**Library Progress International** *Print version ISSN 0970 1052*
*Vol.44 No. 3, Jul-Dec 2024: P. 17589-17599* *Online version ISSN 2320 317X*

*Original Article* *Available online at www.bpasjournals.com*

# Exploring the Effects of Utaut Model Factors on Trust in Green Claims of Sports Equipment and Purchase Intentions

**[1]Ms. Pranita Srivastava, [2]Dr. Mohit Maurya and [3]Mr. Ankit Raj**

[1]Research Scholar, School of Business Studies, Sharda University
[2]Associate Professor, School of Business Studies, Sharda University
[3]Research Scholar, School of Business Studies, Sharda University

**How to cite this article**: Pranita Srivastava, Mohit Maurya, Ankit Raj (2024). Exploring the Effects of Utaut Model Factors on Trust in Green Claims of Sports Equipment and Purchase Intentions. *Library Progress International,* 44(3), 17589-17599.

**ABSTRACT**
This study employs the Unified Theory of Acceptance and Use of Technology (UTAUT) to explore trust in green marketing within the sports equipment sector, focusing on urban Indian consumers. It examines the effects of performance expectancy, effort expectancy, social influence, and facilitating conditions on trust in green claims and the inclination to buy eco-friendly sports equipment. A quantitative cross-sectional survey involving 1,000 urban Indian consumers, who are active in sports and interested in sports equipment, was carried out using stratified random sampling to assess UTAUT constructs, trust in green marketing, and purchase intentions. The analysis, conducted using SmartPLS software, reveals that social influence, performance expectancy, and effort expectancy significantly boost both trust in green claims and the intention to purchase, whereas facilitating conditions show a smaller impact. The findings highlight the crucial roles of social perceptions, product effectiveness, and ease of accessing information in building trust in green marketing. Recommendations to enhance trust in environmental claims include utilizing social proof, highlighting product advantages, and enhancing the user experience, all aimed at fostering sustainable purchasing behaviors in the sports equipment industry.

**Keywords:** Consumer Trust in Green Marketing; UTAUT Model Application; Eco-friendly Sports Equipment Purchase Intentions; Urban Indian Consumer Behavior; Sustainable Sports Equipment Marketing

## INTRODUCTION

### *Background and Rationale*

Environmental concerns are influencing consumer choices, prompting the sports equipment industry to embrace eco-friendly marketing and sustainable practices. Emphasizing green marketing, which highlights the ecological advantages of products, is essential as industry progresses toward sustainable production and consumption. The widespread use of sports equipment plays a significant role in resource consumption, waste generation, and emissions. To meet the increasing demand for sustainable products, manufacturers are using green marketing to set their brands apart and reaffirm their commitment to environmental preservation. In 2024, the sports equipment market in India is expected to generate revenues of approximately US$19 billion. This segment is anticipated to grow at an annual rate of 7.42% (CAGR) from 2024 to 2028. In comparison, China leads globally in this sector, with projected revenues of US$40,130 million in 2024. On a per capita basis, India's revenue from sports equipment is estimated to be INR US$13.06 in 2024. The increasing demand for sports equipment in India is driven by a growing interest in fitness and active lifestyles (*Sports Equipment - India | Statista Market Forecast*, n.d.). These figures emphasize the robust presence and potential for growth of India's sports equipment market, driven by a growing middle class and intensified competition among manufacturers. Green marketing and sustainable practices are crucial in the sports equipment sector, aiming to minimize the industry's ecological footprint through reduced resource use, lower energy consumption, and less waste (White et al., 2022). Green marketing supports these goals by advocating for recycling, energy conservation, and extending product life, while compliance with strict environmental regulations is crucial to avoid heavy penalties. There's a noticeable shift in consumer attitudes, with an increased willingness to invest in eco-friendly sports equipment, which enhances a company's public image and fosters consumer trust and loyalty. It is vital to understand trust in green claims to grasp consumer behavior in the sports equipment sector. Despite green marketing's advantages, the authenticity of environmental claims is frequently compromised by greenwashing (De Jong et al., 2020), which fosters

consumer doubt. This emphasizes the need for verification of such claims, as trust in these claims profoundly affects purchasing decisions. Genuine green credentials are essential for brand differentiation, boosting customer loyalty. This study examines how the UTAUT model, typically used to forecast technology acceptance, can elucidate consumer trust in green marketing claims within the sports equipment industry. By evaluating the impact of performance expectancy, effort expectancy, social influence, and facilitating conditions on trust and purchase intentions, the study aims to offer insights that could improve green marketing strategies and promote the adoption of sustainable sports equipment. The sports equipment industry faces the dual challenges of adhering to environmental sustainability and maintaining consumer trust. Amid a shift towards sustainable practices, the validity of environmental claims made by sports equipment companies is under intense scrutiny. In a time of heightened environmental awareness, consumers encounter numerous environmental claims and certifications, yet the prevalence of greenwashing creates a significant trust gap, potentially eroding consumer confidence and impacting their purchasing decisions. This issue is further complicated by rapid technological advancements that often eclipse sustainability concerns.

