



E-ISSN: 2708-4523
P-ISSN: 2708-4515
Impact Factor (RJIF): 5.61
AJMC 2026; 7(1): 226-233
© 2026 AJMC
www.allcommercejournal.com
Received: 20-10-2025
Accepted: 22-11-2025

Thuy Thi Thu Phung
Faculty of Sport Science, Ton
Duc Thang University, Ho Chi
Minh City, Vietnam

Explaining Green Purchase Behavior in Sport Products: Structural Relationships among Marketing, Trust, Loyalty, and WOM

Thuy Thi Thu Phung

DOI: <https://www.doi.org/10.22271/27084515.2026.v7.i1c.1030>

Abstract

Growing environmental awareness has encouraged consumers to demand sustainable alternatives, positioning green marketing as a critical driver of purchasing decisions in the sports industry. Understanding how consumers respond to environmentally oriented marketing requires an examination of both psychological mechanisms and social influence processes. Drawing on the Hierarchy of Effects Model, the present research investigates how green marketing shapes consumer responses through green trust, green loyalty, green word-of-mouth, and ultimately green purchase behavior. A quantitative approach was adopted, using data collected from 203 individuals familiar with green sport products, and the proposed relationships were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). Results reveal that green marketing plays an essential but indirect role in driving consumer advocacy and purchasing actions. Green trust and green loyalty emerge as key mediators, significantly enhancing positive green word-of-mouth. Although no direct impact of green marketing on word-of-mouth was observed, strong indirect pathways were identified through trust and loyalty. Green word-of-mouth demonstrated the most substantial influence on green purchase behavior, highlighting the importance of peer recommendations and social validation in the adoption of eco-friendly sport products. The findings advance theoretical perspectives on green consumer behavior and offer practical insights for organizations seeking to strengthen sustainability communication, build long-term customer relationships, and promote environmentally responsible purchasing.

Keywords: Green marketing, green word of mouth, green purchase behavior, green consumer behavior, green sport products

1. Introduction

Environmental sustainability has emerged as a critical global concern, compelling businesses across industries to adopt eco-friendly practices (Yakup & Sevil, 2011; Yan & Yazdanifard, 2014) [32, 33]. In the sports sector, where consumers increasingly value health and environmental responsibility, green marketing has become a strategic imperative. Green marketing refers to the development and promotion of products designed to minimize environmental harm, thereby aligning corporate objectives with societal expectations for sustainability. Despite growing awareness and positive attitudes toward green products, a persistent gap remains between consumers' intentions and their actual purchasing behavior. Previous studies indicate that while a majority of consumers express interest in sustainable brands, only a fraction translate this interest into real purchases (Gleim *et al.*, 2013; Cheung & To, 2019) [10, 5]. This discrepancy underscores the need to understand the underlying factors that influence consumer decision-making in the context of green products.

The sports industry provides a unique setting for examining green consumer behavior, as its customer base often exhibits heightened environmental consciousness (Kalafatis *et al.*, 1999) [18]. However, the mechanisms through which green marketing strategies shape consumer trust, loyalty, advocacy, and purchase decisions remain underexplored (Chen, 2010; Lam *et al.*, 2016; Guerreiro & Pacheco, 2021) [3, 21, 12]. Existing literature has examined these constructs individually, but few studies have integrated them into a comprehensive model that captures their interrelationships. Addressing this gap, the present research seeks to clarify how green marketing initiatives foster trust and loyalty, how these factors stimulate positive word-of-mouth, and ultimately how such advocacy drives actual purchase behavior. By providing empirical evidence on these relationships, the study aims to inform marketing

Corresponding Author:
Thuy Thi Thu Phung
Faculty of Sport Science, Ton
Duc Thang University, Ho Chi
Minh City, Vietnam

strategies that not only enhance consumer engagement but also promote sustainable consumption patterns within the sports industry. Despite the growing body of literature on green marketing, most prior studies have examined trust, loyalty, and word-of-mouth in isolation or across different industries, with limited integration into a unified structural framework tailored to the sports sector. This study addresses this gap by applying the Hierarchy of Effects Model (HEM), which provides a systematic lens for tracing consumer progression from awareness to purchase, to explain how green marketing initiatives influence attitudes and behaviors (Lavidge & Steiner, 1961) [22]. Theoretically, the research extends HEM by incorporating relational constructs green trust and loyalty, and social influence mechanisms such as word-of-mouth as mediators. Practically, it offers evidence-based strategies for sports brands to design credible green campaigns that foster loyalty, advocacy, and ultimately sustainable purchasing behavior.

