



Research on the Weakening Mechanism of Brand Hegemony of Tourist Attractions on Tourists ' Environmental Responsibility Behavior

Wendong Chen, Yan Yan*, Chenyuan Mao

Guangzhou city Polytechnic, Guangzhou 511370, Guangdong Province, China

*Corresponding author's email: yany@gcp.edu.cn

Abstract. This paper selects the brand hegemony of tourist attractions as the independent variable, takes the tourists ' environmental responsibility behavior as the dependent variable, introduces the self-efficacy as the intermediary variable, and the ecological values as the adjustment variable, constructs the influence model of weakening the tourists ' environmental responsibility behavior, and empirically analyzes the weakening mechanism of the brand hegemony of tourist attractions on the tourists ' environmental responsibility behavior. The research order of this paper is : concept definition, research framework, research hypothesis, questionnaire survey, data analysis, hypothesis test, management implication, summary and prospect. The conclusion of this paper is that the brand hegemony of tourist attractions has a significant direct impact on the weakening of tourists ' environmental responsibility behavior. Self-efficacy has a mediating effect on the weakening of tourists ' environmental responsibility behavior in the brand hegemony of tourist attractions, while ecological values cannot significantly regulate the impact of self-efficacy on tourists ' environmental responsibility behavior.

Keywords: Brand Hegemony, Self-efficacy, Ecological Values, Environmentally Responsible Behavior, Tourism

1 Introduction

At present, most of the studies on the impact of tourists ' environmental responsibility behavior are about psychological spontaneity factors, and most of them are promoting effects. It is rarely found that scenic spot brands have an impact on tourists ' environmental responsibility behavior, especially the weakening mechanism. Based on this, this paper takes the brand bullying of tourist attractions as the independent variable and the environmental responsibility behavior of tourists as the dependent variable, and empirically studies the weakening mechanism. In the process of research, tourist self-efficacy is introduced as an intermediary variable to construct a logical relationship, and whether the intermediary variable can link the independent variable with the dependent variable and form a sufficient causal relationship in the logical relationship

© The Author(s) 2026

T. Chamaratana et al. (eds.), *Proceedings of the 2026 12th International Conference on Digital Humanities and Frontiers in Social Sciences (DHFSS 2026)*, Advances in Social Science, Education and Humanities Research 1031,

https://doi.org/10.2991/978-2-38476-611-6_89

is explored. At the same time, further explore the adjustment role of tourists' ecological values. The conclusion of this paper analyzes the key factors affecting the brand hegemony of tourist attractions on tourists' environmental responsibility behavior, and provides effective suggestions for promoting tourists to actively fulfill their environmental responsibilities.

2 Literature Review

2.1 Brand Hegemony of Tourist Attractions

Brand hegemony is mainly for the dominant brand to use its strong position, by forcing or coercing other brands to accept its rules or terms, to ensure that its dominant position in the market is maintained ^[1]. Hegemonic brands adopt ways to reduce consumers' perceived choice, actual choice or poor use of product knowledge, so that consumers lose some of their choice in the actual consumption process. In this process, consumers are prone to a sense of being bound ^[2].

From the perspective of the brand hegemony of tourist attractions, the brand hegemony is redefined. With the strong position of its brand, tourist attractions force tourists to accept their unilateral rules or requirements by exerting pressure or influence. However, under the implementation of this hegemonic behavior, it often leads to tourists' dissatisfaction and disgust with the brand.

2.2 Self-efficacy

Self-efficacy is a competency behavior that individuals can use experience, learning cognition, skills and other factors and know how to do. It is usually understood as the degree of confidence of tourists by correctly perceiving their own ability level and participating in environmental construction activities ^[3]. Some scholars have proposed that social support is closely related to self-efficacy ^[4]. The brand of tourist attractions can enhance the self-efficacy of individuals or groups through external factors, and have a two-way impact on the formation of environmental responsibility behavior of tourists.

