

DAFTAR PUSTAKA

- Agyekum, C. K., Haifeng, H., & Agyeiwaa, A. (2015). Consumer Perception of Product Quality. *Microeconomics and Macroeconomics*, 3(2), 25–29. <https://doi.org/10.5923/j.m2economics.20150302.01>
- Agyeman, C. M. (2014). Consumers' Buying Behavior towards Green Products: an Exploratory Study. *International Journal of Management Research and Business Strategy*, 3(1), 189–197. <https://doi.org/10.18178/joebm.2017.5.4.505>
- Ahmad, A., & Thyagaraj, K. S. (2015). Consumer's Intention to Purchase Green Brands: the Roles of Environmental Concern, Environmental Knowledge and Self Expressive Benefits. *Current World Environment*, 10(3), 879–889. <https://doi.org/10.12944/cwe.10.3.18>
- Amed, I., Balchandani, A., Beltrami, M., Berg, A., Hedrich, S., & Rölkens, F. (2018). *The state of fashion 2019 | McKinsey*. McKinsey & Company. <https://www.mckinsey.com/industries/retail/our-insights/the-state-of-fashion-2019-a-year-of-awakening>
- Amed, I., Balchandani, A., Berg, A., Hedrich, S., Poojara, S., & Rölkens, F. (2019). *The State of Fashion 2020: Navigating uncertainty in the fashion industry*. McKinsey & Company. <https://www.mckinsey.com/industries/retail/our-insights/the-state-of-fashion-2020-navigating-uncertainty>
- Ampuero, O., & Vila, N. (2006). Consumer perceptions of product packaging. *Journal of Consumer Marketing*, 23(2), 102–114. <https://doi.org/10.1108/07363760610655032>
- Arnold, R. (2009). *Fashion: A Very Short Introduction (Very Short Introductions)* (1st ed.). Oxford University Press, USA.
- Auliandri, T. A., Thoyib, A., Rohman, F., & Rofiq, A. (2018). Does green packaging matter as a business strategy? Exploring young consumers' consumption in an emerging market. *Problems and Perspectives in Management*, 16(2), 376–384. [https://doi.org/10.21511/ppm.16\(2\).2018.34](https://doi.org/10.21511/ppm.16(2).2018.34)
- Bertola, P., & Teunissen, J. (2018). Fashion 4.0. Innovating fashion industry through digital transformation. *Research Journal of Textile and Apparel*, 22(4), 352–369. <https://doi.org/10.1108/RJTA-03-2018-0023>
- Bhardwaj, V., & Fairhurst, A. (2010). Fast fashion: Response to changes in the fashion industry. *International Review of Retail, Distribution and Consumer Research*, 20(1), 165–173. <https://doi.org/10.1080/09593960903498300>
- Bhatia, M., & Jain, A. (2014). Green Marketing: A Study of Consumer Perception and Preferences in India. *Electronic Green Journal*, 1(36). <https://doi.org/10.5070/g313618392>

- Bryne, S. (2017). *Purposeful Packaging Draws Customers*. Packaging Strategies. <https://www.packagingstrategies.com/articles/94190-purposeful-packaging-draws-customers>
- Cai, Z., Xie, Y., & Aguilar, F. X. (2017). Eco-label credibility and retailer effects on green product purchasing intentions. *Forest Policy and Economics*, 80(March), 200–208. <https://doi.org/10.1016/j.forpol.2017.04.001>
- Capgemini Research Institute. (2020). *Consumer Products and Retail: How sustainability is fundamentally changing consumer preferences*. https://www.capgemini.com/wp-content/uploads/2020/07/20-06_9880_Sustainability-in-CPR_Final_Web-1.pdf
- Chan, E. S. W. (2013). Gap analysis of green hotel marketing. In *International Journal of Contemporary Hospitality Management* (Vol. 25, Issue 7). <https://doi.org/10.1108/IJCHM-09-2012-0156>
- Chen, T. B., & Chai, T. L. (2010). Attitude towards the Environment and Green Products: Consumers' Perspective. *Management Science and Engineering*, 4(2), 27–39. www.cscanada.net/cscanada.org
- Chin, W. W. (2010). How to Write Up and Report PLS Analyses. In V. E. Vinzi, W. W. Chin, J. Henseler, & H. Wang (Eds.), *Handbook of Partial Least Squares* (pp. 655–690). Springer, Berlin, Heidelberg. <https://doi.org/10.1007/978-3-540-32827-8>
- Christopher, M., Lawson, R., & Peck, H. (2004). Creating agile supply chains in the fashion industry. *International Journal of Retail & Distribution Management*, 32(8), 367–376. <https://doi.org/10.1108/09590550410546188>
- Connolly, J., & Prothero, A. (2008). Green consumption: Life-politics, risk and contradictions. *Journal of Consumer Culture*, 8(1), 117–145. <https://doi.org/10.1177/1469540507086422>
- Creswell, J. W. (2013). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (Fourth). SAGE Publications, Inc.
