

THE ROLE OF SOCIAL MEDIA IN CHANGING THE LITTERING BEHAVIOR OF TOURISTS: A PERSPECTIVE OF THE THEORY OF PLANNED BEHAVIOR

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ABSTRACT

This study explores the role of social media in influencing the littering behavior of tourists and examines its relationship with attitude change, social norms, perceived behavior control, behavioral intention, and actual behavior. The survey-based research collected data from 120 respondents in Islamabad and Rawalpindi in December 2022. The study found a low positive association between social media and attitude change as well as the social norms of tourists. However, social media as a source of information did not directly predict the actual behavior of tourists regarding littering. Nevertheless, there was a low positive relationship between social media usage and the actual behavior of tourists in terms of littering. The study suggests that content and campaigns against littering on social media can positively influence and discourage littering habits among tourists and the public. In summary, the study highlights the potential of social media in driving positive changes in tourists' littering behavior.

Keywords: Social media, tourists, behavior, social norms, correlation.

INTRODUCTION

Communication via social media is impactful. People use social media to share information, stay up to date, create and exchange content on various topics, and spend leisure time with friends, family, and peers. It provides an opportunity to share ideas, keep an eye on national and international affairs and develop virtual communities (Khalid, 2014). Social media includes all the websites and applications which are used for the same purposes as discussed above. Today social media is the biggest source of entertainment and infotainment, people from teenagers, adolescents, and adults make use of social media (Saleem, 2022). According to Statista, in the first quarter of 2023 social media users worldwide were 4.8 billion whereas in 2020 there are 3.9 billion social media users worldwide. So, its users are increasing rapidly from year to year. This is the digital era of communication in which everyone has free access and gets engaged in trends and affairs while the traditional approach to communication was slow having confined mediums and not accessible to everyone (Malik, 2019).

The most widely used social media sites include Facebook, YouTube, Twitter, Instagram, Snapchat, WhatsApp, LinkedIn, etc. Spending time on social media can have effects on the social and psychological well-being of one's individual (McNamara, 2022). These effects might be positive and negative in the sense of usage. The higher amount of usage of social media leads to lowering happiness and increasing technostress in its users (Søderholm et al., 2018). People today choose things by watching videos, and posts, and searching on social media. Social media usage influences adults' health behavior in terms of diet and exercise (Vaterlaus et al., 2015). Thus, social media, has an influence on how its users behave. The current study intends to investigate social media's role in changing tourist behavior of littering since

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previous studies addressed social media's role in tourism marketing and in changing tourist behavior, in which direct and indirect influence of social media was observed. According to Javed et al. (2020), the considerable influence social media has on both; tourists' intended and actual behavior, these studies address tourist behavior in choosing a destination whereas tourists' behavior toward the destination in keeping neat clean, and eco-friendly is often ignored.

Due to the sharing and uploading features of videos, images, and other content, social media plays a significant role in changing people's behavior. As a result of cultivating effect, people become persuasive by the mind. Social media has impacted tourists' actual behavior and behavioral intention (Javed et al., 2020). Users of social media choose tourist places based on recommendations and positive feedback from others and reject them on the basis of negative feedback (Hysa et al., 2021).

According to Javed et al. (2022), the visitors that utilize social media before and after their trip differ by generation and gender to promote sustainable tourism. Subjective norms and perceived behavioral control had the greatest influence on tourists, and the effect of subjective was greater among social networking service users (Joo et al., 2020).

According to the study of Sultan et al., (2021), social media content positively affects the image formation of the destination and promotes tourism. "The gratification that has been done by social media about tourist destinations motivates more people among social media users to visit (Chavez et al., 2020)". The research of Shuruti (2021) concludes that social media promotional activities spread awareness among its users and attract more people and create sustainable tourism. According to the study by Cheung et al. (2020), social media significantly influences how people feel, including their desire to travel and their sensations of joy. Travel behavior is significantly influenced by social media and user-generated content (Ana and Istudor, 2019). As per Shen, Sotiriadis, and Zhou (2020), social media networking sites influence tourists to adopt responsible and smart behavior. They discovered that social media influence is only visible in certain contexts, the majority of destination selection situations are more likely to include minimum levels of social media influence.

On social media, the experience that tourist share in the form of videos, images, and written content might be influential to new tourists in making decisions and motivation to keep tourist destinations clean. Munar and Jacobson (2014) demonstrated a preference for visual material, the importance of community- and altruistic-based incentives, and the motivational variations among various categories of content creators. While less relevant as sources of knowledge for holiday decision-making, sharing behaviors on social media seem to be important expressions of sociability and emotional support.

