification through material ownership (Ko, 2018; Paharia, 2020). Materialism is often driven by the desire for status and social comparison. Individuals may acquire material possessions not only for their intrinsic enjoyment but also for the social status they confer. In this context, high hedonic motivation can lead individuals to develop materialistic values, where they view material wealth and possessions as sources of happiness and life satisfaction. Therefore, assessing hedonic motivation can be a contributing factor to an

individual's level of materialism (Childers *et al.*, 2001; Indrawati *et al.*, 2022). In sum, we propose the following hypothesis:

H1: Hedonic motivation positively and significantly influences materialism.

### 2.2.2 Hedonic motivation and fear of missing out (FoMO)

Fear of missing out (FoMO) refers to a complex emotional state, characterized by anxiety and compounded by feelings of fear, loss, worry, and depression, which arises from the apprehension of missing out on potentially significant information or novel experiences (Przybylski *et al.*, 2013; Zhang *et al.*, 2020). Individuals with high levels of fear of missing out tend to experience anxiety and a strong desire to connect and engage in the experiences of others. High hedonic motivation can further amplify an individual's fear of missing out (Kamalia *et al.*, 2022), while hedonic motivation, which relates to individuals' pleasure and fun-seeking is intricately associated with the fear of missing out (FoMO) in many contexts, namely in the realm of social media platforms, trends, and sport consumption (Abu-Shanab *et al.*, 2023; Lee & Na, 2023a). FoMO stimulates individuals to keep updating and engaging with social media platforms, seeking connection and interacting with others, it aligns with the pleasure and fun-seeking aspect of hedonic motivation (Goldman *et al.*, 2023). When individuals are strongly driven by pleasure and the pursuit of enjoyable experiences, they may experience an increased fear of missing out on events, social gatherings, or activities promising immediate satisfaction (Lee & Na, 2023b; Long *et al.*, 2021). Individuals with high hedonic motivation may compare their own experiences and achievements with those of others, leading to a greater fear of missing out on experiences that appear more enjoyable or appealing (Argan *et al.*, 2023; Roberts & David, 2020). The desire for pleasure and positive emotions can trigger the need to stay continually connected and engaged to avoid the fear of missing out. Following the above explanation, we propose hypotheses:

H2: Hedonic motivation positively significantly influences fear of missing out (FoMO)

### 2.2.3 Hedonic motivation and attitude

Hedonic motivation plays a significant role in suiting and potentially changing an individual's attitude towards numerous situations and various contexts. Prior literature pointed out that hedonic motivation significantly impacted consumers' attitudes toward specific situations, such as purchasing decisions (Devita, 2020). Additionally, a study about greenhouse gas emissions information discovered that hedonic framing led to increased customers' willingness to pay for emissions reductions (Prashant *et al.*, 2014; Bobbin *et al.*, 2021). Contrariwise research found that hedonic motivation did not directly influence attitude but impacted another variable: online purchase intention. Accordingly, hedonic motivation can be a strong predictor in reshaping or changing individuals' attitudes towards a particular subject or context. Thus, we propose the following hypothesis:

H3: Hedonic motivation positively significantly influences attitude towards Coldplay green concert.

### 2.2.4 Materialism and fear of missing out

Individuals' bond in material possessions can affect the fear of missing out (FoMO) by influencing the motivation to engage in certain activities or particular behaviors. Recent findings showed that individuals with higher levels of materialism, where it is believed that material dominion is important to achieve happiness and social acceptance, are more likely to experience FoMO (Fitzgerald *et al.*, 2023). It is also supported by the previous studies that uncovered the connection



between materialism and FoMO, where the involvement of individuals' rumination and anxiety sensitivity can predict FoMO (Emeline, 2019). Additionally, FoMO which is powerfully associated with online social media use discovered the desire for continuous connection with engagement in social media activities, such as live sports and fans connection, it can be deduced that materialistic tendencies can aggravate the fear of missing out (FoMO), particularly in the context of social media usage, impacting individuals' emotional experiences referred to staying connected and amassing dominions for various reasons (Bakioğlu et al., 2022; Gentina et al., 2023; Lee & Na, 2023a). Based on this logic, we hypothesize that:

