

Looking for Health or Normative Influence on Spa Consumption at Wellness Destination of Bali Indonesia: A Structural Equation Modeling Analysis

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Abstract: This research investigates the influence of social norms and prior expectations on tourist satisfaction and loyalty in Bali's wellness destinations, addressing a gap in understanding normative influence during and after consumption. The research aims to determine whether conforming to tourist norms is an autonomous source of satisfaction, independent of the spa's intrinsic qualities or expected health benefits. Employing structural equation modeling on data from 355 international spa tourists, the research reveals that social norms have a more significant impact than expected health benefits on tourist behavior. Conformity perceptions were found to be stronger among spa lovers compared to spa discoverers. The novelty lies in its examination of compliance with social norms and personal benefit expectancies during the destination consumption phase. These findings emphasize the significance of normative influence in shaping tourist behavior at wellness destinations, offering valuable insights for marketing strategies that leverage social norms to enhance customer loyalty and destination competitiveness.

Keywords: subjective norms; normative influence; expectations; familiarity; spa and wellness tourism; Bali

1. Introduction

Tourism development in Bali provides opportunities for economic development through multiplier effects, one of which is the rapid development of the spa industry in Bali. Long journeys to a destination are tiring, so visitors require treatment to eliminate muscle spasms, fatigue and improve blood circulation. Hence, spa treatment as part of wellness has become famous in Bali. The development of spas and the increasing demand for spa

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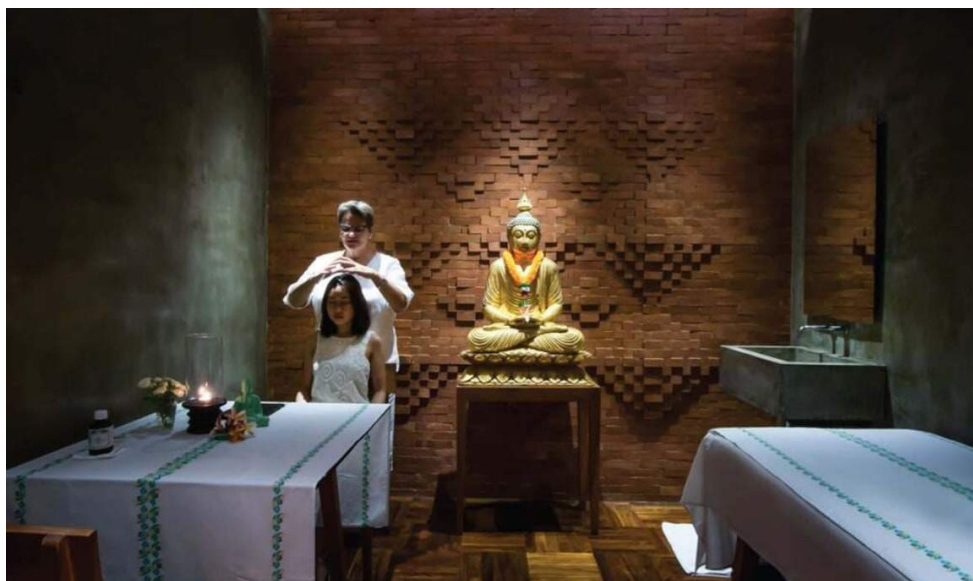
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treatment in Bali has increased rapidly. Soedibyo (2009) reported around 1000 spas in Indonesia in 2009, and about 600 spas were in Bali. Meanwhile, according to data from the Bali Provincial Tourism Office (2023), the number of spas in Bali in 2023 was 1,271; about 385 spas are in Gianyar Regency, 267 spas are in Badung Regency, and the rest are spread across several areas in Denpasar City and other areas in Bali. This distribution shows that spa development is centered in the main destinations in Bali, such as Kuta, Seminyak, Nusa Dua, Sanur, and Ubud.

Even though spas in Bali have received awards from the international spa industry, such as Asian Spa Capital of The Year from Asia Spa Hong Kong magazine in 2005, Smart Asia Travel Magazine and Asia Spa Magazine Hong Kong in 2007, The Best Spa Destination of The World from Magazine German SENSE in 2009, and Most Innovative Spa of the Year by Asia Spa Hongkong Magazine in 2010, however, in fact, according to Bagus Sudibia (2023) in a Focus Group Discussion said that spas in other countries such as Thailand and Vietnam are now more competitive and famous than spas in Bali, even though, spas in Bali have been emerged since 30 years ago which is part of Balinese tradition as healing treatment by utilizing herbal ingredients which are abundantly available in Bali. This opinion is supported by Connell (2006), who said that medical and wellness tourism has grown in several countries, such as India, Singapore, and Thailand, many of which have deliberately linked medical care to tourism. Moreover, research has shown that Thailand and Vietnam have aggressively marketed their spa and wellness sectors. According to the Global Wellness Institute (2018), Thailand ranks among Asia's top wellness tourism destinations; meanwhile, Vietnam's wellness tourism has grown rapidly, and luxury resort developments and the promotion of traditional healing methods support it. Hall (2011) also found that Asian countries, particularly Thailand, have become global spa and wellness tourism leaders by capitalizing on cultural traditions, affordable services, and international marketing strategies. Thailand, for example, has combined traditional healing practices such as Thai massage and herbal therapies with luxury hospitality to attract global spa-goers, positioning itself as a "must-visit" wellness destination in the global market. This condition is a challenge for the spa industry in Bali.

