

Investigating the Effect of Psychographic and Demographic Variables on the Purchase of Sports Products (Case Study of Green Purchase of Sports Goods)

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Abstract

Purpose: This study investigated the effective of factors (demographic-social variables and mental grapy variables) on the behavior of purchase green.

Methods: The objective of the research applied and in terms of the research methodology is descriptive and correlational. The statistical population included all the physical education students of Kermanshah province who will refer to the sports shop. The number of sample size were 196 people have been selected randomly to sampling method.

Results: Data of this research through the standard questionnaire was achieved by distributing among the students. Content validity, construct validity used in this study and they were acceptable for this research, and reliability of questionnaire with Cronbach alpha 0/86percent was approved.

Conclusion: To analyze the data, SPSS and Amos software was used. After analysis test showed that social variables - population on consumer behavior environmental awareness there is not significant positive effects. Also Mentalgerapy variables of environmental awareness on consumer behavior, consumer behavior on purchase intention green, green shopping behavior and ultimately affect purchase intention green on green behavior.

Keywords: Environmental concerns, purchase intention green, Environmental knowledge, Behavioral factors, demographic - social variables.

Introduction

Over the past decade, radical changes in consumer preferences for green products, along with the emergence of green thinkers in Egypt, have prompted market mechanisms for new environmentally friendly organizations and products. (Taleghani, et al, 2018). From the beginning of creation until now, human beings have always thought of overcoming nature and have tried to maintain their growing trend in overcoming nature; However, the emergence of some problems such as natural resource constraints and environmental pollution in recent years, has led to their rethinking (Mohammadian and Khatai, 2011). One might not have imagined that one day marketing would be concerned with consumer health in addition to profitability and sales. But the dynamism and increasing concern for the environment, as well as government regulations and increasing consumer awareness, have led companies to reflect on the physical and mental health and cleanliness of the consumer environment. (Suplico L. T, 2019). Customers in recent years have increasingly turned their attention to the environment and its preservation, and expect companies to not only pay attention to the benefits and interests of stakeholders, but also to their needs and the environment. Pay special attention. It can be said that in the last ten years, the trend of attention to the environment has increased and the environment has been proposed as an important phenomenon around the world (Gian and Cavier, 2013) In order for a product or process to be considered "green", it must do the least harm to the environment; it should be noted that the environment is a vital and many issues. The environment has increasingly become a vital and very important issue for all people. The goal of the marketing system is to maximize consumption, the right to choose and improve the quality of life to the highest possible level, and quality of life means not only

the quantity and quality of goods and services, but also the quality of the environment. This issue has entered into all dimensions of the organization and has affected marketing and has led to the emergence of the concept of green integration. The need to produce ecological products and green business activities forces companies to integrate environmental issues. Has marketed with efforts and strategies. (Alipour, 2020).

Over the past decade, radical changes in consumer preferences for green products, along with the emergence of green thinkers in Egypt, have prompted market mechanisms for new environmentally friendly organizations and products (Johri & Kanokthip, 2019) Although the issue of green marketing has been around for many years, it has not been properly addressed for a variety of reasons. However, it seems that with the revelation of environmental issues and problems that have plagued the human race today, it is necessary to pay more attention to this issue. The protection of natural resources, the prevention of global warming, the sustainable use of resources, the reduction of noise and biological pollution, are all concerns that human beings suffer from today, and marketing as a science that is always trying to identify And has been the satisfaction of human needs and desires, has identified this public concern and need, and is trying to satisfy this public need by using tools. In the new century, the main challenge for human beings is to find a fair and sustainable way of producing, consuming and living. (Taleghani, 2017)

It has become important for all segments of the population, both in the position of customer and in the position of producer, and because traditional marketing overemphasizes customer demands and does not take into account social welfare and environmental issues, this issue in all dimensions Organizations have entered and influenced marketing and led to the emergence of the

concept of "green marketing". Green marketing is the strategic effort of the organization in providing environmentally friendly products to customers. The green marketing approach has been welcomed in countless countries, where marketers are trying to incorporate environmental costs into the purchasing decision process. (Polonsky, M. J. 2018).

