

Determinants Of Sustainable Consumption At Tourism Events In Mexico

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ABSTRACT

This study examines the effects of environmental attitudes and environmental knowledge on sustainable consumption among attendees of tourism events in Ciudad Obregón, Mexico. A structured questionnaire was administered to 294 university students, and the data were analyzed using covariance-based structural equation modeling (CB-SEM). The results indicate that environmental attitudes have a positive and statistically significant effect on sustainable consumption, whereas environmental knowledge was found to be non-significant in influencing sustainable consumption practices. These findings suggest that individuals' personal and emotional disposition toward environmental protection constitutes a more effective driver for promoting sustainable behaviors in the context of tourism events

Keywords: Sustainability, sustainable tourism, sustainable consumption

1. INTRODUCTION:

Throughout the historical development of humanity, administrative theories have evolved in response to social, economic, and organizational transformations. According to Pantoja and Garza (2019), these theories can be grouped into two major stages: the mechanical phase and the systematic phase. The former is characterized by orderly processes rigidly defined by human actors, whereas the latter emphasizes organic processes in which individuals reflect upon and interpret their context based on a broader understanding of the organizational environment.

In this regard, scientific management theory is conceived as a systematic study aimed at improving task performance, analyzing work procedures, and enhancing efficiency. In contrast, managerial administration theory expands this perspective by examining efficiency through the lens of control systems, which are designed according to the organizational structure within which the firm operates (Martínez, 2013). Both approaches have made significant contributions to the understanding of organizational management in productive and service-oriented contexts.

Nevertheless, as noted by Espinoza (2009), contemporary organizations operate within a highly dynamic and complex environment characterized by constant change, which poses significant challenges for managerial levels. These changes have intensified as a result of globalization, as national economies no longer function in isolation but increasingly depend on economic, commercial, and financial exchanges among countries. Within this context, alternative growth models have emerged, most notably sustainable development, which has been proposed as a response to the persistent exploitation of natural resources. This approach seeks to meet societal needs through sustainable business models and technologies that enhance quality of life without compromising environmental balance (Merino et al., 2024). Such a perspective is particularly relevant in economic sectors with a high environmental impact, such

as tourism.

Accordingly, Hart and Milstein (2003) expanded this perspective through the concept of corporate sustainability, which aims to balance stakeholder demands with business objectives, including the simultaneous promotion of social and environmental well-being. Subsequently, Bocken et al. (2014) broadened the concept of sustainable value creation by integrating economic, social, and environmental impacts into corporate strategy.

This comprehensive approach requires strategies that embed sustainability into business management and facilitate a transition toward regenerative models capable of repairing previous negative impacts, whereby firms seek to optimize value not only for themselves but also for a broader network of stakeholders (Bocken & Baldassarre, 2019). Melkonyan et al. (2017) emphasize the importance of considering four key resources in the analysis of corporate sustainability: the organization itself, human resources (both internal and external), the community, and the natural environment, through the application of strategies aligned with the triple bottom line and sustainable manufacturing principles.

At present, it is essential to analyze firms through the lens of the social and environmental issues associated with their daily operations, as these factors may ultimately affect their competitiveness due to their interrelated nature. Consequently, the concept of shared value creation has emerged as an opportunity to address social and environmental challenges, whereby corporate improvement initiatives contribute simultaneously to the generation of economic value (Méndez Pinzón & Gómez Osorio, 2017).

Tourism, recognized worldwide for several decades, was initially conceived under the paradigm of mass production, characterized by a highly standardized supply aimed at serving large volumes of visitors and exploiting economies of scale. This model led to the development of rigid tourism packages designed to reduce costs and cover the high fixed-cost burden inherent in service providers' operational structures (Morillo, 2018). However, this

activity not only represents an important source of economic growth and investment, but also generates employment, stimulates sectors such as agriculture and fisheries, and contributes to the formation of macroeconomic indicators such as Gross Domestic Product and the balance of payments (Morillo, 2011). Despite its economic benefits, tourism is an activity that entails intensive use of natural and energy resources, resulting in considerable environmental impacts. Gomes and Rodrigues (2019) note that these impacts are reflected in land use, energy consumption, natural resource exploitation, waste management, and water consumption, thereby reinforcing the need to adopt environmental sustainability strategies within the tourism sector.