Di-Pietro, Virgilio & Pantano (2012) found that e-word-of-mouth communication and enjoyment are stronger predictors of consumer attitude and consumer behavior intention while using social media networks. They focused on the extended Technology Acceptance Model (TAM) integrating e-word-of-mouth communication and enjoyment constructs.

According to Li and Cai (2011), an analysis of survey data in their research explored the impact of personal values on travel motivation and behavioral intention and discovered that Chinese travelers' desire to travel is significantly favorably influenced by both internal and external values. The only factors influencing behavioral intent are internal values. The novelty element of travel incentives directly affects behavioral intention.

Aftab and Khan (2019) studied the role of social media in promoting tourism in Pakistan using a survey method and found that social media has a positive and significant role in promoting tourism and building the image of Pakistan.

Hua et al. (2017) examined the usage of social media as a means for choosing travel destinations in Malaysia and found that the perceived ease of use, perceived danger, and electronic word-of-mouth (e-WOF) all have a direct impact on attitude change, also they recommended online presence and communication strategies for the development of tourism because social media has a direct influence on tourist behavior. Senders, Govers & Neuts (2013) used the square equation model to test the survey data about the customer's loyalty to the tour operator their findings revealed that customers are pleased to build an online relationship with the tour operator to get discounts leading to building loyalty through social media.

The other existing literature core focus is understanding social media's role in promoting tourism, tourist choice of destinations, social media effect on behavioral intention, etc. whereas the current study will explore whether social media has any role in changing the tourists littering behavior specifically, although the social media role in changing the behavior of tourists in choice of destinations have been studied widely in the existing study, so the current study specifying the littering behavior because the behavior of social media and tourist with the environment cannot be ignored.

It has been noticed that tourists recklessly throw litter in destinations that affect the real beauty and pollute the surrounding environment. Many tourist destinations in Pakistan lack bins to put the remains of things which also favor dropping such as paper, cans, and bottles in tourist destinations after the picnic. This is the biggest problem because it directly affects the ecosystem resulting in pollution and global warming. Besides tourism promotion, does a social medium make the public aware of keeping tourist destinations neat and clean? And do any efforts to change littering behavior? The existing study lacks it so the current one will try to close the gap by studying the Social Media impact on modifying tourists' littering habits based on the planned behavior theory and adding a theoretical framework to existing literature.

Research Objectives

To conduct this study following research objectives were developed which are written below:

- To investigate the association between tourists' use of social media and their attitude change, behavioral intention, and actual behavior regarding littering.
- To investigate the association between tourists' use of social media and their social norms, behavioral intention, and actual behavior regarding littering.
- To investigate the association between tourists' use of social media and their perceived behavioral control, behavioral intention, and actual behavior regarding littering.
- To investigate the association between the overall use of social media by tourists, and the actual behavior of tourists, regarding littering.

THEORETICAL BACKGROUND

The planned behavior theory has been examined in the current study. Icek Ajzen created the notion of planned conduct in 1991. It was based on the idea of reasoned action and included a perceived behavioral control aspect to extend reasoned action theory. Human behavior, according to the planned behavior theory, is the result of three factors. Specifically, attitude social norms, and perceived behavioral control. These factors result in intention, which results in actual behavior. The theory is relevant to the current study because it can be used to predict and identify behavior. On the foundation of planned behavior theory taking tourists littering behavior in the sense following conceptual framework is underpinning. The following conceptual framework will examine whether social media has any role in changing the littering behavior of tourists.

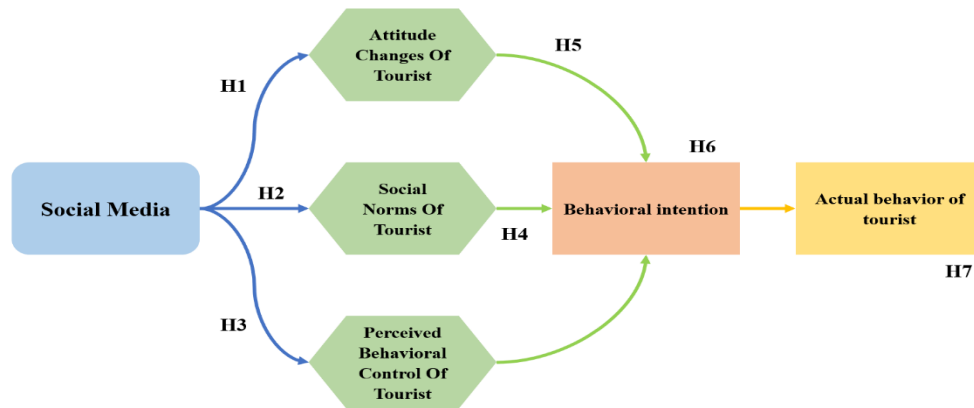


Figure 1.1 Theoretical framework of social media with Constructs**Hypothesis**

Overall, seven hypotheses were designed according to constructs keeping in view the planned behavior theory.

