

Social Media Marketing Activities, Behavior Intention and Pro-Environmental Behavior of Young Travelers

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Abstract

This study investigates the impact of social media marketing activities on young travelers' behavioral intentions and pro-environmental behaviors, while examining the moderating role of perceived behavioral control. This study surveyed 239 university students and applied quantitative methods, including descriptive statistics and regression analysis, to investigate how social media marketing activities influence behavioral intentions and subsequent pro-environmental actions. The results indicate that social media marketing activities especially word of mouth, entertainment, trendiness, and customization significantly affect behavioral intentions. However, the trendiness has not significant influence on behavior intention. Moreover, behavioral intention positively influences pro-environmental behavior and the moderation effect of perceived behavioral control also have significant effect on this relationship. The study highlights the importance of interactive social media engagement and supportive infrastructure to foster sustainable travel behaviors. Recommendations include using interactive social media campaigns to engage young travelers like promoting two-way social media campaigns, improving eco-friendly infrastructure and transport options to support sustainable choices, and implementing government policies that institutionalize sustainable tourism practices.

Keywords: sustainable travel, social media marketing activities, behavioral intention, perceived behavioral control, pro-environmental behavior

Introduction

A balanced and sustainable ecosystem is essential for the tourism industry as it depends on the beauty and well-being of natural resources such as landscapes, wildlife, clean water, and fresh air. Therefore, protecting these resources become an important issue because they allow tourism to bring long-term benefits without harming the environment (World Bank, 2025). At that time, sustainable tourism become a way for achieving this balance as it seeks to support economic growth and improve community well-being without harming the environment (World Bank, 2025). This concert leads destinations to focus on maintaining ecosystem health and biodiversity to sustain their tourism appeal (Jones, 2022; Worku, 2021). Moreover, educating tourists about their responsibilities is equally important, as their behavior significantly influences the conservation of these natural assets (Wang, 2022; Sibian & Untaru, 2023). Research shows that when travelers understand the environmental impact of their actions, they are more likely to adopt pro-environmental behaviors such as minimizing waste, conserving water, and respecting wildlife (Liu, 2024; Alotaibi et al., 2024).

In recent years, social media has become a powerful tool in shaping tourists' responsible behavior. Tourists rely heavily on social media platforms for travel information and recommendation. Young travelers, commonly defined by the United Nations as individuals between 18 and 25 years of age, represents a critical age group in this context (UN, 1995). This age subgroup is frequently described as one of the most substantial and active segments in youth travel that often composed of university students, recent graduates, and young professionals. Young adults within this age range are among the heaviest users of social media, spending several

hours daily on platforms such as Instagram, TikTok, and YouTube (Cropink, 2025). This group is particularly influenced by social media content, which plays a significant role in shaping their travel choices and attitudes toward sustainability.

Young travelers are an important segment in sustainable tourism because they are early adopters of new trends, highly connected through social platforms, and more likely to embrace authentic, mindful, and environmentally responsible travel experiences (Schönherr, 2024). Their high engagement with social media not only raises awareness about sustainable tourism practices but also influences their behaviors directly through influencer endorsements, peer interactions, and user-generated content (Hsu & Lin, 2020; Kwon et al., 2021). Research identifies five important social media marketing activities that drive tourists' intentions and promote pro-environmental behavior: entertainment, interaction, customization, trendiness, and word of mouth. Together, these activities enhance engagement and encourage travelers, especially youth, to adopt positive environmental behaviors during their journeys (Daugherty & Hoffman, 2014).

Entertainment captures young travelers' attention by engaging them emotionally through videos, storytelling, and interactive content that highlights environmental issues, creating motivation for sustainable actions (Chen et al., 2024). Interaction further builds communication by facilitating interaction between young traveler and other users, allowing each other to ask questions, share feedback, and feel personally involved in sustainability efforts (Liao et al., 2024). Customization in social media increases the effectiveness of messages by tailoring content to young travelers' individual preferences, such as eco-conscious travelers receiving information on green accommodations or conservation activities suited to their interests (Kim et al., 2017). Trendiness leverages current social and cultural movements, particularly among youth who follow online trends closely, making sustainability messages feel relevant and timely (GTG Journal, 2025). Word of mouth (WOM), powered by peer reviews and user-generated content, is one of the strongest influences on traveler behavior, especially because tourism is an intangible product that's difficult to assess before experiencing it (Daugherty & Hoffman, 2014; Sultan et al., 2020). Together, these activities foster positive attitudes and social norms around sustainability, significantly increasing young travelers' intentions to adopt pro-environmental behaviors such as waste reduction, resource conservation, and respect for local ecosystems during their trips (Liao et al., 2024).

Behavioral intention is a crucial step linking marketing efforts to actual behavior. When social media marketing activities effectively increase tourists' intentions to travel sustainably, it greatly improves the chances that they will engage in pro-environmental actions during their trips (Barber & Barber, 2022). Without strong behavioral intentions, even the most effective marketing efforts may fail to translate into actual responsible travel practices. Thus, fostering strong behavioral intentions is essential for converting intention to adopt pro environmental behavior into tangible responsible travel practices, which ultimately supports the sustainable development of tourism destinations.