Within this industry, meetings tourism (MT) has gained increasing relevance in recent years, consolidating itself as a strategic segment of tourism. This form of tourism encompasses professional events such as congresses, conferences, exhibitions, trade fairs, and business or academic meetings, which contribute significantly to local economies and knowledge exchange (Leiva et al., 2023). Various national and international organizations emphasize the positive economic impact generated by meetings tourism, particularly in metropolitan destinations and regions with specialized infrastructure (Ponce, 2006).

Likewise, research conducted in Europe and North America shows that events act as a bridge between tourism markets by helping to reduce demand seasonality and broadening the range of activities beyond traditional destination-based tourism (Pancorbo et al., 2019). In this sense, tourism should be understood as a collective phenomenon that fosters social interaction, cultural exchange, and knowledge dissemination, extending beyond its role as an economic generator (Cortés, 2008). Finally, the evolution of tourism and meetings tourism has highlighted the importance of strategic planning, organizational structure, and effective communication within organizations. Authors such as Fernández et al. (2001) underscore the complementary relationship between planning and organization as key elements for facilitating performance coordination and strategy implementation. Within this framework, a comprehensive understanding of meetings tourism, its economic, social, and environmental impacts, and the need for more sustainable and adaptive management models constitute the foundation of the present study.

In light of the above, the objective of this research is to analyze the effect of environmental attitudes and environmental knowledge on sustainable consumption among attendees of tourism events in Ciudad Obregón, Mexico.

2. LITERATURE REVIEW AND HYPOTHESIS.

According to Fischer et al. (2017), sustainable consumption can be consolidated from an early age when appropriate mechanisms for measuring and understanding responsible behavior are developed. Their study focused on the validation of a scale designed to assess sustainable consumption among adolescents, highlighting the relevance of this population as they are in a formative stage characterized by increasing autonomy over purchasing decisions. The authors demonstrated that

young consumers tend to prioritize product cost and performance over environmental impact when making food-related consumption decisions; however, those with higher levels of environmental awareness exhibit a greater inclination toward responsible actions, such as reusing clothing, purchasing local products, and avoiding waste. Furthermore, the study identified significant differences in levels of autonomy across consumption domains: while parental influence constrains decision-making in food consumption, adolescents display greater independence in clothing-related choices. In this regard, the authors argue that the Youth Conscious Sustainable Consumption Behavior (YCSB) scale constitutes a valuable tool for examining sustainable consumption among young people across diverse cultural contexts. These findings suggest that environmental knowledge can be strengthened through educational mechanisms that foster responsible attitudes from adolescence.

In contrast, Cao et al. (2022) argue that sustainable purchasing behavior is determined by the interaction between various consumption values and psychological factors, emphasizing the moderating role of attitudes toward sustainable consumption. Their research found that functional (price-related), emotional, social, and epistemic values exert a positive and significant influence on the decision to purchase organic food, suggesting that sustainable consumption extends beyond purely environmental motivations. Additionally, the authors demonstrated that anxiety intensifies the influence of consumption values; however, the most salient finding was that attitudes toward sustainability moderate the relationship between functional value and purchasing behavior. Specifically, consumers with higher environmental awareness are more willing to pay premium prices for sustainable products. These results provide evidence that sustainability, understood as an attitudinal construct, is a central element in responsible consumption behavior. Within the tourism context, these findings indicate that fostering positive attitudes toward sustainability may enhance individuals' willingness to purchase sustainable products at events, thereby reinforcing responsible consumption practices among attendees.

Similarly, Cyfert et al. (2024) argue that sustainability competencies play a decisive role in the formation of green attitudes, particularly among university students. Their study confirmed that students with higher levels of sustainability-related knowledge and skills exhibit more favorable attitudes toward responsible consumption, thus validating the hypothesis of a positive relationship between competencies and pro-environmental attitudes. Moreover, the authors demonstrated that the diversity and quality of information sources strengthen this relationship, as learning through universities, social media, and the internet enhances the development of environmental values among young populations. Consequently, they conclude that environmental knowledge becomes a key precursor in the development of sustainable attitudes and in the transition toward responsible consumption behaviors. These findings are particularly relevant for the analysis of tourism events, where environmental awareness initiatives may enhance sustainable consumption among attendees, especially in

contexts involving university students with access to specialized information and strong pro-environmental motivation.

In light of the above, the following hypothesis is proposed:

H1. Environmental attitude has a significant influence on sustainable consumption among attendees of tourism events.

