

Towards Sustainable Sports Marketing: Consumer Preference on Biodegradable Packaging and Its Impact on Purchase Intention – A Conceptual Paper

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BACKGROUND: SUSTAINABILITY REPORT



In 2021, Malaysia recycled only **31.5%** of its plastic waste: a rise from 10.7% in 2013; still behind the national target of 40% by 2025.



Plastic accounted for **39.85%** of the country's waste.



Less than **15%** of plastic packaging waste is effectively collected for recycling, with substantial leakage into the environment.

PROBLEM STATEMENT

“Green packaging awareness among Malaysians remains low.”

In the sports retail sector, consumers often prioritize performance, price, and brand image **over packaging sustainability.**



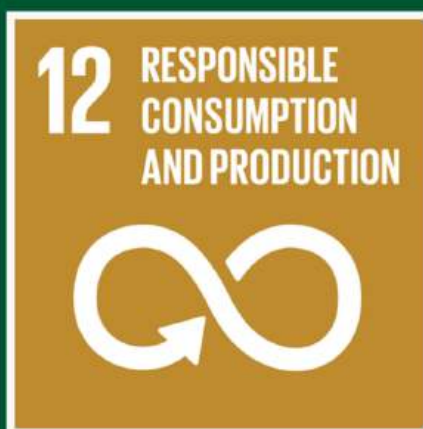
Where does non-sustainable packaging end?



PURPOSE

This conceptual paper aims to explore how **consumer attitude towards biodegradable packaging** affects consumer preferences and purchase intentions for sports products, to better understand the value consumers place on sustainability in their buying behaviour, focusing of capability (eco-literacy), opportunity (market access), and motivation (values, willingness to pay) in influencing purchase intention.

Capability (Eco-literacy)



Building consumer literacy and awareness for sustainable choices.

Opportunity (Market Access & Policy Support)



Collaboration between government, industry, and academia to improve sustainable market access.

Motivation (Values & Willingness to Pay)



Shifting consumer values and behaviors contribute to lowering carbon emissions and reducing plastic waste.

COM-B - CAPABILITY

Capability (Eco-literacy)

In this context, **capability** reflects the extent to which consumers are **aware of environmental issues**, understand biodegradable packaging, and possess the cognitive ability to evaluate its benefits.

In biodegradable packaging, consumer capability is essential for bridging the gap between environmental awareness and actual purchasing behavior.



COM-B - OPPORTUNITY

Opportunity (Market Access & Policy Support)

It refers to the **availability** of biodegradable packaging in sports retail and online platforms.

Institutional encouragement is one of the opportunities for consumers to adopt sustainable packaging. In Malaysia, the initiatives in the 12th Malaysia Plan (2021-2025)

Opportunity in the COM-B framework highlights that it is not only an individual choice but also contingent upon market access, affordability, and institutional support.



**SUSTAINABLE
FUTURES
CONFERENCE**
Business value from sustainability

Speaker

A nature-positive agenda isn't just a necessity, but an opportunity. By embracing circularity, businesses can build resilience, unlock new revenue streams and thrive in an increasingly unpredictable environment.

 **CHRIS ALLEN**
Director of Sustainability
Decathlon UK

COM-B - MOTIVATION

Motivation (Values & Willingness to Pay)

For sports consumers, **motivation** plays a crucial role in shaping their preference for biodegradable packaging, as it reflects their environmental values and attitudes towards sustainability.

In the sports context, consumers who associate sustainability with health, performance, and social responsibility are more likely to view biodegradable packaging in a positive light.



