

Green Sport Marketing Mix on Sportswear Consumers Purchasing Behavior

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Abstract. The present study aimed to investigate the impact of green marketing mix on sport wear consumer shopping behavior. Population for the study was professional athletes, Semi-Pro and Club consumers sport wear that due to extensive of operations community according to the Morgan table 386 people was conclude as the sample. Research tool was a sport green marketing questionnaire whit four items that is green produce, green price, green place and green promotion and that its validity by ten professors of management and marketing and sports management were approved. The reliability of the instrument was calculated by using Cronbach alpha test was 0.92. To analyze the data, the Kolmogorov Smirnov test, Pearson correlation and regression analysis were used. The results showed significant correlation and impact of green marketing mix and its components on the shopping behavior of sportswear consumers. According to the findings recommended the manufacturers of sports products to make green marketing mix in their agenda and increase sales and market share by using green marketing strategy.

Keywords: Green Marketing, Consumer Purchasing Behavior, Sport Consumers.

1. Introduction

Today, green marketing is a general concept. Green Marketing to develop and improve pricing, promotion and distribution of products means that do not harm the environment. Stewart and Salmon defined green marketing as: a marketing strategy that can create discernible environmental benefits based on what the customer expects it protects the environment (Zhao, et all, 2014). Marketing Association of America in 1976, defines green marketing as: marketing study on the positive and negative aspects of pollution and reducing sources of energy and other resources. Polonsky defines green marketing as: green or environmental marketing consists of all activities is to create and facilitate exchanges in order to satisfy human needs and desires is designed so that it satisfies the needs and desires with the least harmful effects on the environment (Vernekar, and Wadhwa, 2011). Green Marketing based in the 1970s, returned to concerns that arose ecological marketing concept. Much of it was in contact with the side that had the greatest impact on the environment and the development of new technologies was less specific environmental problems. Marketing academics and practitioners response to environmental issues in the late 1980s, early 1990s, there was a sense of nature loving. However, important differences between the environmental movement and the green movement of the 1970s exist today (Paco and Raposo 2008).

In Europe this concept was raised when productions were harmful to the Earth's atmosphere and phrases like phosphate-free, recyclable, switching, friendly manner with ozone and environmental friendly, often things that are more customers know about green marketing. These reforms are demands for green marketing and green marketing is a very broad concept that can be used in consumer goods, industrial goods and even services. Thus green marketing mix as a wide range of activities including product modification, changes in production processes, changes in packaging as well as modification of advertising (Molina-Azorín, et all. 2009; Mohajan, 2012).

Unfortunately, most people believe that green marketing refers solely to the promotion or advertising of products with environmental characteristics. Words such as phosphate-free, recyclable and compatible with ozone things that most consumers associate them with green marketing. While these words are only signs of green marketing (Mei, Ling, and Piew 2012). In general, green marketing is a much wider concept that can be used in consumer goods, industrial, or service. Green Marketing to develop and improve pricing, promotion and distribution of products means that do not harm the environment (Dwyer, 2009). Green or environmental marketing consists of all activities is to create and facilitate exchanges in order to satisfy human needs and desires done and the eliminating needs and desires with the least harmful effects on the environment (Kumar, 2016). According to researches green marketing services to pursue two main goals: 1. Produce and promote products that provide reasonably priced and of acceptable quality with the least damage to the environment. 2. Creating a high quality product for producers and consumers, with emphasis on environmental aspects of the product that product characteristics and the environmental aspects of its production is considered (Dean and Pacheco, 2014). Green marketing is a marketing strategy that helps marketers achieve this goal. This type of marketing, by creating discernible environmental benefits based on what their customers expect, protecting environment. Green product can help to protect and improve the natural environment by conserving energy or resources, and reduce or eliminate the use of toxic substances, pollution and waste (Ottman, Stafford and Hartman, 2006). In other words, a product that's less harmful to the environment (Persson and Dilek, 2008). The most important element in the marketing mix is product. The term refers to a product that green when environmental and social performance in the production, use and disposal compared to other competing products is significantly improved (Dangelico and Pontrandolfo, 2010). Environmental objective in the design of products to reduce lead contamination. Green product to protect the natural environment and helps reduce or eliminate pollutants and waste (Borin, Lindsey-Mullikin, and Krishnan, 2013). About the price of green prices should reflect the real costs or approximate. This means that not only the direct costs of production, but also environmental costs must also be