- H₁:** Social media utilization is associated positively with attitude change in tourist littering behavior.
- H₂:** The subjective norms of tourist littering behavior are positively associated with social media use.
- H₃:** Social media use predicts perceived behavioral control in tourist littering behavior significantly and positively.
- H₄:** A shift in tourists' attitudes would significantly and favorably mediate the relationship between their social media use and their behavioral intentions.
- H₅:** The relationship between tourist social media usage and tourist behavioral intention would be positively and significantly mediated by the social norms of tourists.
- H₆:** The association between tourist social media use and tourist behavioral intention would be favorably and considerably mediated by perceived behavioral control regarding littering behavior.
- H₇:** The three behavioral components of social media (attitude, social norms, and perceived behavioral control) and real tourist behavior would be favorably and strongly mediated by behavioral intention.

RESEARCH METHODOLOGY

The quantitative research approach was utilized to achieve objectives and to make inferences about constructs relating to the littering behavior of tourists. A well-organized questionnaire was developed, and data was collected through the survey method. Convenient sampling was applied in gathering data from 120 random respondents from Islamabad and Rawalpindi in the month of December 2022. The questionnaire was designed according to the constructs, it was self-administered, and data was gathered by sending an online survey link through google forms. The approximate time to fill survey was considered six to seven minutes.

Research Design

The major goal of the study was to investigate the role of social media and changing the littering behavior of tourists and investigate the relationship between social media and attitude change, social norms, perceived behavior control, behavioral intention, and the actual behavior of tourists. Keeping in view the major objectives of the study, the correlational research design was selected and considered more suitable for this study. Surveys are used as a technique to collect data from the respondents. The quantitative research approach was utilized to achieve objectives and to make inferences about constructs relating to the littering behavior of tourists. Correlational design was used.

Sample Size

120 respondents participated in the study. There were 64 male (53.3%) and 56 female participants (46.7%).

Sampling Technique

Convenient sampling was applied to collect data from 120 random respondents from Islamabad and Rawalpindi in the month of December 2022. The respondent's ages were between 18 to 40 because the utilization of social media is higher among the mentioned age group, so to analyze the effect and role of social media would be best to achieve the objective due to the higher exposure to social media in the considered age group.

Reliability**Table 1.5.1**

Constructs Wise Reliability

Constructs	Items	Cronbach Alpha
Social Media	3	.860
Attitude Change	3	.863
Social Norms	3	.853
Perceived Behavioral Control	3	.888
Behavioral Intention	3	.897

Actual Behavior of Tourists	3	.860
Overall Items wise	18	.870

The above table shows that The Cronbach alpha constructs wise are SM=.860, AC= .863, SN=.853, PBC=.888, BI= .897 ABT= .860 which is good and acceptable. According to Taber, K. S. (2018) Cronbach’s alpha acceptable value is 0.70 to measure the internal consistency of instruments. In the study, the overall Cronbach alpha value is .870 which is very good so the study can be reproduced after retesting.

Measurements of Constructs

The constructs were measured through the questionnaire that was developed by Javed, Tuckova, & Jibril in 2020. Each construct has three items which are measured using five points Likert scale from strongly disagree to strongly agree. It was adapted and the required changes are made as objectives of the study. Five experts and scholars validated the tool by using the content validate index to ensure content validity. CVI. All the items are marked aligned by the experts.