In the field of green buying behavior, in some studies, actual behavior was measured, in others, behavioral intention or intention, and in others, both variables were measured simultaneously. The intention or intention to buy green is "the probability and desire of a person to prefer a product with favorable environmental characteristics to the usual product in the purchase" (Abdul Rashid, et al 2018). It seems that all consumers, both individuals and industries, have become more aware and interested in the environment. Today, environmental crises have become a global problem and extensive efforts are being made by countries and international and regional forums to combat pollution and environmental degradation. Undoubtedly, awareness is necessary to take any action. Raising public awareness of environmental issues is a constructive step towards minimizing damage to natural resources and the environment. Doing so has a positive effect on the environmental conditions of the event venue, and sports injuries or sports injuries will not necessarily be inevitable. The crucial role of sport and its symbols can also be used to raise environmental awareness, improve the daily performances and activities of millions of people who are part of the industry (Lo'pez-Mosquera, 2019).

These individuals stated that they modified their behavior, which includes purchasing behavior, due to environmental issues (Polonsky and Rosenberg, 2020). Increasing environmental awareness has consequences for consumer behavior. That is, it is more

specifically suggested with the intention of buying green that consumers with a high level of environmental awareness are more likely to behave in an environmentally friendly manner. Over the past few years, however, some authors have argued that although many consumers claim to care about the environment, their shopping behavior does not always reflect this tendency (Guardian, 2003). (Mallen C, 2020). The history of green marketing goes back to the 1970s. Its roots can be traced back to the wave of environmental issues in the 1970s that led to the introduction of the concept of "environmental marketing". Regardless of the attention of the 1970s, an idea called green marketing emerged in the late 1980s. At this time, the focus of customers shifted to green products, and then the issue of green marketing was raised, and a lot of research was done, especially in developed countries (Piatai and Crane, 2020).

The main focus of green marketing in the late 1980s and early 1990s was on the size of the green market and consumer characteristics (Rex and Bowman, 2017). It was not until the 1990s that the greater consensus among scientists signaled the dire consequences of human economic activity on the Earth's ecological balance and future survival. In fact, the 1990s have been called the "Environment Decade", so that social and environmental concerns have become more important and priority in product selection decisions from the perspective of consumers and suppliers. As global environmental concerns continue to grow, green marketing has gradually intensified (Lee, 2008).

Green or environmental marketing includes all activities that are designed to create and facilitate exchanges in order to satisfy human needs and desires so that these needs and desires are met with the least harmful and destructive effects on the environment. An important point to note is that in green marketing it should be stated that the envi-

ronment is less harmed than the environment is not harmed at all (Polonsky, Rosenberg, 2020). Sontonsmi defines green marketing as the activity of companies that are concerned about the environment or green issues and express this concern by providing environmental goods and services to satisfy consumers and society (Sontonsmi, 2017). Green marketing is an integrated management process that is responsible for determining, anticipating and satisfying the needs of customers and the community in a profitable and it is still stable (Tan and Leo, 2017). The importance of green marketing is clear from two aspects: 1- Increasing use and destruction of natural resources 2- Increasing consumer concern about environmental problems and issues that increase their desire to buy and consume green goods. To meet this consumer need, develop and use strategy Green marketing is essential. But not all consumers are equally green and do not equally want to buy a green product. Therefore, for effective marketing, it seems necessary to use targeted marketing. The first step in a targeted market segmentation strategy is to determine the specific characteristics of each segment. The efficiency of market segmentation relies on the precise determination of demographic, behavioral and psychological characteristics of consumers in each sector (Hosseini and Ziaei Bideh, 2013).

On the other hand, as the environmental problems that people face are increasing day by day, their environmental awareness must be raised because customers need information to make informed purchases and lack of information can prevent Apply green criteria and features when deciding to buy them. At present, marketing based on social and environmental considerations has become one of the most important activities of companies and one of the areas of marketing that has been widely discussed in the press in the press is green marketing (Kotabeh and

Helsen, 2018). It can be said that green is a word in marketing that is rooted in environmental issues and is used by the organization or individuals when they want to talk about environmental or ecological pressures. Managers may ask themselves how to achieve consumer and organizational goals while also being environmentally responsible. In Green Marketing Topics Environment is one of the top strategies of the company and requires many strategic actions. Meton stated in 1997 that green marketing practices take place at three levels in the company. These levels are: strategic level - quasi-strategic level - tactical level. At the strategic level, fundamental changes are taking place in the company's philosophy. Strategic greenness often requires a change in the company's mindset, behavior, and tactics (Polonsky and Rosenberg, 2020).