The primary objective of this study is to investigate the interrelationships among five key constructs: green marketing, green trust, green loyalty, green word-of-mouth, and green purchase behavior within the context of green sport products. Specifically, the study aims to: (1) examine the direct influence of green marketing on green trust and green loyalty, thereby clarifying the role of green marketing in fostering consumer confidence and commitment toward environmentally friendly sports brands; (2) analyze the impact of green trust and green loyalty on green word-of-mouth, highlighting how trust and loyalty drive consumers' willingness to share positive information about green products; and (3) explore the effect of green word-of-mouth on green purchase behavior, elucidating the mechanism through which advocacy and peer recommendations translate into actual purchasing decisions. By addressing these objectives, the research seeks to provide empirical evidence on the hierarchical effects of green marketing strategies and offer actionable insights for enhancing consumer engagement and promoting sustainable consumption in the sports industry.

2. Literature Review

2.1. Hierarchy of Effects Model (HEM).

The Hierarchy of Effects Model (HEM), introduced by Lavidge and Steiner (1961) [22], provides a foundational framework for understanding the sequential stages consumers undergo before making a purchase decision. This model posits that consumer behavior evolves through six stages: awareness, knowledge, liking, preference, conviction, and purchase, organized into three learning dimensions: cognitive, affective, and behavioral. The cognitive stage encompasses awareness and knowledge, where consumers first recognize and acquire information about a product. The affective stage involves liking and preference, reflecting the formation of favorable attitudes and emotional attachment toward the product. Finally, the behavioral stage includes conviction and purchase, where consumers translate intentions into actual buying actions.

In the context of green marketing, HEM offers a structured lens to explain how exposure to environmentally oriented marketing messages initiates cognitive engagement, which subsequently fosters affective responses such as trust and loyalty, and ultimately leads to behavioral outcomes like advocacy and purchase. For instance, green marketing campaigns that emphasize sustainability attributes can

enhance consumer awareness and knowledge about eco-friendly products, thereby stimulating trust in the brand's environmental claims (Chen, 2010; Lam *et al.*, 2016) [3, 21]. This trust often strengthens loyalty, as consumers perceive alignment between their personal values and the brand's commitment to sustainability (Martínez & Del Bosque, 2013) [24]. Furthermore, loyal consumers are more likely to engage in positive word-of-mouth, amplifying the brand's credibility and influencing peers' purchase decisions (Hung & Li, 2007; Guerreiro & Pacheco, 2021) [17, 12]. Applying HEM to green sport products is particularly relevant because consumers in this segment tend to exhibit heightened environmental consciousness and value-driven decision-making (Kalafatis *et al.*, 1999) [18]. By mapping the progression from awareness to purchase, HEM enables researchers to capture the mediating roles of trust, loyalty, and advocacy in the green consumption process. This theoretical foundation supports the development of a comprehensive structural model that integrates these constructs, offering insights into how green marketing strategies can effectively convert pro-environmental attitudes into actual purchasing behavior.

2.2. Green Marketing

Green marketing has evolved as a strategic response to growing environmental concerns and consumer demand for sustainable products. Initially introduced as "ecological marketing" in the late 1970s, the concept has since broadened to encompass a range of practices aimed at minimizing environmental harm while meeting consumer needs (Yakup & Sevil, 2011; Yan & Yazdanifard, 2014) [32, 33]. The American Marketing Association defines green marketing as the development and promotion of products presumed to be environmentally safe, including modifications in packaging, production processes, and advertising strategies. Scholars emphasize that green marketing is not limited to product-level changes but extends to organizational efforts that integrate sustainability into pricing, distribution, and communication strategies. These initiatives aim to reduce ecological damage while enhancing brand reputation and consumer trust. Research indicates that effective green marketing campaigns can influence consumer perceptions, foster positive attitudes toward brands, and create competitive advantages in markets increasingly shaped by environmental consciousness (Yan & Yazdanifard, 2014) [33].

In the sports industry, green marketing plays a particularly critical role due to the sector's alignment with health and wellness values. Consumers of sports products often exhibit heightened environmental awareness, making them more receptive to sustainability-oriented messages. By highlighting eco-friendly attributes such as recyclable materials, reduced carbon footprints, and ethical sourcing, brands can strengthen consumer trust and loyalty, ultimately driving purchase behavior (Chen, 2010; Lam *et al.*, 2016) [3, 21]. Thus, green marketing serves as a foundational construct in this study, influencing relational and behavioral outcomes through its capacity to signal credibility and commitment to environmental responsibility.

