

## DAFTAR PUSTAKA

- Ahmad, W., Kim, W.G., Anwer, Z., Zhuang, W., 2020. Schwartz personal values, theory of planned behavior and environmental consciousness: how tourists' visiting intentions towards eco-friendly destinations are shaped? *J. Bus. Res.* 110, 228–236.
- Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behavior*. Englewood Cliffs, NJ: Prentice-Hall.
- Ajzen, I. (1985). From intentions to actions: a theory of planned behavior in Kuhl, J. and Beckmann, J. (Eds). *From Cognition to Behavior*, Springer, New York, NY, pp. 11-39.
- Ajzen, I. (1991), "The theory of planned behavior", *Organizational Behavior and Human Decision Processes*, Vol. 50 No. 2, pp. 179-211.
- Ajzen, I. (2002). Constructing a TPB questionnaires conceptual and methodological considerations. Available at: [http://people.umass.edu/aizen/pdf/tpb\\_measurement.pdf](http://people.umass.edu/aizen/pdf/tpb_measurement.pdf).
- Ajzen, I. (2005). *Attitude, Personality and Behavior*. 2nd ed. Berkshire, New York: Open University Press.
- Amandari, A., & Wirengjurit, E., (2019, Agustus 28). Fashion, But Make It Sustainable. *Manual.co.id*. <https://manual.co.id/article/sustainable-fashion-indonesia/>. Diakses pada 15 Agustus 2022.
- Amed, I., Balchandani, A., Beltrami, M., Berg, A., Hedrich, S. and Roilkens, F. (2019), "The state of fashion 2019: a year of awakening", available at: [www.mckinsey.com/industries/retail/our-insights/the-state-of-fashion-2019-year-of-awakening](http://www.mckinsey.com/industries/retail/our-insights/the-state-of-fashion-2019-year-of-awakening)
- Aprianingsih, A., Fachira, I., Setiawan, M., Debby, T., Desiana, N., & Lathifan, S. A. N. (2022). Slow fashion purchase intention drivers: an Indonesian study. *Journal of Fashion Marketing and Management: An International Journal*, (ahead-of-print), 1-16.
- Armstrong, G. (2017). *Marketing: An introduction*. Pearson Education Limited.
- Astuti, T. (2021, 3 Agustus). Limbah Tekstil: Dari Proses Pembuatan Hingga Pasca Pakai. *Validnews*. <https://validnews.id/kultura/limbah-tekstil-dari-proses-pembuatan-hingga-pasca-pakai>. Diakses pada 20 September 2022.
- Boks Kata Data. (2020). *Persentase Penduduk Indonesia Menurut Generasi, 2020*. Diakses pada 6 Septeber 2022 dari <https://www.bokskatadata.com/persentase-penduduk-indonesia-menurut-generasi-2020/>. Diakses pada 15 Agustus 2022.

