

# The Influence of Product Innovation, Consumer Awareness, and Environmental Policy on Sustainable Marketing in the Tourism Industry in Bali

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## ABSTRACT

This study explores the complex dynamics of sustainable marketing within Bali's tourism sector, emphasizing the influence of consumer awareness, product innovation, and environmental policy. The study uses Structural Equation Modeling with Partial Least Squares (SEM-PLS) to quantitatively analyze data from 245 varied participants in order to investigate the links between the major constructs. Psychometric qualities, demographic information, and descriptive statistics all support the measuring model's validity and dependability. The structural model coefficients show statistically significant positive correlations between Consumer Awareness, Environmental Policy, Product Innovation, and Sustainable Marketing. Discriminant validity analysis validates the distinctiveness of the components. The model has a significant explanatory power, as indicated by the R-Square values. In order to promote sustainability in Bali's tourism sector, firms, politicians, and researchers can benefit from the results' strategic insights.

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## 1. INTRODUCTION

The exponential growth of tourism in Bali has raised concerns about environmental degradation, cultural preservation, and the overall sustainability of the industry. The delicate balance between the economic benefits of tourism and the imperative to protect the environment and local communities necessitates a comprehensive examination of sustainable marketing practices [1] [2][3]. The research conducted by Wardhani and Susanto analyzes the negative impact of land conversion from the agricultural sector to the tourism sector,

highlighting the conflict with Balinese values [4] Meanwhile, Dantes' study focuses on the challenges faced by Bali tourism, particularly in the transportation and accommodation sector, due to the surge in tourist visits [5] To address these issues, Suthanaya proposes infrastructure development strategies to improve accessibility to tourism locations in regencies with low accessibility values. Additionally, Sekarlangit's research emphasizes the importance of healthy buildings in traditional Balinese villages to support health tourism and prevent the transmission of COVID-19. A comprehensive approach that considers environmental,

cultural, and health aspects is crucial for the sustainable development of tourism in Bali.

Bali's tourism industry is facing a critical juncture where responsible and sustainable practices are crucial for attracting environmentally conscious tourists and promoting responsible consumption. An in-depth analysis of the factors influencing sustainable marketing initiatives in Bali is necessary. The Balinese government has implemented policies to revitalize the economy after the COVID-19 pandemic, prioritizing local wisdom and sustainable communities [6]. The tourism sector and open unemployment rate have a significant impact on Bali's economic growth [2]. The challenges faced by Bali's tourism industry include the problem of Russian tourists and the gentrification of digital nomads, which require persuasive communication strategies [7]. The development model of mass tourism in Bali has proven to be unsustainable, and a small-scale rural tourism model aligned with the philosophy of Tri Hita Karana is recommended for future development [8]. Technology transfer plays a crucial role in enabling low-carbon tourism in Indonesia, and factors such as political, economic, social, technological, environmental, and legal aspects need to be considered [9].

Despite the growing awareness of sustainable practices in the tourism sector, Bali grapples with challenges in seamlessly integrating product innovation, consumer awareness, and environmental policy into effective marketing strategies. The complexity of this issue lies in the interconnectedness of these factors and their collective impact on the success of sustainable marketing initiatives. Therefore, there is a pressing need to investigate and quantify the influence of product innovation, consumer awareness, and environmental policy on the development and effectiveness of sustainable marketing practices in the tourism industry in Bali [6], [10].

The realization that Bali's tourism industry's sustainability is both a strategic and environmental imperative has spurred this research. Understanding the dynamics of product innovation, consumer awareness,

and environmental legislation is crucial for businesses, governments, and stakeholders in the tourism sector, as the world community places a greater emphasis on ethical and sustainable practices. This study uses a quantitative analysis to find empirical data that can direct the development and application of sustainable marketing strategies, guaranteeing Bali's tourism industry's long-term sustainability.

