

Bibliography

- Aaker, J. L. (1997). Dimensions of Brand Personality. *Journal of Marketing Research*, 34(3), 347–356. <https://doi.org/10.1177/002224379703400304>
- Ainsworth, M. D. S. (1969). Object Relations, Dependency, and Attachment: A Theoretical Review of the Infant-Mother Relationship. *Child Development*, 40(4), 969. <https://doi.org/10.2307/1127008>
- Aksoy, H., & Abdulfatai, O. Y. (2019). Exploring the impact of religiousness and culture on luxury fashion goods purchasing intention: A behavioural study on Nigerian Muslim consumers. *Journal of Islamic Marketing*, 10(3), 768–789. <https://doi.org/10.1108/JIMA-01-2018-0022>
- Amed, I., Berg, A., Brantberg, L., & Hedrich, S. (2016). The state of fashion. *Colourage*, 63(12), 42–43.
- Anderson, E. W. (1998). Customer satisfaction and word of mouth. *Journal of Service Research*, 1(1), 5–17.
- Anisalestari. (2019). *Rekomendasi Baju Olahraga Merek Lokal untuk Hijabers*. Detiknetwork. <https://www.beautynesia.id/berita-muslim/rekomendasi-baju-olahraga-merek-lokal-untuk-hijabers/b-92756>
- Arafah, W., & Lukito, N. (2019). Antecedents From Purchase Intention of Retail Brand “ X ”: Evidence From Indonesia. *Academy of Marketing Studies Journal*, 23(4), 1–15.
- Arndt, J. (1967). Word of mouth advertising: A review of the literature (An advertising research monograph). *Advertising Research Foundation*, 88. <http://www.worldcat.org/title/word-of-mouth-advertising-a-review-of-the-literature/oclc/690326>
- Arya, V., Verma, H., Sethi, D., & Agarwal, R. (2019). Brand Authenticity and Brand Attachment: How Online Communities Built on Social Networking Vehicles Moderate the Consumers’ Brand Attachment. *IIM Kozhikode Society & Management Review*, 8(2), 87–103. <https://doi.org/10.1177/2277975219825508>
- Ashfaq, M., Yun, J., & Yu, S. (2020). My Smart Speaker is Cool! Perceived Coolness, Perceived

Values, and Users' Attitude toward Smart Speakers. *International Journal of Human-Computer Interaction*, 00(00), 1–14. <https://doi.org/10.1080/10447318.2020.1841404>

Bank, W. (2020). Indonesia. In *The World Bank Group*.

<https://data.worldbank.org/country/indonesia>

Bauer, H., Heinrich, D., & Martin, I. (2007). How to Create High Emotional Consumer-Brand Relationships? The Causalities of Brand Passion. *Proceedings of the Australian & New Zealand Marketing Academy Conference, 1986*, 2189–2198.

Benham, H. (2007, October 29). The Bakersfield Californian Herb Benham column: Younger set giving me push toward coolness. *McClatchy - Tribune Business News*.

<https://www.proquest.com/wire-feeds/bakersfield-californian-herb-benham-column/docview/463772729/se-2?accountid=38384>

Berthon, P., Pitt, L., Parent, M., & Berthon, J. P. (2009). Aesthetics and ephemerality: Observing and preserving the luxury brand. *California Management Review*, 52(1).

<https://doi.org/10.1525/cmr.2009.52.1.45>

Bloemer, K. (1995). ``The complex relationship between consumer satisfaction and brand loyalty'', *Journal of Economic Psychology*, Vol. 16, pp. 311-29. *European Journal of Marketing*, 16(1996), 311–329. <http://www.emerald-library.com>

Brace, G. (2017, November 29). Following on From Success in London, Globally-Renowned Modest Fashion Week Debuts in Dubai This December. *PR Newswire Europe Including UK Disclose*. <https://www.proquest.com/wire-feeds/following-on-success-london-globally-renowned/docview/1969886874/se-2?accountid=38384>

Broekhuizen, T. L. J. (2006). Understanding channel purchase intentions: Measuring online and offline shopping value perceptions. *Journal of Applied Structural Equation Modeling*.

