

*Role of Perceived Welfare Gains and Social Pressure on Forest Conservation Compliance:  
Experimental Evidence from Uluguru Forests in Tanzania.*

Liberatus Robert Bishangirwa

**Abstract**

This study explored the drivers of forest regulations compliance focusing on the role of perceived welfare gains from forests and social pressure. The study used households' survey and artefactual field experiment involving 181 randomly selected households living in communities adjacent to Uluguru forest reserve in Morogoro-Tanzania. The study found that the perceived welfare gains and social pressures have significant and positive association with conservation compliance, alongside other socioeconomic and demographic household characteristics such as income, education level and household size. Also, the findings revealed that, all people in forest adjacent communities depend on natural resources including forests, to meet food and energy demands. Therefore, posing serious threat on forest sustainability, by increase deforestation and forest degradation. The study concluded that behavioral interventions such as social pressure should be adequately considered in promoting conservation and forest regulations compliance. Moreover, conservation measures should address 'firewood supply deficit' and improve people's livelihood to reduce overdependence on forest resources.