## OBJECTIVE OF THE STUDY

The objective of this study is to pinpoint the primary factors that influence trust in green marketing claims within the sports equipment sector. The research centers on the UTAUT model components that bolster consumer trust in the environmental pledges of sports equipment, with a particular emphasis on performance expectancy, effort expectancy, social influence, and facilitating conditions. Moreover, the study evaluates how green marketing claims affect purchase intentions, investigating how trust in these claims shapes the intention to buy eco-friendly sports equipment and impacts consumer decision-making. Additionally, the research explores the mediating role of trust in green claims, assessing whether trust mediates the relationship between the UTAUT model's factors and purchase intentions. Understanding this mediation is essential for grasping how these elements influence purchasing behavior in the sports equipment industry. Finally, the study aims to provide insights for the market and manufacturers, offering practical advice on effectively conveying green initiatives and boosting the credibility of environmental claims to positively influence consumer purchasing decisions. Collectively, these objectives address the critical issue of trust in green marketing within the sports equipment industry, proposing a comprehensive approach to enhance the connection between environmental claims and consumer buying behavior.

## SIGNIFICANCE OF THE STUDY TO STAKEHOLDERS

Employing the UTAUT model to examine trust in green claims within the sports equipment industry is set to have a considerable impact on various stakeholders. For manufacturers and brands, the research will offer valuable insights into building consumer trust in green claims, informing more effective marketing strategies, product innovations, and communications that resonate with consumer values, thus enhancing brand loyalty and market presence. Consumers will benefit from the study by gaining an understanding of the key factors that foster trust in green claims, allowing them to critically evaluate environmental claims made by brands and make more informed purchasing decisions. Policy makers and regulators can utilize the findings to assess the effectiveness of current regulations on green claims and sustainability reporting in the industry, potentially leading to stricter standards and guidelines to prevent greenwashing and verify claims, thereby protecting consumer rights. Environmental advocates and NGOs will acquire a deeper comprehension of consumer perceptions of green claims, strengthening their advocacy and educational efforts and enabling collaborative initiatives with businesses and policymakers to promote more sustainable practices. Academics and researchers will find value in applying the UTAUT model to green marketing and consumer behavior in the sports equipment sector, enriching academic discussions and extending the model’s application beyond its original IT scope, encouraging further studies in other industries or more detailed analyses of technology acceptance theories in environmental sustainability. Ultimately, this study seeks to bridge the gap between green marketing initiatives and consumer trust, steering the sports equipment industry towards more sustainable consumption and fostering a market environment where consumers confidently support genuinely sustainable brands.

## LITERATURE REVIEW

### *Overview of UTAUT Model*

Launched by Venkatesh and colleagues in 2003, the Unified Theory of Acceptance and Use of Technology (UTAUT) offers an extensive framework to analyze and forecast how technology is accepted and used in various sectors, including sports equipment (Venkatesh et al., 2003). This model integrates insights from eight pivotal theories related to technology adoption, providing a comprehensive understanding of how individuals engage with and embrace new technologies in the sports industry. The UTAUT model outlines four key constructs—Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions—that play significant roles in the acceptance and use of technology within the sports equipment sector. These constructs are further refined by moderating factors such as age, gender, experience, and the voluntariness of technology use, allowing for a nuanced examination of consumer behaviors (Venkatesh et al., 2003). Performance Expectancy revolves

around the expectation that using technology in sports equipment will improve performance or provide other advantages (Cavdar Aksoy et al., 2020), a concept influenced by the perceived usefulness aspect of the Technology Acceptance Model (TAM). Effort Expectancy relates to the perceived ease of using technologically enhanced sports equipment (Wang et al., 2020), reflecting TAM's ease of use principle and is particularly vital at the adoption outset. Social Influence considers the impact of peer and societal pressures on an individual's choice to adopt advanced sports technology (Xie et al., 2021), emphasizing the importance of social factors in the adoption process. Facilitating Conditions involve the individual's belief in the availability of sufficient organizational and technical support for using the technology, including necessary resources. Overall, the UTAUT model has proven critical in illuminating technology adoption patterns in various domains and is especially valuable in the sports equipment industry, where technological innovations can significantly sway consumer acceptance and influence market dynamics.