- Bong Ko, S., Jin, B., 2017. Predictors of purchase intention toward green apparel products: a cross-cultural investigation in the USA and China. *J. Fash. Mark. Manag.: Int. J.* 21 (1), 70–87.
- Brandão, A., & da Costa, A. G. (2021). Extending the theory of planned behaviour to understand the effects of barriers towards sustainable fashion consumption. *European Business Review*.
- Bungin, B. (2011). *Metode Penelitian Kuantitatif edisi kedua*. Jakarta: Kencana.
- Chan, R.Y.K. (2001), “Determinants of Chinese consumers’ green purchase behavior”, *Psychology and Marketing*, Vol. 18 No. 4, pp. 389-413.
- Chan, R.Y.K. and Lau, L.B.Y. (2002). Explaining green purchasing behavior: a cross cultural studies on American and chinese consumers. *Journal of International Consumer Marketing*, Vol. 14 Nos 2/3, pp. 9-40.
- Chaudhary, R. and Bisai, S. (2018), “Factors influencing green purchase behavior of millennials in India”, *Management of Environmental Quality: An International Journal*, Vol. 29 No. 5, pp. 798-812.
- Chaudhary, R. (2018). Understanding the green buying behavior of consumers in India: a study of the youth in Delhi. *Journal of Cleaner Production*, 172, 4111-4119.
- Chaturvedi, P., Kulshreshtha, K., & Tripathi, V. (2020). Investigating the determinants of behavioral intentions of generation Z for recycled clothing: An evidence from a developing economy. *Young Consumers*, 21(4), 403-417.
- Chen, M. (2007). Consumer attitudes and purchase intentions in relation to organic foods in Taiwan: moderating effects of food-related personality traits. *Food Quality and Preference*, Vol. 18 No. 7, pp. 1008-21.
- Chen, Y.S. and Chang, C.H. (2012). Enhance green purchase intentions: the roles of green perceived value, green perceived risk and green trust. *Management Decision*, Vol. 50 No. 3, pp. 502-520.
- Dahlbo, H., Aalto, K., Eskelinen, H. and Salmenpera, H. (2017), “Increasing textile circulation – consequences and requirements”, *Sustainable Production and Consumption*, Vol. 9, pp. 44-57.
- Ferdinand, A. (2006). *Structural Equation Modelling Dalam Penelitian Manajemen : Aplikasi Model-model Rumit Dalam Penelitian untuk Tesis Magsiter dan Disertasi Doktor*. Badan Penerbitan Universitas Diponegoro
- Financial Times (2018), “Younger consumers drive shift to ethical products”, available at: [www.ft.com/content/8b08bf4c-e5a0-11e7-8b99-0191e45377ec](http://www.ft.com/content/8b08bf4c-e5a0-11e7-8b99-0191e45377ec). Diakses pada 15 Agustus 2022.

- Fishbein, M., & Ajzen, I. (2011). Predicting and changing behavior: The reasoned action approach. Psychology press.
- Fransson, N. and Garling, T. (1999), "Environmental concern: conceptual definitions, measurement methods, and research findings", *Journal of Environmental Psychology*, Vol. 19 No. 4, pp. 369-382.
- Ghazali, E., Chen, P., Mutum, D. S., & Nguyen, B. (2017). *Journal of Retailing and Consumer Services* Health and cosmetics : Investigating consumers ' values for buying organic personal care products. 39(March), 154–163.
- Ghozali, I. (2017). Model Persamaan Struktural Konsep dan Aplikasi Program Amos 24: Edisi 7. Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2021). Aplikasi Analisis Multivariate dengan Program IBM SPSS 26: Edisi 10. Cetakan ke-10. Semarang: Badan Penerbit Universitas Diponegoro.
- Hair, J. F., Black, W. C., Babin, B. J., And Anderson, R. E. (2014). *Multivariate Data Analysis*. Prentice-Hall, Inc (Vol. 1).
- Hamzah, M. I., & Tanwir, N. S. (2021). Do pro-environmental factors lead to purchase intention of hybrid vehicles? The moderating effects of environmental knowledge. *Journal of Cleaner Production*, 279, 123643.
- Han, T. I., & Chung, J. E. (2014). Korean consumers' motivations and perceived risks toward the purchase of organic cotton apparel. *Clothing and Textiles Research Journal*, 32(4), 235-250.
- Hewei, T., & Youngsook, L. (2022). Factors affecting continuous purchase intention of fashion products on social E-commerce: SOR model and the mediating effect. *Entertainment Computing*, 41, 100474.
- Hsu, C.-L., Chang, C.-Y. and Yansritakul, C. (2017), "Exploring purchase intention of green skincare products using the theory of planned behavior: testing the moderating effects of country of origin and price sensitivity", *Journal of Retailing and Consumer Services*, Vol. 34, pp. 145-152.
- Ioana-Daniela, S., Lee, K.H., Kim, I., Kang, S., Hyun, S.S., (2018). Attitude toward luxury cruise, fantasy, and willingness to pay a price premium. *Asia Pac. J. Tourism Res.* 23 (4), 325–343.
- Jain, S., Khan, M. N., & Mishra, S. (2017). Understanding consumer behavior regarding luxury fashion goods in India based on the theory of planned behavior. *Journal of Asia Business Studies*.
- Jaiswal, D., & Kant, R. (2018). Green purchasing behaviour: A conceptual framework and empirical investigation of Indian consumers. *Journal of Retailing and Consumer Services*, 41, 60-69.