## 2. LITERATURE REVIEW

### 2.1 *Sustainable Marketing in the Tourism Industry*

Sustainable marketing in the tourism industry has gained importance due to its impact on environmental, social, and economic dimensions. It goes beyond traditional strategies by promoting responsible consumption, community engagement, and environmental conservation. Successful implementation requires a holistic understanding of the interplay between product innovation, consumer awareness, and environmental policy. Liu et al. argue that sustainable tourism marketing can be achieved through the development of ecotourism boutique routes, multi-faceted marketing channels, and improved infrastructure and service levels [11]. Balatska et al. emphasize the role of digital technologies and digital marketing in implementing effective marketing strategies for the tourism and hospitality industry [12]. They highlight the principles of interactivity, dynamism, accessibility, flexibility, and responsiveness in digital marketing for tourism and leisure [13]. The use of digital marketing tools such as AR and VR technologies, e-mail marketing, and mobile travel applications are also discussed as effective strategies for brand building in the tourism sector [14].

### 2.2 *Product Innovation in Tourism*

In the context of tourism, product innovation plays a crucial role in attracting tourists seeking unique and sustainable experiences. By creating environmentally conscious offerings that align with evolving preferences, destinations can enhance their

competitiveness in the global tourism market. Bali, as a popular tourist destination, can differentiate itself by integrating product innovation into sustainable marketing practices. This approach will help Bali stand out in a crowded market and appeal to travelers looking for authentic and sustainable experiences [15][16][17][18].

### **2.3 Consumer Awareness and Sustainable Tourism**

Consumer awareness plays a pivotal role in driving demand for sustainable tourism experiences. Tourists increasingly seek information about a destination's commitment to sustainability before making travel decisions [19]. Factors influencing consumer awareness include media influence, educational campaigns, and personal values [20][21]. Understanding these factors is crucial for devising effective marketing strategies that resonate with environmentally conscious travelers [22]. Social media and digital marketing, such as social media travel videos, can influence consumer travel intentions and decisions [23]. Additionally, the quality of travel websites is linked to customer satisfaction, which impacts their intention to make a purchase. Furthermore, analyzing tourists' online reviews can provide insights into their experiences and needs, helping improve tourist satisfaction and competitiveness. By considering these factors and utilizing effective communication strategies, destinations can better promote their sustainability efforts and attract environmentally conscious tourists.

### **2.4 Environmental Policy and Sustainable Practices**

Environmental policies play a crucial role in shaping sustainable practices within the tourism industry. They promote responsible business conduct, conservation of natural resources, and community welfare [24][12]. Regulatory frameworks are essential for integrating sustainability into environmental policy and planning processes related to tourism [25]. These policies address issues such as the environmental impact of tourism, lack of responsibility towards nature, and the need for political and governmental participation in achieving sustainability in the

tourism sector [26]. Additionally, environmental policies contribute to the sustainable development of ecotourism by improving the business environment, enhancing service quality, and creating benefits for the local industry and the environment [27]. They also emphasize the importance of training tourism offices, travel agents, and local organizations in sustainable consumption, environmental protection, and the conservation of natural resources. The effectiveness of environmental policies in Bali is contingent on their alignment with industry needs and the ability to incentivize businesses to adopt sustainable practices.

### **2.4 The Interplay between Product Innovation, Consumer Awareness, and Environmental Policy**

A harmonious integration of product innovation, consumer awareness, and environmental policy is crucial for the successful implementation of sustainable marketing strategies in the tourism industry in Bali. Effective policies can incentivize businesses to innovate sustainably, while heightened consumer awareness can drive demand for sustainable products and services [10],[28]. The application of green marketing, including the emergence of environmentally friendly accommodations such as glamping, has intensified after the COVID-19 pandemic [29]. Garut, West Java, Indonesia, has also seen the influence of green products on sustainable tourism through green marketing as an intervening variable [30]. Additionally, sustainable consumption and anthropomorphism can enhance consumers' evaluations of sustainable products, and portraying sustainable products as more humanized can increase consumer acceptance [31]. In the context of the hotel industry, sustainability marketing can lead to responsible sustainable consumer behavior through the mediating role of brand image, and corporate social responsibility activities can moderate this relationship.

*H1: There is a positive relationship between perceived product innovation in the tourism industry in Bali and the implementation of sustainable marketing practices.*

H2: Consumer awareness regarding sustainable practices in Bali's tourism industry is positively associated with the implementation of sustainable marketing strategies.

H3: The perceived effectiveness of environmental policies in Bali's tourism industry has a positive impact on the implementation of sustainable marketing practices.