2.3. Green Word of mouth

Word-of-mouth refers to the informal exchange of information between consumers regarding products, services, or brands, and is widely recognized as one of the

most influential drivers of consumer decision-making (Hung & Zamil, 2011) [17, 34]. WOM communication is perceived as more credible and trustworthy than traditional advertising because it originates from personal experiences rather than commercial sources. In the context of sustainability, this phenomenon evolves into Green Word-of-Mouth (GWOM), which involves consumers sharing opinions and recommendations about environmentally friendly products and practices (Kusumawati & Utomo, 2020) [20].

GWOM plays a critical role in shaping consumer attitudes and reducing perceived risk associated with green products. Positive GWOM can enhance brand image, increase consumer confidence, and stimulate purchase intentions, while negative GWOM can deter potential buyers and damage brand reputation (Wu & Chiang, 2023; Huang *et al.*, 2014) [31, 16]. Research suggests that consumers who trust a brand's environmental claims are more likely to engage in GWOM, as they feel confident endorsing products that align with their values (Chen, 2010; Guerreiro & Pacheco, 2021) [3, 12]. Furthermore, loyal customers often act as brand advocates, amplifying the reach of green messages and influencing peers' purchasing decisions through social networks (Chatzidakis *et al.*, 2012; Wang *et al.*, 2018) [2, 30]. In the sports industry, GWOM is particularly impactful because consumers frequently seek peer recommendations before purchasing sports products. Positive advocacy regarding eco-friendly attributes, such as sustainable materials or ethical sourcing—can significantly influence purchase behavior and foster a community of environmentally conscious consumers. Therefore, GWOM serves as a vital link in the proposed research model, mediating the relationship between trust, loyalty, and actual purchase behavior.

Hypothesis H1: Green Marketing (GM) has a positive effect on Green Word-of-Mouth (GWOM).

2.4. Green Trust

Trust is a fundamental element in consumer-brand relationships, influencing perceptions of credibility, reliability, and integrity in transactions (Doney & Cannon, 1997; Morgan & Hunt, 1994) [6, 26]. In the context of sustainability, green trust refers to consumers' willingness to rely on a brand's environmental claims based on beliefs that its products meet ecological and health standards. This trust is shaped by transparent communication, consistent performance, and demonstrated commitment to environmental responsibility (Guenzi *et al.*, 2009; Sirdeshmukh *et al.*, 2002) [11, 28]. When brands provide verifiable information about eco-friendly attributes—such as recyclable materials or reduced carbon emissions—consumers perceive lower risk and greater confidence in their purchase decisions (Lam *et al.*, 2016; Wang *et al.*, 2018) [21, 30].

Green trust plays a pivotal role in fostering positive consumer behaviors. Research indicates that trust enhances satisfaction and loyalty, as consumers feel secure in supporting brands aligned with their values (Martínez & Del Bosque, 2013) [24]. Moreover, trust encourages advocacy behaviors such as word-of-mouth, since consumers are more likely to recommend products they believe are genuinely sustainable (Wu & Chiang, 2023; Guerreiro & Pacheco, 2021) [31, 12]. In the sports industry, where product performance and authenticity are critical, green trust becomes even more influential in shaping attitudes and

driving purchase intentions. Based on these insights, this study proposes two hypotheses. First, effective green marketing strategies are expected to strengthen consumer trust in environmentally friendly sports products. Second, higher levels of green trust are anticipated to increase consumers' willingness to share positive information about these products, thereby amplifying green word-of-mouth.

Hypothesis H2: Green Marketing has a positive effect on Green Trust.

Hypothesis H4: Green Trust has a positive effect on Green Word-of-Mouth.

2.5. Green Loyal

Green loyalty refers to a consumer's commitment to repeatedly purchase and support a brand that demonstrates environmental responsibility. Loyalty is not merely transactional; it reflects an emotional and value-based connection between consumers and brands that align with their sustainability beliefs (Kumar & Ghodeswar, 2015) [3]. When consumers perceive that a company genuinely engages in eco-friendly practices—such as using sustainable materials, reducing carbon emissions, and promoting environmental initiatives—they are more likely to develop favorable attitudes and long-term attachment to the brand (Martínez & Del Bosque, 2013) [24].