considered (Bukhari, 2011). Green price for green product should be create a balance between the cost and willingness to pay more for environmentally products. Price of green marketing mix is critical and important, and most consumers are only willing to pay a higher price when they determine value-added to products (Kalafatis and Pollard, 1999). This value may improve performance, efficiency, design, visual attraction or taste it or even because of other green product features such as longer service life and are innocuous (Lee, 2009). Green distribution associated with reducing pollution and transport goods to market. Distribution increases environmental impacts of products so to meet the environmental demands are constantly must be evaluated (Polonsky and Rosenberger, 2001). Different researches in relation to green marketing and green purchase has been made. Chen (2013) in a study to evaluate the quality and risk as green and buys green concluded that Increase the perceived quality and reduce the risk leads to increase purchases of green products and green trust. Chen and Chang (2012) in another study examined the impact of perceived value and role of green on green purchase decision and their finding show that green perceived value has a significant effect on green trust and green intention of purchasing. Turner & Polonski (2016) in their research with title of activities in the business marketing environment of green companies in China have reported that Chinese companies with planning for green marketing causing develop of marketing activities and improve marketing performance. Chahal et al (2014) in their study reported that the development of green marketing concepts such as green trust, satisfaction and green loyalty leading to increase green buying and green trust. Study the performance of green marketing in small firms in India by Kumar (2015) also showed that the strategic partnership marketing, marketing environmental commitment, the green team marketing and environmental marketing is indicators that improve performance of marketing in organizations. Oyedokun et al (2015) by examining the green marketing in offices of Great Britain report that development process in departments and agencies in Great Britain has been influential in the development and progress of their marketing performance. Wudhikarn et al (2015) in the process of network of green products and eco reported that green products compared with products that are

environmental hazards are associated with higher sales. Chahal et al (2014) in a study titled concept, development and validation of green marketing in the East India Company reported five factors, namely, process of green, green supply chain management, strategic policy plan for green, active energy conservation and green innovation as the most important aspects of green marketing in their companies. Martinez (2015) and Kumar (2016) in separate studies emphasized on the importance of green marketing to improve marketing and sales performance and Dean and Pacheco (2014) emphasized on increasing brand value and marketing development while using green marketing strategy. The sports industry and sports products in the current conditions component is one of the most powerful and most lucrative industries in the world and sport marketing is integral part of the sports industry and in today's modern world. Green sport services and products also can be effective in improving the environment. Given to the importance of the sports industry and sports green products this research took place to investigate the effect of sports green marketing mix on green purchasing in sport consumers.

Methodology

This study is a descriptive correlational study. The samples were consisted of continuous sportswear consumers including national athletes, provincial and territorial champions and athletes who exercise regularly have more than five years of experience and due to the large undocumented population and based on Morgan table 386 samples was selected unlimited community. The research tool was a questionnaire with four items of green sports marketing and that were green products, green price, green place and green promotion and its validity by ten professors of management and marketing and sports management were approved. Reliability of the instrument was calculated using Cronbach alpha test that is indicative of high reliability tools (0.92). To analyze the data, the Kolmogorov-Smirnov test, Pearson correlation and regression were used. For the data analysis SPSS_21 software was used.

Finding

To evaluate the distribution of data, the Kolmogorov-Smirnov test was used. The results are as follow.

Table 1. The results of Kolmogorov-Smirnov

Factors	Significant level
Green Price	0.235
Green Product	0.125
Green Place	0.874
Green Promotion	0.239
Green Purchase	0.521

According to Table 1 it can be seen that research data are normally distributed. The Pearson correlation test was used to evaluate the correlation between variables.

Table 2. Correlation analysis matrix

	Green Price	Green Product	Green Place	Green Promotion	Green Purchase
Green Price	1				
Green Product	0.651	1			
Green Place	0.512	0.612	1		
Green Promotion	0.524	0.589	0.498	1	
Green Purchase	0.487	0.748	0.602	0.520	1

According to Table 2, we can conclude that the relationship between all components of the study are positive and significant. To prepare a conceptual model test of regression was used and the results are as follows:

Table 3. Results of multiple regression analysis to assess the impact of green marketing mix to green purchase

Factors	B	Standard Error	Beta	T_Value	Significant	Result
Intercept	0.244	0.041	0.461	6.325	0.000*	accept
Green Price	0.366	0.069	0.524	5.894	0.000*	accept
Green Product	0.415	0.011	0.365	4.259	0.000*	accept
Green Place	0.218	0.089	0.289	5.297	0.000*	accept
Green Promotion	0.316	0.066	0.246	4.479	0.000*	accept