2.3 Ecological Values

Values are the relatively stable fundamental views and evaluations of the value and significance of objective things based on life and practice when individuals understand the world, and play a guiding role in transforming the world. The values not only guide the individual's daily behavior, but also better predict personal behavior, and to a certain extent, determine their attitude towards life, life goals and value pursuit ^[5]. Ecological values have a significant positive impact on environmental responsibility behavior, and play a chain mediating role through subjective norms and environmental attitudes. ^[6]. When tourists' environmental beliefs and moral norms are unified,

ecological values will affect tourists ' attitudes and actions when they encounter brand hegemony.

2.4 Tourists ' Environmental Responsibility Behavior

Tourists ' environmental responsibility behavior refers to the behavior that tourists consciously protect the ecological environment of tourist destinations in the process of tourism, actively reduce the adverse impact on the environment, and actively participate in the construction of ecological civilization. Based on a symbiotic relationship between tourist attractions and tourists,Unforgettable tourism experience has a significant positive impact on tourists ' environmental responsibility behavior. [7].

3 Research Hypotheses

Based on this, this paper makes the following assumptions : H1 : there is a causal relationship between the brand hegemony of tourist attractions and the weakening of tourists ' environmental responsibility behavior ; the intermediary relationship makes the following assumptions : H2 : self-efficacy plays an intermediary role in the brand hegemony of tourist attractions and the weakening of tourists ' environmental responsibility behavior ; the moderating relationship is as follows : H3 : Ecological values have a positive moderating effect on self-efficacy and tourists ' environmental responsibility behavior. The research model constructed in this paper is shown in Figure 1.

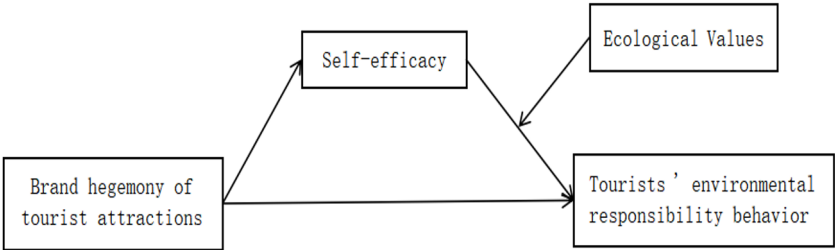


Fig. 1. Research model construction

4 Questionnaire Design

4.1 Measurement of Brand Hegemony of Tourist Attractions

The measurement of brand hegemony in tourist attractions is mainly based on the research results of Hao Shuaichang (2021), and appropriate modifications are made in combination with the theme of this research, with a total of 6 items. The main topics are that I feel that the tourism scenic spot brand is implementing the overlord clause, and compared with the tourism scenic spot brand, I feel that I am obviously in a weak position.

4.2 Self-efficacy Measurement

The measurement of self-measurement is mainly based on the research scale of Chen Gezhi et al. (2023) ^[8], and appropriate modifications are made in combination with the theme of this study. There are three items in this measurement. The main items are that I believe I can do a good job in environmental protection during tourism.

4.3 Measurement of Ecological Value

The items related to ecological values refer to the research scale of Duan Zhengliang et al. (2021) ^[9], and make appropriate modifications in combination with the theme of this study. There are three items in this measurement. The main items are that I think it is necessary for people to protect the environment and prevent environmental pollution.

4.4 Measurement of Tourists ' Environmental Responsibility Behavior

The measurement of tourists ' environmental responsibility behavior is based on the research scale of Yang Yun (2024) ^[10]. And make appropriate changes in combination with the theme of this study. There are 8 items in this measurement. The main topics are that I will properly handle the garbage generated in the process of tourism, and I will try to convince my peers to take actions that are beneficial to the protection of the scenic spot.

This study uses a questionnaire survey to obtain first-hand information. The analysis tool is intended to use SPSS26.0 and Process plug-in, focusing on reliability and validity, main causality analysis, mediating relationship analysis, moderating relationship analysis and regression analysis. Finally, according to the relevant analysis results, the accuracy of the previous hypothesis is confirmed.

The variables in the item measurement were measured by the Likert five-point scale. There are two parts in this questionnaire. The first is to collect the basic data of the respondents ; the second is the collection of research variable questionnaires.