- D'Souza, C., Taghian, M., Lamb, P., & Peretiatkos, R. (2006). Green products and corporate strategy: an empirical investigation. *Society and Business Review*, 1(2), 144–157. <https://doi.org/10.1108/17465680610669825>
- Dahlstrom, R. (2010). *Green Marketing Management* (1st ed.). South-Western Cengage Learning.
- Dangelico, R. M., & Pontrandolfo, P. (2010). From green product definitions and classifications to the Green Option Matrix. *Journal of Cleaner Production*, 18(16–17), 1608–1628. <https://doi.org/10.1016/j.jclepro.2010.07.007>
- Dangelico, R. M., & Vocalelli, D. (2017). “Green Marketing”: An analysis of definitions, strategy steps, and tools through a systematic review of the literature. *Journal of Cleaner Production*, 165, 1263–1279. <https://doi.org/10.1016/j.jclepro.2017.07.184>

- Do Paço, A. M. F., & Reis, R. (2012). Factors affecting skepticism toward green advertising. *Journal of Advertising*, 41(4), 147–155. <https://doi.org/10.1080/00913367.2012.10672463>
- Easey, M. (2009). Fashion Marketing. In *Journal of Chemical Information and Modeling* (3rd ed., Vol. 53, Issue 9). Wiley.
- Eren-Erdogmus, İ., Lak, H. S., & Çiçek, M. (2016). Attractive or Credible Celebrities: Who Endorses Green Products Better? *Procedia - Social and Behavioral Sciences*, 235(October), 587–594. <https://doi.org/10.1016/j.sbspro.2016.11.085>
- Firmansyah, M. J. (2018). 63 Percent Consumers Willing to Pay Premium for Green Products. TEMPO.CO. <https://en.tempo.co/read/910387/63-percent-consumers-willing-to-pay-premium-for-green-products>
- Forest Stewardship Council. (2012). *Levi Strauss & Co. Prefers FSC*. Forest Stewardship Council. <https://ca.fsc.org/en-ca/newsroom/technical-updates/id/54>
- Govender, J. P., & Govender, T. L. (2016). The influence of green marketing on consumer purchase behavior. *Environmental Economics*, 7(2), 77–85. [https://doi.org/10.21511/ee.07\(2\).2016.8](https://doi.org/10.21511/ee.07(2).2016.8)
- Hair Jr., J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate Data Analysis* (7th ed.). Pearson Education Limited.