Table 1.5.2

Measurement of Constructs

Construct	Code	Item discription	Source
Social Media Usage	SM1	I believe environmentally friendly behavior on social media channels (Instagram, Facebook/meta) is Beneficial	(Javed, Tuckova, & Jibril 2020).
	SM2	I believe Instagram and Facebook users are acting environmentally friendly	
	SM3	I believe Instagram and Facebook impacted me to be more environmentally friendly than before	
Attitude	AC1	I believe Instagram and Facebook/ meta played a very important role in keeping society green and clean	(Javed, Tuckova, and Jibril 2020).
	AC2	I believe Instagram and Facebook helped to promote environmentally friendly behavior	
	AC3	I believe social media users are less involved in harming the environment	
Social Norms	SN1	I believe Instagram and Facebook play important role in cleanness	(Javed, Tuckova, and Jibril 2020).
	SN2	I believe social media sites (Facebook, Instagram) can help to spread more environmentally friendly behavior	
	SN3	I believe social media channels (Facebook, Instagram) entice more users to promote cleanness	
Perceived behavioral control	PBC1	Most of the users of social media channels (Facebook and Instagram) are encouraged to protect the natural environment	(Javed, Tuckova, and Jibril 2020).
	PBC2	I believe most of the users of social media channels (Facebook and Instagram) are considering environmental information related to anti-littering	
	PBC3	I believe most social media users think that protecting the natural environment is a good act	

Behavioral intention	BI1	I believe I am capable of being environmentally friendly for tourist destinations over social media channels (Facebook and Instagram)	(Javed, Tuckova, and Jibril 2020).
	BI2	efforts for Keeping neat and clean interesting places on Facebook and Instagram is something I intend to do	
	BI3	I have the potential and knowledge to keep a neat and clean interesting destination	
Actual behavior	AB1	I love using social media channels (Facebook, Instagram) for keeping society green and clean	(Javed, Tuckova, and Jibril 2020).
	AB2	I have been using social media often to promote environmentally friendly behavior	
	AB3	I will continue to use and recommend social media for friends and family in promoting environmentally friendly behavior	

Data Collection

The questionnaire was used to gather data from the participants. It contained 18 items with five Point Likert scale such as 1 for strongly disagree to 5 for strongly agree. Google Forms was used to gather data from respondents.

Data Analysis

The major purpose of the study was to investigate the relationship between the use of social media and changing the littering behavior of tourists and investigate the relationship between social media and attitude change, social norms, perceived behavior control, behavioral intention, and the actual behavior of the tourists. Data were analyzed by using both types of statistics such as descriptive (frequency and percentage) and inferential statics (correlation). IBM SPSS statistics 25 was used to estimate the reliability of constructs.

Demographic Information of the Participants

Table 1.7.1

Demographic (Gender) Characteristics

Variables	Details	Frequency	Percentage %
Gender	Male	64	53.3
	Female	56	46.7
	Total	120	100

Table 1.7.1 shows the 120 respondents who participated in the study. There were 64 male respondents (53.3%) and 56 female participants (46.7%).

Table 1.7.2.

Demographic (Age) Characteristics

Variables	Details	Frequency	Percentage %
Age	Less than 18	2	1.7
	18-25	61	50.8
	26-33	46	38.3
	34-40	11	9.2
	Total	120	100

Table 1.7.2 Demonstrate that the age of two respondents was less than 18 (1.7%), 61 (50.8%) participants were aged between 18 to 25 years, 46 (38.3%) participants were aged between 26-33, 11 participants (9.2%) were aged between 34-40. And the total number of respondents who participated in the study was =120.

Table 1.7.3.

Demographic (Educational level) Characteristics

Variables	Details	Frequency	Percentage %
Educational level	Undergraduate	33	27.5

Graduate	68	56.7
PhD	4	3.3
Other	15	12.5
Total	120	100

Table 1.7.3 shows the qualifications of 33 (27.5%) participants who were undergraduates, 68 (56.7%) participants who were graduates, four (3.3%) participants who were Ph.D., and 15 (12.5%) participants who had other qualifications participated in the study.

Correlation Analysis

The study used IBM SPSS statistics 25 to compute the Pearson correlation between social media, attitude change, social norms, perceived behavioral control, behavioral intention, and the actual behavior of tourists. According to the objective of the study, the Pearson correlation was carried out. The correlation coefficient (r) and probability (p) are shown in tables according to the hypothesis wise for interpretation.

Table 1.7.4.

Social media is associated positively with attitude change in tourist littering behavior

		Social Media	Attitude Change
Social Media	Pearson Correlation		.315**
		1	
	Sig. (2-tailed)		.000
	N	120	120

Table 1.7.4 shows the low positive association found between social media and attitude change in tourists' behavior, where the Pearson correlation value is $r=.315^{**}$ at a significant 2-tailed .000 which is less than 0.005 and 0.001. Hence, the H1 is accepted. It is concluded that the use of social media may play an important role in the attitude change of tourists regarding littering behavior.