Research suggests that green marketing strategies significantly enhance loyalty by fostering trust and emotional engagement. Loyal consumers often exhibit behaviors beyond repeat purchases, including defending the brand against criticism and advocating for its products within their social networks (Huang *et al.*, 2014; Chatzidakis *et al.*, 2012) [16, 2]. This advocacy is particularly relevant in the sports industry, where peer recommendations strongly influence purchasing decisions. By cultivating loyalty, brands can create a ripple effect that amplifies their green image and drives sustainable consumption. Based on these insights, two hypotheses are proposed. First, effective green marketing initiatives are expected to strengthen consumer loyalty toward environmentally friendly sports brands. Second, higher levels of loyalty are anticipated to increase consumers' willingness to share positive experiences and recommendations, thereby promoting green word-of-mouth.

Hypothesis H3: Green Marketing has a positive effect on Green Loyalty.

Hypothesis H5: Green Loyalty has a positive effect on Green Word-of-Mouth.

2.6. Green Purchase Behavior

Green purchase behavior refers to consumers' actual buying actions toward products that are environmentally friendly, recyclable, or produced using sustainable practices (Cheung & To, 2019). This behavior reflects a conscious effort to minimize negative environmental impacts and support brands that demonstrate ecological responsibility. Prior research indicates that consumers may be willing to pay a premium for green products, viewing such purchases as a form of pro-environmental behavior (Hamzaoui & Linton, 2010; Gleim *et al.*, 2013) [14, 10]. However, despite positive attitudes toward sustainability, actual purchase rates remain relatively low, often constrained by factors such as higher prices, limited availability, and skepticism about green claims (Nekmahmud & Fekete-Farkas, 2020) [27].

Social influence plays a critical role in bridging the gap

between intention and action. Positive recommendations from peers—through green word-of-mouth—reduce perceived risk and enhance confidence in product quality and environmental benefits (Wu & Chiang, 2023; Huang *et al.*, 2014) [31, 16]. Consumers unfamiliar with green products often rely on trusted sources to validate their choices, making advocacy a powerful driver of purchase decisions.

In the sports industry, where consumers frequently seek advice before buying, green word-of-mouth can significantly accelerate adoption of eco-friendly products. Based on these insights, the following hypothesis is proposed:

Hypothesis H6: Green Word-of-Mouth has a positive effect on Green Purchase Behavior.

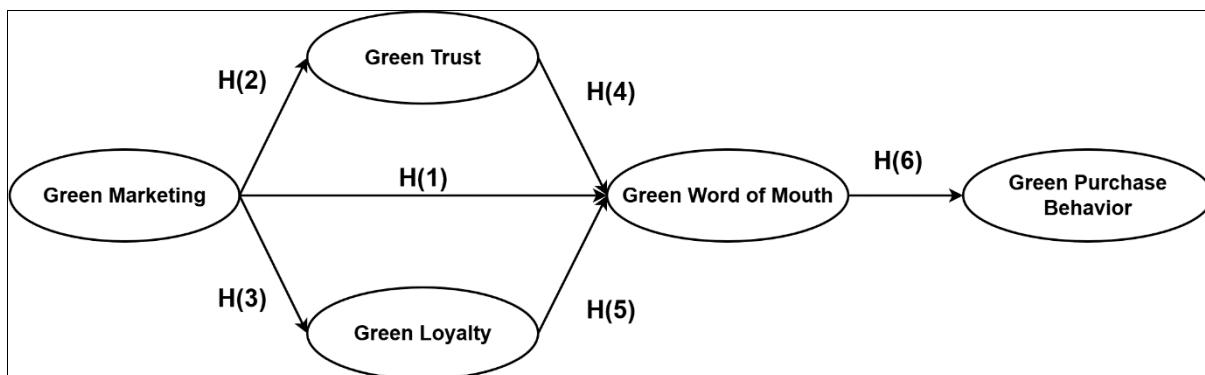


Fig 1: Research conceptual model

3. Methodology

3.1. Measurement Development

All constructs in this study were measured using established scales adapted from prior research to ensure reliability and content validity. Items were assessed using a seven-point Likert scale ranging from 1 (“strongly disagree”) to 7 (“strongly agree”). Green marketing was measured using three items adapted from Walsh and Bartikowski (2013) [29] and Martínez and Rodriguez (2013) [24]. Five items for green trust were drawn from Sirdeshmukh *et al.* (2002) [28] and Morgan and Hunt (1994) [26]. Green loyalty was assessed with four items adapted from Walsh and Bartikowski (2013) [29] and Arnold and Reynolds (2003) [1], with an additional attention-check question included to identify invalid responses. Six items measuring green word-of-mouth were adapted from Kang and Hustvedt, Maxham and Netemeyer (2003) [25], and Guerreiro and Pacheco (2021) [12]. Finally, four items measuring green purchase behavior were adapted from Kamalanon *et al.* (2022) [19]. All items were revised slightly to fit the context of green sport products.

