

## SOCIAL INFLUENCE CAN INCREASE PRO-ENVIRONMENTAL BEHAVIOR IN ECOTOURISM ENVIRONMENT: LITERATURE REVIEW

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**Abstract** - Social influences that can increase a person's behavior change in acting for sustainable marketing of a tourist place, especially ecotourism, mangrove forests. This study seeks to reveal that overall, comparative social feedback may have a careful measure. That social behavior or human social behavior is controlled by some unconscious motives. Data collection for journal materials is carried out by studying literature, and preferably related to social influences, especially in pro-environmental behavior for ecotourism visits. Many developing countries are committed to ecotourism to receive economic growth through the use of natural resources. Positive social influence on purchase intention and multiple social identities are needed to understand how identity can lead to pro-environmental behavior and consumer judgments with pro-environmental variables, particularly in ecotourism places, mangrove forests can be suggested to explore processes of social influence and preference formation., can form a person who lives socially. Obtained a new conceptual framework based on social theory. In the future, more in-depth research can be carried out to obtain a quantitative analysis of the effect of pro-environmental behavior variables as intervening variables or mediator variables on social influences in ecotourism site visits.

**Keywords:** social influence; pro-environmental behavior; ecotourism environment

### INTRODUCTION

Social influence is a deliberate and unintentional act and effort to change the beliefs, attitudes, or behavior of others. If it must be intentional and requires some level of awareness on the part of the target, (Caspi et al., 2001). The results of this meta-analysis showed that the social influence approach was effective in promoting behavior change, compared to the control group. Public commitment and modeling usually use face-to-face interactions, making social influence stronger, while the three types of information and feedback do not (Abrahamse & Steg, 2013).

Block leaders can work very well because they leverage existing social networks (Rogers, 1995). Nature tourism as an ecotourism industry is still a bit of a person's desire, interest, motivation to go on tours, especially mangrove forest ecotourism destinations (Ramaswamy & Sathis, 2010; Muksin, 2018; Hardani, 2019; Bahari & Ashoer, 2018; Hasan, 2018 ; Zhang et al., 2021).

Thus other studies reveal that overall, social comparative feedback may have a relatively low effect size, its effectiveness may differ for different subgroups of study participants. For example, in the study by Aitken et al. (1994) participants with relatively low water use (ie those who were already doing better) actually increased their consumption, while participants with relatively high water energy use reduced their consumption (Aitken et al., 1994). Furthermore, various scholars have argued that while injunctive social norms are generally effective in promoting behavior change, the results are less consistent for the use of descriptive social norms (Wechsler et al., 2003).

That social behavior or human social behavior is controlled by some unconscious or unconscious motives or dominant desires. The researchers noted that people have the ability to think and rationalize before taking action or making decisions and have the choice to involve or not involve in certain

behaviors or behaviors. Social influence in the theory of reasoned action (TRA) notes human rationality and is formed with several assumptions (Ajzen & Fishbein, 1980). Understanding and predicting individual behavior is the ultimate goal of TRA. It is called subjective norm because social influence may arise from the perception of social pressure so that action or not taking it is questioned when a person is under severe social pressure (Ajzen & Fishbein, 1980).

Marketers have discretion in tailoring the needs and wants of tourists to suit each unit in the social group and this is vital to creating an effective tourism strategy. A person's reference group consists of all groups that have a direct or indirect influence on a person's attitude or behavior. The family is the most important consumer buying organization in society and it has been the object of extensive research. Family members are the most influential primary reference group. A more direct influence on everyday buying behavior is the family, namely spouse and children. Roles and statuses, roles include activities that are expected to be carried out by someone, each role produces status (Mondal & Samaddar, 2020).

**LITERATURE REVIEW**

According to Li, (2013) that ecotourism has a reciprocal relationship with local communities and can build sustainable ecotourism in a local community-based tourist location which also contributes to preserving local culture and biodiversity, as well as tourism potential (Li, 2013 ). Positive opinion that ecotourism can provide benefits to local communities if it supports conservation activities. These adopt a similar approach to sustainable development, and are positively and significantly correlated with each other (Lindberg et al., 1996). Ignoring the social influence process will underestimate the potential for shifting consumer preferences regarding emerging pro-environmental technologies (Axsen et al., 2013).