The survey was conducted in two stages. The first stage was from December 15,2025 to December 23,2025, and the second stage was from March 10,2026 to March 18,2026. This survey is mainly based on the questionnaire star. A total of 400 questionnaires were collected. Finally, 373 valid questionnaires were obtained, with an effective rate of 93.2 %. The credibility of the whole investigation process is high.

5 Data Statistics and Reliability and Validity Test

5.1 Descriptive Statistical Analysis

In this survey, 175 males accounted for 47 % and 198 females accounted for 53 %. The overall distribution of women is slightly higher than that of men, which can represent the general situation, but there are still limitations. In terms of age, most of them are 18 to 25, accounting for 84.49 %. From the perspective of the cultural standard of the sample, there are relatively more undergraduate colleges, accounting for 70.05%,

followed by college colleges, accounting for 16.58%, indicating that the general young people have a higher level of education and have a certain ability to judge behavior.

5.2 Reliability and Validity Test

The variables Cronbach 's α in this questionnaire are brand hegemony (0.837), self-efficacy (0.808), tourists ' ecological values (0.873), and tourists ' environmental responsibility behavior (0.865). The total Cronbach 's α was 0.837. The Cronbach 's α values of the variables meet the credibility standards and meet the requirements of empirical analysis, and the results are acceptable.

The KMO value of the research variables in this questionnaire is 0.821. More than 0.8, through the Barthes sphere test, p value < 0.05 , there is a strong correlation between the variables, indicating that the data validity is very good, the variable validity test passed.

5.3 Collinearity Test

The brand hegemony of tourist attractions (2.252), self-efficacy (3.165), tourists ' ecological values (2.936), tourists ' environmental responsibility behavior (3.225). VIF is all less than 5, and there is no multicollinearity between variables.

6 Hypothesis Testing

6.1 Causal Effect Test

Running SPSS26.0 for causality test, model R^2 : 0.389, which indicates that the brand hegemony of tourist attractions can be used to explain 38.9 % of the changes in tourists ' environmental responsibility behavior. The model passes the F test ($F = 16.261$, $p = 0.000 < 0.05$), indicating that the hegemony of tourist attractions will have an impact on the weakening of tourists ' environmental responsibility behavior. In addition, the analysis of the multicollinearity of the model shows that the VIF value is less than 5, indicating that there is no collinearity problem ; the D-W value is near the number 2, indicating that the model is better. It can be seen from this : The regression coefficient β value of the brand hegemony of tourist attractions is -0.219, $p < 0.05$. It is clear that there is a causal relationship between the brand hegemony of tourist attractions and the weakening of tourists ' environmental responsibility behavior, and H1 is established.

6.2 Mediation Effect Test

For the mediating effect test of self-efficacy, this study uses SPSS process plug-in tool and hierarchical regression method for analysis.

In the test of the mediating effect of self-efficacy between brand hegemony and weakening tourists ' environmental responsibility behavior in tourist attractions, $P <$

0.01, total effect : 0.571**, mediating effect value : 0.284, BootLLCI ~ BootULC : 0.114 ~ 0.412, excluding 0, direct effect : 0.285**, the test conclusion is partial mediation, and H2 is established.

6.3 Regulatory Effect Test

The adjustment effect is divided into three models. Model 1 is the independent variable, model 2 adds the adjustment variable to model 1, and model 3 adds the interaction term (the product term of the independent variable and the adjustment variable) to model 2. For model 1, the purpose is to study the influence of independent variables on dependent variables without considering the interference of adjustment variables. From the above, it can be seen that the independent variables are significant ($t = 9.271$, $p = 0.000 < 0.05$). It can be seen that the interaction between self-efficacy and ecological values will not have a significant impact on tourists' environmental responsibility behavior, and H3 is not established.

7 Discussion and Management Implications

7.1 Discussion

The Direct Weakening Effect of Brand Hegemony of Tourist Attractions on Tourists' Environmental Responsibility Behavior.

This study finds that the brand hegemony of tourist attractions has a significant negative direct impact on tourists' environmental responsibility behavior, that is, the higher the degree of brand hegemony, the lower the tendency of tourists' environmental responsibility behavior. The conclusion reveals the 'hidden cost' of brand power.