- Hair Jr., J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (Second). SAGE Publications, Inc. <https://doi.org/10.1080/1743727x.2015.1005806>
- Hao, Y., Liu, H., Chen, H., Sha, Y., Ji, H., & Fan, J. (2019). What affect consumers' willingness to pay for green packaging? Evidence from China. *Resources, Conservation and Recycling*, 141(April 2018), 21–29. <https://doi.org/10.1016/j.resconrec.2018.10.001>
- Hassan, R., & Valenzuela, F. (2016). Customer Perception of Green Advertising in The Context of Eco-Friendly FMCGs. *Contemporary Management Research*, 12(2), 169–182. <https://doi.org/10.7903/cmr.14796>
- He, X., Zhan, W., & Hu, Y. (2018). Consumer purchase intention of electric vehicles in China: The roles of perception and personality. *Journal of Cleaner Production*, 204, 1060–1069. <https://doi.org/10.1016/j.jclepro.2018.08.260>
- Hill, M. (2018). *What Is Slow Fashion? - Good On You*. Good On You. <https://goodonyou.eco/what-is-slow-fashion/>
- IBCSD. (2017). *SUSTAINABLE CONSUMPTION AND PRODUCTION FGD*. The Indonesia Business Council for Sustainable Development. <https://www.ibcsd.or.id/ibcsd-events/sustainable-consumption-and-production-fgd/>
- Jung, S., & Jin, B. (2014). A theoretical investigation of slow fashion: Sustainable

- future of the apparel industry. *International Journal of Consumer Studies*, 38(5), 510–519. <https://doi.org/10.1111/ijcs.12127>
- Juwaheer, T. D., Pudaruth, S., & Noyaux, M. M. E. (2012). Analysing the impact of green marketing strategies on consumer purchasing patterns in Mauritius. *World Journal of Entrepreneurship, Management and Sustainable Development*, 8(1), 36–59. <https://doi.org/10.1108/20425961211221615>
- Khandual, A., & Pradhan, S. (2018). Fashion Brands and Consumers. In S. S. Muthu (Ed.), *Fast Fashion, Fashion Brands and Sustainable Consumption* (pp. 37–54). Springer, Singapore. <https://doi.org/10.1007/978-981-13-1268-7>
- Kim, W. H., Malek, K., & Roberts, K. R. (2019). The effectiveness of green advertising in the convention industry: An application of a dual coding approach and the norm activation model. *Journal of Hospitality and Tourism Management*, 39(April), 185–192. <https://doi.org/10.1016/j.jhtm.2019.04.007>
- Kong, W., Harun, A., Sulong, R. S., & Lily, J. (2014). The Influence of Consumers' Perception of green Products on Green Purchase Intention. *International Journal of Asian Social Science*, 4(8), 924–939. [http://www.aessweb.com/pdf-files/ijass-2014-4\(8\)-924-939.pdf](http://www.aessweb.com/pdf-files/ijass-2014-4(8)-924-939.pdf)
- Kotler, P., & Keller, K. L. (2015). Marketing Management. In *Marketing Management* (15th, glob ed.). Pearson. <https://doi.org/10.4324/9780203357262>
- Kozlowski, A., Bardecki, M., & Searcy, C. (2012). Environmental Impacts in the Fashion Industry. *Journal of Corporate Citizenship*, 45, 16–36. <https://doi.org/10.9774/gleaf.4700.2012.sp.00004>
- Krisnanda, A. A. N. B. J., & Nurcaya, I. N. (2019). *Pengaruh Kesadaran Lingkungan Terhadap Persepsi Konsumen dan Niatbeli Produk Lampu LED Philips Dikota Denpasar*. 8(2), 8075–8103. <https://doi.org/https://doi.org/10.24843/EJMUNUD.2019.v8.i2.p19>
- Kumar, P. (2017). Intents of green advertisements. *Asia Pacific Journal of Marketing and Logistics*, 29(1), 71–79. <http://dx.doi.org/10.1108/13555851011090538%5Cnhttp://dx.doi.org/10.1108/03090569810216118%5Cnhttp://>
- Kumar, P., & Ghodeswar, B. M. (2015). Factors affecting consumers' green product purchase decisions. *Marketing Intelligence and Planning*, 33(3), 330–347. <https://doi.org/10.1108/MIP-03-2014-0068>
- Kusuma, P. N. P. D., Sulhaini, & Handayani, R. B. (2018). The Effect of Environmental Knowledge, Green Advertising and Environmental Attitude Toward Green Purchase Intention. *Russian Journal of Agricultural and Socio-Economic Sciences*, 78(6), 95–105. <https://doi.org/10.18551/rjoas.2018-06.10>
- Lai, C. K. M., & Cheng, E. W. L. (2016). Green purchase behavior of undergraduate students in Hong Kong. *Social Science Journal*, 53(1), 67–76.