***Empirical studies on consumer trust in green marketing***

Research into consumer trust in green marketing in the sports equipment sector has uncovered the intricate role of trust and its significant influence on consumer attitudes towards eco-friendly sports products. Trust in green marketing is pivotal as it shapes how consumers perceive the environmental benefits of a product, affecting their purchase decisions (Zhang & Dong, 2020). Investigations have delved into how transparency, authenticity, and consistency in green claims either build or diminish this trust. Transparency concerning environmental initiatives and the specific advantages of eco-friendly sports equipment has proven to greatly enhance consumer trust (Chi et al., 2021). Authenticity, which reflects a brand's real dedication to environmental sustainability, not only solidifies trust but also helps distinguish genuine brands from those involved in greenwashing (Nunes et al., 2021). The consistency of green claims across a brand's product line, especially when validated by third-party endorsements, further bolsters trust. Moreover, as consumers grow more knowledgeable about environmental issues, they become more critical of green claims, increasing their skepticism towards unverified assertions and highlighting the need for credibility in green marketing (Starobin, 2021). The dynamics between trust in green claims and consumer buying behavior are complex, influencing both short-term and long-term purchase decisions and brand loyalty, though these impacts can differ based on demographics, product types, and regions (Sharma, 2021). This research emphasizes essential marketing strategies needed to improve transparency, authenticity, and consistency in green marketing efforts, with the goal of establishing and maintaining consumer trust in the sports equipment industry.

***Existing Research and Application***

The Unified Theory of Acceptance and Use of Technology (UTAUT) model has evolved from its initial focus on technology adoption to incorporate environmental behaviors, demonstrating its versatility and relevance in evaluating the adoption of eco-friendly technologies and practices. This expansion underscores the model's ability to elucidate the acceptance of green technologies and sustainable actions. Research utilizing the UTAUT model has explored a variety of environmental initiatives, including the shift to electric vehicles (EVs) (Jain et al., 2022), the adoption of renewable energy sources (He et al., 2020), participation in recycling programs (Juaneda-Ayensa et al., 2021), and initiatives for green IT (Ali et al., 2021). A principal use of the UTAUT model in environmental research is the analysis of electric vehicle adoption (Jain et al., 2022). Researchers have modified UTAUT constructs to assess aspects such as performance expectancy—the perceived advantages of EVs over conventional vehicles; effort expectancy—the ease of operation and recharging of EVs; social influence—the effects of social norms and peer opinions; and facilitating conditions—the accessibility of charging infrastructure. These studies emphasize critical factors that encourage the adoption of EVs, highlighting the importance of supportive policies and enhanced infrastructure. The model is also applied in examining the adoption of renewable energy technologies like solar and wind energy (Mustafa et al., 2023; Roy & Mohapatra, 2022), investigating how performance expectancy (anticipated cost savings and efficiency improvements), social influence (community attitudes towards renewable energy), and facilitating conditions (policy incentives and support) affect investment in renewable technologies. Additionally, the UTAUT framework has been utilized to explore recycling behaviors and digital engagement in environmental activism and sustainable consumption, helping to identify the motivational factors and obstacles that influence individual participation in green practices. Despite its widespread application, there remains a notable research gap in using the UTAUT model to understand consumer trust in green claims, especially within the sports equipment sector. Prior research has mostly concentrated on technologies or practices offering direct environmental benefits, neglecting the potential of the model to clarify consumer trust in the environmental claims of sports products. This study seeks to address this gap by adapting the UTAUT model to explore what drives consumer trust in the green claims of sports equipment. It will examine how performance expectancy, effort expectancy, social influence, and facilitating conditions influence consumer trust in green claims and affect their purchasing decisions. This research is crucial as it applies the UTAUT model to an underexplored area of consumer trust in green marketing within the sports sector. By doing so, it not only extends the theoretical application of the model but also offers vital insights for manufacturers, marketers, and policymakers on enhancing consumer trust in green claims. This could lead to better sustainable consumption

practices in the sports market and contribute to broader environmental sustainability goals.