According to the Theory of Planned Behavior (Ajzen, 1991), behavioral intention is the strongest predictor of actual behavior, but this link is influenced by perceived behavioral control (PBC), which reflects how confident and capable individuals feel about performing the behavior. In tourism, even if visitors have strong intentions to act sustainably, their actions depend on

whether they believe they have the necessary resources, knowledge, and opportunities to do so (Xie et al., 2022). For instance, a young traveler who perceives fewer barriers and feels empowered to adopt eco-friendly practices is more likely to convert their intentions into sustainable actions compared to one who perceives significant obstacles (Liao, 2024). Research confirms that PBC influences how strongly intentions lead to real behaviors, highlighting the need to strengthen tourists' confidence and reduce barriers through clear, supportive social media content (Barber & Barber, 2022; Truong et al., 2023). This demonstrates that enhancing perceived behavioral control through practical measures and clear communication is vital for transforming sustainable tourism intentions into real-world pro-environmental actions.

Although there are many frameworks which emphasize sustainable tourism, literature focusing specifically on aspects such as travel experience (Lin and Lee, 2020; Lee and Jan, 2023), destination psychological ownership (Qiu et al., 2022), and environmental commitment (Tang et al., 2022) as antecedent variable, the effects of social media marketing activities on youth travelers' pro-environmental behavior remains scarce. This happens not only in international but also in Myanmar. With Myanmar's unique socio-cultural context and rapid digital adoption, the role of social media marketing in shaping intentions and pro environmental behavior is underexplored. This study aims to fill this gap by empirically examining following objectives

1. To analyze the effect of Social Media Marketing Activities on Behaviour Intention of young travelers.
2. To examie the effect of Behaviour Intention on Pro-Environmental Behaviour of young travelers.
3. To analyze the moderation effect of perceive behavioural control on the relationship between behavior intention and pro-environmental behavior of young travelers.

By addressing these objectives, this study aims to create effective strategies to encourage sustainable travel behavior in Myanmar which will support the government's goals of protecting the environment, preserving culture, and improving the well-being of local communities.

Literature Review

Social Media Marketing Activities

Social media refers to digital platforms and applications that enable users to create, share, and exchange information, ideas, and content in virtual communities and networks (Kaplan & Haenlein, 2010). It includes a variety of platforms such as social networking sites (e.g., Facebook, LinkedIn), microblogging services (e.g., Twitter), video-sharing sites (e.g., YouTube, TikTok), and content-sharing communities (e.g., Instagram, Pinterest) that allow users to connect and interact in real time (Kietzmann et al., 2011).

Kelly, Kerr, and Drennan (2010) explained that social media gives businesses a chance to connect closely with their target customers while social media marketing activities help brands succeed by encouraging participation in online communities. Kim and Ko (2012) identified five main parts of these activities: entertainment, interaction, staying trendy, personalized content, and electronic word of mouth. These elements work together to engage users and improve marketing results on social platforms.

Entertainment

Entertainment in social media marketing means creating fun and engaging content that grabs users' attention and makes their experience enjoyable (Lee & Ma, 2012). In aligning with tourism, this includes sharing videos, live streams, and interactive posts that showcase destinations in a lively way. Such entertaining content helps travelers, especially young people, emotionally connect with places before they visit, making marketing feel like a shared experience rather than just advertising (Ashley & Tuten, 2015).

For example, the “Zero Mika” campaign in Morocco engaged youth in a plastic-free beach initiative using visually compelling and interactive social media content, successfully raising environmental awareness and promoting sustainable tourism practices among young travelers. In promoting eco-friendly activities or highlighting protected natural areas can makes like this kind of content which is not only memorable but also raises awareness of responsible travel between young travelers. As travelers share these fun and inspiring posts, they boost visibility for destinations embracing sustainable tourism (Muntinga et al., 2011).

Interaction

Interaction refers to active two-way communication between brands and their audience through comments, likes, shares, and messages (Sprout Social, 2024). In tourism, this means engaging travelers by answering questions, encouraging stories about sustainable travel experiences, and involving them in discussions on environmental responsibility. Young travelers value these interactions as they nurture a community focused on sustainable tourism practices (Dash Social, 2024).

The Costa Rica Tourism Board frequently hosts live Q&A sessions on Instagram, where they answer questions about eco-friendly tours and sustainable travel tips, actively involving their audience in conversations about environmental preservation. This can lead to engagement on sustainability topics and ultimately fostering loyalty toward responsible destinations.

Customization

Customization in social media marketing involves delivering content and offers tailored to individual interests and needs (Smith, 2023). For tourism, this means personalized recommendations of eco-friendly hotels, low-impact excursions, or local sustainability initiatives that appealing particularly to young travelers who seek meaningful, responsible travel options (Johnson & Lee, 2024).

For example, the platform Ecobnb offers customized suggestions for sustainable accommodations and activities based on user preferences, catering especially to environmentally conscious young travelers. By analyzing preferences and behaviors of travelers, tourism companies can promote customized sustainable choices which may include encouraging bookings that align with environmental values. When travelers feel understood and supported in choosing sustainable options, their loyalty increases and they are more likely to return (Smith, 2023).

Trendiness

Trendiness means staying current with popular topics that capture attention (Kim & Ko, 2012). That means highlighting the trending sustainable travel experiences such as zero-waste accommodations, wildlife conservation tours, or regenerative travel initiatives which attracts young travelers to engage with current eco-conscious movements.

For instance, the viral TikTok challenge “Trash Tag” encouraged youth globally to clean up littered outdoor spaces, combining a trending social media movement with environmental activism and sustainable tourism awareness. Tourism brands using trending hashtags and challenges centered on sustainability create fresh, relevant content that resonates with youth values, encouraging widespread sharing and participation (Leung et al., 2013). This strategic focus on sustainability trends keeps destinations lively and relevant in a competitive market (Mariani et al., 2019).