Table 1.7.5

Social norms of tourist littering behavior are positive relationships with the use of social media

		Social Media	Social Norms
Social Media	Pearson Correlation		.417**
		1	
	Sig. (2-tailed)		.000
	N	120	120

Table 1.7.5 shows the low positive association found between social media and social norms of tourists, where the Pearson correlation value is $r=.417^{**}$ at a significant 2-tailed .000 which is less than 0.005 and 0.001. Hence, the H2 is accepted. It is concluded that the use of social media may play an important role in changing the social norms regarding littering behavior.

Table 1.7.6

The use of social media predicts perceived behavioral control in tourist littering behavior significantly and positively

		Social Media	Perceived Behavioral Control
Social Media	Pearson Correlation		.220*
		1	
	Sig. (2-tailed)		.016
	N	120	120

Table 1.7.6 shows the low positive association found between social media and perceived behavioral control in tourist littering behavior, where the Pearson correlation value is $r=.220^*$ at a significant 2-tailed 0.16 which is greater than 0.005 and 0.001. Hence, the H3 is rejected. It is concluded that the use of social media may not influence tourists' perceived behavioral control in littering behavior during travel to their destination.

Table 1.7.8.

A shift in tourists' attitudes would significantly and favorably mediate the relationship between their use of social media and their behavioral intentions

		Attitude Change	Behavioral Intention
Attitude Change	Pearson Correlation		.131
		1	
	Sig. (2-tailed)		.155
	N	120	120

Table 1.7.8 shows that an exceptionally low positive relationship was found between attitude change and behavioral intention in tourist littering behavior, in which Pearson correlation value r is $=.131$ at a significant 2-tailed $.155$ which is greater than 0.05 and 0.01 . therefore, hypothesis H4 is rejected because the result is statistically not significant ($p > 0.05$) so a change in attitude does not affect the behavioral intention of tourists hence it can be said a shift in tourists' attitudes would not significant and favorably mediate the relationship between their use of social media and their behavioral intentions.

Table 1.7.9

The relationship between tourist social media usage and tourist behavioral intention would be positively and significantly mediated by the subjective norms of tourists

		Behavioral Intention	Social norms Norms
Behavioral Intention	Pearson Correlation		.454**
		1	
	Sig. (2-tailed)		.000
	N	120	120

Table 1.7.9 shows that a low positive relationship was found between social norms and behavioral intention in tourist littering behavior, in which Pearson correlation value r is $=.454^{**}$ at a significant 2-tailed $.000$ which is less than 0.05 and 0.01 . therefore, hypothesis H5 is accepted because the result is statistically significant ($p < 0.05$) so a change in social norms will change the behavioral intention of tourists hence it can be said social norms of tourists would significantly and favorably mediate the relationship between their use of social media and their behavioral intentions.

Table 1.7.10

The Association Between Tourist Social Media Use and Tourist Behavioral Intention Would be Favorably and Considerably Mediated by Perceived Behavioral Control.

		Behavioral Intention	Perceived Behavioral Control
Behavioral Intention	Pearson Correlation		.210*
		1	
	Sig. (2-tailed)		.021
	N	120	120

Table 1.7.10 shows that a very low positive relationship was found between perceived behavioral control and behavioral intention in tourist littering behavior in which Pearson correlation value r is $=.210^*$ at a significant 2-tailed $.020$ which is greater than 0.05 and 0.01 . therefore, hypothesis H6 is rejected because the result is statistically not significant ($p > 0.05$) so a change in perceived behavioral control will not change the behavioral intention of tourists hence it can be said that perceived behavioral control of tourists would not significantly and favorably mediate the relationship between their use of social media and their behavioral intentions.

Table 1.7.11

Attitude, Social Norms, Perceived Behavioral Control, and Real Tourist Behavior Would be Favorably and Strongly Mediated by Behavioral Intention

Table 1.7.11 shows the relationship between the behavioral intention of tourists and actual behavior of tourists regarding littering found moderate positive behavior in which Pearson correlation value r is $=.558^*$ at a significant 2-tailed .000 which is less than 0.05 and 0.01. therefore, hypothesis H7 is approved because the result is statistically significant ($p < 0.05$) so a change in behavioral intention will change the actual