## THEORETICAL FRAMEWORK AND HYPOTHESIS

The adapted Unified Theory of Acceptance and Use of Technology (UTAUT) framework, tailored for assessing trust in green claims when purchasing sports equipment, merges traditional UTAUT elements with components that evaluate environmental claims. This model investigates how standard technology acceptance factors impact consumer trust in green claims and their decisions to purchase eco-friendly sports equipment. The main components are: Performance Expectancy (PE), which signifies the belief that using eco-friendly sports equipment will provide significant environmental benefits (Sánchez et al., 2021), such as reducing carbon emissions or conserving resources, thereby enhancing their perceived value and sustainability impact; Effort Expectancy (EE), which indicates how easily consumers can identify, understand, and evaluate the green claims associated with sports equipment (Penney et al., 2021), focusing on the availability and clarity of environmental benefit information; Social Influence (SI), which measures the impact of social networks, including family and influential community figures (Farivar et al., 2022), on the decision to buy eco-friendly sports equipment; Facilitating Conditions (FC), which pertain to external factors that help consumers verify and trust green claims of sports equipment (Amofah & Chai, 2022), such as eco-certifications or adherence to regulatory standards; Trust in Green Claims (TGC), a crucial component indicating the level of trust consumers have in the accuracy and reliability of environmental claims by sports equipment manufacturers (Gupta & Chauhan, 2021), significantly affecting how they process information and make purchase decisions; and Behavioral Intention to Purchase (BIP), which represents the likelihood of a consumer buying eco-friendly sports equipment based on their trust in its green claims (Kim & Oh, 2020), demonstrating their commitment to environmentally responsible purchasing behaviors.

Based on these conceptual definitions, the following hypotheses are proposed:

H1: There is a positive correlation between Performance Expectancy and Trust in Green Claims, suggesting that consumers are more likely to trust the green claims of sports equipment when they believe in their environmental benefits, which in turn fosters a behavioral intention to purchase.

H2: Effort Expectancy is positively linked to Trust in Green Claims, implying that easier access to and understanding of information on the environmental benefits of sports equipment enhances trust in these claims, leading to purchasing decisions.

H3: Social Influence positively impacts Trust in Green Claims, indicating that consumer trust in green claims increases when there is perceived support for eco-friendly equipment within their social networks, which encourages purchasing actions.

H4: Facilitating Conditions positively affects Trust in Green Claims, showing that external supportive factors like credible certifications and regulatory compliance boost consumer trust in the green claims of sports equipment, prompting purchase actions.

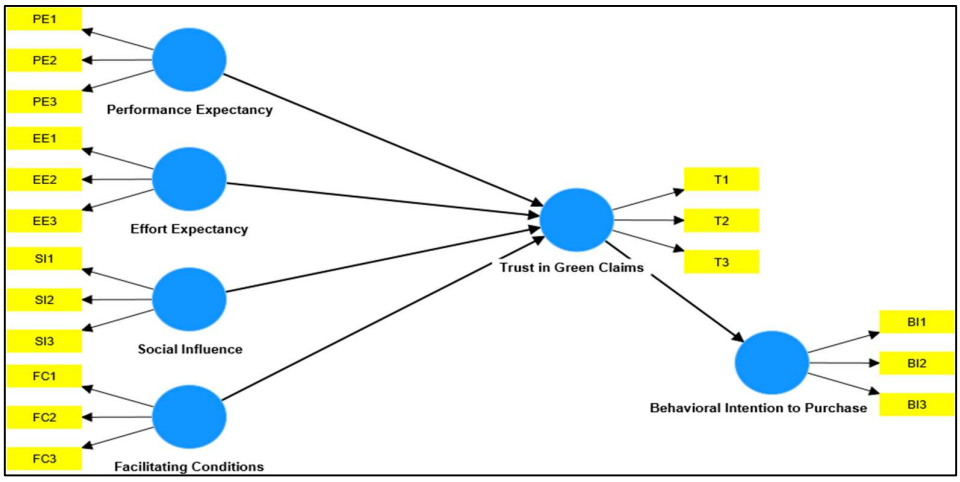
These hypotheses are designed to explore how the established UTAUT constructs, along with the newly incorporated Trust in Green Claims and Behavioral Intention to Purchase constructs, interact to influence consumer behavior in the realm of green marketing for sports equipment. This expanded model not only enhances the UTAUT framework's applicability but also offers crucial insights for manufacturers and marketers on effectively communicating the environmental benefits of their products to encourage sustainable consumer practices.