H4: Materialism positively significantly influence fear of missing out (FoMO)

### *2.2.5 Materialism and attitude*

Materialism refers to underscores possessions' impact on lives and worldly affairs, showcasing its multifaceted nature, which can result in both positive and negative behaviors (Belk, 1985; Richins, 2004; Richins and Dawson, 1992). Materialism is often driven by the desire for status and social comparison. Individuals may acquire material possessions not only for their intrinsic enjoyment but also for the social status they confer (Le, 2020; Wang et al., 2022). Materialism, the importance placed on acquiring and possessing material goods, significantly influences an individual's attitudes. People with high materialistic values tend to have a positive attitude towards consumption, viewing purchasing new items as a means to achieve happiness and social status (Lavuri, 2023; Lu et al., 2016). Those with high materialistic values often view consumption positively, believing that purchasing new items can lead to happiness and elevate social status. This belief system drives a strong desire to acquire goods and associate material possessions with personal success and fulfilment (Lou and Kim, 2019; Ur Rehman and Ahmed, 2022). Consequently, materialistic individuals are more likely to engage in consumerism as a means to achieve emotional satisfaction and social recognition.

H5: Materialism positively significant influences attitude

H6: Fear of missing out positively significant influences green attitude

### *2.2.6 Environmental knowledge and attitude*

The term "environmental knowledge" encompasses a broad understanding of various facts, concepts, and relationships about the natural environment and its major ecosystems (Carmi et al., 2015; Tamar et al., 2021). This knowledge reflects an individual's depth of understanding regarding environmental issues. The significance of this knowledge is evident in the context of air travel, as research has indicated that air passengers who possess a strong understanding of environmental issues are more inclined to develop a pro-environmental mindset when it comes to air travel. Moreover, recent findings have shed light on the impact of a "green" image on consumers, revealing that the awareness and perception of this image play a pivotal role in shaping consumers' environmental attitudes and their inclination towards green products (Liu et al., 2020; Shah et al., 2021). Furthermore, there has been a discernible trend of increasing consumer interest and awareness in green products and services over time, leading to a more favorable view of such products. A comprehensive understanding of environmental matters significantly influences the development of positive attitudes and behaviors toward the environment.

H7: Environmental knowledge positively significant influences green attitude

### 2.2.7 Research Framework

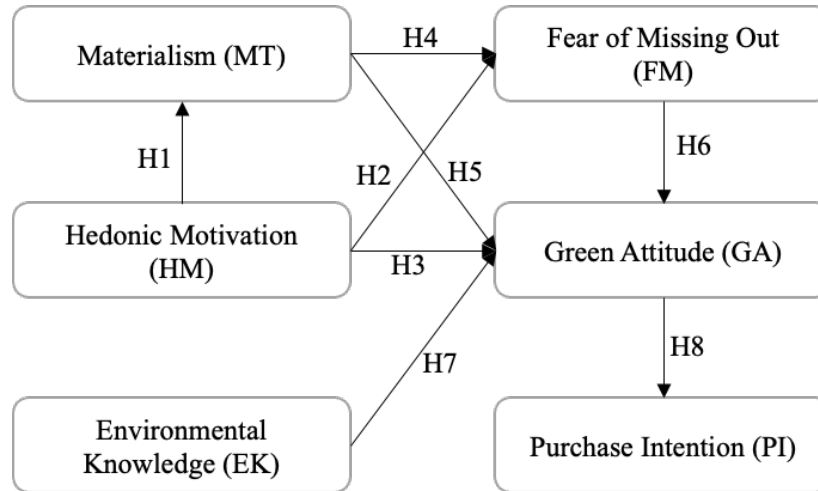


Figure : research framework

## 3. METHODOLOGY

### 3.1. Data Collection and Sample

This research uses a quantitative approach to investigate the influence of variables that shape consumer attitudes and intentions toward online concert ticket purchases. Research data was collected using a survey instrument. This survey was spread across Indonesia because Indonesia is claimed to be experiencing exponential development in the music industry in recent years, with the emergence of several highly conceptual music festivals. The survey was distributed in Indonesia through a trusted online research panel in Indonesia, namely Kudata, to reach potential respondents from various demographic characteristics. In the final part, respondents were given options to be included in a draw with a monetary prize.