Brown, L. M. (2000). A typology of aesthetic appeals for television advertisements [The University of Texas at Austin]. In *ProQuest Dissertations and Theses*.

<https://www.proquest.com/dissertations-theses/typology-aesthetic-appeals-television/docview/304623812/se-2?accountid=38384>

Bruun, A., Raptis, D., Kjeldskov, J., & Skov, M. B. (2016). Measuring the coolness of

interactive products: The COOL questionnaire. *Behaviour and Information Technology*, 35(3), 233–249. <https://doi.org/10.1080/0144929X.2015.1125527>

Carroll, B. A., & Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love.

Marketing Letters, 17(2), 79–89. <https://doi.org/10.1007/s11002-006-4219-2>

Casadei, P., & Lee, N. (2020). Global cities, creative industries and their representation on social media: A micro-data analysis of Twitter data on the fashion industry. *Environment and Planning A: Economy and Space*, 52(6), 1195–1220.

<https://doi.org/10.1177/0308518X20901585>

Casidy, R., Nuryana, A. N., & Hati, S. R. H. (2015). Linking fashion consciousness with Gen Y attitude towards prestige brands. *Asia Pacific Journal of Marketing and Logistics*, 27(3),

406–420. <https://doi.org/10.1108/APJML-09-2014-0136>

Chandon, P., Morwitz, V. G., & Reinartz, W. J. (2005). Do intentions really predict behavior? self-generated validity effects in survey research. *Journal of Marketing*, 69(2), 1–14.

<https://doi.org/10.1509/jmkg.69.2.1.60755>

Chisholm, M. (2010). *Reflections on Coolness*. 20, 1–3.

Cho, E., & Kim, S. (2014). Cronbach's Coefficient Alpha: Well Known but Poorly Understood. *Organizational Research Methods*, 18(2), 207–230.

<https://doi.org/10.1177/1094428114555994>

CIA. (2021). *The World Factbook - Indonesia*. CIA. <https://www.cia.gov/the-world-factbook/countries/indonesia/>

Cortina, J. M. (1993). What Is Coefficient Alpha? An Examination of Theory and Applications. *Journal of Applied Psychology*, 78(1), 98–104. <https://doi.org/10.1037/0021-9010.78.1.98>

Dar-Nimrod, I., Hansen, I. G., Proulx, T., Lehman, D. R., Chapman, B. P., & Duberstein, P. R. (2012). Coolness: An empirical investigation. *Journal of Individual Differences*, 33(3), 175–185. <https://doi.org/10.1027/1614-0001/a000088>

Das, K., Tamhane, T., Vatterott, B., Wibowo, P., & Wintels, S. (2018). The Digital Archipelago: How Online Commerce is Driving Indonesia's Economic Development. In *McKinsey &*

Company (Issue August). www.mckinsey.com/featured-insights/asia-pacific/the-digital-archipelago-how-online-

Data, G. (2021). *Indonesia's e-commerce market continues to surge amid COVID-19 pandemic*, says GlobalData. Global Data. <https://www.globaldata.com/indonesias-e-commerce-market-continues-surge-amid-covid-19-pandemic-says-globaldata/>

Doss, F., & Robinson, T. (2013). Luxury perceptions: luxury brand vs counterfeit for young US female consumers. *Journal of Fashion Marketing and Management*, 17(4), 424–439. <https://doi.org/http://dx.doi.org/10.1108/JFMM-03-2013-0028>

Elena, M. (2021). *Daya Beli Masyarakat Tertekan, Kondisi Ekonomi hingga Akhir 2021 Diprediksi Melemah*. Bisnis.Com. <https://ekonomi.bisnis.com/read/20210809/9/1427772/daya-beli-masyarakat-tertekan-kondisi-ekonomi-hingga-akhir-2021-diprediksi-melemah>