According to Ribeiro et al. (2016), sustainable consumption behavior is influenced by psychological factors, particularly personality traits such as frugality and conscientiousness, which are identified as significant predictors of responsible practices. Their findings indicate that consumers with higher levels of frugality exhibit a stronger tendency to conserve resources, avoid waste, and choose environmentally friendly products, while individual conscientiousness encourages behaviors such as recycling and ethical purchasing decisions. The authors emphasize that sustainable consumption does not depend solely on personal predisposition but also on the interaction between individual traits and environmental conditions. This perspective highlights the role of education, social context, and market structures in shaping responsible behavior. In the context of tourism and events, these findings suggest that understanding consumers' personal characteristics can support the design of strategies aimed at stimulating sustainable decision-making, thereby strengthening environmental engagement through individual behavior.

Similarly, Chen (2024) argues that the manner in which ecological information is communicated plays a decisive role in encouraging sustainable consumer participation, particularly in sectors characterized by direct brand-consumer interaction, such as fashion. The study demonstrated that relational messages and behavioral guidance generate a positive effect on green engagement, whereas purely informational messages do not produce the same impact. In addition, the author found that brand-related emotions, such as trust and satisfaction, exert a stronger influence on pro-environmental behaviors than rational perceptions, underscoring emotional involvement as a critical component of sustainable decision-making. This analysis suggests that consumers who are highly committed to green practices show a greater willingness to interact with, adopt, and communicate sustainable behaviors. In the tourism context, these results indicate that environmental communication should move beyond information provision and seek to create emotional connections that encourage attendees to adopt responsible practices during events and related activities.

Furthermore, Welbeck and Larbi (2025) indicate that sustainability awareness constitutes a central element in explaining sustainable behavior, particularly among university students, who represent a key segment in the transition toward responsible practices. Their results show that the combined effect of environmental knowledge, pro-environmental attitudes, and prior behaviors significantly influences sustainable consumption, while peer influence was not found to be a significant predictor. In addition, the study revealed that altruism acts as a mediating mechanism, as students with higher environmental awareness demonstrated a stronger inclination toward altruistic actions, which in turn

translated into greater responsibility in consumption decisions. These findings reinforce the role of environmental knowledge as a fundamental predictor of sustainable behavior and suggest that higher education and exposure to environmental information are decisive factors in strengthening responsible consumption habits among future generations, including those associated with tourism events.

Moreover, Yasmin et al. (2025) highlight that sustainability has evolved into a critical field of knowledge for understanding environmental management processes across multiple economic sectors, including tourism. The authors identify a steady increase in scientific output related to sustainability, reflecting a growing global interest in developing strategies that balance economic, social, and environmental dimensions. Among their most significant contributions, they emphasize that environmental knowledge functions as the cognitive foundation of sustainable behaviors by enabling individuals to understand the relationship between their actions and the natural environment. This understanding facilitates responsible practices such as consumption reduction, resource preservation, and awareness of environmental impacts. The authors conclude that strengthening environmental knowledge can be a determining factor in promoting sustainable consumption, particularly in sectors such as tourism and events, where ecological awareness may directly influence participant behavior.

Based on the above, the following hypothesis is proposed:

H2. Environmental knowledge has a significant influence on sustainable consumption among attendees of tourism events.

3. METHODOLOGY.

This study adopts a quantitative research approach, which allows for the objective measurement and analysis of relationships among factors influencing sustainable consumption in the context of tourism events. This approach facilitates the collection of numerical data through surveys, enabling the identification of patterns and trends within the student population under study. The research has a correlational scope, as it seeks to determine the relationships among the variables examined by assessing the extent to which specific factors are associated with sustainable consumption at tourism events. The study does not aim to establish direct causality, but rather to identify associations among the analyzed variables. The research design is cross-sectional, since data were collected at a single point in time, providing a snapshot of the current situation without longitudinal follow-up (Hernández et al., 2014).

The study population consists of university students from various higher education institutions in Ciudad Obregón, Mexico. The research focuses on this population due to their participation in tourism events and their perceptions of sustainable consumption within such settings. A representative sample of the student community from different universities was selected. A non-probabilistic convenience sampling method was employed, whereby participants were chosen based on accessibility and willingness to respond to the survey. This sampling technique made it possible to gather relevant information

on factors influencing sustainable consumption at tourism events, while ensuring that respondents met the criteria necessary to achieve the study objectives (Hernández et al., 2014).