## RESEARCH MODEL

This study employs a modified version of the Unified Theory of Acceptance and Use of Technology (UTAUT) framework to explore how trust in environmental claims about sports equipment affects consumer purchase intentions. The framework posits that Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions are the key independent variables influencing Trust in Green Claims. In turn, Trust in Green Claims mediates the effect on the Behavioral Intention to Purchase eco-friendly sports equipment. Performance Expectancy (PE), defined by elements PE1, PE2, and PE3, assesses how much consumers believe that using eco-friendly sports equipment will result in positive environmental outcomes. Effort Expectancy (EE), with components EE1, EE2, and EE3, evaluates the ease with which consumers can understand and assess the environmental claims associated with sports equipment. Social Influence (SI), comprising SI1, SI2, and SI3, measures the degree of perceived social pressure to choose environmentally friendly sports equipment. Facilitating Conditions (FC), including FC1, FC2, and FC3, evaluate the availability of external support for adopting green sports equipment. Trust in Green Claims (TGC), represented by T1, T2, and T3, bridges the UTAUT constructs and the Behavioral Intention to Purchase, indicating the consumer's trust in the truthfulness of green claims made about sports equipment. Behavioral Intention to Purchase (BIP), indicated by B1, B2, and B3, reflects the likelihood that consumers will buy sports equipment based on their trust in its green claims. The study proposes a direct positive relationship between the UTAUT constructs and Trust in Green Claims, and subsequently,

between Trust in Green Claims and Behavioral Intention to Purchase. Trust in Green Claims is seen as crucial in determining whether the positive perceptions created by the UTAUT constructs will lead to actual purchases of sports equipment with green claims.

Figure1: *Research Model (Source: Created by the Author using SmartPls Software)*




## RESEARCH METHODOLOGY & DATA ANALYSIS

This study adopts a quantitative approach using a cross-sectional survey to assess the effectiveness of the modified Unified Theory of Acceptance and Use of Technology (UTAUT) model in predicting consumer trust in green marketing claims within the sports equipment industry, with a specific focus on urban Indian consumers. This demographic is crucial in the expanding market for eco-friendly sports equipment. The research aims to survey 1,000 urban Indian residents to capture the demographic diversity of India's metropolitan areas (Goel & Mohan, 2020), as defined by the Indian Census Commission, where cities with populations exceeding four million are classified as Metropolitan Cities (India Code: Section Details, n.d.). This method ensures extensive urban coverage and diverse demographic representation, including age, gender, and income levels, through stratified random sampling. The participants will be urban Indian consumers who are actively involved in sports and interested in purchasing sports equipment, ensuring that the results are relevant to stakeholders aiming to engage with or expand the eco-friendly segment of the sports equipment market. Data will be collected through online surveys administered via platforms like Google Forms, including customized scales to measure variables such as performance expectancy, effort expectancy, social influence, and facilitating conditions, all tailored to the context of green claims in sports equipment. Specific items will measure the trust participants have in the environmental claims made by sports equipment manufacturers, and questions will gauge the likelihood of participants purchasing eco-friendly sports equipment based on their trust in these green claims. Comprehensive demographic information will be gathered to provide detailed analytical insights. The analysis will be conducted using SmartPLS software, which includes Confirmatory Factor Analysis (CFA) to verify the validity and reliability of each construct's measurement models, and Structural Equation Modeling (SEM) to assess the proposed relationships in the model, with a focus on the mediating role of trust in green claims affecting purchase intentions. The study will adhere to high ethical standards by obtaining informed consent from all participants and ensuring data confidentiality and anonymity. Approval will be sought from the relevant Institutional Review Board (IRB). Applying the UTAUT model, which includes trust in green claims as a mediator, provides a strong theoretical foundation for this study. The use of SmartPLS for data analysis enables a detailed examination of complex relationships, particularly mediation effects, making this research highly relevant and timely for India's sports equipment sector.

## RESULTS

### *Demographic Profiles*

The collected data outlines the demographic characteristics of 1,000 individuals surveyed about their attitudes toward eco-friendly sports equipment. The data shows a predominance of female respondents, with women making up 64% of the survey population, while men represent 36%. A considerable portion of those surveyed are young, with 49% between the ages of 16 and 25 years. These participants come from a range of major Indian urban areas, including Mumbai, Pune, Delhi, Ahmedabad, Surat, Chennai, Kolkata, Bangalore, Hyderabad, and Jaipur, with each city accounting for 10% of the total participants. This demographic distribution provides a well-rounded view of urban attitudes towards environmentally friendly sports equipment. Students form the largest occupational group in the survey, constituting 38% of the participants, indicating a heightened interest in

sustainability among younger people, especially those in educational institutions. Additionally, 31% of the respondents are non-government employees, with a significant portion also including housewives, self-employed individuals, or those engaged in part-time work, highlighting occupational diversity within the urban centers. In terms of education levels, the respondents are quite educated: 43% hold undergraduate degrees, 24% have attained post-graduate qualifications, and 11% have doctoral degrees. Another 4% of the survey participants are categorized as 'Others,' indicating a range of educational backgrounds not specifically detailed. This diverse and well-educated group from India's leading cities provides crucial insights into market acceptance of green sports equipment and the potential effectiveness of green marketing strategies.