Word of Mouth

Word of mouth is the sharing of opinions and experiences among users, especially through posts, comments, videos, and reviews (Andervazh et al., 2020). In the tourism industry, this is powerful since travelers, especially young people, trust peer feedback on sustainable practices more than traditional ads.

This can be seen in the social media-driven success of New Zealand’s eco-lodges can be largely attributed to travelers sharing authentic, positive experiences about their stays, which has built strong credibility and influenced others to choose sustainable accommodations. Positive word of mouth about eco-friendly accommodations, low-impact tours, or community-based tourism builds credibility and influences decisions to visit responsible destinations (Andervazh et al., 2020; Zhang et al., 2022). Social sharing accelerates the spread of sustainable tourism awareness, enhancing destinations’ reputations and attracting conscious travelers as a core marketing strategy.

Theory of Planned Behavior

Developed in 1985 by Ajzen, the Theory of Planned Behavior (TPB) explains human behavior within a social-psychological framework (Ajzen, 1985). The Theory of Planned Behavior explains that behavior is mainly driven by intention, which is shaped by three factors: attitude, subjective norms, and perceived behavioral control (PBC). Intention reflects how ready a person is to perform a behavior, while PBC represents the perceived ease or difficulty of performing it. PBC not only influences intention but can also directly impact behavior, especially when actual control is limited. Thus, higher PBC strengthens the link between intention and behavior, making it a key factor in understanding whether intentions turn into actions (Ajzen, 1991; Armitage & Conner, 2001)

Social Media Marketing Activities and Behavioral Intention

According to the Theory of Planned Behavior (TPB), behavior is guided by individuals' conscious intentions, which represent their motivation and planned decisions to engage in specific actions (Ajzen, 1991; Steg & Nordlund, 2018). In the context of tourism, this framework provides valuable insights into how social media marketing activities shape young travelers' intention to adopt pro-environmental behavior (PEB), such as choosing eco-friendly destinations, reducing plastic use, or supporting sustainable accommodations. For young travelers, who form a significant part of the tourism sector, pro-environmental intention is often shaped by growing environmental awareness and concern, as well as peer influences and social media engagement (Kiatkawsin & Han, 2017).

Within this perspective, the entertainment dimension of social media marketing engages young travelers through enjoyable and visually appealing content, which not only captures attention but also inspires environmentally responsible choices (Lee & Ma, 2012). Interaction, through active two-way communication between travelers and tourism brands, fosters trust and emotional connections, thereby encouraging young audiences to align with sustainable travel practices (Sprout Social, 2024). Similarly, trendiness ensures that content highlights current sustainable travel experiences or green destinations, reinforcing young travelers' desire to remain socially connected and environmentally conscious (Kim & Ko, 2012).

Customization further enhances these influences by providing tailored recommendations on eco-friendly products, activities, and accommodations that align with personal values and lifestyles, thereby strengthening the likelihood of adopting pro-environmental practices (Smith, 2023). In addition, word-of-mouth (WOM), in the form of peer reviews and shared experiences about sustainable travel, serves as a credible source of information that significantly shapes young travelers' trust and intention to engage in pro-environmental behavior (Andervazh et al., 2020). Taken together, these dimensions of social media marketing do more than attract attention; they interact to create favorable attitudes, supportive norms, and a sense of control that collectively strengthen young travelers' intention to adopt pro-environmental behavior.

Behavioral Intention and Pro-Environmental Behavior

Pro-environmental behavior refers to actions taken by individuals that consciously aim to minimize their negative impact on the natural environment and promote sustainability. These behaviors include activities such as recycling, conserving energy, reducing waste, choosing eco-friendly transportation, and supporting sustainable tourism practices (Stern, 2000; Kollmuss & Agyeman, 2002). In tourism, pro-environmental behavior means travelers making responsible choices that help to protect the environment, like staying at green-certified hotels, participating in wildlife conservation, or minimizing carbon footprints while traveling.

Pro-environmental tourism behavior represents a critical component in sustainable tourism development, focusing on behaviors that reduce environmental degradation and support ecosystem preservation (Lee et al., 2013; Halpenny, 2010). Studies have emphasized that tourists' pro-environmental actions are influenced by both internal factors such as environmental knowledge, motivation, and attitudes, and external contextual elements including destination

policies and infrastructure (Tang et al., 2022; Wang et al., 2025). Furthermore, theoretical frameworks such as the Theory of Planned Behavior (TPB) has been widely applied to the cognitive and motivational mechanisms to understand tourists' pro-environmental behaviors (Paco & Lavrador, 2017; Stern et al., 1999).