Theoretically, the findings expand the boundary of brand hegemony research and extend the vision to the field of environmental behavior in tourism context. The "overlord clause" implemented by scenic spots with their strong brand status, unilateral rule-making and asymmetric information operation make tourists feel oppressed and deprived in the process of experience. This negative experience not only damages tourists' emotional evaluation of the brand, but also further spills over to the field of environmental responsibility—tourists tend to 'give up environmental protection obligations' as a means of implicit resistance. This finding echoes the theory of 'moral licensing' in psychology: when individuals perceive injustice, they will subconsciously 'license' themselves to lower the standard of moral behavior in order to restore the sense of psychological justice.

The Mediating Mechanism of Self-efficacy.

The results of mediating effect test show that the brand hegemony of tourist attractions not only directly weakens tourists' environmental responsibility behavior, but also indirectly has a negative impact by reducing tourists' self-efficacy. The logical chain of this study can be summarized as follows: when tourists repeatedly encounter the strong suppression of scenic brand, their confidence in responsible behavior will be contin-

uously eroded. Brand hegemony conveys a hidden message : ' You have no right to speak here, your behavior does not matter '. This sense of powerlessness directly shakes the self-efficacy belief of tourists. When this resource is depleted by brand hegemony, tourists lose the internal driving force to take environmentally responsible actions.

The Moderating Effect of Ecological Values is not Significant.

The hypothesis H3 of this study is not supported for three possible reasons : First, as a deep and relatively stable belief system, the moderating effect of ecological values often needs to appear in long-term and repetitive behavioral situations. This study focuses on a single or short-term tourism experience, and tourists ' environmental behavior decisions in scenic spots are more susceptible to situational factors. Second, brand hegemony may trigger tourists ' ' psychological resistance ' reaction. This instant negative emotion has a strong behavioral driving force, which is enough to overwhelm the original positive guiding role of ecological values. In other words, when tourists feel unjustly treated, the impulse to ' take a breath ' overwhelms the sanity of ' responsible behavior '. Third, the samples of this study are mainly young people aged 18-25 years old. The ecological values of this group may not be completely solidified, and there is a large situational volatility, thus weakening the statistical significance of its regulatory effect.

7.2 Management Inspiration

Weaken Brand Hegemony Thinking, From "Controlling Tourists " to " Serving Tourists ".

The core of this study finds that brand hegemony directly weakens tourists ' environmental responsibility behavior. The empirical results of this study show that this hegemonic management strategy is eroding the foundation of sustainable development of scenic spots in a hidden way : tourists abandon environmental responsibility behavior because they feel oppressed, and ultimately damage the ecological environment of the scenic spot itself.

Based on this, it is recommended that scenic area managers make the following changes : First, re-examine whether there are ' hegemonic clauses ' in key links such as ticketing policies, admission regulations, and consumer guidance, and systematically identify the specific manifestations of brand hegemony through tourist opinion collection and complaint analysis. Second, establish a ' tourist rights list ' to clearly inform tourists of their right to choose, feedback and fair trade in the scenic spot, and reduce the sense of deprivation of tourists with a transparent commitment. Third, the management goal is adjusted from " how to make tourists obey the rules " to " how to make tourists cooperate voluntarily. " When tourists feel respected and empowered, the endogenous motivation of their environmental responsibility behavior will be significantly enhanced. The scenic spot can transform tourists from ' managed ' to ' environmental partners ' by setting up ' environmental co-construction ' links.

Empowering Tourists ' Self-efficacy and Transforming ' I can't ' into ' I can'.

This study finds that self-efficacy is a key mediating variable for brand hegemony to affect tourists ' environmental responsibility behavior, which means that improving tourists ' self-efficacy can be an effective lever to block the negative effects of brand hegemony.