In total, 283 respondents accessed the survey, and only 235 decided to participate. Due to the nature of online surveys distributed through research panels, the number of respondents invited to the study has yet to be discovered. Hence, the response rate was calculated by dividing the complete response by the number of respondents who accessed the survey, resulting in an 83% response rate (Paramita et al., 2022).

**Table 1.** Measurement Model Assessment

Construct	Measurement item	Factor Loading
Materialism (MT) Source : Bhatia (2019) ( $\alpha = 0,746$ ; CR = 0,853; AVE = 0,659)	MT1: I love buying concert tickets online.	0,796
	MT2: When buying concert tickets online, I enjoy looking for the best deals.	0,810
	MT3: When buying concert tickets online, I like to shop by following the latest trends.	0,829
Hedonic Motivation (HM) Source : Lavuri (2023)	HM1: I enjoy having things that make me look amazing.	0,830

<b>Construct</b>	<b>Measurement item</b>	<b>Factor Loading</b>
<b>(<math>\alpha = 0,795</math>; CR = 0,880; AVE = 0,709)</b>	HM2: I admire people who have luxurious houses, vehicles and luxurious clothes.	0,882
	HM3: In my life, I love luxury.	0,812
Environmental Knowledge (EK) Source : Laheri (2024) <b>(<math>\alpha = 0,831</math>; CR = 0,898; AVE = 0,747)</b>	EK1: I know about environmental issues.	0,849
	EK2: I know about responsibility for environmental sustainability.	0,919
	EK3: I know how to reduce environmental problems.	0,821
FOMO (FM) Source : Good and Hyman (2020) <b>(<math>\alpha = 0,942</math>; CR = 0,952; AVE = 0,715)</b>	FM1: I am afraid that I will regret not going out with my friends.	0,809
	FM2: I will worry about what I am missing.	0,717
	FM3: I would worry that my friends were doing more fulfilling things than me.	0,896
	FM4: I would worry that my friends were having fun without me.	0,890
	FM5: I would feel marginalized.	0,838
	FM6: I regret that I did not experience an event with friends.	0,868
	FM7: I would feel anxious about not being with friends.	0,856
	FM8: I would feel annoyed about missing opportunities to be with friends.	0,876
Green Attitude (GA) Source : Laheri et al (2024) <b>(<math>\alpha = 0,914</math>; CR = 0,946; AVE = 0,853)</b>	GA1: I love the idea of buying eco-friendly products.	0,919
	GA2: I feel good about the idea of buying eco-friendly products.	0,932
	GA3: Buying eco-friendly products is a good idea.	0,920
Purchase Intention (PI) Source : Preuit and Yan (2016) <b>(<math>\alpha = 0,872</math>; CR = 0,921; AVE = 0,796)</b>	PI1: In the future, I intend to buy concert tickets online.	0,898
	PI2: In the future, I will tell my friends about concert tickets online.	0,898
	PI3: I will prioritize buying concert tickets online.	0,880

### **3.2. Measurement Instrument**

All research variables were measured using scales adapted from previous research. The scale was back-translated from English to Indonesian and modified according to the context of this research. Translation of the measurement scale used is essential to ensure the wording and conceptual accuracy of the survey (Paramita et al., 2021). All scales were evaluated on a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). The scales and their corresponding sources are presented in Table 1.

## 4. RESULT AND DISCUSSION

### 4.1. Sample Profiles

Respondents were mainly female (70.64%), aged below 25 years (67.23%), single (76.17%), with average monthly expenses IDR 1,000,000 – 3,200,000 (71.49%). Most respondents are Senior High School graduates (60.43%) and currently work as students (63.40%). Most respondents use Instagram as their favorite social media (54.04%), and on average, spend 1 – 3 hours a day using social media (43.83%). The detailed demographic profiles of the respondents are presented in Table 2.