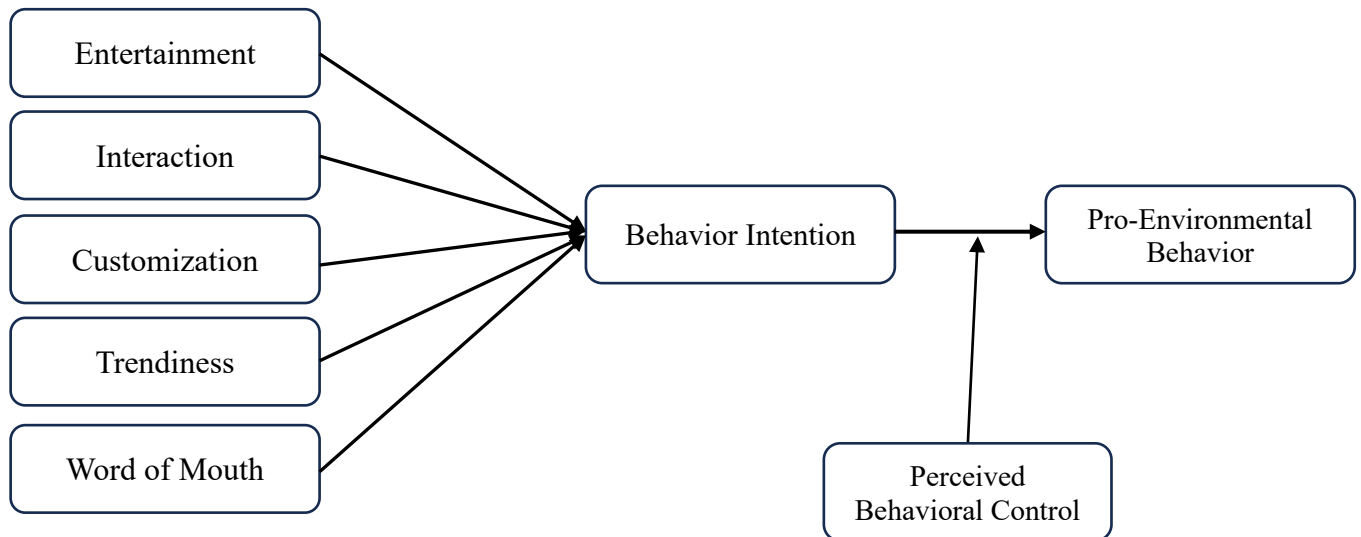
Behavioral intention, defined as the motivation or readiness to perform a behavior, is a key predictor of whether an individual will engage in pro-environmental actions (Ajzen, 1991). However, the translation from intention to behavior can be influenced by several factors, including perceived behavioral control, social norms, and attitudes (Sheng et al., 2022). Research shows that perceived behavioral control (PBC) plays a crucial role in shaping tourists' pro-environmental behavior. Studies confirm that tourists who feel greater control over their ability to engage in sustainable travel practices such as using eco-friendly transportation, reducing waste, or supporting conservation initiatives display higher intentions to adopt these behaviors (Zhang et al., 2022; Kiatkawsin & Han, 2017).

Perceived Behavioral Control

Perceived behavioral control (PBC) refers to an individual's belief in their ability to perform a specific behavior. This may include accounting for internal factors such as skills and confidence, as well as external factors like available time, money, and resources (Ajzen, 1991). Among young travelers, PBC plays a crucial role in determining whether their travel intentions actually lead to behavior. For instance, young travelers who believe they have sufficient financial means, time, and travel knowledge are more likely to act on their plans. Those with prior travel experience typically have higher PBC, which strengthens intentions and makes actual travel more feasible (Teng, 2025; Leung et al., 2013).

Moreover, young travelers are increasingly aware of environmental issues and are more motivated to behave in environmentally responsible ways during their trips. PBC plays a key role in their ability to adopt these pro-environmental behaviors, such as choosing eco-friendly transportation or accommodations. When young travelers perceive that sustainable travel choices are accessible and manageable, they are more likely to engage in responsible tourism (Kiatkawsin & Han, 2017). Tourism marketers can support this by providing clear information, affordable sustainable options, and easy access to green services, which not only increases young travelers' perceived control but also encourages ongoing commitment to environmental sustainability (Juvan & Dolnicar, 2016). Thus, PBC acts as a critical bridge connecting young travelers' intention with their pro-environmental behavior outcomes while they are travelling.

As a final point, social media marketing activities critically influence young travelers' pro-environmental behavior by shaping their behavioral intentions and perceived control over sustainable choices. Based on the above literature review, conceptual framework of the study is developed in Figure 1.



Source: Own Compilation based on Previous Studies

Figure 1 Conceptual Framework of the Study

Methodology

Quantitative research method was used in this study. Both primary data and secondary data were used. Primary data was collected by using structured questionnaire with 5-point Likert scale to college students in National Managemnet Degree College (NMDC).

A two-stage simple random sampling method was used to collect a representative sample for the purpose of study. In the first stage, 3 majors were selected among 5 majors that have in NMDC. Therefore, Tourism and Hospitality Management Major students, Economic and Finance major students and English for Professional Purposes major students are chosen with total population of 589 students. In the second stage, the total number of students from each selected majors are randomly survey with structured questionnaire. To determine the appropriate sample size, the Taro Yamane (1973) Sampling Formula was utilized.

$$n = \frac{N}{1 + N(e)^2}$$

Where n= sample size

N= Population size

e= Error Margin

$$= 589 / 1 + 589 * (0.05)^2 = 238.2 \approx 239$$

Based on this formula, a sample population of 239 students was determined to be representative of the larger population. To make sure the sample accurately reflects the population distribution across the different majors proportional methods were used to determine the sample size and the distribution of the samples is shown in Table (1).