<https://doi.org/10.1016/j.soscij.2015.11.003>

- Lanzini, P., Testa, F., & Iraldo, F. (2016). Factors affecting drivers' willingness to pay for biofuels: The case of Italy. *Journal of Cleaner Production*, 112, 2684–2692. <https://doi.org/10.1016/j.jclepro.2015.10.080>
- Lestari, E. R., Putri, H. K., Anindita, C., & Laksmiari, M. B. (2020). Pengaruh Green Product (Minuman Ramah Lingkungan), Green Advertising, Dan Kepedulian Lingkungan Terhadap Green Trust Dan Implikasi Terhadap Minat Beli. *Jurnal Teknologi Pertanian*, 21(1), 1–10. <https://doi.org/10.21776/ub.jtp.2020.021.01.1>
- Levi's. (2018). *What Is Better Cotton? | Off The Cuff*. https://www.levi.com/US/en_US/blog/article/what-is-better-cotton/
- Levi's. (2020a). *Born in 2011. Still Saving Water. | Off The Cuff*. https://www.levi.com/US/en_US/blog/article/born-in-2011-still-saving-water/
- Levi's. (2020b). *What is Cottonized Hemp Fiber? | Off The Cuff*. https://www.levi.com/US/en_US/blog/article/this-is-cottonized-hemp/
- Levi Strauss & Co. (2018). *Levi's® Bags Go Blue for the Environment - Levi Strauss & Co: Levi Strauss & Co*. <https://stg.levistrauss.levis.com/2018/12/18/levis-bags-go-blue-environment/>
- Levi Strauss & Co. (2019). *2019 Annual Report*. [https://s23.q4cdn.com/172692177/files/doc_financials/2019/ar/873914_007_BMK_WEB_V2-\(1\).pdf](https://s23.q4cdn.com/172692177/files/doc_financials/2019/ar/873914_007_BMK_WEB_V2-(1).pdf)
- Macchion, L., Moretto, A., Caniato, F., Caridi, M., Danese, P., & Vinelli, A. (2015). Production and supply network strategies within the fashion industry. *International Journal of Production Economics*, 163, 173–188. <https://doi.org/10.1016/j.ijpe.2014.09.006>
- Magnier, L., & Crié, D. (2015). Communicating packaging eco-friendliness: An exploration of consumers' perceptions of eco-designed packaging. *International Journal of Retail and Distribution Management*, 43(4–5), 350–366. <https://doi.org/10.1108/IJRDM-04-2014-0048>
- Mahmoud, T. O. (2018). Impact of green marketing mix on purchase intention. *International Journal of Advanced and Applied Sciences*, 5(2), 127–135. <https://doi.org/10.21833/ijaas.2018.02.020>
- Maniatis, P. (2016). Investigating factors influencing consumer decision-making while choosing green products. *Journal of Cleaner Production*, 132, 215–228. <https://doi.org/10.1016/j.jclepro.2015.02.067>
- Mei, O. J., Ling, K. C., & Piew, T. H. (2012). The antecedents of green purchase intention among Malaysian consumers. *Asian Social Science*, 8(13), 248–263. <https://doi.org/10.5539/ass.v8n13p248>
- Mishra, P., Jain, T., & Motiani, M. (2017). Have Green, Pay More: An Empirical

- Investigation of Consumer's Attitude Towards Green Packaging in an Emerging Economy. In R. Sarkar & A. Shaw (Eds.), *Essays on Sustainability and Management* (pp. 125–150). Springer, Singapore. <https://doi.org/10.1007/978-981-10-3123-6>
- Mkik, S., Khouilid, M., & Aomari, A. (2017). Green Advertising and Environmentally Consumption: The Level of Awareness and Moroccan Costumer's Perception. *IOSR Journal of Business and Management*, 19(8), 1–11. <https://doi.org/10.9790/487X-1908030111>