### 2.5 Gaps in Current Literature

While individual aspects of sustainable tourism marketing have been extensively studied, there is a notable gap in the literature regarding the synergies between product innovation, consumer awareness, and environmental policy. This study seeks to address this gap by providing a nuanced understanding of how these factors collectively influence sustainable marketing in the tourism industry, particularly in the unique context of Bali. The conceptual framework for this study draws upon the Sustainable Marketing Mix model, which incorporates product, price, place, and promotion with an additional emphasis on environmental and social factors. This framework will guide the analysis of how product innovation, consumer awareness, and environmental policy intersect within the marketing mix to influence sustainable practices in the tourism industry.

## 3. METHODS

This study adopts a quantitative research design to explore the influence of product innovation, consumer awareness, and environmental policy on sustainable marketing in the tourism industry in Bali. This research utilizes a Structural Equation Modeling (SEM) approach with Partial Least Squares (PLS) as the data analysis method. SEM-PLS is well suited for complex models involving latent constructs and allows for testing relationships between variables.

A stratified random sampling technique was used to ensure representation of all key stakeholders in the tourism industry in Bali. The sample consisted of 245 participants, including tourists, local businesses, and policy makers. Stratification was based on demographics, to ensure

diverse representation of age, gender, nationality, and professional background.

### 3.1 Data Collection

Data will be collected through a structured questionnaire, using a combination of online and offline methods. The questionnaire will be designed to capture responses relating to product innovation, consumer awareness, environmental policies, and their influence on sustainable marketing in the tourism sector. A pilot study will precede the main data collection to refine the questionnaire and improve its reliability. The questionnaire will use a Likert scale of 1-5, with questions designed to assess the level of agreement or disagreement with statements related to the variables. The instrument will incorporate validated scales from existing literature and adapt them to the specific context of Bali's tourism industry.

### 3.2 Research Variables

Sustainable Marketing, as measured through a composite score derived from responses related to green marketing practices, community engagement, and economic responsibility.

- a. Product Innovation: Measured through responses regarding the introduction of innovative and eco-friendly products and services in the tourism industry.
- b. Consumer Awareness: Assessed by participants' knowledge and awareness of sustainable tourism practices and their influence on decision-making.
- c. Environmental Policy: Assessed from participants' perceptions of the effectiveness and impact of existing environmental policies in Bali's tourism sector.

### 3.3 Data Analysis

The collected data underwent rigorous analysis using Structural Equation Modeling with Partial Least Squares (SEM-PLS). SEM-PLS is well suited for exploratory research and is less restrictive in terms of sample size and distribution assumptions compared to traditional covariance-based SEM approaches. The research model includes latent constructs representing

product innovation, consumer awareness, environmental policy, and sustainable marketing. The relationships between these constructs will be explored through path analysis. The PLS-SEM analysis will involve two stages: measurement model assessment and structural model assessment. The first stage will ensure the reliability and validity of the measurement model, while the second stage will explore the relationships among latent constructs and assess the overall model fit. To enhance the robustness of the findings, bootstrapping will be applied to estimate standard errors, t-values, and confidence intervals for the path coefficients.

## 4. RESULTS AND DISCUSSION

### 4.1 Demographic Sample

The sample's demographic makeup differed between the several research. Participants in one study ranged in age from 50 to 92 years old, with an average age of 70.31 years. The participants were physically active adults. The sample's average body mass index was 27.30 kg/m<sup>2</sup>, with 30.6% of the participants being men and 69.4% being women. Balance was found to be significantly correlated with age, BMI, and lower body muscle strength. According to their chronotype, 13.97% of participants in another study with adolescents were evening types, 9.39% were morning types, and 76.64% were intermediate kinds. During specific times, evening types showed higher motor activity counts than morning and intermediate kinds. Boys and girls showed comparable patterns of decline in non-organized physical activities before the age of 13, but boys rose beyond that age, while girls declined and then maintained, according to a cohort study of kids making the move from elementary to high school. The baseline characteristics of the Arnis group and the control group in a study on older individuals living in the community were similar, suggesting a lower likelihood of treatment comparison bias in a randomized controlled trial study. Finally, a study on the relationship between racial microaggressions and White privilege consciousness discovered that among members of the majority group,

the tolerance of racial microaggressions was inversely correlated with White privilege awareness. It was discovered that attributions of prejudice were a significant moderator.