Table (1) Distribution of sample population

No	Major Name	Total Population	Sample population (in %)	Sample Population
1.	Tourism and Hospitality Management	269	45.67	110
2.	Economic and Finance	183	31.08	74
3.	English for Professional Purposes	137	23.25	55
	Total		100	239

Data collection period was from July 1 to July 28, 2025. Data were gathered using a structured questionnaire, and the Likert scale (ranging from one to five, where one represents severe disagreement = 1, disagree = 2, neutral = 3, agree = 4, strongly agree = 5). The questionnaire is divided into five sections, encompassing various dimensions crucial to understanding the research objectives: demographics, social media marketing activities, behavioural intention, perceived behavioral control (PBC) and pro-environmental behaviour of young travelers. 6 items questions each for social media marketing activities, behavioural intention, perceived behavioral control (PBC) and pro-environmental behaviour of young travelers were used in this study.

Items for measuring Social Media Marketing Activities (Entertainment, Interaction, Customization, Trendiness, Word of Mouth) were adapted from Kim and Ko (2012), Hajli (2014), and Mangold and Faulds (2009). Intention and pro-environmental behavior items stem from Ajzen (1991, 2001), Chen and Tung (2014), and Han et al. (2019). Perceived behavioral control questions were based on Ajzen (2001) and Millar and Baloglu (2011).

For data analysis, SPSS version 23 was used. Descriptive statistics such as mean was applied to examine the young traveler pro-environmental behavior. Pearson Correlation was applied to explore the relationship among the variables. In addition, multiple regression analysis was used to examine the effect of social media marketing activities on behaviour intention and simple linear regression was used to examine the behaviour intention effect on pro-environmental behavior. To analyze the moderation effect of perceived behavioral control on the relationship between behavioral intention and pro-environmental behavior of young travelers, moderated regression analysis was used. Secondary data was collected from the sources of ministries especially Ministry of Hotels and Tourism, and from previous literature.

Analysis and Results

In this study, descriptive statistics were conducted on the demographic data of respondents. The results revealed that females comprised the majority of the sample of 239 NMDC students, accounting for 64.4%, while males made up 35.6%. Most respondents were aged between 22 and 25 years (66.5%), with the remaining 33.5% aged 18 to 21 years. Regarding social media use, the majority spent between 1 and 6 hours per day online, with 33.5% using

social media for 1-3 hours and 31.4% for 4-6 hours. Smaller proportions spent less than 1 hour (13.4%) or 7 hours and above (21.7%). Facebook and TikTok emerged as the most popular platforms, used by 37.7% and 36.4% of respondents respectively, while Instagram and Twitter were less frequently used at 18.8% and 7.1%. These results indicate that social media, especially Facebook and TikTok, plays a significant role in the daily activities of NMDC students. Demographic factors are shown in Table 2.

Table (2) Demographic Characteristics of the Respondents

Sr. No.	Particular	No. of Respondents	Percentage (%)
	Total	239	100.0
1.	Gender		
	Male	85	35.6
	Female	154	64.4
2.	Age (year)		
	18-21	80	33.5
	22-25	159	66.5
3.	Time Spend on Social Media		
	Less than 1 hour	32	13.4
	1-3 hours	80	33.5
	4-6 hours	75	31.4
	7 hours and above	52	21.7
4.	Most Commonly used social media		
	Facebook	90	37.7
	TikTok	87	36.4
	Instagram	45	18.8
	Twitter	17	7.1

Source: Survey Data (2025)

Table 3 presents the respondents' perceptions of social media marketing activities and their perceived behavioral control, as measured by overall mean scores. Among the social media marketing variables, Word of Mouth received the highest mean score of 3.84, indicating that it is perceived as the most influential factor. Similarly, Entertainment and Trendiness also scored relatively high, with means of 3.75 and 3.65, respectively, suggesting that these aspects are important to respondents. In contrast, Customization and Interaction had slightly lower mean scores of 3.53 and 3.30, respectively, indicating more moderate perceptions of these activities. Meanwhile, Perceived Behavioral Control had a mean score of 3.60, reflecting respondents' moderate confidence in their ability to engage with social media marketing activities or related behaviors. Additionally, Behavior Intention and Pro-Environmental Behavior showed mean

scores of 3.68 and 3.55, respectively, highlighting a moderately strong intention to engage in sustainable travel and actual pro-environmental actions among respondents.

Table (3) Respondents Perception on Social Media Marketing Activities , Perceived Behavioural Control, Behaviour Intention and Pro-Environmental Behavior

Sr. No.	Variables	Overall Means
1.	Entertainment	3.75
2.	Interaction	3.30
3.	Trendiness	3.65
4.	Customization	3.53
5.	Word of Mouth	3.84
6.	Perceived Behavioral Control	3.60
7.	Behavior Intention	3.68
8.	Pro-Environmental Behavior	3.55

Source: Survey Data (2025)

After this, Table 4 presents the reliability and correlation analysis of the seven study variables. All variables demonstrate high reliability, with Cronbach's alpha values exceeding the recommended threshold of 0.70, thus confirming strong internal consistency. To examine the relationships among the constructs, Pearson's correlation analysis was conducted. The results show that Entertainment is positively and significantly correlated with Interaction ($r = 0.721$, $p = 0.000$) and Trendiness ($r = 0.694$, $p = 0.000$). Similarly, Interaction is positively associated with Trendiness ($r = 0.756$, $p = 0.000$) and Customization ($r = 0.687$, $p = 0.000$). Trendiness also shows a significant positive correlation with Customization ($r = 0.732$, $p = 0.000$) and Word of Mouth ($r = 0.748$, $p = 0.000$).