3.2. Research sampling and data collection

A convenience sampling approach was employed to gather responses from individuals who had experience or familiarity with green sport products. The questionnaire was distributed through multiple channels, including email, personal messages, and direct on-campus interaction at Ton Duc Thang University. To ensure data quality, a screening question was used to confirm participant eligibility, and an attention-check item was included to eliminate automated or inattentive responses. Data collection was conducted from

February 27 to May 10, 2025, yielding 203 valid responses after removing incomplete or invalid entries.

3.3. Data Analysis

Partial Least Squares Structural Equation Modeling (PLS-SEM) was performed using SmartPLS 3.0 to assess both the measurement and structural models. Reliability and validity were evaluated through Cronbach's alpha, composite reliability, average variance extracted (AVE), and HTMT ratios. Hypothesis testing was conducted using a bootstrapping procedure with 5,000 resamples to examine the significance of the path coefficients.

4. Results

Table 1 presents the demographic profile of the 203 valid respondents who participated in the survey. The sample consisted predominantly of female participants (66.5%), while males accounted for 33.5%. The majority of respondents were between 18 and 24 years old (64.5%), followed by those under 18 years old (11.8%) and individuals above 30 years old (13.8%). Only 9.9% were in the 25-30 age group. In terms of educational attainment, more than half of the respondents were undergraduate students (56.7%), whereas 33% held a bachelor's degree. A smaller proportion reported having a master's degree (6.9%) or a doctoral degree (3.4%). Regarding monthly income, most respondents earned under 10 million VND (59.6%). The remaining participants were fairly distributed across the 10-15 million VND (18.2%), 15-20 million VND (8.9%), and above 20 million VND (13.3%) income categories.

Table 1: Demographic profile of respondents (n = 203)

Variables	Characteristics	Frequency	Percentage
Gender	Male	68	33.5
	Female	135	66.5
Age	Under 18 years old	24	11.8
	18 - 24 years old	131	64.5
	25 - 30 years old	20	9.9
	Above 30 years old	28	13.8
Education level	Undergraduate student	115	56.7
	Bachelor's degree	67	33
	Master's degree	14	6.9
	Doctoral degree	7	3.4
Monthly income (VND)	Under 10 million VND	121	59.6
	10 - 15 million VND	37	18.2
	15 - 20 million VND	18	8.9
	Above 20 million VND	27	13.3

Table 2 summarizes the results of the reliability and convergent validity assessment for all constructs in the measurement model. All outer loadings exceeded the recommended threshold of 0.70, indicating that each item contributed adequately to its corresponding construct. Although one item in the green purchase behavior scale showed a loading of 0.743, this value remains acceptable within the literature. Cronbach's alpha values ranged from 0.769 to 0.914, demonstrating strong internal consistency across all constructs. The Average Variance Extracted

(AVE) scores were also above the minimum requirement of 0.50, with values between 0.695 and 0.786, confirming satisfactory convergent validity. The adjusted R^2 values further indicate the explanatory power of the model. Green word-of-mouth had the highest R^2 adjusted value (0.715), followed by green purchase behavior (0.556), green trust (0.442), and green loyalty (0.358). These results suggest that the structural model provides substantial predictive capability, particularly for green word-of-mouth and green purchase behavior.