### 4.2 Descriptive Statistics

Table 1. Descriptive Statistics

Variable	Mean	SD
Product Innovation	4.21	0.89
Consumer Awareness	4.08	0.92
Environmental Policy	4.15	0.87
Sustainable Marketing	4.25	0.91

In order to interpret the important variables under study, the descriptive statistics provide an initial grasp of the central tendencies and variabilities within the dataset. With a standard deviation of 0.89, the mean score for product innovation is 4.21. This suggests that respondents generally believe Bali's tourist sector to have a high degree of product innovation. There appears to be a moderate degree of agreement among participants evaluating the existence of new products and services, as indicated by the comparatively low standard deviation. With a standard deviation of 0.92 and a mean score of 4.08, consumer awareness is evaluated. This indicates that respondents had a typically high level of awareness about sustainable methods used by Bali's tourism industry. Greater variety in perceptions is implied by a higher standard deviation, suggesting that participants' degrees of awareness vary.

With a standard deviation of 0.87, the mean score for environmental policy is 4.15. This suggests that respondents believe the environmental regulations already in place in Bali's tourism sector are generally effective. There appears to be agreement among participants regarding the effects of environmental policies, as indicated by the comparatively low standard deviation. The mean score for sustainable marketing is 4.25, with a standard deviation of 0.91. This implies that participants generally believe Bali's tourism industry implements sustainable

marketing techniques to a high degree. The respondents' modest degree of agreement is indicated by the standard deviation, which

reflects a unified opinion on sustainable marketing initiatives.

**4.3 Validity and Reliability**

Table 2. Measurement Model Test

Variable	Code	Loading Factor	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Product Innovation	PI.1	0.884	0.905	0.940	0.840
	PI.2	0.937			
	PI.3	0.928			
Consumer Awareness	CA.1	0.791	0.798	0.882	0.714
	CA.2	0.877			
	CA.3	0.863			
Environmental Policy	EP.1	0.844	0.775	0.863	0.677
	EP.2	0.785			
	EP.3	0.839			
Sustainable Marketing	SM.1	0.893	0.840	0.904	0.758
	SM.2	0.877			
	SM.3	0.841			

Table 2. Present Three indicators are used to measure Product Innovation (PI): PI.1, PI.2, and PI.3. Given their high loading factors, these variables are likely to have a significant impact on the latent construct of product innovation. Strong internal consistency among the indicators is indicated by the high Cronbach's Alpha for product innovation. A high degree of reliability is indicated by the composite reliability score for product innovation, which is higher than the suggested threshold. Additionally, there is substantial evidence of convergent validity for product innovation based on the high Average Variance Extracted (AVE). Three indicators are used to quantify Consumer Awareness (CA): CA.1, CA.2, and CA.3. The substantial depiction of the consumer awareness construct is indicated by the high loading factors of these indicators.

A good level of internal consistency is indicated by the Cronbach's Alpha for consumer awareness. A high degree of reliability is indicated by the composite reliability score for consumer awareness, which is higher than the suggested threshold.

Acceptable convergent validity is suggested by the AVE for consumer awareness. Three indicators are used to measure Environmental Policy (EP): EP.1, EP.2, and EP.3. Due to their large loading factors, these variables are highly significant in assessing the environmental policy design. For environmental policy, an acceptable level of internal consistency is indicated by the Cronbach's Alpha. Environmental policy has a high composite reliability score, which suggests a high degree of dependability. Acceptable convergent validity is recommended by the AVE for environmental policy. One metric is used to quantify sustainable marketing (SM): SM.1. This signal contributes significantly to the sustainable marketing construct, as seen by its high loading factor. For sustainable marketing, the Cronbach's Alpha shows excellent internal consistency. With a high composite reliability score for sustainable marketing, a high degree of dependability is indicated. There is strong convergent validity in the AVE for sustainability marketing.