Furthermore, Customization demonstrates a strong positive relationship with Behavior Intention ($r = 0.770$, $p = 0.000$), while Word of Mouth is significantly correlated with both Behavior Intention ($r = 0.785$, $p = 0.000$) and Pro-Environmental Behavior ($r = 0.726$, $p = 0.000$). Finally, Behavior Intention exhibits the strongest correlations with Pro-Environmental Behavior ($r = 0.734$, $p = 0.000$), suggesting that tourists' behavioral intentions are closely linked to their actual pro-environmental behaviors.

Table (4) Reliability and Correlation Analysis for Variables of the Study

Variables	Cronbach's Alpha	EN	IN	TR	CU	WOM	BI	PEB
EN	0.803	1						
IN	0.814	0.721**	1					
TR	0.837	0.694**	0.756**	1				
CU	0.784	0.677**	0.687**	0.732**	1			
WOM	0.861	0.738**	0.745**	0.748**	0.705**	1		
BI	0.853	0.693**	0.682**	0.719**	0.77**	0.785**	1	
PEB	0.812	0.671**	0.659**	0.697**	0.665**	0.726**	0.734**	1

Source: Survey Data (2025)

Note: EN = Entertainment, IN = Interaction, TR = Trendiness, CU = Customization, WOM = Word of Mouth, BI = Behavior Intention, PEB = Pro-Environmental Behavior

**p value is significant at 1%.

To fulfill the first objective, multiple regression analysis was run to find social media marketing activities on behaviour intention of young traveler and the result was shown in Table 5. The model explains 53% of the variance in behavioral intention (R Square = 0.538; Adjusted R Square = 0.517) and shows a significant overall fit, with an F value of 59.12 ($p < 0.01$). Among the predictors, Word of Mouth has the strongest positive effect on behavioral intention ($p = 0.004$), followed by Entertainment ($p = 0.008$), Trendiness ($p = 0.018$), and Customization ($p = 0.037$). Interaction does not have a significant influence on behavioral intention ($p = 0.419$).

Table (5) Multiple Regression Analysis of Social Media Marketing Activities on Behavioural Intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.934	0.243		3.84	0.000
Entertainment	0.115***	0.043	0.152	2.67	0.008

Interaction	0.025	0.031	0.030	0.81	0.419
Customization	0.071*	0.034	0.092	2.09	0.037
Trendiness	0.098*	0.041	0.130	2.39	0.018
Word of Mouth	0.138***	0.047	0.175	2.94	0.004
R Square	0.538				
Adjusted R Square	0.517				
F Value	59.12				

Source: SPSS Output (2025)

Note: ***significance at 1% level, **significance at 5% level, *significance at 10% level

To address the second objective of the study, Table 6 shows the impact of behavior intention on pro-environmental behavior using simple linear regression analysis. The results clearly indicate that behavior intention significantly and positively influences pro-environmental behavior ($p = 0.028$). Furthermore, the model explains 43% of the variance in pro-environmental behavior (R Square = 0.435; Adjusted R Square = 0.424), indicating strong explanatory power. Additionally, the overall fit of the model is supported by a high F value of 92.3 ($p < 0.01$).

Table (6) Effect of Behaviour Intention on Pro-Environmental Behaviour

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.05	0.20		5.25	0.000
Behaviour Intention	0.581*	0.12	0.42	4.83	0.028
R Square	0.435				
Adjusted R Square	0.424				
F Value	92.3				

Source: SPSS Output (2025)

Note: ***significance at 1% level, **significance at 5% level, *significance at 10% level

To achieve the third objective of the study, Table 7 presents a multiple regression analysis investigating how perceived behavioral control moderates the relationship between behavior intention and pro-environmental behavior.

Table (7) Multiple regression analysis of moderating effect of Perceived Behavioural Control

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.953	0.198		4.99	0.001
Behaviour Intention	0.398**	0.097	0.298	4.103	0.002
Perceived Behavioural Control	0.297**	0.089	0.248	3.337	0.004
Interaction Term	0.247*	0.079	0.198	3.126	0.016
R Square	0.495				
Adjusted R Square	0.472				
F Value	52.41				

Source: SPSS Output (2025)

Note: ***significance at 1% level, **significance at 5% level, *significance at 10% level

The model explains about 49.5% of the variance in pro-environmental behavior (R Square = 0.495; Adjusted R Square = 0.472) and demonstrates a significant overall fit with an F value of 52.41 ($p < 0.01$). The results show that behavior intention ($p = 0.002$) and perceived behavioral control ($p = 0.004$) both have significant positive effects on pro-environmental behavior. Additionally, the significant interaction term ($p = 0.016$) indicates that perceived behavioral control moderates the effect of behavior intention on pro-environmental behavior. This suggests that the influence of behavior intention on pro-environmental actions becomes stronger when individuals perceive greater control over their behaviors. In a summary of multiple regression between variable and their result in significance level, the Figure 2 is developed.