- Jang, Y.J., Kim, W.G. and Bonn, M.A. (2011). Generation Y consumers' selection attributes and behavioral intentions concerning green restaurants. *International Journal of Hospitality Management*, Vol. 30 No. 4, pp. 803-811.
- Jones, M. (2020, August 27). Fast fashion's detrimental effect on the environment. *Earth.Org - Past | Present | Future*. <https://earth.org/fast-fashions-detrimental-effect-on-the-environment/>. Diakses pada 15 Agustus 2022.
- Joshi, Y., Srivastava, A.P., 2020. Examining the effects of CE and BE on consumers' purchase intention toward green apparels. *Young Consum.* 21 (2), 255–272.
- Kinnear, T. C., & Taylor, J. R. (1995). The effect of beliefs and attitudes on interest and purchase intentions of environmentally concerned consumers. *Journal of Consumer Marketing*, 12(2), 19-36.
- Kinnear, T.C., Taylor, J.R., Ahmed, S.A., (1974). Ecologically concerned consumers: who are they? *J. Mark.* 20–24.
- Kumar, R., Saha, R., P.C, S. and Dahiya, R. (2019), "Examining the role of external factors in influencing green behaviour among young Indian consumers", *Young Consumers*, Vol. 20 No. 4, pp. 380-398.
- Kumar, A., Prakash, G., & Kumar, G. (2021). Does environmentally responsible purchase intention matter for consumers? A predictive sustainable model developed through an empirical study. *Journal of Retailing and Consumer Services*, 58, 102270.
- Kriyantono, R., & Sos, S. (2014). *Teknik praktis riset komunikasi*. Prenada Media.
- Lee, K., (2008). Opportunities for green marketing: young consumers. *Mark. Intell. Plan.* 26 (6), 573–586.
- Li, L., Wang, Z., Li, Y., Liao, A., (2021). Impacts of consumer innovativeness on the intention to purchase sustainable products. *Sustain. Prod. Consum.* 27, 774–786.
- Liu, Y., Segev, S., & Villar, M. E. (2017). Comparing two mechanisms for green consumption: cognitive-affect behavior vs theory of reasoned action. *Journal of Consumer Marketing*, 34(5), 442-454.
- McKinsey & Company. (2017). Sustainability's strategic worth: McKinsey Global Survey results. <https://www.mckinsey.com/business-functions/sustainability/our-insights/sustainabilitys-strategic-worth-mckinsey-global-survey-results>. Diakses pada 15 Agustus 2022.
- Mostafa, M. (2007), "A hierarchical analysis of the green consciousness of the Egyptian consumer", *Psychology and Marketing*, Vol. 24 No. 5, pp. 445-456.