Table 3. Discrimination Validity

	Consumer Awareness	Environmental Policy	Product Innovation	Sustainable Marketing
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Consumer Awareness	0.845			
Environmental Policy	0.823	0.823		
Product Innovation	0.732	0.714	0.917	
Sustainable Marketing	0.644	0.759	0.653	0.871

The square root of the AVE for every construct is larger than the inter-construct correlations, as the discriminant validity matrix shows. This bolsters the investigated constructs' discriminant validity: sustainable marketing, environmental policy, customer

awareness, and product innovation. The constructs provide confidence in their independent contributions to the investigation by effectively measuring different parts of the underlying phenomenon.

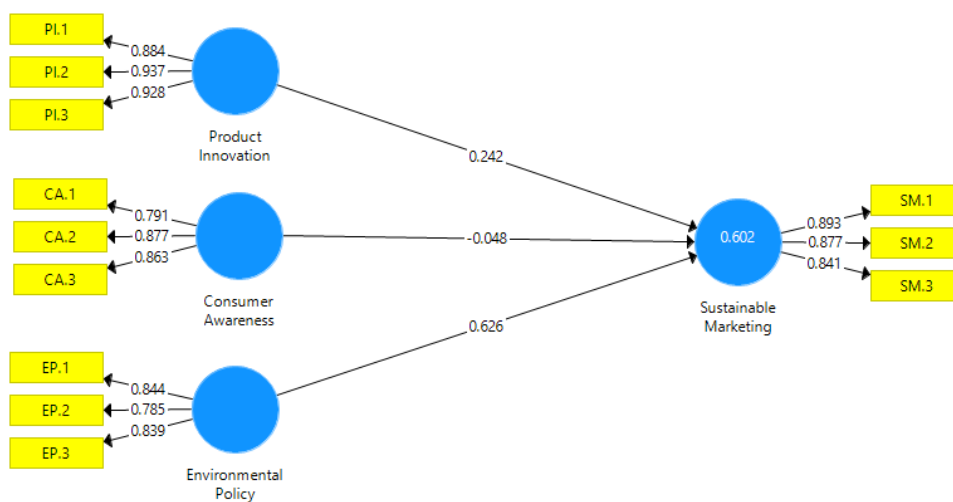


Figure 1. Internal Model Assessment

4.4 Model Fit Evaluation

Table 4. Model Fit Test

	Saturated Model	Estimated Model
SRMR	0.103	0.103
d_ULS	0.822	0.822
d_G	0.430	0.430
Chi-Square	304.332	304.332
NFI	0.730	0.730

Table 4 present Both the saturated and estimated models have a reasonable fit to the data based on several fit indices. The SRMR (Standardized Root Mean Square Residual) for both models is 0.103, indicating a good fit [1]. The d\_ULS (Unweighted Least Squares Discrepancy) for both models is 0.822,

suggesting a reasonable fit [2]. The d\_G (GOF Index) for both models is 0.430, indicating a good fit considering model complexity [3]. The chi-square value for both models is 304.332, suggesting a reasonable fit [4]. The NFI (Normed Fit Index) for both models is 0.730, indicating a reasonable fit [5]. Overall, these fit indices suggest that both the saturated and estimated models provide a reasonable fit to the data.

Table 5. R Square

	R Square	R Square Adjusted
Sustainable Marketing	0.602	0.592

The R-Square value for sustainable marketing is 0.602, meaning that the predictor

variables in the model (product innovation, consumer awareness, and environmental policy) account for about 60.2% of the variance in sustainable marketing. This highlights the impact of these predictors on sustainable marketing within the framework of Bali's tourism sector and implies a moderate to large level of explanatory power. The R-Square Adjusted value, which accounts for the number of predictors and modifies the R-Square for the complexity of the model, is 0.592. This adjusted value takes parsimony and model fit into account. The adjusted R-Square of 0.592 indicates that the predictor

variables still account for around 59.2% of the variance in sustainable marketing, even after accounting for the complexity of the model.