Understanding the characteristics of customers is paramount in gaining information related to their choices and preferences that can be used to create a strategy on the demand side (Reisinger, 2009). Suryawardani et.al. (2023) studied the characteristics of spa users in Bali based on country of origin, motivation to visit Bali, and type of spa treatments by interviewing 343 respondents who have experienced having a spa treatment in the area of Seminyak, Canggu, Sanur, and Ubud. The results show that in terms of country of origin, the top three countries

of origin of visitors were Australia (20%), Russia (16%), and the United States (8%); in terms of frequency of visits to Bali, it shows that although the majority of respondents were first-time visitors (37%). However, 63% of respondents were repeat guests; in terms of motivation to visit Bali, 64% of respondents stated that vacation and recreation have motivated their visit to Bali, and about 17% of respondents were motivated because of the famous wellness tourism in Bali. This finding indicated that spa and wellness tourism in Bali has been a familiar attraction worldwide. However, regarding consumer loyalty who had the spa treatment, the research showed that 86% of respondents had the first treatment. This finding indicated that the target of the spa industry in Bali has not been met, and it should be at the advocate stage from a marketing and consumer behavior perspective. At the advocate stage, customers are loyal customers who visit repeatedly, do not want to skip to other spas and promote the satisfaction they feel from the spa treatment. Further research is needed to gain customer loyalty, which characterizes Bali spas as competitive in consumers' minds (Picture 1).



Picture 1. A traditional Balinese spa showcasing the island's heritage of natural healing and wellness tourism (Photo courtesy of Soham Wellness Center).

Analyzing loyal consumers who can keep coming to have spa treatments and promoting the perceived spa services are crucial to reaching the competitiveness of the spas in Bali. Hence, understanding consumers' needs and wants when choosing the type of spa treatment and services is imperative. Some questions about a destination appear in visitors's minds, such as: What can visitors do at the preferred destination? What do people recommend? What

can visitors do at the destination they cannot do elsewhere? What must visitors do at the destination to fully appreciate what makes this place so special? These are just some of the questions tourists can ask themselves during their vacations. When choosing their vacation activities and the tourist attractions to visit, tourists pay close attention to the recommended practices and consider the best way to appreciate the characteristics of the destination (Pan, Rasouli & Timmermans, 2021).

The tourist's attention to consumer norms is based on the principles of normative influence (Wasaya, et al., 2023, which refers to social norms which, in the context of tourism, have a long tradition of research (Boto-Garcia & Baños-Pino, 2022; Cooper & Hall, 2008; Crompton, 1979; MacCannel, 1976; Gao et al., 2022; Ryan, 1991; Trauer & Ryan, 2005; Urry, 1990). Since norms are fundamental factors influencing consumer decision-making in tourism, understanding the importance of social and subjective norms is of great interest to researchers. The advent of digital social networks and the ability to share personal experiences by posting photos and videos and expressing emotions (Xiang & Gretzel, 2010; Yan, Liao & Xiong, 2024) have revolutionized the way these normative influences are exerted, making both more diffuse and more systematic (Gössling, 2019; Josiassen & Assen, 2013; Narangajavana et al., 2017; Tang, Zhang & Yuan, 2024). Today, destination managers face the challenge of exploiting opportunities to disseminate behavioral prescriptions on digital platforms and tools via a generalized "words-of-mouth" made more attractive thanks to its visual and animated dimension. Institutional communication is persuasive, and tourism regions are learning to harness the power of influence of this consumer-generated content, seeking to affiliate themselves with online influencers who have the audiences they wish to target (Ge & Gretzel, 2018; Son, 2024; Wasaya, Prentice and Hsiao, 2024).

Prior studies on normative influence in tourism settings highlight the role of norms in influencing tourists' behaviors (Kaushik et al., 2015; Liu et al., 2020; Reese et al., 2019; Wasaya, et., 2022; Wang and Ehang, 2020). More specifically, norms are expected to induce sustainable and responsible intentions and behaviors during tourism consumption (Coghlan, 2015; Liu et al., 2020; Wasaya, et.al, 2023). However, limited research has been found on the effect and significance of norms influence during the visitor stay. To reply to the research gap, the purpose of this research is to check if consuming what is prescribed, and a priori consumed by all other tourist visitors can be an autonomous source of satisfaction, independent of the intrinsic qualities of what is consumed. To better understand the impacts of this normative dimension of tourism consumption when tourists arrive at the destination, the research proposes the importance tourists attach to the behavioral adjustment to the consumption

norms when discovering the spa treatment. However, limited research has been found on the effect and significance of norms influence during the visitor stay.” The research aims to determine “whether consumers were more motivated by conforming to the tourist norm of discovering a spa experience in a destination positioned in the world of wellness, or whether they more expected the health benefits.” The target of the spa industry in Bali has not been met, and it should be at the advocate stage from a marketing and consumer behavior perspective. At the advocate stage, customers are loyal customers who visit repeatedly, do not want to skip to other spas and promote the satisfaction they feel from the spa treatment. Further research is needed to gain customer loyalty, which characterizes Bali spas in Bali as competitive consumers’ minds.

The research questions are as follows: (1) How important is normative influence in selecting and choosing activities consumed at destination places?; and (2) Is conforming to the holiday consumption norms a source of satisfaction for tourists? The research should clearly explain the underlying sources of satisfaction. To answer these questions, research needs to be conducted with tourist visitors who consumed at a spa in a wellness destination in Bali. The research will reveal whether consumers are more motivated by conforming to the tourist norm of discovering a spa experience in a destination positioned in the wellness realm or whether they expect health benefits. The current research presents key conclusions to envision what normative influence implies and drives tourist behaviors by examining the relationships between social norms compliance and personal benefits expectancies. Thus, the research significantly contributes to the during and post-consumption phases of tourist decision-making activities at the destination. In addition, the research responds to the ambition to extend understanding of normative influence at the destination while considering the moderating role of familiarity (Jensen & Hjalager, 2018; Li, Zhang and Wood, 2024; Prentice, 2004). The research objectives are: (1) To analyze the importance of normative influence in the selection and choice of activities consumed at the destination and (2) To analyze the conforming holiday consumption norms as a source of tourist satisfaction.