***Measurement Model Assessment***

Before examining the hypotheses in the structural model, it's crucial to first validate the measurement model, also known as the outer model. This validation ensures that the measures used are legitimate and effectively represent the theoretical constructs they are meant to measure. The assessment of the measurement model includes evaluating both reliability and validity, specifically convergent and discriminant validity (Hair Jr et al., 2020). Reliability is assessed using Cronbach's Alpha and composite reliability. According to data in Table 1, Cronbach's Alpha values range from 0.803 to 0.911, exceeding the recommended threshold of 0.7, as per Al-Saedi et al. in 2020. Similarly, composite reliability (CR) values, ranging from 0.875 to 0.944, surpass the threshold of 0.7, affirming the internal consistency reliability in terms of both Cronbach's Alpha and CR. For convergent validity, which assesses whether different items measure the same concept, factor loadings and average variance extracted (AVE) were examined. Table 1 shows that all factor loading values exceed the 0.7 threshold, and AVE values vary from 0.702 to 0.845, surpassing the 0.5 threshold, both as suggested by Al-Saedi et al. in 2020. These results confirm the presence of convergent validity in the study.

**Table 1:** *Measurement Model Results (Source: SmartPls output)*

| Construct | Items | Outer loadings | Cronbach's Alpha | Composite reliability (rho_c) | Average variance extracted (AVE) |
|---|---|---|---|---|---|
| Behavioral Intention to Purchase | BI1 | 0.919 | 0.831 | 0.898 | 0.747 |
| | BI2 | 0.856 | | | |
| | BI3 | 0.814 | | | |
| Effort Expectancy | EE1 | 0.871 | 0.892 | 0.933 | 0.822 |
| | EE2 | 0.928 | | | |
| | EE3 | 0.920 | | | |
| Facilitating Conditions | FC1 | 0.897 | 0.911 | 0.944 | 0.849 |
| | FC2 | 0.939 | | | |
| | FC3 | 0.928 | | | |
| Performance Expectancy | PE1 | 0.832 | 0.829 | 0.898 | 0.746 |
| | PE2 | 0.915 | | | |
| | PE3 | 0.843 | | | |
| Social Influence | SI1 | 0.710 | 0.803 | 0.875 | 0.702 |
| | SI2 | 0.913 | | | |
| | SI3 | 0.877 | | | |
| Trust in Green Claims | T1 | 0.821 | 0.818 | 0.883 | 0.715 |
| | T2 | 0.824 | | | |
| | T3 | 0.890 | | | |

To assess discriminant validity, Henseler and his team introduced the "Heterotrait-Monotrait ratio (HTMT)" as a new benchmark (Rönkkö & Cho, 2022). The HTMT ratio is noted for its superior effectiveness compared to previous criteria. In alignment with existing research and following recommendations from Hair Jr. and colleagues, this study employs the HTMT criterion for evaluating discriminant validity. The results, as depicted in Table 2, show that all HTMT values are below the advised 0.9 threshold (Al-Saedi et al., 2020), confirming that the study meets the discriminant validity criterion. These outcomes definitively indicate that discriminant validity has been successfully established in this research.

**Table 2:** Heterotrait-monotrait ratio (HTMT) – Matrix (Source: SmartPls Output)

| | Behavioral Intention to Purchase | Effort Expectancy | Facilitating Conditions | Performance Expectancy | Social Influence | Trust in Green Claims |
|---|---|---|---|---|---|---|
| Behavioral | | | | | | |

| | | | | | | |
|---|---|---|---|---|---|---|
| Intention to Purchase | | | | | | |
| Effort Expectancy | 0.574 | | | | | |
| Facilitating Conditions | 0.766 | 0.379 | | | | |
| Performance Expectancy | 0.872 | 0.439 | 0.820 | | | |
| Social Influence | 0.387 | 0.438 | 0.308 | 0.326 | | |
| Trust in Green Claims | 0.581 | 0.416 | 0.512 | 0.545 | 0.381 | |