Farrag, D. A., & Hassan, M. (2015). The influence of religiosity on Egyptian muslim youths' attitude towards fashion. *Journal of Islamic Marketing*, 6(1), 95–108. <https://doi.org/10.1108/JIMA-04-2014-0030>

Ferguson, S. (2011). A global culture of cool? Generation Y and their perception of coolness. *Young Consumers*, 12(3), 265–275. <https://doi.org/10.1108/17473611111163313>

Ferreira, J. F. B. (2020). *Impact of Brand Coolness in purchase intention in fast food and festival markets* [ISCTE]. <https://repositorio.iscte-iul.pt/handle/10071/21773>

Fiarani, R. (2019). Indonesian Market Insight for Global Fashion Companies. In *Medium* (p. 1). <https://medium.com/with-bright-indonesia/indonesian-market-insight-for-global-fashion-companies-61b34b06a873>

Fishbein, M., & Ajzen, I. (1975). Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research. Reading, MA: Addison-Wesley. In *Addison-Wesley*.

Fisk, G. (1969). Word of Mouth Advertising. *JMR, Journal of Marketing Research (Pre-1986)*, 6(000001), 112. <https://www.proquest.com/scholarly-journals/word-mouth-advertising/docview/208787080/se-2?accountid=38384>

- Freling, T. H., Crosno, J. L., & Henard, D. H. (2010). Brand personality appeal: Conceptualization and empirical validation. *Journal of the Academy of Marketing Science*, 38(3), 392–406. <https://doi.org/10.1007/s11747-010-0208-3>
- Genç, K. (2016). A modest proposal: “modest” dress codes are all the rage in Turkey as some turn their backs on the legacy of Atatürk. *Index on Censorship*, 45(4), 47–49. <https://doi.org/10.1177/0306422016685982>
- Gilmore, J. H., & Pine, B. J. (2008). Authenticity: what consumers really want. In *Choice Reviews Online* (Vol. 45, Issue 11). Harvard Business Press. <https://doi.org/10.5860/choice.45-6277>
- Goodman, L. A. (1961). Snowball sampling. *The Annals of Mathematical Statistics*, 148–170.
- Gosselin, V. (2021). *When Luxury teams up with Sportswear*. <https://medium.com/heuritech/when-luxury-teams-up-with-sportswear-a8c4dfcb1c74>
- Grayson, K., & Martinec, R. (2004). Consumer perceptions of iconicity and indexicality and their influence on assessments of authentic market offerings. *Journal of Consumer Research*, 31(2), 296–312. <https://doi.org/10.1086/422109>
- Hassan, S. H., & Harun, H. (2016). Factors influencing fashion consciousness in hijab fashion consumption among hijabistas. *Journal of Islamic Marketing*, 7(4), 476–494. <https://doi.org/10.1108/JIMA-10-2014-0064>
- Hennigs, N., Wiedmann, K., Behrens, S., & Klarmann, C. (2013). Unleashing the power of luxury: Antecedents of luxury brand perception and effects on luxury brand strength. *Journal of Brand Management*, 20(8), 705–715. <https://doi.org/http://dx.doi.org/10.1057/bm.2013.11>
- Holt, D. B., & Holt, D. B. (2005). How brands become icons: the principles of cultural branding. In *Choice Reviews Online* (Vol. 42, Issue 09). harvard business press. <https://doi.org/10.5860/choice.42-5359>
- Hudders, L. (2012). Why the devil wears Prada: Consumers’ purchase motives for luxuries. *Journal of Brand Management*, 19(7), 609–622. <https://doi.org/10.1057/bm.2012.9>

Hung, K. peng, Chen, A. H., Peng, N., Hackley, C., Tiwsakul, R. A., & Chou, C. lun. (2011).