2. Literature Review

2.1 Social influence theory

Past studies have used social influence theory (SIT) as the theoretical underpinning to discuss how others influence individual consumer behaviors in different contexts. Social influence theory allows for highlighting numerous consumption behaviors and gaining more and more attention from scholars looking at social media use (Fesenmaier & Xiang, 2017; Gretzel, 2016; Vinuales & Thomas, 2021). Normative influence occurs when individuals adopt behaviors

to conform to the expectations of others and thus gain their approval. The focus theory of normative conduct informs how others may approve of a consumer's actions while controlling for personal features. Encapsulated in the standards, expectations, and rules within a group, norms are both descriptive social norms when referring to what is considered typical or normal and injunctive social norms when referring to what is appropriate or desired (Darley & Latane, 1970; Stok & Ridder, 2019). Tourism social norms can cover a wide range of behaviors: destination choice and images, behaviors in group settings during traveling, ethical and responsible practices, and decision-making (Caiscott, Cohen & Tribe, 2019).

Given the power of norms, researchers have highlighted the importance of normative conduct and social congruity theories in developing tourism-related behaviors (Kim, 2020; Pan, Rassouli & Timmermans, 2021; Wasaya et al., 2022). Following this conceptual framework in tourism, social norms encourage environmentally friendly and sustainable behaviors (D'Arco & al., 2023; Dolnicar, 2021; Goldstein & al., 2008; Neville, 2017). Tourism social norms can cover a wide range of behaviors: destination choice and images, behaviors in group settings during traveling, ethical and responsible practices, and decision-making (Caiscott, Cohen & Tribe, 2019). Accommodation choices (Suryaningsih & Suryawardani, 2021), priority and preferences (Wiranatha et al., 2024), or activity bookings are highly sensitive to normative social influence and informational social influence.

2.2 *Expectancy theory*

Rooted in cognitive psychology, the expectancy theory has gained importance for marketing scholars and has a long tradition in tourism through motivation issues and research (Correia & Moital, 2009; Gnoth, 1997). Therefore, individual motivation is determined by combining three factors: valence, instrumentality, and expectation. Instrumentality refers to the perceived link between performance and outcomes, while valence refers to the value or attractiveness of those outcomes to the individual. Although Vroom (1964) recognizes the interconnection of the three factors in influencing motivation, he emphasizes more on expectations.

The practical significance of the theory lies in the lessons that can be derived from the design of incentive systems for employees and for the process of engaging patients, students, and consumers. Since individuals are motivated to act in a certain way based on their expectations of the results they hope to achieve, marketers looking to increase adherence to consuming their products, services, and experiences are mandatory to identify and respond to the tourists' expectations. Therefore, in increasing competitive markets, the expectancy

theoretical framework reinforces the centrality of the expectations about benefits considered by the consumers.

The document discusses the influence of expectations and anticipated benefits, primarily health and well-being, on tourist satisfaction and behavior (Perugini & Bagozzi, 2001; Hagger & Chatzisarantis, 2005). Studies on spa and wellness tourism highlight the importance of a country's imagery around this offering (Han et al., 2018; Wall, 1985). Consumer expectations about wellness influence future wellness tourism experiences (Lee & Kim, 2015; Panchal, 2012), with positive representations of wellness driving satisfaction (Mi et al., 2019; Tiwari & Hashmi, 2022). The Expectation-Confirmation framework is also mentioned (Zeithaml, Berry & Parasuraman, 1993; Parasuraman, Zeithaml & Berry, 1985; Oliver, 1980), which suggests that satisfaction is achieved when consumers receive what they anticipated.

2.3 Hypotheses development

In pursuit of the research objectives, rooted in the theoretical background of social influence and expectancy theories, we frame the hypotheses that reveal the conceptual connections between at-destination social norms of consumption (i.e., what activities a tourist must do to discover the region: ADSN), activity representations (i.e., expectancies about the activity benefits: EAB), and the tourist's satisfaction and further loyal intentions, either intentions to consume again and intentions to recommend).

This section introduces the ten hypotheses that complete the model of satisfaction and loyalty by adding the ADSN and EAB impacts on tourist satisfaction and loyalty intentions. Moreover, we present the familiarity moderating hypotheses elaborated upon in the ensuing discussion.

2.3.1 Effect of activity benefits expectancies on tourist's satisfaction

Tourists are influenced by positive images and anticipated consumption benefits, especially health and well-being (Perugini & Bagozzi, 2001; Hagger & Chatzisarantis, 2005). Anticipating these benefits motivates consumers to participate, and more significant expected outcomes drive higher satisfaction (Napier, Slemp & Vella-Brodrick, 2024).

Studies on spa and wellness tourism highlight the importance of a country's imagery around this offering (Han et al., 2018; Wall, 1985). Consumer expectations influence future wellness tourism experiences (Lee & Kim, 2015; Panchal, 2012). Tourism marketing research shows that the more tourist expectations are met, the higher their satisfaction with the experience (Chen, Wang & Morisson, 2021).

