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

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Sustainability has emerged as a central concern in sports marketing, particularly regarding packaging practices. This conceptual paper examines how sports consumers' preference for biodegradable packaging influences their purchase intention towards sports products. Drawing on the COM-B Model, this study positions biodegradable packaging not only as an environmental necessity but also as a strategic marketing tool for sports brands. The paper synthesizes existing literature to propose a conceptual framework whereby the elements of capability, opportunity, and motivation are related to consumer preferences to purchase sports products. A conceptual contribution, this paper does not present empirical data but provides insight that can guide future research. Ultimately, the framework developed here offers a foundation for future empirical testing and contributes to advancing sustainable practices in sports marketing.

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