		Social Media	Attitude change	Social Norms	Perceived Behavior	Behavior intention	Actual behavior
SM	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	120					
AT	Pearson Correlation	.315**	1				
	Sig. (2-tailed)	.000					
	N	120	120				
SN	Pearson Correlation	.417**	.417**	1			
	Sig. (2-tailed)	.000	.000				
	N	120	120	120			
PBC	Pearson Correlation	.220*	.640**	.440**	1		
	Sig. (2-tailed)	.016	.000	.000			
	N	120	120	120	120		
BI	Pearson Correlation	.372**	.131	.454**	.210*	1	
	Sig. (2-tailed)	.000	.155	.000	.021		
	N	120	120	120	120	120	
AB	Pearson Correlation	.431**	.359**	.476**	.369**	.558**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	120	120	120	120	120	120

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

behavior of tourists hence it can be said that the three behavioral components of social media (attitude, social norms, and perceived behavioral control) and real tourist behavior would be favorably and strongly mediated by behavioral intention. Therefore, it can be said social media changes the overall actual behavior of tourists regarding littering.

SUMMARY

The major goal of the study was to understand the role of social media in changing the littering behavior of tourists and investigate the relationship between social media and attitude change, social norms, perceived behavior control, behavioral intention, and the actual behavior of tourists. The study found a low positive association was found between social media and attitude change in tourists' behavior, and the low positive association found between social media and social norms of tourists hence H1 and H2 accepted. A low positive association was found between social media and perceived behavioral control in tourist littering behavior, an exceptionally low positive relationship was found between attitude change and behavioral intention in tourist littering behavior hence H3 and H4 are rejected. A low positive relationship was found between social norms and behavioral intention in tourist littering behavior hence H5 is accepted. An exceptionally low positive relationship was found between perceived behavioral control and behavioral intention in tourist littering behavior therefore H6 was rejected. The relationship between the behavioral intention of tourists and the actual behavior of tourists regarding littering was found to moderate positive behavior therefore H7 approved. From the total seven hypotheses, three have been rejected and four approved, it concludes that social media may play a crucial role in order to provide good awareness to

tourists regarding ensuring a neat and clean environment. Furthermore, it also motivates tourists and highlights the importance of a clean environment for the nation.

FINDINGS

A low positive association was found between social media and attitude change in tourists' behavior, where the Pearson correlation value is $r=.315^{**}$ at a significant 2-tailed .000 which is less than 0.005 and 0.001. Hence, the H1 is accepted.

A low positive association was found between social media and social norms of tourists, where the Pearson correlation value is $r=.417^{**}$ at a significant 2-tailed .000 which is less than 0.005 and 0.001. Hence, the H2 is accepted.

A low positive association was found between social media and perceived behavioral control in tourist littering behavior, where the Pearson correlation value is $r=.220^*$ at a significant 2-tailed 0.16 which is greater than 0.005 and 0.001. Hence, the H3 is rejected.

An exceptionally low positive relationship was found between attitude change and behavioral intention in tourist littering behavior, in which Pearson correlation value r is $-.131$ at a significant 2-tailed .155 which is greater than 0.05 and 0.01. Therefore, hypothesis H4 is rejected.

A low positive relationship was found between social norms and behavioral intention in tourist littering behavior, in which Pearson correlation value r is $-.454^{**}$ at a significant 2-tailed .000 which is less than 0.05 and 0.01. Therefore, hypothesis H5 is accepted.

An exceptionally low positive relationship was found between perceived behavioral control and behavioral intention in tourist littering behavior in which Pearson correlation value r is $-.210^*$ at a significant 2-tailed .020 which is greater than 0.05 and 0.01. Therefore, hypothesis H6 is rejected.

The relationship between the behavioral intention of tourists and the actual behavior of tourists regarding littering found moderate positive behavior in which Pearson correlation value r is $-.558^*$ at a significant 2-tailed .000 which is less than 0.05 and 0.01. Therefore, hypothesis H7 is approved.

CONCLUSIONS

The core objective of the study was to investigate the relationship between social media and the social norms of tourists, attitude change, perceived behavior control, behavioral intention, and the actual behavior of tourists. From the total seven hypotheses, three have been rejected and four approved, three rejected hypotheses are H3, H4, and H6 whereas accepted hypotheses are H1 (association between social media and attitude change), H2 (association between social media and social norms), H5 (association between social norms and behavioral intention) and H7 (relationship between the behavioral intention of tourists and the actual behavior). It concludes that social media may play a crucial role in order to provide good awareness to tourists regarding ensuring a neat and clean environment. Furthermore, it also motivates tourists and highlights the importance of a clean environment for the nation. The results showed that social media can be used as a crucial tool to restrain the public from littering habits for a friendly environment by protecting tourist destinations.

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