Therefore, the first hypothesis is:

H1: Activity benefits expectancies positively affect tourists' satisfaction (EAB→Satisfaction)

2.3.2 Effect of activity benefits expectancies on tourist's loyal intentions

According to the expectation-confirmation framework (Zeithaml, Berry & Parasuraman, 1993; Parasuraman, Zeithaml & Berry, 1985; Oliver, 1980), satisfaction is achieved when consumers receive what they anticipated. It is confirmed in tourism, where satisfaction increases when expectations are met (Bigné, Sanchez & Sanchez, 2001; Chen, Wang & Morrison, 2021; Pritchard, 2003). The closer the offer aligns with tourists' personal expectations, the higher their satisfaction, especially when expectations are tailored to individual needs (Chen, Wang & Morrison, 2021).

Therefore, the second and third hypotheses are:

H2: Activity benefits expectancies positively affect tourists' consume again intention (EAB→CAI)

H3: Activity benefits expectancies positively affect tourists' recommendation intention (EAB→RI)

2.3.3 Effect of at-destination social norms of consumption on tourist's satisfaction

Studies emphasize the role of normative behavior and social congruence in shaping tourism behaviors (Wasaya, Prentice & Hsiao, 2022; Lewis, Kerr & Pomeroy, 2010). Social norms influence consumers' perceptions of desirable behaviors, with the approval of others playing a key role, as explained by the theory of normative conduct (Ullah et al., 2024; Wasaya, Prentice & Hsiao, 2024; Gauld & Reeves, 2023).

Therefore, the fourth hypothesis is

H4: At-destination social norms of consumption positively affect tourists' satisfaction (ADSN→Satisfaction)

2.3.4 Effect of at-destination social norms of consumption on tourist's loyal intentions

Social norms, including group expectations and rules, strongly influence feelings, thoughts, and actions (Cialdini, Reno & Kallgren, 1990; Cialdini, Kallgren & Reno, 1991). Studies have explored how social norms, both online and offline, impact preferences and attachment to destinations (Pan, Rasouli & Timmermans, 2021; Wasaya, Prentice & Hsiao, 2023).

Therefore, the fifth and sixth hypotheses are

H5: At-destination social norms of consumption positively affect tourists' consume again intention (ADSN→CAI)

H6: At-destination social norms of consumption positively affect tourists' recommendation intention (ADSN→RI)

2.3.5 Effect of tourist's satisfaction on loyal behavioral intentions

Marketers aim to ensure tourist satisfaction to foster loyalty (Fornell et al., 1996; Rust, Lemon & Zeithaml, 2004). Tourist satisfaction significantly impacts loyalty in tourism (Alegre & Cladera, 2006; Chen, Wang & Morrison, 2021; Chi & Qu, 2008; Kim, Ritchie & McCormick, 2012). When touristic offers meet expectations, satisfaction leads to loyal behaviors (Hamza, 2020; Wiranatha et al., 2016). Loyalty is often measured by intentions to repurchase or return. Spa tourism includes intentions to consume spa treatments again or recommend them (Anaya-Aguilar, Gemar & Anaya-Aguilar, 2021; Han et al., 2018; Naini et al., 2022).

Therefore, the seventh and eighth hypotheses are:

H7: Tourist satisfaction positively impacts tourists' intention to consume again (Satis→CAI).

H8: Tourist satisfaction positively impacts tourists' recommendation intention (Satis→RI).

2.3.6 Influence of activity familiarity: spa-lovers versus discoverers

The distinction between expert and non-expert refers to consumer familiarity and knowledge. Previous studies have emphasized the influence of familiarity on the perception of the offer and its evaluation (Tam, 2008). The familiarity effect strongly impacts consumer perception and evaluation (Dubé & Schmitt, 1999; Perera & Jayawickrama Withanage Dushan, 2013; Priilaid et al., 2017).

If the effect of familiarity was initially studied by considering familiarity with the product category and familiarity with the brand, it is now profoundly investigated by scholars looking at memorable experiences, heritage visits, and typical practices (Pearce, 2005; Petr, 2015; Rangel, Mikołajczyk & Romanowski, 2024; Ryan, 2002). In the case of spa treatments during a tourist stay in a wellness destination, consumers' intentions are directly influenced by satisfaction (Suban, 2024).

Therefore, the ninth and tenth hypotheses are:

H9a: Familiarity with spa consumption [Familiarity] influences the level of expectancies activity benefits (EAB).

H9b: Familiarity with spa consumption [Familiarity] influences the level of at-destination social norms (ADSN).

H10: Familiarity with spa consumption [Familiarity] influences the effect of every structural path across the two groups of spa lovers vs spa discoverers.

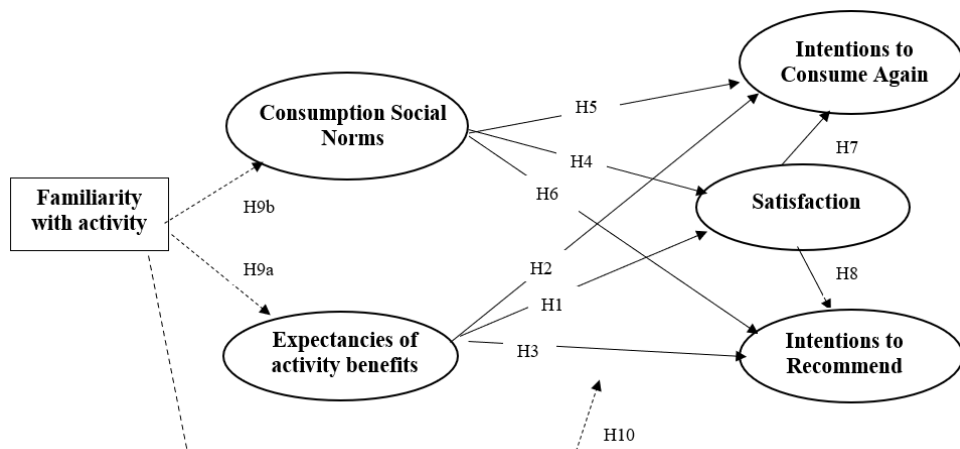


Figure 1. Conceptual model

3. Method

3.1 Selection of the places and spa centers

To accomplish the objectives of this research, a questionnaire survey was performed among international tourists of spa centers spread out in the five tourist areas: Canggu, Seminyak, Kuta, Sanur, and Ubud. These locations are the center of the main destinations in Bali, and the development of spas is centered in these areas.