A structured questionnaire was used as the primary data collection instrument. The instrument was developed through the adaptation of items drawn from three prior studies related to sustainable consumption and its determinants. In particular, items from the questionnaire developed by Tokgöz (2023) were incorporated. The questions were linguistically and contextually adapted to ensure relevance to the tourism events setting, with a focus on key variables such as environmental attitude and environmental knowledge. The questionnaire consists of closed-ended questions measured on a five-point Likert scale, allowing for precise quantification of responses and subsequent statistical analysis.

Following data collection, internal consistency reliability was assessed using Cronbach's alpha coefficient. According to Rodríguez-Rodríguez and Reguant-Álvarez (2020), Cronbach's alpha is a statistical coefficient used to measure the reliability and internal consistency of measurement instruments such as questionnaires and attitude scales. For the purposes of this study, the reliability coefficients obtained for each variable are presented in Table 1.

Table 1. Alpha de Cronbach (internal consistency reliability analysis).

Variable	Cronbach's Alpha coefficient
CS	0.765
ACM	0.789
COM	0.925

Note. Author's own elaboration.

Table 1 presents the results of the internal consistency analysis applied to the instruments used in this study, with the aim of assessing the reliability of the variables sustainable consumption (SC), environmental attitude (EA), and environmental knowledge (EK).

The obtained values indicate adequate levels of reliability, as all variables exhibit coefficients above the commonly accepted threshold of 0.70. In particular, the environmental knowledge variable recorded the highest value (.925), demonstrating excellent internal consistency and suggesting that the items associated with this construct are strongly interrelated. Overall, these results support the reliability of the measurement instrument, confirming that the applied scales are appropriate for assessing the constructs of interest in this study.

4. RESULTS.

Following the administration of the survey to the student population, the data obtained from the 294 collected responses were processed. IBM SPSS Statistics version 27 was used to conduct an initial descriptive analysis, which enabled the identification of patterns, trends, and general behaviors related to sustainable consumption. This

process provided a detailed overview of the main findings and facilitated an understanding of the characteristics of the analyzed sample. Subsequently, the results were organized and interpreted in order to discuss their implications within the context of sustainable consumption, thereby providing a solid foundation for analyzing and understanding the phenomenon under study.

Descriptive Results.

Based on the descriptive analysis, several relevant aspects related to the institutional distribution of respondents were identified. As shown in Table 2, the majority of students who completed the questionnaire belong to the Instituto Tecnológico de Sonora (ITSON), accounting for 79.3% of the total sample. In contrast, 15.3% of participants are from the Instituto Tecnológico Superior de Cajeme (ITESCA), while only 5.4% correspond to the Universidad Tecnológica del Sur de Sonora (UTS).

This pronounced concentration of responses from a single institution is primarily attributed to the fact that ITSON has the largest student population in the city and demonstrated a greater willingness to participate during the data collection process. This distribution may influence the overall results of the study, as perceptions of sustainable consumption could be associated with institution-specific characteristics, such as academic programs, environmental initiatives, or cultural factors that promote sustainability.

Table 2. University.

University	Frequency	Percentage
ITSON	233	79.3%
ITESCA	45	15.3%
UTS	16	5.4%
Total	294	100%

Note. Author's own elaboration.

Table 3 reveals marked differences in students' attendance levels across various types of tourism and social events. First, among academic events, conferences show the highest participation, with 85.0% of respondents reporting attendance at least once, followed by fairs and exhibitions at 73.5%. These figures reflect a strong interest among the student community in activities related to meetings tourism, which typically have an academic orientation and offer interactive experiences that support learning and professional development.

In contrast, events with lower attendance include seminars, with only 25.5% participation, and congresses, with 41.2%, indicating that more specialized events generate less interest among students. This pattern may be explained by the higher level of commitment required, potential costs involved, or the lower frequency of such events within the local context.

Additionally, high attendance levels are observed for social events, particularly weddings, with a participation rate of 70.7%, demonstrating a strong inclination toward

recreational and social activities. Attendance at concerts (40.8%) exhibits a pattern similar to that of congresses, suggesting a balance between preferences for entertainment-oriented events and those linked to academic and professional development.