Being green at the quasi-strategic level causes changes in company practices. Tactical greenness changes in operational activities. Like changes in promotions and ads. These three levels can be used to identify the amount of change a company needs to make and may indicate a degree of commitment to different environmental activities. Strategic environmental activities require long-term financial investment in the sector in which the company operates. It can be said that companies gain a competitive advantage over irresponsible companies through green marketing. There are many examples of companies trying to be more responsible to the environment so that they can better meet the needs of consumers. For example, Tuna producers improved fishing techniques because people's concern about fishing nets and the resulting death of dolphins had increased (Doaei, Fathi and Sheikhan, 2006).

In addition, several companies have adopted green marketing strategies and are looking for environmental features as a source of competitive advantage (Chen and Chai,

2017). Today, environmental issues and protection of the environment is one of the most important criteria that consumers consider when buying. The issue of environmental protection has caused as consumers rethink the products they buy, many consumers are willing to pay more for products that meet environmental standards for genuine environmental protection. Therefore, considering that environmental and social issues are of great importance to customers today, observing environmental issues in marketing activities will create a competitive advantage for the company and through this companies can create a good base in the market. Reach. Appropriate positioning begins when the company is really different from its competitors in terms of what it offers, thereby creating value for customers (Cutler and Armstrong, 2017).

In this regard, we can refer to the research of Akehurst & et al (2018) entitled "New Evidence to Re-examine Green Purchasing Behavior and Green Consumer Characteristics", which showed demographic-social variables (gender, age, income and education) on environmentally conscious consumer behavior has no effect. Other findings of this study include the fact that environmentally conscious consumer behavior has an effect on green shopping behavior and green shopping intention can have a significant impact on green shopping behavior. Kim and Chang (2017) in their research "examined the effect of consumer values and previous experiences on the consumer's intention to buy green." The results of this study suggest that companies can, through effective marketing strategies, by making changes to improve the safety and beauty of their green products in research and also reduce the price of these products, provide the basis for increasing the desired products. Kim and Choi (2020) in their study entitled "History of Green Shopping Behavior: A Study of Collectivism, Environmental Concerns and

PCEA" concluded that environmentally conscious consumer behavior has an impact on green shopping behavior Lays. Laroche et al. (2020) in their study entitled "Targeting consumers who are willing to pay more for environmentally friendly products" They concluded that green consumers believe that companies do not act responsibly towards the environment, while non-green consumers believe that companies are responsible for the environment and its environmental actions. Is desirable. Antilles (2015) in their research on consumer social responsibility: characteristics and consequences of public policies examined the impact of socio-demographic variables on environmentally conscious consumer behavior, the results of which indicate a lack of relationship between this variable was. Abbasid et al. (2018) in their research on the factors affecting the green shopping behavior of Iranian students (Case study: students of Qazvin Islamic Azad University), their findings showed that demographic-social variables (gender, age, income and education) have no effect on environmentally conscious consumer behavior.

Park and Sun (2018) in a study examining the role of knowledge and awareness in the attitude and behavior of green shopping intention and recognize that knowledge is a powerful factor in facilitating green shopping behavior in Korean consumers and the objective and subjective roles of knowledge It is different in shaping green shopping behavior. Mental knowledge directly and objective knowledge indirectly through effectiveness and attitude on green shopping behavior are involved. Therefore, they suggested that education and propaganda in this field should be in a way that leads to increasing mental knowledge, but at the same time, objective knowledge is effective in promoting green behavior of consumers. Cardoso and Score (2017) in a study entitled Consumer Analysis of Green Purchasing

Behavior: An Analysis and Proposal; They identified different parts of consumer behavior based on records of green shopping behavior, viewing demographic profiles and desire to buy green products. The findings indicate a positive relationship between structures and show that the consumption of green products can be stimulated if consumers are aware of environmental problems and understand the importance of individual behavior. Nam, Dong and Li (2017), in a study entitled Factors affecting the intention to buy green sportswear consumers to examine the model of the effect of expectations, perception and norm and control of perceived behavior and attitudes toward shopping Green sportswear. The study examined the differential effect of buying green sportswear between consumers of green and non-green products. The results of the overall test of the model confirmed the significant effect of expectations, perception, mental norm and consumers' attitudes towards green purchases. The test results of the adaptive model showed that there was a significant difference between users of non-green and green products in terms of the effects of expectations and control of observed behavior. The expectation and attitude towards buying green sportswear led to the intention to buy green sportswear. Therefore, considering the importance of the issue and emphasizing the two factors of environmentally conscious consumer behavior and green shopping behavior, as well as the role of green sports products and the impact of sports, which is to create a happy and healthy mood in society, attention to the environment Environment and environmental conditions and creating a clean atmosphere are important in creating enthusiasm. The researcher has decided to conduct a study on the relationship between green consumer awareness of green shopping behavior in sports stores in Kermanshah province. Therefore, this study seeks to find the ques-

tion: Do demographic-social and psychographic variables affect the green shopping behavior of students as buyers of sports products?