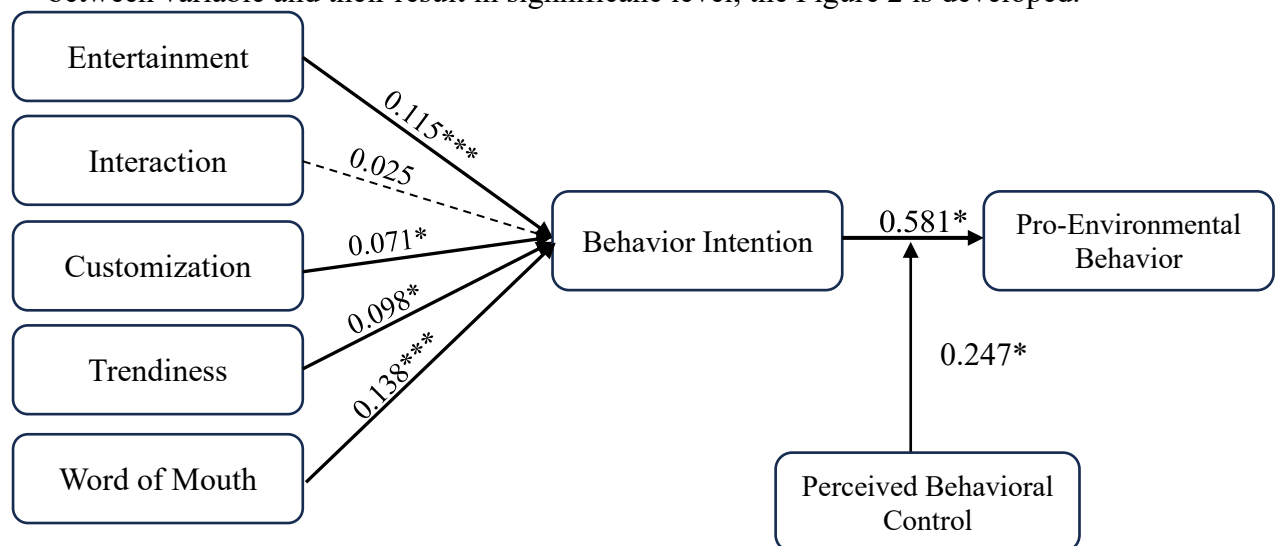


Figure 2 Summary of the Results

According to the summary of the results, social media marketing activities such as Word of Mouth, Entertainment, Trendiness, and Customization have significant positive effects on behavioral intention of pro-environmental behaviour, while Interaction does not show a significant impact. Behavioral intention also significantly influences pro-environmental behavior with explaining a substantial portion of the variance in environmentally responsible actions. Furthermore, perceived behavioral control significantly moderates the relationship between behavioral intention and pro-environmental actions, strengthening the impact of intention when individuals feel greater control over their behavior.

Findings and Discussion

Based on the analysis, major findings and discussion were described in this section. Regarding respondents' perceptions of social media marketing activities and perceived behavioral control, the results showed that Word of Mouth, Entertainment, and Trendiness were viewed as the most influential elements. Meanwhile, Customization and Interaction received moderate responses, and perceived behavioral control reflected a fair degree of confidence among respondents in their ability to engage in environmentally friendly behaviors. Moreover, the reliability analysis confirmed that all variables exhibited strong internal consistency, which supports the validity of the subsequent analyses. Behavior Intention and Pro-Environmental Behavior also showed moderately high mean scores, indicating a strong willingness to adopt sustainable travel practices and actual engagement in environmentally responsible actions. Moreover, the reliability analysis confirmed that all variables exhibited strong internal consistency, which supports the validity of the subsequent analyses.

According to the first objective, the multiple regression analysis revealed that social media marketing activities significantly influence behavior intention. Specifically, Word of Mouth emerged as the strongest predictor, followed by Entertainment, Trendiness, and Customization, whereas Interaction did not have a significant effect. This indicates that the persuasive and engaging aspects of social media marketing play a crucial role in shaping young travelers' intentions toward pro environmental behavior.

In line with the second objective, the findings demonstrated a significant positive relationship between behavior intention and pro-environmental behavior. This suggests that the intentions formed through exposure to social media marketing effectively translate into actual environmentally responsible actions. These results are consistent with theory of planned behavior which underscores the importance of intention as a key determinant of behavior.

Finally, addressing the third objective, the moderating role of perceived behavioral control was confirmed. Both behavior intention and perceived behavioral control had significant positive effects on pro-environmental behavior. Additionally, perceived behavioral control was found to strengthen the relationship between intention and behavior, indicating that individuals who feel greater control over their actions are more likely to act on their intentions. Therefore, enhancing perceived control appears to be an effective strategy for promoting sustainable behavior adoption.

Suggestions

Based on the significant findings of this study, several key insights emerge to strengthen the social media marketing activities on tourists' behavioral intention and fostering pro-environmental behavior. Among the predictors of behavioral intention, Word of Mouth, Entertainment, Customization, and Trendiness were significant contributors, whereas Interaction

showed no significant effect. This indicates that destination managers and tourism marketers should prioritize creating engaging, trendy, and customizable experiences that encourage visitors particularly young travelers to share positive word of mouth, as peer recommendations and social sharing strongly influence youth travel decisions.

To make these predictors more impactful for younger generations, destinations can adopt strategies that are already being implemented in developing countries. For Word of Mouth, young tourists are influenced by micro-influencers and peer-to-peer content shared through Instagram, TikTok, and Facebook. Regarding Entertainment, younger travelers often prefer immersive and participatory experiences. For example, eco-festivals in Thailand or music-and-culture nights in Bali combine entertainment with environmental awareness, making sustainability engaging and attractive for youth audiences. Myanmar could replicate this by organizing youth-friendly eco-events at popular destinations like Inle Lake or Ngwe Saung beach. Customization is another vital aspect for younger travelers, as they seek independence and authenticity in their journeys. In countries such as Sri Lanka and Indonesia, mobile apps allow travelers to select eco-tours that match their values such as volunteering with conservation groups or joining local craft workshops. For Myanmar, offering youth-oriented, customizable itineraries (e.g., cycling tours in Bagan, eco-hostel stays, or digital booking platforms with flexible packages) could increase appeal and strengthen intention.