**Structural Model Assessment**

Following the validation of the measurement model, the next step is the evaluation of the structural model in the study concerning green claims in the sports equipment sector. This evaluation involves calculating the coefficient of determination (R Square) and setting path coefficients using a bootstrapping method with 5000 samples. R Square is used to gauge the predictive accuracy of the structural model (Hair & Alamer, 2022; Liengaard et al., 2021; Lin et al., 2020). R Square assesses the determination coefficient and the importance of path coefficients, indicated by beta values. Within this framework, Trust in Green Claims shows an R-squared of 0.347, suggesting that the model accounts for about 34.7% of the variance in trust, which signifies a moderate level of explanatory power. Conversely, the Behavioral Intention to Purchase eco-friendly sports equipment has a lower R-squared of 0.292, indicating that the model explains roughly 29.2% of its variance. This lower figure implies the existence of other significant factors not encompassed by the model. The structural model analysis, detailed in Table 3, provides critical insights for hypothesis testing. It reveals a strong ability to predict Trust in Green Claims and a moderate capacity to predict Behavioral Intention to Purchase sports equipment featuring eco-friendly claims. This analysis of the structural model is vital for confirming the relationships and comprehending the dynamics within the model, presenting important implications for stakeholders in the sports equipment industry aiming to effectively utilize green marketing.

**Table 3:** Hypotheses Testing Results (Source: SmartPls Output)

| Hypothesis | Relationship | Beta Coefficient | Standard Error | T statistics (\|O/STDEV\|) | P values | Decision |
|---|---|---|---|---|---|---|
| H1 | Social Influence -> Trust in Green Claims -> Behavioral Intention to Purchase | 0.088 | 0.030 | 2.940 | 0.003 | Accepted |
| H2 | Facilitating Conditions -> Trust in Green Claims -> Behavioral Intention to Purchase | 0.104 | 0.056 | 1.863 | 0.062 | Rejected |
| H3 | Performance Expectancy -> Trust in Green Claims -> Behavioral Intention to Purchase | 0.137 | 0.042 | 3.238 | 0.001 | Accepted |
| H4 | Effort Expectancy -> Trust in Green Claims -> Behavioral Intention to Purchase | 0.089 | 0.025 | 3.548 | 0.000 | Accepted |

Following established research guidelines such as those proposed by Greenland et al. (2021) and the book "Statistical Power Analysis: A Simple and General Model for Traditional and Modern Hypothesis Tests" (Greenland, 2021, 2023), research findings are generally accepted when the p-value is less than 0.05 and the T statistic exceeds 1.96 (Karyatun et al., 2023). This analysis reviews the results from hypotheses testing the relationship between certain UTAUT model factors and the intention to buy eco-friendly sports equipment, particularly focusing on the role of trust in green claims. Hypothesis 1 (H1) posits a significant relationship between Social Influence and Trust in Green Claims, affecting the Behavioral Intention to Purchase. This relationship is confirmed by a Beta Coefficient of 0.088, a T statistic of 2.940, and a P value of 0.003, illustrating a definitive link; as social influence increases, so does trust in green claims and the likelihood of purchase. Hypothesis 2 (H2) explores the potential effect of Facilitating Conditions on Trust in Green Claims and subsequent purchase intentions. With a Beta Coefficient of 0.104 but a P value of 0.062, which exceeds the traditional 0.05 threshold, this hypothesis is not supported, suggesting that facilitating conditions do not significantly impact trust

and purchase intent as previously hypothesized. Hypothesis 3 (H3) examines whether Performance Expectancy positively influences Trust in Green Claims, thereby affecting the Behavioral Intention to Purchase. This hypothesis is validated by the data, with a Beta Coefficient of 0.137, a T statistic of 3.238, and a P value of 0.001, indicating that higher performance expectations significantly foster trust in green claims and boost the propensity to purchase. Hypothesis 4 (H4) considers the impact of Effort Expectancy on enhancing Trust in Green Claims, which is expected to affect the Behavioral Intention to Purchase. This hypothesis is strongly supported, evidenced by a Beta Coefficient of 0.089, a T statistic of 3.548, and a P value of 0.000, confirming the relationship's statistical significance. In summary, the analysis validates most of the study's proposed relationships, with three out of the four hypotheses demonstrating statistical significance. Social Influence, Performance Expectancy, and Effort Expectancy each positively impact trust in green claims, which in turn increases the likelihood of purchasing eco-friendly sports equipment. However, Facilitating Conditions did not show a significant effect on trust and purchase intentions, suggesting that while such conditions may support the usage of green sports equipment, they do not significantly enhance trust in environmental claims enough to affect consumer purchasing decisions. Overall, the results underscore that social dynamics and individual perceptions of ease and product performance are key in building trust in green claims, which then drives purchasing behavior.