Antecedents of luxury brand purchase intention. *Journal of Product and Brand Management*, 20(6), 457–467. <https://doi.org/10.1108/10610421111166603>

Hwang, C., & Kim, T. H. (2020). *Muslim Women ' s Purchasing Behaviors Toward Modest Activewear in the United States*. 1–15. <https://doi.org/10.1177/0887302X20926573>

Idris, M. (2021). *Generasi Z dan Milenial Dominasi Jumlah Penduduk Indonesia*.

<https://money.kompas.com/read/2021/01/22/145001126/generasi-z-dan-milenial-dominasi-jumlah-penduduk-indonesia?page=1>

Indarti, & Peng, L. H. (2017). Bridging local trend to global: Analysis of Indonesian contemporary modest fashion. *Proceedings of the 2017 IEEE International Conference on Applied System Innovation: Applied System Innovation for Modern Technology, ICASI 2017*, 1710–1713. <https://doi.org/10.1109/ICASI.2017.7988267>

Indonesia, G. B. G. (2017). *Indonesia's Sportswear Industry: Strong Growth from Exports and Domestic Sales*. Global Business Guide Indonesia.
http://www.gbgingonesia.com/en/manufacturing/article/2017/indonesia_s_sportswear_industry_strong_growth_from_exports_and_domestic_sales_11710.php

Isa, N. F., Annuar, S. N. S., Gisip, I. A., & Lajuni, N. (2020). Factors influencing online purchase intention of millennials and gen Z consumers. *Journal of Applied Structural Equation Modeling*, 4(2), 21–43. [https://doi.org/10.47263/jasem.4\(2\)03](https://doi.org/10.47263/jasem.4(2)03)

Islam, T., & Chandrasekaran, U. (2019). Religiosity, values and consumer behaviour: a study of young Indian Muslim consumers. *Journal of Consumer Marketing*, 36(7), 948–961.
<https://doi.org/10.1108/JCM-10-2017-2415>

Jäkel, L. J. (2020). *How does influencer marketing impact brands in the sportswear industry?: exploring the effects of brand coolness, brand attitude and purchase intentions* (Issue January). <https://repositorio.ucp.pt/handle/10400.14/29723>

Keller, M., & Kalmus, V. (2009). What makes me cool? Estonian tweens' interpretative repertoires. *Young Consumers*, 10(4), 329–341.
<https://doi.org/10.1108/17473610911007157>

- Kim, H. C., & Kramer, T. (2015). Do materialists prefer the “brand-as-servant”? The interactive effect of anthropomorphized brand roles and materialism on consumer responses. *Journal of Consumer Research*, 42(2), 284–299. <https://doi.org/10.1093/jcr/ucv015>
- Kompas.com. (2020a). *Gaji Rata-rata Pekerja RI Berdasarkan Jenjang Pendidikan, SD sampai SI*. Kompas Cyber Media. <https://money.kompas.com/read/2020/02/25/112300526/gaji-rata-rata-pekerja-ri-berdasarkan-jenjang-pendidikan-sd-sampai-s1?page=all>
- Kompas.com. (2020b). Persaingan Adidas dan Nike, Siapa yang Lebih Unggul? *Kompas Cyber Medias*. <https://www.kompas.com/tren/read/2020/10/24/142005065/persaingan-adidas-dan-nike-siapa-yang-lebih-unggul?page=all>
- Kusumawati, A., Listyorini, S., Suharyono, & Yulianto, E. (2020). The Role of Religiosity on Fashion Store Patronage Intention of Muslim Consumers in Indonesia. *SAGE Open*, 10(2). <https://doi.org/10.1177/2158244020927035>
- Laroche, M., & Toffoli, R. (1999). Strategic Brand Evaluations Among Fast-Food Franchises. *Journal of Business Research*, 45(2), 221–233. [https://doi.org/10.1016/s0148-2963\(97\)00224-5](https://doi.org/10.1016/s0148-2963(97)00224-5)
- Laura, P., & Javier, E. (2019, January 19). ‘Modest fashion’ looks to move from niche to mainstream / *Financial Times*. THE FINANCIAL TIMES. <https://www.ft.com/content/3380fa18-19bc-11e9-9e64-d150b3105d21>
- Lee, J., & Chung, L. (2019). Effects of perceived brand authenticity in health functional food consumers. *British Food Journal*, 122(2), 617–634. <https://doi.org/10.1108/BFJ-07-2019-0515>
- Leigh, T. W., Peters, C., & Shelton, J. (2006). The consumer quest for authenticity: The multiplicity of meanings within the MG subculture of consumption. *Journal of the Academy of Marketing Science*, 34(4), 481–493. <https://doi.org/10.1177/0092070306288403>
- Leonard, Sjahrif, C., Fathia, C. A., & Daniya, D. (2019). Young Indonesian Muslim women consumer behavior toward modest sportswear. *Journal of Business & Retail Management Research*, 13(04), 276–289. <https://doi.org/10.24052/jbrmr/v13is04/art-26>
- Loei, F. W., Lapian, J., & Tumiwa, J. (2016). Analyzing the Effect of Celebrity Endorsement