Overall, the results indicate that students show a greater affinity for interactive and socially engaging events, while participation decreases in more formal or highly specialized events. These patterns contribute to a deeper understanding of tourism consumption behavior among university students in Ciudad Obregón, highlighting the relevance of emotional, recreational, and academic components in decision-making related to event participation.

Table 3. Attendance at Different Types of Tourism and Social Events.

Type of event	Attend	Perce ntage	Do Not Atten d	Perc entage	T otal
Congresses	121	41.2 %	173	58.8 %	294
Conventions	112	38.1 %	182	61.9 %	294
Conferences	250	85.0 %	44	15.0 %	294
Fairs and Exhibitions	216	73.5 %	78	26.5 %	294
Seminars	75	25.5 %	219	74.5 %	294
Weddings	208	70.7	86	29.3 %	294
Concerts	120	40.8 %	174	59.2 %	294

Note. Author's own elaboration

Similarly, Table 4 shows a clear predominance of female participants within the analyzed sample, as 62.2% of respondents are women, while 37.1% are men. Only 0.7% of participants preferred not to specify their gender. This distribution indicates a higher level of participation and engagement among female respondents, which may be associated with greater sensitivity to issues related to environmental protection and responsible consumption. Moreover, this gender imbalance may influence the overall perception of sustainable consumption, given that previous studies have reported that women tend to exhibit higher levels of environmental empathy, ecological awareness, and willingness to adopt sustainable practices. In this regard, the gender composition of the sample constitutes an important factor to consider when interpreting the study's findings.

Table 4. Gender.

Gender	Frequency	Percentage
Male	109	37.1%
Female	183	62.2%
Prefer not to say	2	0.7%
Total	294	100%

Note. Author's own elaboration

Similarly, Table 5 shows that the majority of participants fall within the 19–22 age range, accounting for 67.6% of the total sample. A smaller proportion corresponds to students aged 23–26 years (16.3%), followed by those aged 18 years or younger, who represent 12.9% of respondents. Finally, only 3.1% of the sample consists of individuals aged 27 years or older. This concentration within younger age groups is particularly relevant, as it corresponds to a formative stage during which personal values, consumption habits, and attitudes toward social and environmental issues are being consolidated.

Previous studies have indicated that university students tend to be more receptive to sustainable consumption practices and show greater interest in environmental issues; however, this disposition does not always translate into direct action due to economic constraints or limited access to specialized information. In this regard, the sample reflects the behavior of a young generation that may be more sensitive to the challenges of climate change and sustainability, which is relevant for interpreting the results of the present study. Consequently, participants' age may directly influence their predisposition to adopt sustainable practices within the context of tourism events.

Table 5. Age

Age Range	Frequency	Percentage
18 years or younger.	38	12.9%
19-22 years.	199	67.6%
23-26 years.	48	16.3%
27 years or older.	9	3.1%
Total	294	100%

Note. Author's own elaboration.

Factor Loadings.

Table 6 presents the factor loadings of the items associated with the three evaluated constructs: sustainable consumption (SC), environmental attitude (EA), and environmental knowledge (EK).

The results indicate that the majority of items exhibit factor loadings above 0.60, suggesting an adequate association with their respective latent constructs. For the SC construct, factor loadings ranged from .618 to .750; for EA, values ranged between .633 and .805; while EK displayed the highest loadings, reaching values of up to .910.

This pattern confirms the suitability of the observed variables to represent the proposed constructs, thereby

supporting the factorial validity of the measurement instrument. In addition, the model underwent an initial refinement process in which items that failed to meet the required thresholds were removed, allowing the retention of only those items with acceptable factor loadings. These results strengthen the internal consistency of the instrument and its ability to adequately measure constructs related to sustainable consumption, environmental attitude, and environmental knowledge within the context of this study.

Table 6. Factor Loadings.

Item		Variable	Loadings Factor
Item4	<---	CS	.618
Item3	<---	CS	.712
Item2	<---	CS	.750
Item9	<---	ACM	.782
Item8	<---	ACM	.805
Item7	<---	ACM	.633
Item5	<---	ACM	.634
Item16	<---	COM	.846
Item15	<---	COM	.910
Item14	<---	COM	.830
Item13	<---	COM	.747
Item12	<---	COM	.822
Item11	<---	COM	.774

Note. Author's own elaboration based on results obtained from IBM AMOS version 27.

Structural Model Assessment.