## DISCUSSION OF RESULTS

The study offers a thorough examination of the factors that influence consumer trust in the environmental claims of sports equipment and their subsequent buying intentions. The findings support Hypothesis 1, emphasizing the significant impact of social influences; perceptions and behaviors within one's social networks, along with media narratives, are key in shaping trust in green claims and willingness to purchase. Survey feedback underscores that the esteem in which eco-friendly products are held by one's social circle greatly affects individual purchase decisions. Conversely, Hypothesis 2 did not gain significant empirical backing, indicating that while facilitating factors such as accessible information and resources are present, they may not significantly develop trust or sway purchase intentions as initially thought. In contrast, Hypotheses 3 and 4 were robustly supported, demonstrating that performance and effort expectancy are critical in fostering trust. The perception that eco-friendly sports equipment can match or exceed the performance of traditional gear, along with its user-friendliness and apparent benefits, markedly increases trust and the propensity to purchase. Participants highlighted that the actual functionality and ease of use of such equipment are crucial in their decision-making processes. The principal insight from this analysis is that despite the availability of supportive resources, foundational trust in manufacturers' green claims—strengthened by social influences and expected product performance—is vital. Without this core trust, consumers are likely to hesitate in making purchases. This underscores the need for brands to not only showcase the efficacy and simplicity of use of their products but also to establish a solid, credible image of environmental responsibility and utilize social validation as a strategy to influence consumer buying behaviors.

### *Theoretical Implications*

This study extends the Unified Theory of Acceptance and Use of Technology (UTAUT) framework by applying it to green marketing within the sports equipment sector. It examines how UTAUT elements—Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions—affect consumer trust in green claims and their purchase intentions. This approach enhances our comprehension of consumer behavior in environmentally focused markets. The research broadens the UTAUT model's application, showing that its factors can effectively predict consumer behavior beyond technology, especially in environmental decision-making, thus expanding the model's relevance and encouraging interdisciplinary studies. By linking UTAUT factors with trust in green claims, the study introduces a new theoretical framework that combines technology acceptance with environmental psychology, offering novel insights into sustainable consumer behavior. The findings suggest that trust in green claims is influenced not just by access to information but also by perceived benefits and social validation, thereby deepening our understanding of trust dynamics in sustainable consumer actions.

### *Practical Implications*

The findings have significant implications for marketers, product designers, and policymakers aiming to increase the adoption of eco-friendly sports equipment. Marketing strategies should focus on highlighting the environmental and performance benefits of products, given the strong influence of Social Influence and Performance Expectancy. Leveraging testimonials, influencer endorsements, and community endorsements can effectively build trust and drive purchase decisions. In terms of product design and communication, emphasizing Effort Expectancy is crucial. Eco-friendly sports equipment should be user-friendly, with benefits clearly communicated to make information accessible and support consumer trust and engagement. Policy development should consider the limited impact of Facilitating Conditions, indicating that simply providing information is insufficient. Implementing policies that require clear labeling and possibly certifications of green claims could enhance consumer trust. Consumer education initiatives are vital, recognizing the key role of trust in purchase decisions. These initiatives should elucidate the environmental impact of consumer choices and the benefits of selecting eco-friendly equipment, aiming to create an informed and proactive consumer base. By incorporating

these insights, stakeholders in the sports equipment industry can better align their strategies with the needs of environmentally conscious consumers, thereby promoting wider adoption of sustainable practices and products.

## CONCLUSION

The results of this study, obtained through a detailed survey and comprehensive statistical analysis, highlight the key factors that influence consumer decisions to purchase environmentally friendly sports equipment. The findings emphasize the significance of Social Influence, Performance Expectancy, and Effort Expectancy in building trust in green claims and increasing the likelihood of purchasing these products. Consumers who perceive eco-friendly sports equipment as beneficial for the environment and trust in their performance are more inclined to believe these claims, resulting in a higher probability of future purchases. Furthermore, the user-friendliness and accessibility of this equipment significantly boost this trust. The impact of peer influence, family opinions, and media exposure is crucial in enhancing consumer trust in green claims. Although Facilitating Conditions appear to have a limited effect, the overall data recommend that manufacturers and marketers should enhance the functionality and ease of use of eco-friendly sports equipment and use social networks to strengthen consumer trust in green claims. By implementing this strategy, the sports equipment industry could encourage more sustainable purchasing habits among consumers, ultimately contributing to greater environmental benefits.

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