Table 2: Reliability and convergent validity

Variables	Items	Outer loading	Cronbach's Alpha	AVE	R^2 Adjusted
GM	GM1	0.892	0.769	0.695	N/A
	GM2	0.835			
	GM3	0.769			
GTR	GTR1	0.806	0.893	0.703	0.442
	GTR2	0.827			
	GTR3	0.837			
	GTR4	0.881			
	GTR5	0.838			
GLOY	GLOY1	0.885	0.908	0.786	0.358
	GLOY2	0.867			
	GLOY3	0.912			
	GLOY4	0.882			
GWOM	GWOM1	0.847	0.914	0.702	0.715
	GWOM2	0.811			
	GWOM3	0.827			
	GWOM4	0.855			
	GWOM5	0.862			
	GWOM6	0.824			
GPB	GPB1	0.884	0.855	0.710	0.556
	GPB2	0.852			
	GPB3	0.743			
	GPB4	0.884			

Note: GM = Green Marketing; GTR = Green Trust; GLOY = Green Loyalty; GWOM = Green Word-of-Mouth; GPB = Green Purchase Behavior

Moreover, Table 3 presents the Heterotrait-Monotrait ratio (HTMT) used to assess the discriminant validity of the constructs. All HTMT values were below the recommended threshold of 0.85 (Hair, 2014), confirming that each construct in the model is conceptually distinct. Notably, the highest HTMT value observed was between green word-of-mouth and green loyalty (0.873). Although this value

approaches the upper boundary, it remains within the acceptable range and does not indicate any violation of discriminant validity. These results provide strong evidence that the constructs green marketing, green trust, green loyalty, green word-of-mouth, and green purchase behavior, are empirically separable and appropriately measured.

Table 3: Discriminant validity HTMT

	GLOY	GM	GPB	GTR
GLOY				
GM	0.710			
GPB	0.768	0.718		
GTR	0.766	0.799	0.723	
GWOM	0.873	0.720	0.840	0.833

Note: GM = Green Marketing; GTR = Green Trust; GLOY = Green Loyalty; GWOM = Green Word-of-Mouth; GPB = Green Purchase Behavior

Table 4 summarizes the results of hypothesis testing using the PLS-SEM bootstrapping procedure with 5,000 resamples. Out of the six hypotheses, five were statistically supported at the 95% confidence level. Green marketing demonstrated significant positive effects on both green trust ($\beta = 0.667, p < 0.001$) and green loyalty ($\beta = 0.601, p < 0.001$), confirming its role in fostering consumers' trust and

long-term commitment toward environmentally responsible sports brands. Green trust ($\beta = 0.359, p < 0.001$) and green loyalty ($\beta = 0.512, p < 0.001$) were both found to significantly enhance green word-of-mouth, suggesting that trust and loyalty serve as important relational drivers of consumer advocacy.

Table 4: Hypothesis testing results

Hypothesis	Path	Original Sample (β)	T-Statistic	p - value	Result
H1	GM → GWOM	0.065	1.065	0.287	Unsupported
H2	GM → GTR	0.667	11.233	0.000	Supported
H3	GM → GLOY	0.601	11.347	0.000	Supported
H4	GTR → GWOM	0.359	5.508	0.000	Supported
H5	GLOY → GWOM	0.512	7.804	0.000	Supported
H6	GWOM → GPB	0.747	21.271	0.000	Supported

Note: GM = Green Marketing; GTR = Green Trust; GLOY = Green Loyalty; GWOM = Green Word-of-Mouth; GPB = Green Purchase Behavior

Furthermore, green word-of-mouth exhibited a strong and significant positive effect on green purchase behavior ($\beta = 0.747, p < 0.001$), highlighting its pivotal role as a social influence mechanism that translates consumer perceptions and experiences into actual purchasing actions. The only unsupported hypothesis was the direct effect of green marketing on green word-of-mouth ($\beta = 0.065, p = 0.287$), indicating that green marketing influences consumer advocacy only indirectly through mediating constructs such as trust and loyalty.

5. Discussion

The findings of this study confirm the central role of green trust, green loyalty, and green word-of-mouth in shaping consumer behavior toward environmentally friendly sport products. While green marketing did not directly influence green word-of-mouth, it exerted significant indirect effects through trust and loyalty. This suggests that consumers may require credible signals and repeated positive experiences before they are willing to advocate for a brand's environmental practices. Green trust strongly predicted green word-of-mouth, reinforcing the idea that belief in the authenticity and reliability of green claims is a prerequisite for consumer advocacy. Similarly, green loyalty exhibited a robust effect on green word-of-mouth, indicating that emotional attachment and value alignment motivate consumers to recommend eco-friendly products to others. The strongest relationship observed was the effect of green word-of-mouth on green purchase behavior, highlighting the importance of social influence and peer credibility in encouraging actual purchasing decisions for green sport products.