Materials and Methods

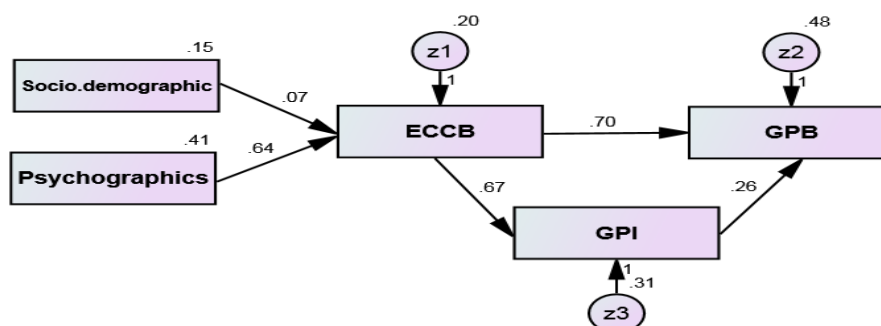
This research is of the type of applied research in terms of nature and purpose. And in terms of the type of research, it is a descriptive research - correlation. The statistical population of this research is unlimited, and includes physical education students in Kermanshah province who refer to sports stores. In this research, simple random sampling method is used. To determine the sample size, the formula of sample size with unlimited community has been used. Based on this, the sample size value is calculated as follows. In this regard, the area below the standard normal curve is significant for the area. It is also an estimate of the standard deviation of society, the maximum value of which is 25%. The value of ϵ is also the level of estimation error, which is 7% in this study. Based on this and at a significance level of 95% and according to the sample size value is equal to 196. Finally, 220 questionnaires were randomly distributed, of which 210 healthy and analyzable questionnaires were obtained. A questionnaire was used to collect data and information for analysis. The questionnaire consists of 2 main parts: a) General questions: In general questions, an attempt has been made to collect general and demographic information about the respondents. This part consists of 4 questions. B) Specialized questions: This section contains 25 questions. In designing this section, an attempt has been made to make the questionnaire questions as understandable as possible. To design this, 5 Likert options were used, which is one of the most common measurement scales.

Results:**Table 1. Questions related to measuring variables**

Source	Cronbach's alpha	Number of questions	Relevant questions	Components
Stragen and Roberts (2017)	.830	4	1-4	Perceived effectiveness of customers
	.809	5	5-9	You want freedom
	.814	3	10-12	Environmental concerns
	.760	6	13-18	Consumer-conscious student behavior
Grant (2008)	.859	4	19-22	Intention to buy green
Gary et al. (2018)	.862	3	23-25	Green shopping behavior
Made by a researcher	---	4	1-4	Demographic variable

To ensure the credibility of the content, the opinion of professors and experts in the field of management has been used. Cronbach's alpha was used to determine the reliability of the questionnaire. In this study, in order to analyze the data from Kolmogorov-Smirnov test to detect the normal distribu-

tion of data, Pearson correlation coefficient test to determine the relationship between variables in the study, regression analysis test was used to predict the variables. The software used in this study were SPSS and Emus for data analysis.

**Graph 1. Path analysis model**

In Figure 1. Regression coefficient of socio-demographic variables on student behavior as an environmentally conscious consumer is equal to 0.07 and also regression coefficient of psychographic variables on environmentally conscious consumer behavior is 0.64 and regression coefficient of consumer behavior is equal to 0.64. Environmentally aware of the purchase intention equal to 0.67 and regression coefficient of consumer behavior Environmentally aware of the green purchasing behavior equal to 0.70 and

also regression coefficient of the purchase intention to green purchasing behavior equal to 0.26 that their effect coefficients were confirmed. 0.20 is the structural error of the dependent variable of environmentally conscious consumer behavior, 0.31 is the structural error of the dependent variable of purchase intention and 0.48 is the structural error of the dependent variable of green buying behavior.