3.2 Measures

This section explains the key concepts in the proposed model, which include EAB (social representations of benefits of wellness tourism), ADSN (at-destination social norms), Satis (satisfaction), RI (intentions to recommend), and CAI (intentions to consume again). The data for these constructs were collected through a questionnaire survey using a 5-point Likert scale, where responses ranged from 1 (strongly disagree) to 5 (strongly agree). For satisfaction (Satis), the scale was slightly different, with scores representing 1 (dissatisfied), 2 (slightly dissatisfied), 3 (undecided), 4 (slightly satisfied), and 5 (satisfied). These constructs were measured using established scales from prior studies, which were adapted to fit the context of this research.

At-destination social norms (ADSN) four items were assessed focusing on typical tourist activities, as suggested by previous studies. The social

representations of the benefits of wellness tourism (EAB) were measured using a four-item scale based on research specific to spa and wellness tourism. Loyalty behaviors were evaluated through two dimensions: intentions to consume again (CAI), measured with six items, and intentions to recommend (RI), measured with three items. The satisfaction construct was calculated using a Likert scale adapted from Westbrook (1980) and further refined for spa tourism contexts by Han et al. (2018), Naini et al. (2022), and Matsuoka et al. (2017). Similarly, ADSN and EAB scales were developed based on prior research into tourism behavior and wellness tourism benefits. These carefully adapted scales ensured that the measurements were relevant and reliable for analyzing Bali spa tourism.

3.3 Participants and procedures

For the survey, consumers entering or leaving the selected spa centers of the tourist regions of Bali tourists were approached and requested. A filter question was to check the status of international tourists experimenting with spa treatments and massages. The data collection during the spring and summer of 2023 allowed a total of 350 questionnaires collected on 26 variables (Table 1). For SEM analysis, 4 individuals were eliminated after the Rosner test for outliers. The final sample for SEM analysis comprised 246 respondents.

4. Results and Discussion

4.1 Reliability and validity

To ensure the survey questions accurately measured the intended concepts, the reliability of the survey questions was checked using Cronbach's alpha and composite reliability. Both measures exceeded the commonly accepted threshold of 0.70, indicating that the questions consistently and reliably measured the intended concepts. The fit indices for the proposed measurement model ($\chi^2=776.557$, $df=242$, P-value of $\chi^2/df=3.21$, CFI=0.864, NFI=0.815, TLI=0.845, SRMR=0.059, and RMSEA=0.081) indicated acceptable fits for the data (Hair et al., 2022). Bentler and Bonett (1980) recommended that TLI values be above 0.90, indicating an acceptable fit. However, the finding of this research refers to Hair et al., 2022 that the amount of CFI=0.864 and TLI=0.845 were acceptable fits for the data and still close to the amount recommended by Bentler and Bonett (1980). This finding referred to Xia and Yang's (2019) research, who said that analyzing RMSEA, CFI, and TLI in structural equation modeling with ordered categorical data: The story they tell depends on the estimation methods (<https://doi.org/10.3758/s13428-018-1055-2>).

4.2 Structural model results

The overall model showed an acceptable fit to data (SRMR=0.052, d_ULS=0.880, and d_G= 0.281) according to minimum threshold limits (Hair et al., 2022; Sarstedt, Ringle & Hair, 2022). The SEM results are shown in Figure 2.

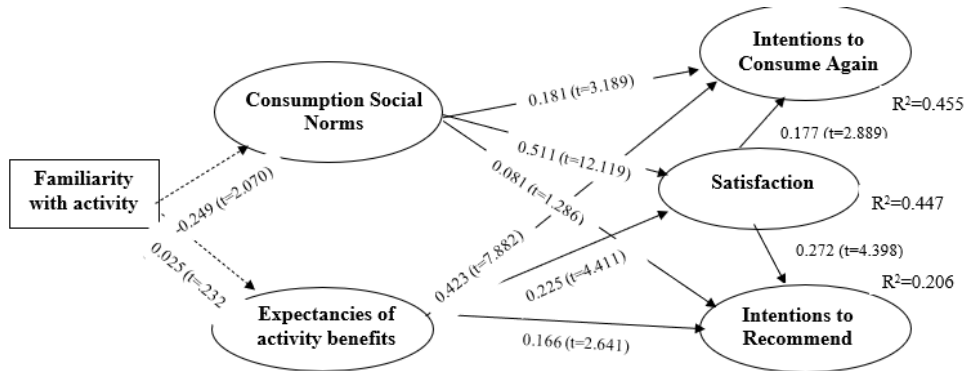


Figure 2. Structural model

4.3 Moderating results and Influence of familiarity

Explanation of the ANOVA Results (H9a and H9b): To see if being familiar with spas influenced tourists' expectations and perceptions, we compared two groups: those who frequently visit spas ('familiar') and those who do not ('unfamiliar'). The results show that familiarity did not significantly change how much people expected to benefit from spa treatments. However, familiarity slightly influenced people's belief that going to a spa is something they should do while visiting a wellness destination. In other words, people who are already spa-goers are more likely to feel that getting a spa treatment is a typical or expected part of a wellness trip. Explanation of the Multi-Group Analysis (H10): Next, we wanted to understand if familiarity changed *all* the relationships in our research. The results indicated that it had a significant moderating effect. It means that the relationships between expectations, social norms, satisfaction, and loyalty were different for people familiar with spas than those not.