Moreover, trendiness strongly resonates with younger generations, who value novelty, innovation, and “Instagrammable” experiences. Developing countries like the Philippines and Malaysia have capitalized on this by designing sustainable cafés, eco-friendly boutique stays, and digital AR/VR cultural tours that attract young travelers seeking both fun and meaning. Finally, to improve Interaction, the challenges and contests are a great way to get young people involved in sustainable travel by encouraging them to share photos or videos of eco-friendly actions like packing carefully or volunteering, using special hashtags. To motivate participation, offering prizes or recognition for the best posts helps increase engagement and peer influence. For example, UNWTO’s 2017 campaign combined live webinars with story-sharing sites, allowing young travelers to connect directly with experts and others, which strengthened learning and community building. Similarly, the U.S. National Park Service used TikTok quizzes and challenges focused on nature care, where users created videos that both educated and entertained, making it a fun way to engage young audiences actively. Myanmar could adopt similar initiatives, such as trendy eco-lodges, sustainability-themed youth festivals, or digital gamification of heritage tours, to capture the interest of young audiences.

Promoting pro-environmental behavior among young domestic travelers in Myanmar requires coordinated efforts across individual, organizational, and policy levels. At the individual level, young travelers can be influenced through interactive social media activities that reinforce Word of Mouth, Entertainment, Customization, and Trendiness. Engaging approaches, such as live debates, Q&A sessions, and discussions with influencers and experts, can actively involve youth and increase their intention to act sustainably. For example, Costa Rica’s Tourism Board uses Instagram Live sessions to connect young travelers with influencers, operators, and policymakers; similar strategies could be implemented in Myanmar to build awareness and establish sustainability as a social norm.

At the organizational level, destination management organizations, travel agencies, and hotels play a key role in converting intentions into actions by enhancing perceived behavioral control. This includes providing eco-friendly transportation options such as e-bikes and electric vehicles, improving waste management systems, and offering affordable eco-certified accommodations. Destinations like Bagan, Inle, and Kalaw can expand such infrastructure to increase confidence and facilitate pro-environmental behaviors among young travelers.

At the policy level, government support is essential for institutionalizing sustainable practices. Interactive engagement campaigns involving youth, influencers, and policymakers can increase transparency, build trust, and raise awareness of pro-environmental behavior. This may include establishing Youth Ambassador Programs for Green Tourism will empower young travelers as sustainability champions, enhancing peer influence through authentic engagement.

Simultaneously, incorporating Social Media Storytelling campaigns featuring genuine experiences from Myanmar's youth into official tourism marketing efforts can build stronger connections and inspire responsible behaviors. This may include campaigns like Morocco's "Zero Mika," which engaged young travelers through visually compelling and interactive social media content promoting plastic-free beaches and sustainable tourism practices. The campaign successfully raised environmental awareness and encouraged responsible travel behaviors, making it a strong model for Myanmar.

Fiscal incentives, tax breaks, and recognition programs can motivate tourism businesses to adopt sustainable practices. Sustainability Rewards programs can incentivize eco-friendly tourism by offering discounts, exclusive experiences, or formal recognition, promoting ongoing commitment to responsible travel. Myanmar can follow the example of Thailand's Tourism Authority of Thailand (TAT) Green Tourism Collections, a certification scheme covering environmentally and socially responsible tourism routes with clear standards and regular monitoring. This program ensures accountability and long-term sustainable development. Adopting a similar certification framework in Myanmar would enhance the quality and credibility of its sustainable tourism initiatives.

In summary, promoting sustainable travel in Myanmar requires integrated actions across multiple levels. Engaging young travelers through interactive social media campaigns increases awareness and strengthens pro-environmental intentions, organizational support ensures intentions translate into action, and government regulations and certification frameworks sustain these behaviors over the long term. Together, these coordinated efforts can foster environmentally responsible travel behaviors among young domestic travelers, advancing Myanmar's broader goals of conservation and sustainable tourism development.

Suggestions for Future Studies

This study only focused on social media marketing activities influencing young domestic travelers' pro-environmental behaviors, primarily within a university student sample. Future research should include a larger, more diverse group from different age ranges, regions, and socioeconomic backgrounds across Myanmar, especially from environmentally impacted destinations like Inle and Bagan. This would improve the applicability of the findings.

Longitudinal studies are also recommended to track how social media marketing, intentions, and pro-environmental behaviors change over time, providing insights into the sustainability of these behaviors.

While perceived behavioral control was examined as a moderating factor, future studies should include other potential mediators and moderators, such as social norms, environmental knowledge, cultural values, and economic factors. Exploring these psychological and contextual influences may provide a fuller picture of the complex relationships between intention and behavior.

Conclusion

This study contributes to understand pro-environmental behaviors among young domestic travelers in Myanmar by examining the influence of social media marketing, behavioral intention, and perceived behavioral control. The findings highlight the key factors that driving pro-

environmental intentions and actions while offering valuable insights for individuals, tourism organizations, and policymakers. It emphasizes that social media activities and perceived behavioral control are important factors in pro-environmental behavior of young traveler. However, promoting sustainable travel also requires coordinated efforts across different levels, including supportive infrastructure and effective government policies. To achieve meaningful progress, Myanmar must consider broader systemic factors such as improved transport options, waste management, and regulatory frameworks to create an environment that fully supports sustainable tourism practices.

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