- Nam, C., Dong, H., & Lee, Y. A. (2017). Factors influencing consumers' purchase intention of green sportswear. *Fashion and Textiles*, 4(1), 2–17. <https://doi.org/10.1186/s40691-017-0091-3>
- Nguyen, A. T., Parker, L., Brennan, L., & Lockrey, S. (2020). A consumer definition of eco-friendly packaging. *Journal of Cleaner Production*, 252(2020). <https://doi.org/10.1016/j.jclepro.2019.119792>
- Nielsen. (2014). Global Consumers are Willing to Put Their Money Where Their Heart is When it Comes to Goods and Services from Companies Committed to Social Responsibility. *Nielsen*. <https://www.nielsen.com/id/en/press-releases/2014/indonesian-consumers-are-willing-to-put-their-money-where-their-heart-is-when-it-comes-to-buying-goods-and-services-from-companies-committed-to-social-and-environmental-responsibility/>
- Nielsen. (2015). The Sustainability Imperative New Insights on Consumer Expectations. *Global Sustainability Report*, 1–19. https://www.nielsen.com/wp-content/uploads/sites/3/2019/04/Global20Sustainability20Report_October202015.pdf
- PAN UK, Solidaridad, & WWF. (2020). *Sustainable Cotton Ranking 2020*. 23. <https://sustainablecottonranking.org/check-the-scores>
- PwC. (2019). It's time for a consumer-centred metric: introducing 'return on experience.' *Global Consumer Insights Survey*, 1–22. <https://www.pwc.com/ee/et/publications/pub/Consumer-Insight-Survey-2019-report.pdf>
- Rahbar, E., & Wahid, N. A. (2011). Investigation of green marketing tools' effect on consumers' purchase behavior. *Business Strategy Series*, 12(2), 73–83. <https://doi.org/10.1108/17515631111114877>
- Rahim, M. H. A., Zukni, R. Z. J. A., Ahmad, F., & Lyndon, N. (2012). Green advertising and environmentally responsible consumer behavior: The level of awareness and perception of Malaysian youth. *Asian Social Science*, 8(5), 46–54. <https://doi.org/10.5539/ass.v8n5p46>
- Rahmi, D. Y., Rozalia, Y., Chan, D. N., Anira, Q., & Lita, R. P. (2017). Green Brand Image Relation Model, Green Awareness, Green Advertisement, and

- Ecological Knowledge as Competitive Advantage in Improving Green Purchase Intention and Green Purchase Behavior on Creative Industry Products. *Journal of Economics, Business & Accountancy Ventura*, 20(2), 177–186. <https://doi.org/10.14414/jebav.v20i2.1126>
- Rauturier, S. (2020a). *Eco-Friendly Packaging Is in Fashion: What Does It Mean and What Are Your Options? - Good On You*. Good On You. <https://goodonyou.eco/eco-friendly-packaging/>
- Rauturier, S. (2020b). *What Is Fast Fashion? - Good On You*. <https://goodonyou.eco/what-is-fast-fashion/>
- Rokka, J., & Uusitalo, L. (2008). Preference for green packaging in consumer product choices – Do consumers care? *International Journal of Consumer Studies*, 32(5), 516–525. <https://doi.org/10.1111/j.1470-6431.2008.00710.x>
- Santoso, I., & Fitriyani, R. (2016). Green packaging, green product, green advertising,. *Jurnal Ilmu Keluarga Dan Konsumen*, 9(2), 147–158.
- Schiffman, L. G., & Wisenblit, J. (2015). *Consumer Behavior* (11th, glob ed.). Pearson Australia.