4.4 Synthesis of results

4.4.1 Behavioral compliance is the primary satisfaction driver

Social norms of consumption significantly and directly influenced satisfaction ($\beta = 0.511$, $p < 0.01$). It reveals how important it is for tourism consumers to satisfy these rules of experience and discovery of the vacation destination. Tourism consumers are more satisfied with having consumed as expected than with the guarantee of benefiting from the specific attributes of the activity consumed. They consume above all to do as others consume and as

they think they should, rather than for what the activity can bring them. This phenomenon is illustrated in Picture 2, where a tourist is seen experiencing a Balinese spa treatment, often perceived as a must-do by many travelers due to strong normative influence at the destination.



Picture 2. A tourist enjoying a traditional spa treatment in Bali—reflecting how wellness experiences have become a socially expected part of the destination's tourism culture (Photo courtesy of Soham Wellness Center).

The results indicated that tourists prioritize unique spa experiences in Bali over conformity, as Herbert Kelman (1958) suggested, which assumes that the individual reply to influence can be of three types: compliance, identification, and internalization. Social norms in consumer behavior theory are implicit or explicit rules and expectations. Given the power of norms, the results highlighted the importance of normative conduct and social congruity in developing tourism-related behaviors (Kim, 2020; Pan, Rassouli & Timmermans, 2021; Wasaya et al., 2022). Tourism social norms can cover a wide range of behaviors, i.e., destination choice and images, quality of unique spa experience, behaviors in group settings during traveling, ethical and responsible practices, and decision-making (Caiscott, Cohen & Tribe, 2019)

4.4.2 *Intrinsic qualities of the activity are secondary*

Expectations of the benefits of activity, in terms of health and well-being, have a significant and direct influence on satisfaction ($\beta = 0.225$, $p < 0.01$). However, this influence is less than that of social norms. Thus, satisfaction, which is correctly explained ($R^2 = 0.447$), seems to be constructed more by the

behavioral response to the social norm than by achieving activity-specific benefits. The expectation of benefits from the activity directly influences loyalty behaviors, with a more substantial impact for intentions to consume again ($\beta=0.462$, $p<0.01$) than for intentions to recommend ($\beta=0.228$, $p<0.01$). Thus, it is more the hope of deriving a personal benefit from repeating the consumption behavior that motivates to reproduce than the fact of obeying social norms.

4.4.3 Social norms influence loyalty directly and indirectly

Social norms also directly and indirectly influence loyalty intentions by being mediated by satisfaction. The total effect of norms on loyalty behavior to consume again is equal to 0.272 ($p<0.01$), with 33.5% of this effect linked to the specific effect of the satisfaction-mediated relationship (0.091). Moreover, the total effect of norms on the loyalty behavior of recommending the activity is equal to 0.020 ($p<0.01$), with 22% of the effect specifically linked to the satisfaction-mediated relationship. These two VAF (Variance accounted for) scores demonstrate a moderately strong partial mediation of social norms via satisfaction with the loyalty behavior of the tourist.

4.4.4 Norms propagation requires positive evaluation of the activity

Satisfaction influences consumer loyalty behavior with the following difference: satisfaction leads more strongly to intentions to recommend ($\beta=0.272$, $p<0.01$) than to intentions to consume again ($\beta=0.177$, $p<0.05$). So, if tourists are satisfied, they recommend the activity but are less likely to re-consume, especially if this activity is not involved with the tourists. Since they are more influenced by the desire to “tick the box” when doing the activity, they are not scheduling systematically to consume again during their stay. As results show, even satisfied, discoverers are less likely to consume again ($\beta_{\text{discoverers}} = 0.122$, $p=0.041 < 0.05$), which proves that they are less engaged in the consumption of the activity for themselves than for the social aspects related to the consumption of the activity (Table 1 and Table 2).

Table 1. Indirect and total effects (Mean values after 5000 bootstrapping)

	Indirect effects	SD	t-statistic	p-value	Total effects	SD	t-statistic	p-value
Social norms (ADSN) -> Consume again (CAI)	.091	.034	2.730	.006**	.272	.050	5.408	.000**
Social norms (ADSN) -> Recommendations (RI)	.139	.034	4.138	.000**	.220	.056	3.894	.000**
Social norms (ADSN) -> Satisfaction (Satis)	-	-	-	-	.511	.042	12.119	.000**
Expectations benefits (EAB) -> Consume again (CAI)	.039	.016	2.523	.012*	.462	.050	9.232	.000**
Expectations benefits (EAB) -> Recommendations (RI)	.061	.021	2.973	.003*	.228	.062	3.681	.000**
Expectations benefits (EAB) -> Satisfaction (Satis)	-	-	-	-	.225	.051	4.411	.000**
Familiarity -> Social norms (ADSN)	-.055	.078	.692	.489ns	-.249	.119	2.070	.039*
Familiarity -> Consume again (CAI)	-	-	-	-	-.055	.078	.692	.489ns
Familiarity -> Expectations benefits (EAB)	-.047	.048	1.009	.313ns	.025	.115	.232	.816ns
Familiarity -> Recommendations intentions (RI)	-.121	.079	1.519	.129ns	-.047	.048	1.009	.313ns
Familiarity -> Satisfaction (Satis)	-	-	-	-	-.121	.079	1.519	.129ns
Satisfaction (Satis) -> Consume again (CAI)	-	-	-	-	.177	.062	2.889	.004*
Satisfaction (Satis) -> Recommendations (RI)	-	-	-	-	.272	.062	4.398	.000**