This research contributes to the existing literature by integrating five key green consumer behavior constructs into a unified structural framework, thereby extending prior studies that often examined these constructs in isolation. By

grounding the model in the Hierarchy of Effects Model (HEM), the study provides empirical evidence for the sequential nature of green consumer decision-making, progressing from awareness via green marketing, to attitudes through trust and loyalty, to advocacy and purchase. The findings highlight the intermediary roles of trust and loyalty as essential psychological mechanisms that translate green marketing efforts into behavioral outcomes. Moreover, the strong effect of green word-of-mouth on purchase behavior emphasizes the significance of social transmission pathways within the HEM framework. This integrated approach enriches theoretical understanding by demonstrating how relational and social constructs interact to shape sustainable consumption patterns in the sports industry.

The results offer several strategic insights for practitioners in the green sports industry. First, organizations should prioritize building credible and transparent green marketing campaigns, as these initiatives indirectly influence consumer advocacy and purchase behavior through trust and loyalty. Providing verifiable information, such as third-party certifications, environmental impact disclosures, and transparent supply chain practices—can strengthen consumer trust. Second, firms should focus on fostering loyalty by enhancing customer experiences, delivering consistent product quality, and aligning brand values with environmental commitments. Third, since green word-of-mouth has the strongest effect on purchase behavior, companies should actively encourage consumer advocacy through referral programs, community engagement, user-generated content, and social media campaigns that amplify positive customer stories. By leveraging these relational and social mechanisms, organizations can effectively promote green sport products and accelerate the transition toward more sustainable consumption behaviors.

6. Conclusion

This study investigated the interrelationships among green marketing, green trust, green loyalty, green word-of-mouth, and green purchase behavior within the context of environmentally friendly sport products. Drawing on the Hierarchy of Effects Model, the research demonstrated that green marketing plays a foundational yet indirect role in shaping consumer behavior. While it did not directly stimulate word-of-mouth advocacy, green marketing significantly enhanced green trust and green loyalty, both of which acted as key mediators leading to increased consumer advocacy.

The findings highlight the pivotal roles of trust and loyalty in driving sustainable consumer behaviors. Green trust and green loyalty were shown to be strong predictors of green word-of-mouth, indicating that consumers are more likely to share positive information about green sport products when they perceive brands as credible and aligned with their environmental values. Moreover, green word-of-mouth exhibited the strongest influence on green purchase behavior, underscoring the importance of peer-driven social influence in motivating consumers to adopt eco-friendly sports products.

Overall, this study contributes to a deeper understanding of how relational and social mechanisms shape green consumer behavior and provides valuable insights for organizations seeking to strengthen their sustainability strategies. By emphasizing trust-building communication, fostering long-term loyalty, and leveraging consumer advocacy, companies in the sports industry can more effectively encourage environmentally responsible purchasing decisions.