and Brand Credibility on Brand Loyalty (a Study on Nike Shoes in Manado). *Jurnal Berkala Ilmiah Efisiensi*, 16(3), 313–320.

- Loureiro, S. M. C., Jiménez-Barreto, J., & Romero, J. (2020a). Enhancing brand coolness through perceived luxury values: Insight from luxury fashion brands. *Journal of Retailing and Consumer Services*, 57(May). <https://doi.org/10.1016/j.jretconser.2020.102211>
- Loureiro, S. M. C., Jiménez-Barreto, J., & Romero, J. (2020b). Enhancing brand coolness through perceived luxury values: Insight from luxury fashion brands. *Journal of Retailing and Consumer Services*, 57(July). <https://doi.org/10.1016/j.jretconser.2020.102211>
- Lyst. (2020). THE YEAR IN FASHION. In *Lyst*. <https://www.lyst.com/year-in-fashion-2019/>
- Mason, C. H., & Perreault Jr, W. D. (1991). Collinearity, power, and interpretation of multiple regression analysis. *Journal of Marketing Research*, 28(3), 268–280.
- Matzler, K., Pichler, E. A., & Hemetsberger, A. (2007). Who is Spreading the Word? The Positive Influence of Extraversion on Consumer Passion and Brand Evangelism. *AMA Winter Educators' Conference Proceedings*, 18(January 2015), 25–32.
<http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=32571719&site=ehost-live>
- Maulia, E. (2019). *Indonesia seeks lead in global modest-fashion industry*. Nikkei Asia.
<https://asia.nikkei.com/Spotlight/The-Big-Story/Indonesia-seeks-lead-in-global-modest-fashion-industry>
- Merriam-Webster. (n.d.). *Iconic*. Merriam-Webster.Com Dictionary. <https://www.merriam-webster.com/dictionary/iconic>
- Modanisa. (2017, April 17). Industry Pioneers Modanisa Dazzle With Their First London Modest Fashion Week. *PR Newswire*. <https://www.proquest.com/wire-feeds/industry-pioneers-modanisa-dazzle-with-their/docview/1888670298/se-2?accountid=38384>
- Morrison, D. G. (1979). Purchase Intention and Purchase Behavior. *Journal of Marketing*, 43(2), 65–74. <https://search.proquest.com/docview/220297257?accountid=12834>
- Nayem, S. (2018). Modest fashion no longer just for Muslims. In *Al Nisr*.