Note: ns: non-significant. *: significant at the 5% test level. **: significant at the 1% percent test level

Table 2. Significant specific indirect effects (Mean values after 5000 bootstrapping)

	Specific Indirect effects	SD	T statistics	P values	AVF (Mediation effect)
Social norms (ADSN) -> Satisfaction (Satis) -> Consume again (CAI)	.091	.034	2.730	.006**	33, 5%**
Social norms ADSN -> Satisfaction (Satis) -> Recommendations (RI)	.139	.034	4.138	.000**	22%
Expectations benefits (EAB) -> Satisfaction (Satis) -> Consume again (CAI)	.039	.016	2.523	.012*	8,4%
Expectations benefits (EAB)-> Satisfaction (Satis) -> Recommendations (RI)	.061	.021	2.973	.003**	26,7%**
Familiarity -> Social norms (ADSN) ->Satisfaction (Satis)	-.126	.061	2.073	.038*	-12,1%

Note: ns: non-significant. *: significant at the 5% test level. **: significant at the 1% percent test level

Mediation effect: ***=Full mediation: AFVF>80%. **= Partial mediation: 20%<AVF<80%; *= No mediation: AVF<20%

4.5 Implications

Social influence theory has demonstrated that social pressure impacts consumers. Tourism scholars have regularly insisted on the potential of social norms and conceptual frameworks to give relevant conclusions to explain consumer decision processes. This research goes a step further by highlighting how social norms, rather than the intrinsic value of unique local experiences, might drive tourists' behavior at their destinations, shifting their motivations toward conformity rather than discovery. As a theoretical implication, we propose a conceptual model of social influence on at-destination tourist consumption (Figure 3). Some managerial implications are then proposed before dealing with limitations and further research.

4.5.1 Theoretical implications

a. The conformity to tourist behavior: a consumption pattern

Previous tourism literature has often demonstrated that the desire to meet social norms influences destination choices. The novelty of our work is the focus on activities after individuals have selected a destination and are present there. Much work has focused on the power of social influence to modify existing tourism behaviors, intending to harness these forms of social injunction to make tourists more environmentally aware - via or otherwise of Schwartz's norm activation model (Han, 2014). Conversely, although social norms are fundamental to the tourism experience, little research has focused on the research of social influence in the context of a traditional tourism experience.

It does not address the challenges of sustainable tourism. By evaluating the relative importance of social norms on tourism experience satisfaction, the first contribution of the research is to show that social pressure also influences the choice of activities during vacation destination experiences.

Another contribution is demonstrating the importance of normative influence as a priority source of satisfaction of activity experience in the host territory. Based on consumer behavior theories, social influence should help consumers make choices between the different activities available at a location through the emergence of a preference for expected experiences at a given place. More than being only a tool to elicit preference, the research shows that touristy social norm pressure can transform an activity considered typical of a region into a form of conformity consumption. Consequently, what motivates the tourists is not necessarily discovering and experiencing something unique to the region but instead conforming to what is expected of them as tourists.

b. Two dimensions of at-destination satisfaction: social and personal

The present research highlights that it is possible to distinguish two forms of satisfaction in tourism consumption of activities characteristic of a destination: social satisfaction, on the one hand, and personal satisfaction, on the other. Social satisfaction corresponds to the satisfaction of society's expectations, while personal satisfaction corresponds to the desire to personally experience the activity's benefits.

It seems that consumption is a source of double satisfaction: on the one hand, the satisfaction of social conformity, and on the other, the intrinsic satisfaction of the activity. In the tourism context, following Asch's (1956) framework (conformity vs independence), satisfying a desire for social conformity seems essential. The results show the difference in the level of importance attached to this social satisfaction. While the literature on consumer behavior suggests that only experienced consumers can make a reasoned assessment of the activity and thus not be influenced by these social norms, it appears on the contrary that these consumers are part of a consumption framework in which social pressure is more substantial for them than for newcomers to the activity.

Regarding spa wellness practices, tourists who are used to going to spas know that the destination is a wellness destination. Therefore, they feel obliged to have a wellness consumption-type experience at the place in question. Conversely, a consumer unfamiliar with wellness consumption habits will be content to have a first wellness experience at a spa to discover what it is all about.

c. The social norms propagation: negotiated by experiential validation

The fact that consumers rely more on their satisfaction to take on the advisor's status by recommending consumption rather than considering consuming again

suggests that touristy behaviors do not fit into the classic satisfaction-loyalty patterns of consumer behavior theory. In the case of consumption of activity at the place of stay, consumers consume out of a concern for individual discovery of local specificity, undoubtedly above all in a logic of consuming the typicality and authenticity of the place, more than in a logic of satisfying personal needs. Therefore, from the point of view of the diffusion of tourist consumption norms, it appears that every tourist who has consumed the activity will, if satisfied, adopt the role of promoter of the consumption of this activity. Satisfied with achieving what was expected of oneself as a tourist consumer, the visitor will also recommend consumption to his peers and friends. He thus becomes a key player in the normative promotion of the activity as an experiential attribute of the place’s typicality. Tourists will only contribute to propagating these behavioral norms if they have personally validated, felt, and understood the benefits of the experience. Whether an expert or a novice consumer, the individual will feel justified in recommending this consumption to their friends. When the individual has not been satisfied by the activity, he or she imagines that he or she will have to try again to understand it, as shown by the effect of the social norm on the individual intention to repeat the activity, but not on the intention to recommend (see Figure 3).