First, it is necessary to present the goodness-of-fit indices of the structural model. According to McNish et al. (2017), incremental fit indices assess the improvement of the proposed model relative to a baseline model. Among the most commonly used indices are the Comparative Fit Index (CFI), the Goodness-of-Fit Index (GFI), and the Tucker-Lewis Index (TLI).

In contrast, absolute fit indices indicate the extent to which the observed covariance matrix approximates the model-implied covariance matrix, such that lower values reflect a better model fit (Chen, 2007; Schumacker, et al., 2016; Kline, 2015). One of the most widely reported absolute fit indices is the Root Mean Square Error of Approximation (RMSEA). The results indicate satisfactory model fit, with the following values: CFI = .962, RMSEA = .068, GFI = .928, and TLI = .952, thereby demonstrating a good fit of the proposed structural model. Figure 1 illustrates the results of the structural equation model, depicting the relationships among the three main variables: environmental attitude (EA), environmental knowledge (EK), and sustainable consumption (SC). The results reveal a positive correlation between EA and EK, indicating that higher levels of environmental knowledge are associated with more favorable attitudes toward the environment. When examining the direct effects on sustainable consumption, the findings show that environmental attitude exerts a positive and statistically significant direct effect on SC, whereas environmental knowledge does not exhibit a significant direct influence on sustainable consumption.

These results suggest that, within the context of this *Advances in Consumer Research*

study, individuals' attitudinal disposition toward the environment plays a more influential role in shaping sustainable consumption practices than environmental knowledge alone. This finding underscores the importance of promoting pro-environmental attitudes, beyond purely informational or cognitive approaches, in order to encourage sustainable behaviors among attendees of tourism events.

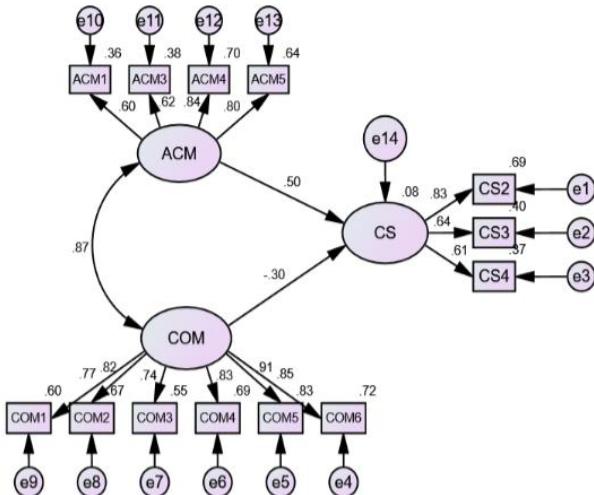


Figure 1. Structural Model.

Note. Author's own elaboration based on results obtained from IBM AMOS version 27.

Table 7 presents the results of the hypotheses testing obtained through the structural model estimated using IBM SPSS AMOS version 27. Two main hypotheses related to sustainable consumption among attendees of tourism events were evaluated.

First, Hypothesis H1 was supported, as it yielded a positive standardized beta coefficient ($\beta = 0.50$) and a p-value of .010, which is below the established significance level ($p < .05$). This result indicates that environmental attitude has a statistically significant influence on sustainable consumption, confirming that environmental perceptions and predispositions are translated into sustainable behaviors among participants.

In contrast, Hypothesis H2 was not supported, as it produced a negative standardized beta coefficient ($\beta = -0.30$) and a p-value of .101, which exceeds the conventional threshold for statistical significance. This finding indicates that environmental knowledge, by itself, does not exert a significant direct effect on sustainable consumption within the analyzed sample.

Taken together, these findings reinforce the notion that environmental attitudes constitute a key determinant in the adoption of sustainable consumption practices, whereas environmental knowledge, although relevant, does not necessarily guarantee the enactment of such behaviors.

Table 7. Hypothesis Testing

Hypothesis	Beta Coefficient	P-value	Results

H ₁ Environmental attitude has a significant influence on the sustainable consumption behavior of attendees at tourism events.	0.50	.010	Accepted
H ₂ Environmental knowledge has a significant influence on the sustainable consumption behavior of attendees at tourism events.	-0.30	.101	Rejected

Note. Author's own elaboration based on results obtained from IBM AMOS version 27.

5. DISCUSSION.

The results obtained in this study reveal findings that both support and contrast with previous literature on sustainable consumption in tourism contexts. An analysis of the data allows for a critical discussion of the role played by environmental attitude and environmental knowledge in shaping the sustainable consumption behavior of attendees at tourism events.