Based on this, the following three empowerment paths are proposed : First, provide ' low-threshold start ' environmental participation opportunities. The scenic spot should design a series of simple, easy and timely feedback small tasks of environmental protection. Every successful experience of completing the task will strengthen the belief of tourists ' environmental responsibility behavior. Second, strengthen social support and demonstration effect. In the scenic area, the ' Environmental Pioneer ' exhibition area is set up to publicly recognize tourists who actively participate in responsible behavior, and use social media to disseminate these positive cases. Third, give tourists ' feedback right ' and ' visible influence '. The scenic spot can show the positive effects of tourists ' environmental protection behavior through real-time data big screen, so that tourists can clearly perceive that ' my behavior is useful '. This influence visualization is the most direct enhancer of self-efficacy.

Face up to the Limitations of Value Regulation and Build a Multi-level Behavior Guidance System.

This study found that ecological values failed to significantly regulate the relationship between self-efficacy and tourists ' environmental responsibility behavior. Therefore, in the highly contextualized field of tourism situation, we should not rely too much on tourists ' deep values to guide environmental behavior, but should build a multi-level and mutually supportive behavior guidance system.

First, strengthen the use of ' situational instant effect '. In view of the fact that values are difficult to change in the short term and their regulatory role may be covered by negative emotions, scenic spots should invest resources in immediate and contextual interventions. These contextual factors can still have an effective ' boost ' effect when tourists have negative emotions.

Second, establish an ' emotional repair ' mechanism. When tourists are dissatisfied with the brand hegemony of tourist attractions, the scenic spot should carry out service remediation at the first time to block the ' spillover ' of negative emotions to the field of responsible behavior. Timely emotional repair can restore tourists ' sense of psychological justice, so as to avoid ' giving up responsibility behavior ' as a means of implicit resistance.

8 Conclusion

Based on the preliminary exploration of the influence mechanism of brand hegemony on the weakening of tourists ' environmental responsibility behavior, this study provides a new theoretical perspective for the research in related fields, and also enriches the research dimension of tourists ' environmental responsibility behavior to a certain extent. However, due to the limitations of subjective and objective conditions, there are

still some deficiencies in this study. In terms of variable dimension, the measurement of brand hegemony in tourist attractions in this study is mainly based on the existing scale, and its dimension structure has not been deeply explored and fully expanded. Follow-up research can further explore the multi-dimensional performance of brand hegemony in different tourism situations. In addition, this study uses online questionnaires to collect data. The total sample size is relatively limited, and the instability of respondents makes it difficult for sample representation to fully cover the general population situation. Therefore, future research should expand the sample size as much as possible, expand the scope of sample sources, and further optimize research methods to improve the reliability and external validity of research conclusions.

Acknowledgment

Doctoral Project of Guangzhou city Polytechnic in 2024: Research on the Matching Mechanism of Tourist Environmental Responsibility Action in Rural Ecotourism under Multidimensional Structure - Taking Guangzhou City as an Example (Project No. KYBS2024017);

Guangzhou city Polytechnic school-level scientific research project : scientific research back-feeding teaching special (Project No. KYFB2025058)

References

1. Li Yao, Hao Shuaichang, Zhou Mi. Does the implementation of brand hegemony by enterprises necessarily lead to consumer brand retaliation-the moderating effect of Chinese attribution style [J]. Nankai Management Review, 2022,25 (03) : 182-193. https://kns.cnki.net/kcms2/article/abstract?v=nTS8fe6ew4onaDY1Pf_moEyu0Pa09TS-e94M4VN3RID6R4GEcBdhrLDeTjNotcaopzSHkKQyYYmNGtMcty_b6HT56S5vpm0X3JJebrbJEtZBa-jQkZ0EQFVqtWJeJCOeilUv6Ati7j5QKbVS4Qgp1BrhesqhftelZ6B58ffl5cyoe8lFPxAvm4Q==&uniplatform=NZKPT&language=CHS
2. John G. Cromie, Mike T. Ewing. The Rejection Of Brand Hegemony[J]. Journal of business research, 2009, 62(2):218-230.DOI:10.1016/j.jbusres.2008.01.029.
3. Qiu Shaoping; Dooley Larry M.; Xie Lei. How servant leadership and self-efficacy interact to affect service quality in the hospitality industry:A polynomial regression with response surface analysis[J].Tourism Management, 2020, 78: 104051.DOI: 10.1016/j.tourman.2019.104051
4. Zhang Xiue, Wang Chao, Li Shuai. Institutional environment, entrepreneurial self-efficacy and entrepreneurial intention [J]. Scientific research management, 2022,43 (05) : 59-66. DOI: 10.19571/j.cnki.1000-2995.2022.05.007
5. Bouman T, Steg L, Zawadzki S J. The value of what others value: When perceived biospheric group values influence individuals' pro-environmental engagement[J]. Journal of Environmental Psychology, 2020, 71: 101470.DOI: 10.1016/j.jenvp.2020.101470
6. Hao Ruoyu, Chen Jinlin.Effects of ecological values and environmental education on tourists ' environmental responsibility behavior in national parks [J].Exhibition Economy, 2025, 20 (20) : 21-25.DOI: 10.19995/j.cnki.CN10-1617/F7.2025.20.021.