<https://gulfnews.com/lifestyle/fashion/modest-fashion-no-longer-just-for-muslims-1.2200534>

- Nurchahyo, B., Nur'ainy, R., & Sariyati. (2011). Effect of Intrinsic Motivation on Consumer Brand Evaluation: The Influence of Motive, Involvement, and Need for Cognition. *Global Business and Management Research: An International Journal*, 3(3 & 4), 231–246.
- Nurhayati-Wolff, H. (2021). *Overall offline and online purchasing behaviors among households in Indonesia as of September 2020*. Statista.
<https://www.statista.com/statistics/1233716/indonesia-purchasing-behaviors-online-and-offline/>
- O'Cass, A., & Choy, E. (2008). Studying Chinese generation Y consumers' involvement in fashion clothing and perceived brand status. *Journal of Product and Brand Management*, 17(5), 341–352. <https://doi.org/10.1108/10610420810896095>
- O'Cass, A., & Frost, H. (2002). Status brands: Examining the effects of non-product-related brand associations on status and conspicuous consumption. *Journal of Product & Brand Management*, 11(2), 67–88. <https://doi.org/10.1108/10610420210423455>
- Oxford. (n.d.-a). *Definition of POPULAR by Oxford Dictionary*. Retrieved March 24, 2021, from <https://www.lexico.com/en/definition/popular>
- Oxford. (n.d.-b). *Icon*. Lexico.Com. <https://www.lexico.com/en/definition/icon>
- Palusuk, N., Koles, B., & Hasan, R. (2019). 'All you need is brand love': a critical review and comprehensive conceptual framework for brand love. *Journal of Marketing Management*, 35(1–2), 97–129. <https://doi.org/10.1080/0267257X.2019.1572025>
- Park, C. W., MacInnis, D. J., & Priester, J. (2006). Brand attachment: Constructs, consequences, and causes. In *Foundations and Trends in Marketing* (Vol. 1, Issue 3).
<https://doi.org/10.1561/17000000006>
- Pathak, A., Velasco, C., Petit, O., & Calvert, G. A. (2019). Going to great lengths in the pursuit of luxury: How longer brand names can enhance the luxury perception of a brand. *Psychology and Marketing*, 36(10), 951–963. <https://doi.org/10.1002/mar.21247>

- Patti, C. H., & Chen, C. H. (2009). Types of word-of-mouth messages: Information search and credence-based services. *Journal of Promotion Management*, 15(3), 357–381.
<https://doi.org/10.1080/10496490903185760>
- Philip. (2019). Variabel Intervening Pada Pembelian Sneakers Branded Oleh Generasi Z Di Surabaya. *Agora*, 7(2).
- Pountain, D., & Robins, D. (2000). *Cool rules: Anatomy of an attitude*. 152–157.
- Praswati, A. N., & Priyanto, T. (2017). Measurement Moslem religion in consumer behavior. *Jurnal Ekonomi & Keuangan Islam*, 3(2), 99–108.
<https://doi.org/10.20885/jeki.vol3.iss2.art6>
- Pusparisa, Y., & Ridhoi, M. A. (2020). *Layanan Streaming Mulai Menggeser Televisi Konvensional*. Katadata. <https://databoks.katadata.co.id/datapublish/2020/09/22/layanan-streaming-mulai-menggeser-televisi-konvensional>
- Rageh Ismail, A., & Spinelli, G. (2012). Effects of brand love, personality and image on word of mouth: The case of fashion brands among young consumers. *Journal of Fashion Marketing and Management: An International Journal*, 16(4), 386–398.
<https://doi.org/10.1108/13612021211265791>
- Rahman, K. (2013). “Wow! It’s cool”: The meaning of coolness in marketing. *Marketing Intelligence and Planning*, 31(6), 620–638. <https://doi.org/10.1108/MIP-09-2012-0094>
- Rajagopal. (2011). Consumer culture and purchase intentions toward fashion apparel in Mexico. *Journal of Database Marketing & Customer Strategy Management*, 18, 286–307.
<https://doi.org/10.3390/ijerph16060956>
- Ratriyana, I. N. (2018). Global Brand Perception in Indonesian Young Consumer. *KnE Social Sciences*, 3(10), 357. <https://doi.org/10.18502/kss.v3i10.2921>
- RedaksiIB. (2020). *Data Populasi Penduduk Muslim 2020: Indonesia Terbesar di Dunia*. IBTimes. <https://ibtimes.id/data-populasi-penduduk-muslim-2020-indonesia-terbesar-di-dunia/>
- Research, G. V. (2018). Islamic Clothing Market Size, Share & Trends Analysis Report By