- Scott, L., & Vigar-Ellis, D. (2014). Consumer understanding, perceptions and behaviours with regard to environmentally friendly packaging in a developing nation. *International Journal of Consumer Studies*, 38(6), 642–649. <https://doi.org/10.1111/ijcs.12136>
- Sekaran, U., & Bougie, R. (2016). *Research Method for Business: A Skill Building Approach* (7th ed.). John Wiley & Sons.
- Siddique, M. Z. R., & Hossain, A. (2018). Sources of Consumers Awareness toward Green Products and Its Impact on Purchasing Decision in Bangladesh. *Journal of Sustainable Development*, 11(3), 9. <https://doi.org/10.5539/jsd.v11n3p9>
- Solomon, M. R. (2017). *Consumer Behavior: Buying, Having, and Being (Global Edition)* (12th ed.). Pearson Education Limited.
- Statista. (n.d.). *Net sales of Levi Strauss worldwide from 2008 to 2019, by region (in million U.S. dollars)**. Retrieved September 16, 2020, from <https://www.statista.com/statistics/268547/global-net-sales-of-levi-strauss/>
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- topbrand-award.com. (n.d.-a). *Metodologi Survei Untuk Pengukuran Index Pemenang | Top Brand Award*. Top Brand Award. Retrieved September 16, 2020, from <https://www.topbrand-award.com/metodologi-survei/>
- topbrand-award.com. (n.d.-b). *Top Brand Index*. Top Brand Award. Retrieved September 16, 2020, from <https://www.topbrand-award.com/top-brand-index/>
- Troy, D. J., & Kerry, J. P. (2010). Consumer perception and the role of science in the meat industry. *Meat Science*, 86(1), 214–226. <https://doi.org/10.1016/j.meatsci.2010.05.009>

- UN News. (2019, March 25). *UN launches drive to highlight environmental cost of staying fashionable.* UN NEWS. <https://news.un.org/en/story/2019/03/1035161>
- UNEP. (2018). *Putting the brakes on fast fashion.* <https://www.unenvironment.org/news-and-stories/story/putting-brakes-fast-fashion>
- Wee, C., Ariff, M., Zakuan, N., Tajudin, M., Ismail, K., & Ishak, N. (2014). Consumers perception, purchase intention and actual purchase behavior of organic food products. *Review of Integrative Business and Economics Research*, 3(2), 378.
- Widoyoko, E. P. (2017). *Teknik Penyusunan Instrumen Penelitian.* Yogyakarta: Pustaka Pelajar.
- World Bank. (2019). *How Much Do Our Wardrobes Cost to the Environment?* <https://www.worldbank.org/en/news/feature/2019/09/23/costo-moda-medio-ambiente>
- Wu, S. I., & Chen, Y. J. (2014). The Impact of Green Marketing and Perceived Innovation on Purchase Intention for Green Products. *International Journal of Marketing Studies*, 6(5), 81–100. <https://doi.org/10.5539/ijms.v6n5p81>
- Wulandari, A. S. A., Rahyuda, I. K., & Yasa, N. N. K. (2015). THE ROLE OF CUSTOMER ATTITUDE IN MEDIATING KNOWLEDGE INFLUENCE TOWARDS THE PURCHASE INTENTION OF GREEN PRODUCT. *Jurnal Dinamika Manajemen*, 6(2), 133–144.
- Young, R., & Hagan, A. (2019). *The environmental cost of fashion | Here & now.* Wbur. <https://www.wbur.org/hereandnow/2019/12/03/fast-fashion-devastates-environment>
- Zhang, G., & Zhao, Z. (2012). Green Packaging Management of Logistics Enterprises. *Physics Procedia*, 24, 900–905. <https://doi.org/10.1016/j.phpro.2012.02.135>
- Zhao, R., Geng, Y., Liu, Y., Tao, X., & Xue, B. (2018). Consumers' perception, purchase intention, and willingness to pay for carbon-labeled products: A case study of Chengdu in China. *Journal of Cleaner Production*, 171, 1664–1671. <https://doi.org/10.1016/j.jclepro.2017.10.143>