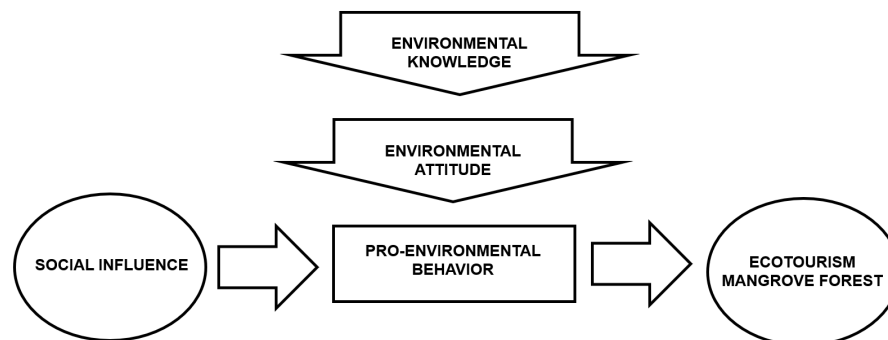


Figure 1. Results of Previous Research  
 Source: Researchers from various library sources (2022)

The formation of consumer preferences regarding pro-environmental technology, criticizing the neoclassical assumption that consumer choices are guided by preconceived static preferences, specifically Axsen et al., (2013) explores the role of social influence in the formation of consumer preferences. Social influence; diffusion, translation and reflexivity when statistically controlling for other factors, interactions described as translation or reflexivity were most likely to be highly influential for participants (Axsen et al., 2013).

Many developing countries are committed to ecotourism in order to receive economic growth through the responsible use of natural and cultural resources (Telfer & Sharpley, 2007). Further research is needed to better understand preference formation in these other contexts. Better understanding and representation of processes of social influence and preference formation should thus be an important priority for the field of ecological economics and environmental studies more generally (Axsen et al., 2013).

The influence of social influence on purchase intention has been carried out by previous researchers, where the results obtained by social influence have a positive effect on purchase intention (Iravani et al., 2012; Amalia & Sofian, 2011; Lee, 2008). Social influence on consumer purchasing decisions has a significant effect on consumer behavior. Consumer purchasing decisions are highly dependent on information collected from various sources (Barua & Islam, 2011). Personal factors depend on the individual's positive or negative judgment in performing the behavior. Therefore, this factor is called attitude towards behavior (Hashim et al., 2018).

Positive opinion that ecotourism can provide benefits to local communities if it supports conservation activities. These adopt a similar approach to sustainable development, and are positively and significantly correlated with each other (Lindberg et al., 1996). With increasing environmental degradation (Liap et al., 2019) and pollution due to rapid industrialization, there has been increasing awareness among consumers and companies about the need to protect the environment. However, knowledge about the environment does not always translate into ecological buying behavior (Bhaskaran et al., 2006; Do Paco & Raposo, 2009; Roozen & De Pelsmacker, 2000).

Social identity leads to pro-environmental behavior through two processes, namely; identity consistency and identity signaling. First, according to the identity consistency model, environmentalists will be more involved in pro-environmental behavior, because behavioral identity consistency serves as a guide for desired actions (Ellemers et al., 2002; Steg et al., 2014).

Evaluating many social identities is necessary to understand how identities can lead to pro-environmental behavior. The current study assesses political identity and identification with the environment as competing predictors (Gromet et al., 2013). In a broader approach, emphasizing social and institutional change (Blake, 1999; Agyeman & Angus, 2003; Shove, 2010), a person forms an intention to engage in pro-environmental action, barriers such as access, past behaviors and habits, and stress. Social media can prevent pro-environmental behavior (Kollmus & Agyeman, 2002; Gifford, 2011; Hargreaves, 2011). Social influence is an individual's process of understanding how family and friends who are in a social environment accept a lifestyle (Hashim et al., 2018).