Product (Ethnic Wear, Sustainable Fashion, Sportswear), By Region (Middle East & Africa, Asia Pacific, Europe), And Segment Forecasts, 2018 - 2025. In *Grand View Research*.

https://www.grandviewresearch.com/industry-analysis/islamic-clothing-market?utm_source=prnewswire.com&utm_medium=referral&utm_campaign=PRN_Feb27_Islamic_Clothing_RD2&utm_content=Content

Rinaldo, R. (2019). Pious Fashion: How Muslim Women Dress. *Contemporary Sociology: A Journal of Reviews*, 48(1), 41–43. <https://doi.org/10.1177/0094306118815500e>

Runyan, R. C., Noh, M., & Mosier, J. (2013). What is cool? Operationalizing the construct in an apparel context. *Journal of Fashion Marketing and Management*, 17(3), 322–340. <https://doi.org/10.1108/JFMM-01-2012-0001>

Santoso, G., & Triwijayati, A. (2018). Gaya Pengambilan Keputusan Pembelian Pakaian Secara Online pada Generasi Z Indonesia. *Jurnal Ilmu Keluarga Dan Konsumen*, 11(3), 231–242. <https://doi.org/10.24156/jikk.2018.11.3.231>

Sari, L. M. (2019). Indonesia Siap Jadi Kiblat Fesyen Muslim Dunia. *No: 65 // April - Juni 2019*, 1–80.

Schouten, J. W., & McAlexander, J. H. (1995). *Subcultures of Consumption : An Ethnography of the New Bikers*. 22(June). <https://doi.org/10.1086/209434>

Sitorus, R. (2016). *Riset Perilaku Konsumen : Generasi Milenial Menabung untuk Konsumtif - Kabar24 Bisnis.com*. Kabar24.Bisnis.Com. <https://kabar24.bisnis.com/read/20160307/79/525973/riset-perilaku-konsumen-generasi-milenial-menabung-untuk-konsumtif>

Southgate, N. (2003). Coolhunting, account planning and the ancient cool of Aristotle. *Marketing Intelligence & Planning*, 21(7), 453–461. <https://doi.org/10.1108/02634500310504304>

Standard, D. (2019). State of the Global Islamic Economy Report 2019/20. *Dubai International Financial Centre*, 1–174. <https://cdn.salaamgateway.com/special-coverage/sgie19-20/full-report.pdf>

Statista. (2020). Digital Fashion Outlook Indonesia. In *Statista*.