The findings of the present study confirm Hypothesis H1, demonstrating that environmental attitude has a positive and statistically significant influence on sustainable consumption among attendees of tourism events. This result is consistent with prior theoretical frameworks and aligns with a growing body of empirical research identifying environmental attitude as a fundamental determinant of sustainable behavior.

Specifically, these findings corroborate the results reported by Cao et al. (2022), who found that attitudes toward sustainable consumption act as a positive moderator between consumption values and consumer behavior. In their study of 344 consumers in China, the authors showed that individuals with stronger pro-environmental attitudes were more willing to purchase sustainable products, suggesting that environmental attitudes are effectively translated into responsible consumption behaviors. This evidence reinforces the validity of environmental attitude as a key construct in explaining sustainable consumption decisions.

Similarly, the study by Cyfert et al. (2024), conducted with 1,570 university students in Poland, demonstrated a positive and significant relationship between sustainability competencies and pro-environmental attitudes. Although their research focused on how competencies influence attitudes, the ultimate conclusion aligns with the present study by establishing that favorable environmental attitudes constitute a crucial antecedent to the development of sustainable behaviors.

These results carry important implications for the field of tourism events. The confirmation that environmental attitude significantly influences sustainable consumption

suggests that strategies aimed at strengthening pro-environmental attitudes among attendees may be particularly effective in promoting responsible behaviors during events.

Contrary to expectations, the results of this study do not support Hypothesis H2, as environmental knowledge did not show a significant direct effect on sustainable consumption among tourism event attendees. This finding partially contradicts prior research and warrants a deeper examination of contextual, methodological, and population-specific factors that may explain this divergence.

Several empirical studies have identified environmental knowledge as a significant predictor of sustainable behavior. For instance, Welbeck and Larbi (2025), in their study of 452 university students enrolled in business programs in Ghana, found that sustainability awareness exerted a positive and significant influence on sustainable consumption. Likewise, Chen et al. (2024) emphasized that environmentally framed information, when presented in an emotionally engaging and participatory manner, effectively promotes sustainable behaviors in the fashion sector. These studies suggest that environmental knowledge can lead to sustainable behavior when it is appropriately communicated and internalized.

However, several factors may explain why environmental knowledge did not exert a significant effect in the present study. The sample consisted primarily of university students aged between 18 and 27 years in Ciudad Obregón, Mexico. This demographic profile may help explain the absence of a significant relationship between knowledge and behavior.

Ribeiro et al. (2016) argue that sustainable consumption depends not only on individual predisposition but also on the interaction between personality traits and environmental conditions. It is possible that participants in the present study, despite possessing environmental knowledge, face contextual barriers that hinder the translation of knowledge into action. Such barriers may include financial constraints typical of university students, limited availability of sustainable options at local tourism events, or social and cultural norms that do not prioritize responsible consumption.

Although individuals may be aware of environmental issues and potential solutions, situational, economic, social, and psychological factors can prevent this knowledge from being transformed into concrete actions. In the context of tourism events, this gap may be further amplified, as attendees may prioritize other aspects of the experience, such as entertainment, convenience, or price—over environmental considerations.

Overall, these findings suggest that, within the specific context of tourism events attended by young university students, environmental knowledge alone is insufficient to drive changes in consumption behavior. Instead, environmental attitude, which integrates affective and evaluative components in addition to cognitive elements, appears to exert a stronger influence on sustainable consumption in this context.

6. CONCLUSION.

The objective of this study was to identify the factors that

influence sustainable consumption among attendees of tourism events in Ciudad Obregón, Sonora. To this end, a quantitative approach was employed using a structured questionnaire administered to a sample of university students, based on validated scales from previous studies and adapted to the context of sustainability in tourism events.

The results indicate that environmental attitude has a direct and significant influence on sustainable consumption behavior, whereas environmental knowledge, although correlated with attitude, does not exert a significant direct effect. These findings highlight

the importance of fostering pro-environmental values, perceptions, and attitudes among university students attending tourism events, rather than relying solely on the provision of information.

Accordingly, individuals' personal and emotional disposition toward environmental protection appears to be a more effective driver of sustainable practices in tourism contexts. The results of this study may inform the design of educational and organizational strategies for tourism events that aim to enhance sustainability from a consumer-oriented perspective.

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