7. Luo Wenbin, Li Jialv. Influence mechanism of social interaction on tourists' environmental responsibility behavior in smart scenic spots [J]. Journal of Zhejiang University (Science Edition), 2026, 53 (01) : 109-118.
https://kns.cnki.net/kcms2/article/abstract?v=nTS8fe6ew4r7e4WRZ1n8I0jRz9cV13abSgIY1FSQSCSVM4iqP4SNUCXrsN8hl-Du0Q-69rT6b6GQ_QV-jli2_sUWUV_zus3kZIFXKZHhq_6KEQUGwE_dk8NHqtSO07hUvp3jiN9NqpHacYYjKpopPu7U0-WkfqUKV9_EC-t1-kXn7CMQk85q-Q=&uniplatform=NZKPT&language=CHS
8. Chen Gezhi, Zeng Taiyuan. Tourism destination support and tourists' environmental responsibility behavior-on the moderating effect of ecological values [J]. Regional research and development, 2023, 42 (02) : 106-110 + 11.
https://kns.cnki.net/kcms2/article/abstract?v=nTS8fe6ew4oU8m6GU6fhQN7E7vLOI_eL7X9cTCXXm03c-P2zKS4G2Ke4YjOaorqPeTipAccPDreWLHopjCp0G73rl09xh8o5WNXrTkUdbOMfRD-NBoXJFJ97u4LLoi5TSuveFguwHqwNT8Mxb2Fr3uEH5AYxb26IEbAqlRkTcb4SQ6V6VzIvUw=&uniplatform=NZKPT&language=CHS
9. Duan Zhengliang, Peng Zhen, He Xiaorong. Effects of Tourists' Ecological Values on Their Environmentally Responsible Behaviors - A Case Study of Yuelu Mountain Scenic Area [J]. Regional Research and Development, 2021, 40 (01) : 132-137+167.
https://kns.cnki.net/kcms2/article/abstract?v=nTS8fe6ew4oNeeS8zyWoMxmE8g-3vmc0Zxi-CA5hied1xrEHIEs7BDbo60EL3DwVaOkhliFljumdky1OYp9TzZZLnxJOWD5yR-FMuLfhOTupS6dEDHHQEr0O0tgofF77--0cZnJ8lRqhUYvUuA03zzDJR6QNKQJhbdB_aFFsx7tsY9bYbPgRcw=&uniplatform=NZKPT&language=CHS
10. Yang Yun, Xu Ping, Li Qiyue. Study on the Influence of Tourism Involvement on the Environmentally Responsible Behavior of Camping Tourists - Taking Tourists' Happiness as an Intermediary [J]. Journal of Fujian Normal University (Natural Science Edition), 2024, 40 (04) : 119-127.
https://kns.cnki.net/kcms2/article/abstract?v=nTS8fe6ew4oW4FscxQeiMMXO4WYFYhBuXcK9M-OoSSUP_o8iHBva7-afjFuKfsSiWGYxzc-7sjn-O4hHqoh-XjyLESWcuQm0iaYrwnKlflL6WbqvMoHtjZTcothcq1GqDVSvfjtI32dKGM67ub07VO3qnc66KEQu1vObYpgmrykZ5YBCwZulQ=&uniplatform=NZKPT&language=CHS

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 3.0 International License (<http://creativecommons.org/licenses/by-nc/3.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