### 4.2. Measurement Assessment

Before testing the hypotheses, we tested the validity and reliability of the measurement, which consisted of convergent and discriminant validity. The data presented in Table 1 shows that the loading factors for all items for each variable are above the cut-off value of 0.7 (Hair et al., 2018). In addition, each variable's Average Variance Extracted (AVE) score is above the cut-off value of 0.5 (Hair et al., 2019). Then, Cronbach's alpha score for each variable is above 0.7, and the composite reliability (CR) score for each variable ranges from 0.799 to 0.960, which shows a satisfactory value for the convergent validity test (Paramita et al., 2021).

Discriminant validity was tested using HTMT and Fornell-Larcker Criterion. The HTMT test results in Table 3 show that all correlation values for each variable are below 0.9 (Henseler et al., 2015). In the Fornell-Larcker Criterion test, the square roots of the AVE score are higher than all the correlation values for each variable (Hair et al., 2019). Therefore, this study has good discriminant validity (Hair et al., 2019).

Finally, we tested the Variance Inflation Factor (VIF) scores to detect multicollinearity issues that could lead to common method bias. The VIF value of this study ranged from 1.354 to 4.746, which is lower than the cut-off value of 10 (Hair et al., 2018). We also identified common method bias using the Harmann Single Test via IBM SPSS 25. The results showed that the variance value of this study was 26.7%, which indicates that common method bias was not identified because the variance value was less than 50% (MacKenzie & Podsakoff, 2012). In conclusion, common method bias was not identified and ensured the accuracy of the data analysis results.

**Table 2.** Respondent's characteristics

Characteristics	Frequency	Percentage	
<b>Gender</b>	Male	69	29,36%
	Female	166	70,64%
<b>Age</b>	Below 25 years	158	67,23%
	26 – 35 years	37	15,74%
	36 – 45 years	37	15,74%
	46 – 55 years	3	1,28%
<b>Status</b>	Single	179	76,17%
	Married	56	23,83%
<b>Average monthly expenses</b>	IDR 1.000.000 – IDR 3.200.000	168	71,49%
	IDR 3.300.000 – IDR 4.200.000	19	8,09%
	IDR 4.300.000 – IDR 4.800.000	9	3,83%
	IDR 4.800.000 – IDR 5.800.000	13	5,53%
	Above IDR 5.800.000	26	11,06%
<b>Education</b>	Senior high school	142	60,43%

Characteristics	Frequency	Percentage	
	College	67	28,51%
	Post graduate	26	11,06%
<b>Occupation</b>	Work at home	25	10,64%
	Students	149	63,40%
	Government employees	12	5,11%
	Private employees	30	12,77%
	Entrepreneur	19	8,09%
<b>Favorite social media</b>	Instagram	127	54,04%
	Facebook	4	1,70%
	Twitter	13	5,53%
	Tiktok	91	38,72%
<b>Average time spent on social media</b>	Less than 1 hour	33	14,04%
	1 – 3 hours	103	43,83%
	3 – 5 hours	63	26,81%
	More than 5 hours	36	15,32%

**Table 3.** Discriminant Validity Assessment

	1	2	3	4	5	6
1. Environmental Knowledge (EK)	<b>0,864</b>	<i>0,108</i>	<i>0,687</i>	<i>0,298</i>	<i>0,562</i>	<i>0,483</i>
2. FOMO (FM)	<i>0,084</i>	<b>0,846</b>	<i>0,056</i>	<i>0,522</i>	<i>0,125</i>	<i>0,196</i>
3. Green Attitude (GA)	<i>0,606</i>	<i>0,004</i>	<b>0,924</b>	<i>0,212</i>	<i>0,497</i>	<i>0,400</i>
4. Hedonic Motivation (HM)	<i>0,250</i>	<i>0,455</i>	<i>0,189</i>	<b>0,842</b>	<i>0,399</i>	<i>0,293</i>
5. Materialism (MT)	<i>0,447</i>	<i>0,109</i>	<i>0,412</i>	<i>0,329</i>	<b>0,812</b>	<i>0,824</i>
6. Purchase Intention (PI)	<i>0,414</i>	<i>0,178</i>	<i>0,358</i>	<i>0,247</i>	<i>0,658</i>	<b>0,892</b>

**Note:** *Italics* above the diagonal are HTMT scores, **bold** diagonal are square-roots of the AVE score, below the diagonal are Fornell-Larcker Criterion scores.