Table 2. Statistics on the impact of components on the dimensions of green purchasing

Components	P	C.R.	S.E.	Estimate
Socio-demographic impact on the behavior environmentally conscious consumer students	.356	.867	.079	.069
The effect of psychography on the behavior of environmentally conscious consumer students	.0001	13.341	.048	.645
effect of environmentally conscious consumer student behavior on shopping intent	.0001	10.479	.064	.666
effect of environmentally conscious consumer student behavior on green shopping behavior	.0001	7.108	.098	.696
mpact of buying intention on green buying behavior	.003	3.009	.086	.260

Based on the findings of Table 3, it can be concluded that socio-demographic variables, with a significance level of 0.386 and an impact factor of 0.069, do not have a positive and significant effect on the behavior of environmentally conscious consumer students, but psychographic variables on consumer student behavior. Consumer student behavior on green shopping intention, green shopping intention on green shopping behavior and consumer student behavior on green shopping behavior have an acceptable level of significance and have an impact factor of 0.64, 0.66, / 69, respectively. Are 0 and 0.26.

Discussion

In this study, all the existing relationships between green marketing mixes and green purchasing of sports products were investigated. Based on the analysis of data obtained from the distribution of questionnaires and the use of appropriate statistical methods and tests, it can be concluded that the elements of green marketing are effective in purchasing customer decisions and this effect is positive and significant. The aim of this study was to investigate the effective factors (demographic-social variables and psychographic variables) on green shopping behavior of students purchasing sports products. The findings of this section are consistent with the results of research by Antilles (2015), Larouk et al. (2020) and Abbasi et al. (2018). This lack of relationship or effect does not mean that these fac-

tors are not important and ineffective. Rather, it is mostly due to the characteristics of the statistical community. In any case, we note that although no significant relationship and effect was observed between demographic factors and green shopping behavior, the importance and impact of these variables should not be overlooked. Marketers and manufacturers should study this issue in detail and present various environmental programs in a collective and public manner such as incentive, entertainment, competitions, advertising, direct selling, public relations and information activities. pay attention to this. But psychographic variables affect the behavior of environmentally conscious consumer students, with an impact rate of 0.645 and a significance level (0.0001), and we conclude that the more psychographic variables Pay attention, it will increase green purchases in buyers of sports products. These findings are consistent with the results of research by Gary et al. (2018) Nam, Dong and Li (2017) and Park (2018). With more awareness, people are turning to buying more green products. Given the important role of these variables, they play a significant role in consumer behavior. It is suggested that researchers, manufacturers, marketers, government and pro-environmental groups create training classes and distribute brochures and use the network. Virtual organizations to take measures to improve people's environmental knowledge and inform about green products, green production process, advertising and awareness of environmental categories of

products and transfer information about green criteria through The media should take action. Also the extent of the impact of student behavior Environmentally aware buyer of green purchase intention is 0.666 and their significance level is equal to (0.0001), which is confirmed. Therefore, it can be concluded that there is a positive and significant relationship between these two variables. Findings This section is consistent with the results of research by Kim and Choi (2020), Exet et al. (2018) and Cardoso and Score (2017). The behavior of environmentally conscious consumer students on the green shopping behavior with an impact of 0.260 and a significance level of 0.003 shows a positive and significant impact. These findings are consistent with the results of research by Kim and Chang (2017), Gary et al. (2018) (2018).

Conclusion

Based on these results, it is suggested that marketers try their hand at advertising or product labeling. Reinforce the fact that the environmental behavior of individuals and their green purchases is a positive step towards the protection and preservation of the environment, and in this way lead consumers more towards green purchases, as well as companies and marketers with information. Better communication and the establishment of stronger marketing communications, including wider advertising of green products through various media, the implementation of incentives to purchase such products, introduction in exhibitions and conferences, direct marketing and diligent efforts. In addition to the above, the coefficient of impact of green buying intention on green buying behavior is 0.696 and a significant level (0.0001) was confirmed, so it can be concluded that green buying intention on green buying behavior It can have a significant impact, which confirms the results of the research of Kim and Chang (2017), Gary et

al. (2018). Therefore, marketers and sellers should pay more attention to the behaviors of customers of sports products and effective environmental factors, and by introducing and presenting this information to customers, be able to gain more customers for their green sports products.

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Reference

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