According to Table 3 regression test results indicate significant relationships between green marketing mix and green purchase and following conceptual model for relationship between green marketing mix and green purchase is confirmed:

$$\text{Green Promotion} \times 0.316 + \text{Green Place} \times 0.218 + \text{Green Produce} \times 0.415 + \text{Green Price} \times 0.366 + 0.244 = \text{Green Purchase}$$

4. Conclusion

This study aimed to investigate the effect of green sports marketing mix on consumers' purchasing behavior. Results showed that there were a significant correlation between green marketing mix and consumer decision to purchase. As well as there were a significant correlation between the components of the sport marketing mix and intend to buy green products. Nowadays natural environment is considerable at risk and all sectors of society to prevent further destruction of the environment are concerned and any one has to turn its efforts to protect the environment and nature. This is more and more important because exercise and physical activity has a direct relationship with the environment and nature and nature and exercise in green areas and open spaces, makes up the a significant portion of sports activities. Given the importance of environmental protection and clean air and prevent the destruction of the natural environment, including measures to prevent the reducing the amount of sport participation of people and current environmental conditions, environmental protection and efforts to preserve nature and health and prevent diseases caused by

environmental pollution converts to the most important social responsibility of organizations in both the public and private sectors. Sports products consumers are also given the close relationship and dependence with the environment and sport and exercise and the surrounding nature more care and support of their efforts to protect the environment. The findings showed that sports consumers to the products that are safely care for the environment. In other words, consumers of sports products compared to other similar products if a product is safe for the environment and does not harm nature prefer it over other brands. Wudhikarn et al (2015), Martinez (2016), Kumar (2015) and Oyedokun et al (2015) in their research, reported that increasing sales and marketing performance with the use of green marketing and this finding was consistent with the findings of the investigation and in other societies consumers are important to green management and green organizations and protection of environment. Chahah et al (2014) in two research papers was approved increase purchases of green products compared to ordinary products and improve the overall performance and success of the green strategy and shows that increase performance of organizations through green marketing, and increase sales and marketing function. The findings also showed that green prices are also had a significant effect on going to buy Sports green products and if sports products consumers know that prices are determined according to environmental considerations and if being more expensive than other products, the difference between the price is reasonable they go to buy green products. In other words, sports consumers attach great value for the environment and nature and to protect the environment and nature refuse to buy products that are safe for the environment even at higher prices. Also mainly products made from natural ingredients are higher quality and in addition to being free of the risk to the environment, higher quality and better durability for consumers. Chen (2013) and Chen and Chang (2012) reported that the quality of green products enhance brand trust and increase the purchase of green brands. Loyal customers are less sensitive to prices and they are part of the organization's assets and building loyalty of customer depends on the quality of the products and brand value as well as socially responsible of organizations. Green marketing with increase customer loyalty and

reduce customer price sensitivity and strengthen to purchase green products. Use the store in which environmental factors are considered by consumers. If you get your consumer awareness in the process of producing a sports product of substances harmful to the environment has not been used and processing and recycling of waste are produced in the correct way and environmental factors were observed at all stages of production and location of production, sporting products consumers show a greater tendency to buy products that are manufactured and sold under these conditions. Polonski (2015), Kumar (2015), Martinez (2015) and Chen (2013) in their research showed that green performance of organizations is effective in increasing trust and selling performance and this research suggests that if organizations comply with its social responsibility towards the environment their market share and their overall organizational performance will increase. Advertising of organizations can also be no hazard to the environment and the use of promotional tools and gifts and ads that are recyclable. Green advertising also means promoting awareness about the organization's green activities and to organizations with green management and use of green marketing mix, should inform to the consumers these activities. Dean and Pacheco (2014) in their research, showed that green marketing and advertising was useful to increase brand value. As well as in researches of Wudhikarn et al (2014) and Chen and Chang (2012) showed that is also important to green promotion. Considering the importance of sport green marketing and its undeniable impact on increasing purchase intent of consumers, increase marketing performance, increase market share and enhance brand value in the sports industry, sporting products manufactures should consider environmental factors and safety of products and production process in their productions. As well as increase trust and customer loyalty through this way and will increase the purchase of green products by customers, increase their performance and improve their market share and strive for their success.

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