### 4.3. Hypotheses Testing

Path analysis was performed using Partial Least Squares (PLS) Structural Equation Modeling (SEM) with Smart-PLS 3 to examine the proposed hypotheses (Ringle et al., 2015). PLS-SEM was chosen because this research aimed to predict the relationship between research variables rather than evaluate the research model (Hair et al., 2019).

The path analysis shows support for H1 and H2. Hedonic motivation positively and significantly affects materialism ( $\beta = 0.329$ ;  $p = 0.000$ ) and FOMO ( $\beta = 0.470$ ;  $p = 0.000$ ). However, the path analysis does not show support for H3. Thus, hedonic motivation does not significantly affect green attitude ( $\beta = 0.034$ ;  $p = 0.565$ ). Furthermore, we found support for H5. Materialism positive and significant affects green attitude ( $\beta = 0.174$ ;  $p = 0.004$ ). However, we did not find support for H4 and H6. Thus, materialism had no significant effect on FOMO ( $\beta = -0.046$ ;  $p = 0.407$ ), and FOMO had no significant effect on green attitude ( $\beta = -0.074$ ;  $p = 0.169$ ). Finally, we found that environmental knowledge positive and significant affected green attitude ( $\beta = 0.526$ ;  $p = 0.000$ ). Green attitude also positive and significant affected purchase intention ( $\beta = 0.358$ ;  $p = 0.000$ ). Thus, H7 and H8 are supported. The results for hypotheses testing are presented in Table 4.

**Table 4. Hypotheses Testing Results**

<b>Path relationship</b>	<b><math>\beta</math></b>	<b>SD</b>	<b>t-value</b>	<b>p-value</b>	<b>Interpretation</b>	<b>Decision</b>
H1. HM → MT	0,329	0,066	5,004	0,000	Positive and Significant	Supported
H2. HM → FM	0,470	0,059	7,966	0,000	Positive and Significant	Supported
H3. HM → GA	0,034	0,060	0,575	0,565	Not Significant	Not Supported
H4. MT → FM	-0,046	0,055	0,829	0,407	Not Significant	Not supported
H5. MT → GA	0,174	0,059	2,926	0,004	Positive and Significant	Supported
H6. FM → GA	-0,074	0,054	1,377	0,169	Not Significant	Not supported
H7. EK → GA	0,526	0,057	9,274	0,000	Positive and Significant	Supported
H8. GA → PI	0,358	0,063	5,686	0,000	Positive and Significant	Supported

#### **4.4. Discussion**

The study elucidates the complex relationships between hedonic motivation, materialism, fear of missing out (FoMO), environmental knowledge, and green attitudes. The data shows a positive and significant relationship between hedonic motivation and materialism, supported H1. Fans motivated by hedonic desires might purchase concert tickets to experience the joy, excitement, and pleasure associated with live performances. This aligns with the finding that hedonic motivation positively influences materialism, as concert tickets are considered valuable possessions enhancing social status and personal gratification. This finding is also related to previous research that shows a significant impact between hedonic motivation and materialism (Chetioui & El Bouzidi, 2023; Sehra et al., 2022). Hedonic motivation was also found to positively influence the fear of missing out. FoMO can compel fans to purchase tickets to avoid missing a significant social event attended by their peers (Kamalia et al., 2022; Van Solt et al., 2018). This phenomenon ensures they remain part of the social circle and do not feel excluded from collective experiences. This supports the study's finding that hedonic motivation significantly drives FoMO (Dursun et al., 2023; Roberts & David, 2020), as individuals seek the immediate pleasure and social inclusion offered by the concert experience.