- Nguyen, T., Lobo, A. and Nguyen, B. (2018), "Young consumers' green purchase behaviour in an emerging market", *Journal of Strategic Marketing*, Vol. 26 No. 7, pp. 583-600.
- Patwary, A. K., Rasoolimanesh, S. M., Rabiul, M. K., Aziz, R. C., & Hanafiah, M. H. (2022). Linking environmental knowledge, environmental responsibility, altruism, and intention toward green hotels through ecocentric and anthropocentric attitudes. *International Journal of Contemporary Hospitality Management*, (ahead-of-print).
- Paul, J., Modi, A. and Patel, J. (2016). Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of Retailing and Consumer Services*, Vol. 29, pp. 123-134.
- Prakash, G. and Pathak, P. (2017), "Intention to buy eco-friendly packaged products among young consumers of India: a study on developing nation", *Journal of Cleaner Production*, Vol. 141, pp. 385-393.
- Rathinamoorthy, R. (2019). Circular fashion. In *Circular economy in textiles and apparel* (pp. 13-48). Woodhead Publishing.
- Sandin, G., & Peters, G. M. (2018). Environmental impact of textile reuse and recycling—A review. *Journal of cleaner production*, 184, 353-365.
- Schmidt, J., Bijmolt, T.H., 2019. Accurately measuring willingness to pay for consumer goods: a meta-analysis of the hypothetical bias. *J. Acad. Market. Sci.* 1–20.
- Şener, T., Bişkin, F., & Dündar, N. (2022). The effects of perceived value, environmental concern and attitude on recycled fashion consumption. *Journal of Fashion Marketing and Management: An International Journal*, (ahead-of-print), 1-17.
- Shimbar, A. (2021). Environment-related stranded assets: an agenda for research into value destruction within carbon-intensive sectors in response to environmental concerns. *Renewable and Sustainable Energy Reviews*, 144, 111010.
- Sheetal, P., & Jauhari, V. (2017). Consumers' Purchase Intention for Environment-Friendly Products: A Study of Indian Consumers. *Marketing Intelligence & Planning*, 35(2), 274-287.
- Soomro, R. B., Mirani, I. A., Sajid Ali, M., & Marvi, S. (2020). Exploring the green purchasing behavior of young generation in Pakistan: Opportunities for green entrepreneurship. *Asia Pacific Journal of Innovation and Entrepreneurship*, 14(3), 289-302.
- Sugiyono. (2021). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Penerbit Alfabeta.

- Tewari, A., Srivastava, S., Gangwar, D., Verma, V.C., 2022. Young consumers' purchase intention toward organic food: exploring the role of mindfulness. *Br. Food J.* 124 (1), 78–98.
- The Roundup. (2021, January 25). Sustainable Fashion Statistics: The Hard Truths. Retrieved from <https://theroundup.org/sustainable-fashion-statistics/>. Diakses pada 1 Oktober 2022
- Think Conscious. (2019, June 28). Not Plastic, Textile Waste is the Biggest Contributor to Waste in Indonesia. Retrieved from <https://thinkconscious.id/en/not-plastic-textile-waste-is-the-biggest-contributor-to-waste-in-indonesia/>
- Vehmas, K., Raudaskoski, A., Heikkilä, P., Harlin, A., & Mensonen, A. (2018). Consumer attitudes and communication in circular fashion. *Journal of Fashion Marketing and Management: An International Journal*.
- Verma, V., Chandra, B. and Kumar, S. (2019), "Values and ascribed responsibility to predict consumers' attitude and concern towards green hotel visit intention", *Journal of Business Research*, Vol. 96, pp. 206-216.
- Vermeir, I., & Verbeke, W. (2006). Sustainable food consumption: Exploring the consumer "attitude-behavioral intention" gap. *Journal of Agricultural and Environmental ethics*, 19, 169-194.
- Wang, H., Liu, H., Kim, S. and Kim, K. (2019), "Sustainable fashion index model and its implication", *Journal of Business Research*, Vol. 99, pp. 430-437.
- Yadav, R. and Pathak, G.S. (2017), "Determinants of consumers green purchase behavior in a developing nation: applying and extending the theory of planned behavior", *Ecological Economics*, Vol. 134, pp. 114-122.
- Yeh, S.S., Guan, X., Chiang, T.Y., Ho, J.L., Huan, T.C.T., 2021. Reinterpreting the theory of planned behavior and its application to green hotel consumption intention. *Int. J. Hospit. Manag.* 94, 102827
- Zeithaml, V. (1988), "Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence", *Journal of Marketing*, Vol. 52 No. 3, p. 2.
- Zaremohzzabieh, Z., Ismail, N., Ahrari, S., & Samah, A. A. (2021). The effects of consumer attitude on green purchase intention: A meta-analytic path analysis. *Journal of Business Research*, 132, 732-743.