CONCEPTUAL FRAMEWORK

INDEPENDENT VARIABLES

Consumers preference on
biodegradable packaging

CAPABILITY

PSYCHOLOGICAL / PHYSICAL

- knowledge
- physical skill
- strength

MOTIVATION

REFLECTIVE / AUTOMATIC

- belief
- emotions
- feeling

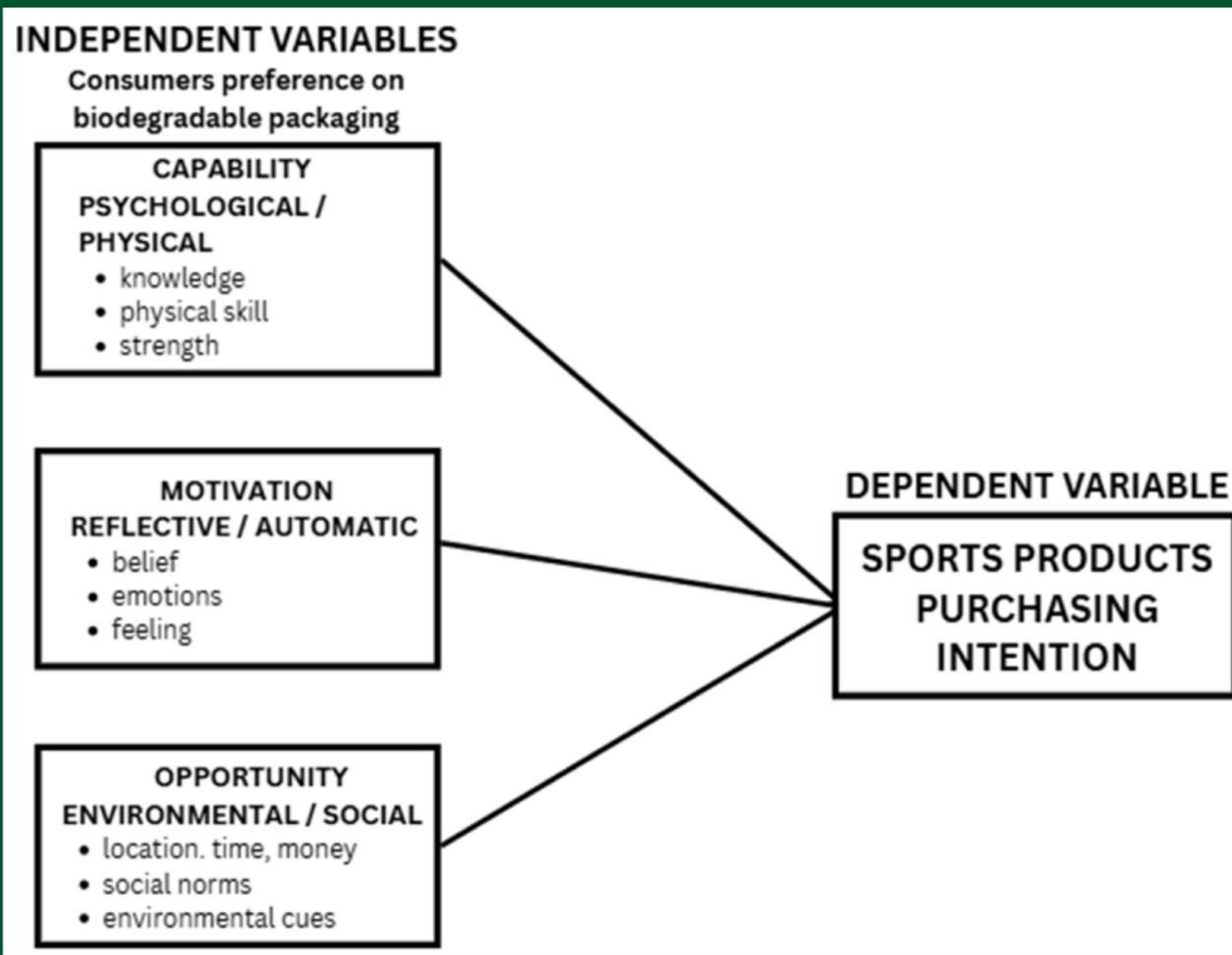
OPPORTUNITY

ENVIRONMENTAL / SOCIAL

- location, time, money
- social norms
- environmental cues

DEPENDENT VARIABLE

SPORTS PRODUCTS
PURCHASING
INTENTION



THANK YOU



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