The result also shows support for H5. Materialism positively influences green attitudes, indicating that individuals who value material possessions may also develop a concern for the environment, possibly as a means to enhance their social status through green consumerism. Fans with a high level of environmental knowledge are also likely to develop positive green attitudes, influencing their decision to support concerts that promote sustainability (Chaihanchai and Anantachart, 2023; Rusyani et al., 2021). This finding underscores the importance of environmental education in shaping green attitudes among concert-goers and supporting H7. Fans with positive green attitudes are more likely to purchase tickets for concerts that emphasize environmental sustainability. This finding supports the idea that fostering green attitudes can indeed enhance purchase intentions for environmentally friendly events and supporting H8. Studies have shown that green purchase intention positively influences environmentally friendly purchasing behavior (Duong, 2024; Fahmi et al., 2023).

Despite their pursuit of pleasure, fans might not necessarily adopt green attitudes when motivated by hedonic desires (Khare & Kautish, 2022b). This may explain the unsupported H3. They may prioritize personal enjoyment over environmental concerns, which is consistent with the non-significant influence of hedonic motivation on green attitudes. Materialistic fans may not be driven by FoMO to attend concerts (Chetioui & El Bouzidi, 2023; Tarka & Harnish, 2023). Their primary motivation could be the acquisition of tangible goods rather than social experiences, reflecting the study's finding that materialism does not significantly influence FoMO (H4).

However, FoMO does not significantly influence green attitudes (H6), implying that the anxiety of missing out on social events does not necessarily lead to increased environmental awareness (Khare & Kautish, 2022a; Uddin et al., 2023). Fans driven by FoMO may not prioritize environmental sustainability when deciding to purchase concert tickets. Their primary concern is social inclusion, not environmental impact, which is consistent with the non-significant relationship between FoMO and green attitudes.

## **5. CONCLUSION**

### ***5.1. Conclusion***

The study clarifies the intricate connections between hedonic motivation, materialism, FoMO, environmental knowledge, and green attitudes. Hedonic motivation significantly influences materialism and FoMO but does not affect green attitudes. Materialism has a positive impact on green attitudes, unlike FoMO. Crucially, environmental knowledge greatly enhances green attitudes, which in turn significantly boost purchase intentions. These findings emphasize the pivotal role of environmental education in promoting sustainable consumer behavior and highlight the nuanced interactions between personal values, motivations, and attitudes. The study suggests that enhancing environmental knowledge and green attitudes can effectively encourage sustainable purchasing behaviors.

### ***5.2. Theoretical Implications***

This study contributes to the existing literature by highlighting the nuanced interplay between hedonic motivation, materialism, FoMO, environmental knowledge, and green attitudes. It reveals that hedonic motivation drives both materialism and FoMO, but not green attitudes. Additionally, it shows that while materialism positively influences green attitudes, FoMO does not. The significant impact of environmental knowledge on green attitudes and, subsequently, on purchase intentions underscores the importance of incorporating environmental education into models of consumer behavior to foster sustainable purchasing decisions.

### ***5.3. Practical Implications***

From a practical perspective, this research suggests that marketers and policymakers should emphasize environmental education to enhance green attitudes among consumers. Increasing awareness and knowledge about environmental issues can foster a more positive attitude towards sustainable products, thereby influencing purchase intentions. Additionally, understanding the role of hedonic motivation and materialism can help design marketing strategies that appeal to these psychological drivers, potentially leveraging the positive aspects of materialism to promote environmentally friendly products.

#### 5.4. Limitations and Future Directions

This study has several limitations that offer opportunities for future research. First, the sample may not be representative of the broader population, limiting the generalizability of the findings. Future research should consider more diverse demographic groups. Second, the cross-sectional design of the study does not allow for causal inferences. Longitudinal studies could provide deeper insights into the causal relationships between these variables. Finally, future research could explore additional factors that might influence the relationships between hedonic motivation, materialism, FoMO, environmental knowledge, and green attitudes, such as cultural differences and personality traits.

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