Attitude is also related to individual characteristics such as level of contact with tourists, length of stay at the destination, ethnicity (Liu & Var, 1986), economic dependence (Milman & Pizam, 1988), education and many others. In ecotourism, every cultural value and natural entity becomes a commodity and local communities become cheap labor in the process of ecotourism activities (West et al., 2006).

Managerial motivation to act on behalf of the environment is considered to depend on environmental knowledge in making judgments, where environmental knowledge can be defined as general knowledge of facts, concepts, and relationships about the natural environment and its key ecosystems. Thus, environmental knowledge simply involves what people know about the environment, the key relationships that lead to environmental aspects or impacts, and collective responsibility required for sustainable development, and environmental knowledge as general knowledge of facts, concepts, and relationships about the environment, and the environment with the ecosystem (Fryxell & Lo, 2003). See Figure 1, the researcher illustrates that a person's environmental knowledge causes a change in environmental attitude so that only a pro-environmental behavior can be achieved that can affect a person's identity at an ecotourism site.

## **METHODS**

This research is in the form of an exploratory descriptive analysis that describes data from material obtained from previous research in published journal results, obtained from the internet website at Google Scholar. The retrieval of journal data material is carried out by literature studies, and preferably related to social influence, especially in pro-environmental behavior on ecotourism visits, mangrove forests or the ecotourism environment itself as the basis for the analysis of this literature review.

## **RESULTS AND DISCUSSION**

As the results of research by Telfer and Sharpley (2011) many developing countries are committed to ecotourism to receive economic growth through the responsible use of natural and cultural resources. The process of social influence and the formation of preferences must thus become an important priority for the economic sector, especially mangrove forests as an ecotourism destination have the economic potential of a coastal area that is quite large, that ecotourism can provide benefits to local communities if it supports conservation activities. These adopt a similar approach to sustainable development, and are positively and significantly correlated with each other.

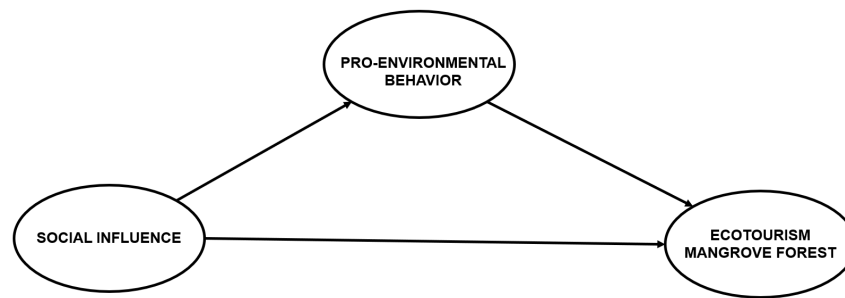


Figure 2. Future Research  
Source: Researcher (2022)

Social influence on consumer purchasing decisions has a significant effect on consumer behavior. Consumer purchasing decisions are highly dependent on information gathered from various sources. Environmental knowledge involves what people know about the environment, the key relationships that lead to environmental aspects or impacts, and collective responsibility required for sustainable development so that a person forms an intention to engage in pro-environmental actions, barriers such as access, past behaviors and habits, and social pressure can prevent pro-environmental behavior can have a positive impact on social influence.

As with previous research on the notion of social influence in the theory of reasoned action (TRA) or the theory of reasoned action, it notes human rationality and is formed with several assumptions (Ajzen & Fishbein, 1980). Understanding and predicting individual behavior is the ultimate goal of TRA. It is called subjective norm because social influence may arise from the perception of social pressure, so in the framework of thinking from social influence to a destination for mangrove forest ecotourism, it becomes a novelty in conducting future research.

### Conclusions And Recommendations

In order to improve the understanding of consumer judgments with pro-environmental variables, especially in ecotourism sites, it is advisable to explore mangrove forest processes of social influence and preference formation that can form a new framework based on social theory. So that suggestions for future research can conduct more in-depth research to obtain a quantitative analysis of pro-environmental behavior variables as intervention variables or mediator variables (see Figure 2) on social influences on a visit to ecotourism sites, especially mangrove forests, making a new concept in a research perspective with social theory in sustainable marketing.

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