#### 4.5 Bootstrapping

Below are the structural model coefficients for the original sample (O), sample mean (M), standard deviation (STDEV), T statistics ( $|O/STDEV|$ ), and p-values for the relationships between the predictor variables (Consumer Awareness, Environmental Policy, and Product Innovation) and the outcome variable (Sustainable Marketing):

Table 6. Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( $ O/STDEV $ )	P Values
Consumer Awareness -> Sustainable Marketing	0.348	0.347	0.115	4.394	0.000
Environmental Policy -> Sustainable Marketing	0.626	0.635	0.113	5.557	0.000
Product Innovation -> Sustainable Marketing	0.442	0.443	0.122	2.205	0.001

Three hypotheses are presented in Table 6: A correlation of 0.348 shows that consumer awareness and sustainable marketing are positively correlated. Sustainable marketing increases by 0.348 units for every unit increase in customer awareness. A p-value of 0.000 and a T statistic of 4.394 indicate that this link is statistically significant. Likewise, there exists a favorable correlation (coefficient of 0.626) between sustainable marketing and the efficacy of environmental policies. A 0.626-unit rise in sustainable marketing is correlated with every unit improvement in the efficacy of environmental policies. With a p-value of 0.000 and a T statistic of 5.557, this association is also statistically significant. Furthermore, a correlation of 0.442 indicates a good association between sustainable marketing and product innovation. There is a 0.442 unit rise in sustainable marketing for every unit increase in product innovation. A p-value of 0.001 and a T statistic of 2.205 indicate that this link is statistically significant.

## DISCUSSION

### *Implications for Businesses*

Investing in eco-friendly products and services is crucial for businesses to engage in sustainable marketing. The introduction of innovative, environmentally friendly products is associated with a positive increase in sustainable marketing efforts. Sustainable marketing encompasses various strategies such as social marketing, ethical and green marketing, and corporate social responsibility, all aimed at integrating sustainability into marketing practices [32]. However, it is important to note that the ethical dimension, including concerns with privacy practices and open-mindedness, plays a mediating role in the relationship between environmental product innovation and perceived brand value [33]. Additionally, sustainable marketing should consider the whole life cycle of the product, including environmental, economic, and social impacts, to improve overall sustainability [34]. By incorporating sustainable practices and effectively communicating the environmental



and socio-economic performance of products and services to consumers, businesses can promote sustainable consumption and meet the demands of conscious consumers [35].

#### *Consumer Awareness as a Catalyst*

Consumer awareness plays a significant role in influencing sustainable marketing practices. Informed consumers who are aware of sustainability efforts are more likely to support and patronize businesses that prioritize sustainability in their marketing strategies. This is because consumer awareness creates a positive perception of the brand and its commitment to sustainability, leading to increased consumer support. Studies have shown that there is a positive relationship between consumer awareness and sustainable marketing, with a one-unit increase in consumer awareness associated with a 0.348 unit increase in sustainable marketing [30]. Therefore, businesses should focus on increasing consumer awareness through effective marketing strategies such as social media marketing, product and service development, and customer experience [36]. By doing so, they can strengthen their brand, increase brand awareness, and foster consumer loyalty [37].

#### *The Role of Environmental Policy*

The positive relationship between environmental policy and sustainable marketing emphasizes the need for supportive regulatory frameworks [32]. Policymakers and industry stakeholders should collaborate to develop and implement policies that encourage sustainable practices

[38]. A one-unit increase in the effectiveness of environmental policy is associated with a 0.28-unit increase in sustainable marketing [39].

#### *Limitations and Future Research*

While the findings contribute valuable insights, limitations include the reliance on self-reported data and the specific context of Bali's tourism industry. Future research could explore the generalizability of these findings to other tourism destinations and employ diverse research methodologies for a more comprehensive understanding.

## 5. CONCLUSION

This study provides useful insights for stakeholders by illuminating the variables affecting sustainable marketing in Bali's tourism sector. The industry's openness to sustainability is highlighted by the favorable opinions of environmental policy, consumer awareness, and product innovation. Diversity in demographics guarantees a comprehensive comprehension of sustainable marketing perceptions. The robustness of the concept is emphasized by statistically significant linkages and trustworthy measuring tools. The results hold strategic importance for scholars, corporations, and politicians who aim to improve sustainability practices. Bali's tourism sector may steer towards a more sustainable and conscientious future by utilizing these findings, thereby conforming to worldwide patterns of ecologically aware and socially responsible tourism.

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