References

- Arnold MJ, Reynolds KE. Hedonic shopping motivations. *Journal of Retailing*. 2003;79(2):77-95.
- Chatzidakis A, Hibbert S, Smith AP. Why people don't take their concerns about fair trade to the supermarket: The role of neutralisation. *Journal of Business Ethics*. 2007;74(1):89-100.
- Chen YS. The drivers of green brand equity: Green brand image, green satisfaction, and green trust. *Journal of Business Ethics*. 2010;93(2):307-319.
- Chen YS, Chang CH. Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. *Management Decision*. 2012;50(3):502-520.
- Cheung MF, To WM. An extended model of value-attitude-behavior to explain Chinese consumers' green purchase behavior. *Journal of Retailing and Consumer Services*. 2019;50:145-153.
- Doney PM, Cannon JP. An examination of the nature of trust in buyer-seller relationships. *Journal of Marketing*. 1997;61(2):35-51.
- Garvey AM, Bolton LE. Eco-product choice cuts both ways: How proenvironmental licensing versus reinforcement is contingent on environmental consciousness. *Journal of Public Policy & Marketing*. 2017;36(2):284-298.
- Gefen D, Straub DW. Consumer trust in B2C e-Commerce and the importance of social presence: experiments in e-Products and e-Services. *Omega*. 2004;32(6):407-424.
- Kumar P, Ghodeswar BM. Factors affecting consumers' green product purchase decisions. *Marketing Intelligence & Planning*. 2015;33(3):330-347.
- Gleim MR, Smith JS, Andrews D, Cronin JJ Jr. Against the green: A multi-method examination of the barriers to green consumption. *Journal of Retailing*. 2013;89(1):44-61.
- Guenzi P, Johnson MD, Castaldo S. A comprehensive model of customer trust in two retail stores. *Journal of Service Management*. 2009;20(3):290-316.
- Guerreiro J, Pacheco M. How green trust, consumer brand engagement and green word-of-mouth mediate purchasing intentions. *Sustainability*. 2021;13(14):7877.
- Hair JF. A primer on partial least squares structural equation modeling (PLS-SEM). Thousand Oaks: Sage; 2014.
- Hamzaoui Essoussi L, Linton JD. New or recycled products: how much are consumers willing to pay? *Journal of Consumer Marketing*. 2010;27(5):458-468.
- Harper GC, Makatouni A. Consumer perception of organic food production and farm animal welfare. *British Food Journal*. 2002;104(3/4/5):287-299.
- Huang YC, Yang M, Wang YC. Effects of green brand on green purchase intention. *Marketing Intelligence & Planning*. 2014;32(3):250-268.
- Hung KH, Li SY. The influence of eWOM on virtual consumer communities: Social capital, consumer learning, and behavioral outcomes. *Journal of Advertising Research*. 2007;47(4):485-495.
- Kalafatis SP, Pollard M, East R, Tsogas MH. Green marketing and Ajzen's theory of planned behaviour: a cross-market examination. *Journal of Consumer Marketing*. 1999;16(5):441-460.
- Kamalanon P, Chen JS, Le TTY. "Why do we buy green products?" An extended theory of the planned behavior model for green product purchase behavior. *Sustainability*. 2022;14(2):689.
- Kusumawati A, Utomo HS, Suharyono, Sunarti. Effects of sustainability on WoM intention and revisit intention, with environmental awareness as a moderator. *Management of Environmental Quality: An International Journal*. 2020;31(1):273-288.
- Lam AY, Lau MM, Cheung R. Modelling the relationship among green perceived value, green trust, satisfaction, and repurchase intention of green products. *Contemporary Management Research*. 2016;12(1).
- Lavidge RJ, Steiner GA. A model for predictive measurements of advertising effectiveness. *Journal of Marketing*. 1961;25(6):59-62.
- Lu L, Bock D, Joseph M. Green marketing: what the Millennials buy. *Journal of Business Strategy*. 2013;34(6):3-10.
- Martínez P, Del Bosque IR. CSR and customer loyalty: The roles of trust, customer identification with the company and satisfaction. *International Journal of Hospitality Management*. 2013;35:89-99.
- Maxham III JG, Netemeyer RG. Firms reap what they sow: the effects of shared values and perceived organizational justice on customers' evaluations of complaint handling. *Journal of Marketing*. 2003;67(1):46-62.
- Morgan RM, Hunt SD. The commitment-trust theory of relationship marketing. *Journal of Marketing*.

1994;58(3):20-38.

- 27. Nekmahmud M, Fekete-Farkas M. Why not green marketing? Determinates of consumers' intention to green purchase decision in a new developing nation. *Sustainability*. 2020;12(19):7880.
- 28. Sirdeshmukh D, Singh J, Sabol B. Consumer trust, value, and loyalty in relational exchanges. *Journal of Marketing*. 2002;66(1):15-37.
- 29. Walsh G, Bartikowski B. Exploring corporate ability and social responsibility associations as antecedents of customer satisfaction cross-culturally. *Journal of Business Research*. 2013;66(8):989-995.
- 30. Wang J, Wang S, Xue H, Wang Y, Li J. Green image and consumers' word-of-mouth intention in the green hotel industry: The moderating effect of Millennials. *Journal of Cleaner Production*. 2018;181:426-436.
- 31. Wu SW, Chiang PY. Exploring the mediating effects of the theory of planned behavior on the relationships between environmental awareness, green advocacy, and green self-efficacy on the green word-of-mouth intention. *Sustainability*. 2023;15(16):12127.
- 32. Yakup D, Sevil Z. An empirical study on the effect of family factor on consumer buying behaviours. *Asian Social Science*. 2011;7(10):53.
- 33. Yan YK, Yazdanifard R. The concept of green marketing and green product development on consumer buying approach. *Global Journal of Commerce & Management Perspective*. 2014;3(2):33-38.
- 34. Zamil AM. The impact of word of mouth (WOM) on the purchasing decision of the Jordanian consumer. *Research Journal of International Studies*. 2011;20(20):24-29.