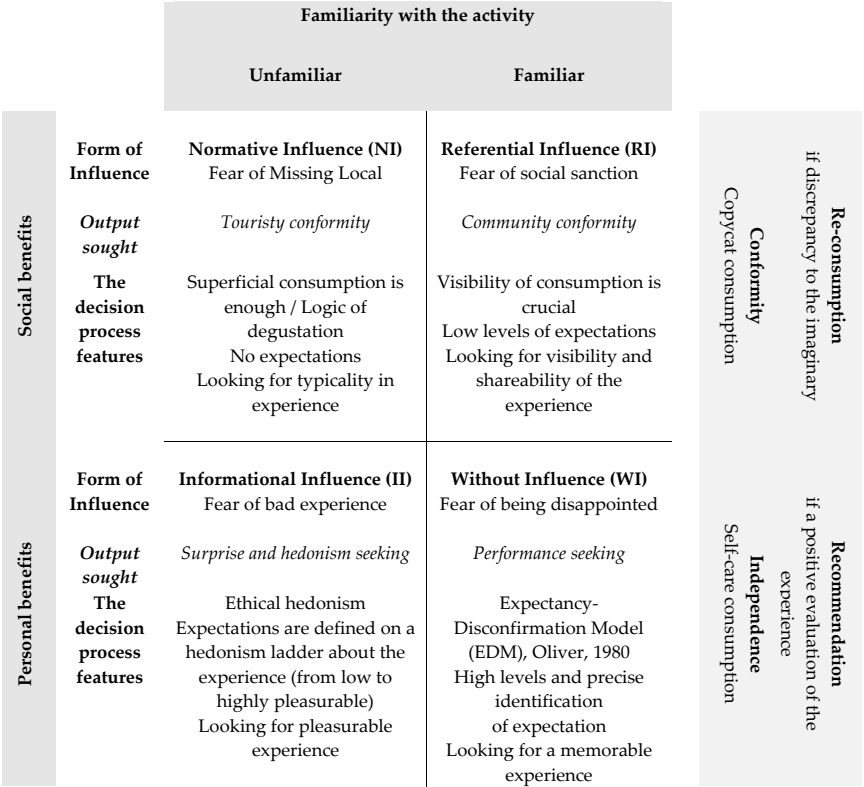


Figure 3. A conceptual model of social influence on tourist consumption at destination (Source: Research Result, 2024)

Figure 3 shows the role of normative influence in motivating actual behavior to re-consumption and recommend at the destination. The satisfaction achieved after consuming an activity can create a role to promote and recommend to friends. Thus, it becomes a key player in the normative promotion of the activity as an experiential attribute of the place's typicality.

4.5.2 Practical Implications

The managerial implications of spa consumption at a famous wellness destination are double. The results suggest managing a difference of priority in the positioning strategy. For unfamiliar visitors, the strategy should focus on similarity, i.e., demonstrating that the proposed offer is close to what is typical regarding the place and the activity. Consumers unfamiliar with the activity need to be reassured that the activity fits well into the consumer universe, i.e., the pre-empted positioning, in our research, is that the spa activity offered at the destination must be identified with the wellness universe. Conversely, for visitors who are very familiar with the product category, the positioning strategy should insist on the point of differentiation regarding this reference universe. The spa offered at the wellness destination should be able to provide an apparent dissimilarity and originality of the activity. The focus of positioning on the differentiation is preferable. Quasi-expert consumers of the activity seek unique, differentiated products and appreciate experimenting with something famous and inimitable in their community of experts.

5. Conclusion

This research demonstrates that social norms significantly shape tourist behavior at wellness destinations like Bali. Tourists are influenced not only by their expectations of health benefits but also by a desire to conform to what is perceived as the typical tourist experience. It highlights the need for destination marketers to leverage normative influence in their strategies, showcasing spa treatments as beneficial for well-being and a 'must-do' activity for visitors to Bali.

The research reveals that the influence of social norms is potent among tourists who are already familiar with spa experiences. These 'spa lovers' are more likely to view spa treatments as a standard part of their wellness vacation. It suggests that marketing efforts targeting experienced spa-goers should focus on reinforcing the perception of spa treatments as an essential element of the Bali tourist experience, while campaigns aimed at 'spa discoverers' may need to emphasize both the health benefits and the social acceptance of spa culture.

The research is limited to Bali, however, how its findings might apply to other wellness tourism destinations is pivotal and must be focused on further

research. Considering two main limitations to this work that can lead to interesting complementary further research. In the first place, the consumption sector was chosen for the activity. Although wellness tourism is becoming increasingly important, it has specific characteristics (Wightman & Wall, 1985). Moreover, it is consumed less than other recreational and cultural leisure practices.

Further research should be carried out on these tourist attractions and related activities. It would be fascinating to check if the relative importance of norms in wellness tourism is like that of other leisure and cultural practices of tourists. Does it refer to the practice (some activities are more sensitive to the norms dimension) or the individual (some tourists are more sensitive to norms)? In the second place, the results show that the social norms variable is superior to tourism consumption's functional and intrinsic benefits. The second limitation of our research lies in the descriptive nature of the research. Thus, our results do not clarify the nature of this effect of social influence.

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