- Stern, B., Zinkhan, G. M., & Jaju, A. (2001). Marketing images: Construct definition, measurement issues, and theory development. *Marketing Theory*, 1(2), 201–224. <https://doi.org/10.1177/147059310100100203>
- Stokburger-Sauer, N., Ratneshwar, S., & Sen, S. (2012). Drivers of consumer-brand identification. *International Journal of Research in Marketing*, 29(4), 406–418. <https://doi.org/10.1016/j.ijresmar.2012.06.001>
- Suleman, D., Zuniarti, I., Marginingsih, R., Sabil, S., Nurhayaty, E., Rachmawati, S., Pramularso, E., & Sari, I. (2020). *Competition between offline and online stores: which will Indonesian consumers choose to shop for fashion products?* <https://doi.org/10.4108/eai.7-11-2019.2295240>
- Swank, J. M., & Mullen, P. R. (2017). Evaluating evidence for conceptually related constructs using bivariate correlations. *Measurement and Evaluation in Counseling and Development*, 50(4), 270–274.
- Teona, G., Ko, E., & Kim, S. J. (2020). Environmental claims in online video advertising: effects for fast-fashion and luxury brands. *International Journal of Advertising*, 39(6), 858–887. <https://doi.org/10.1080/02650487.2019.1644144>
- Tewari, B. (2017). *The 'Made in Indonesia' Opportunity*. The Business of Fashion. <https://www.businessoffashion.com/articles/global-currents/the-made-in-indonesia-opportunity>
- The Independent. (2019). *WHAT IS MODEST FASHION AND WHY IS IT BECOMING MAINSTREAM?* Independent. <https://www.independent.co.uk/life-style/fashion/modest-fashion-asos-hijab-range-design-islam-religion-a8875636.html>
- Thomson, M., MacInnis, D. J., & Park, C. W. (2005). The ties that bind: Measuring the strength of consumers' emotional attachments to brands. *Journal of Consumer Psychology*, 15(1), 77–91. https://doi.org/10.1207/s15327663jcp1501_10
- Tiwari, A. A., Chakraborty, A., & Maity, M. (2021). Technology product coolness and its implication for brand love. *Journal of Retailing and Consumer Services*, 58(July 2019),

- Tseng, T., Baker, B., Pillay, P., Tseng, -Ms T, Baker, -Mr B, O, -Ms C, & Pillay, -Dr P. (2020). the Impact of Emotional Attachment on Purchase Intentions in the South African Luxury Streetwear Industry. *Journal of Consumer Sciences*, 48(0), 2020.
- Tsiotsou, R., & Alexandris, K. (2009). Delineating the outcomes of sponsorship: Sponsor image, word of mouth, and purchase intentions. *International Journal of Retail and Distribution Management*, 37(4), 358–369. <https://doi.org/10.1108/09590550910948583>
- Ursachi, G., Horodnic, I. A., & Zait, A. (2015). How Reliable are Measurement Scales? External Factors with Indirect Influence on Reliability Estimators. *Procedia Economics and Finance*, 20(15), 679–686. [https://doi.org/10.1016/s2212-5671\(15\)00123-9](https://doi.org/10.1016/s2212-5671(15)00123-9)
- Valaei, N., & Nikhashemi, S. R. (2017). Generation Y consumers' buying behaviour in fashion apparel industry: a moderation analysis. *Journal of Fashion Marketing and Management*, 21(4), 523–543. <https://doi.org/10.1108/JFMM-01-2017-0002>
- Veloutsou, C. (2015). Brand evaluation, satisfaction and trust as predictors of brand loyalty: the mediator-moderator effect of brand relationships. *Journal of Consumer Marketing*, 32(6), 405–421. <https://doi.org/10.1108/JCM-02-2014-0878>
- Verma, P. (2021). The Effect of Brand Engagement and Brand Love upon Overall Brand Equity and Purchase Intention: A Moderated –Mediated Model. *Journal of Promotion Management*, 27(1), 103–132. <https://doi.org/10.1080/10496491.2020.1809591>
- Vigneron, F., & Johnson, L. W. (2004). Measuring perceptions of brand luxury. *Journal of Brand Management*, 11(6), 484–506. <https://www.proquest.com/scholarly-journals/measuring-perceptions-brand-luxury/docview/232488421/se-2?accountid=38384>
- Warren, C., Batra, R., Loureiro, S. M. C., & Bagozzi, R. P. (2019). Brand Coolness. *Journal of Marketing*, 83(5), 36–56. <https://doi.org/10.1177/0022242919857698>
- We Are Social. (2021). Digital 2021: Overview report. *Global Digital Reports*, 299. <https://datareportal.com/reports/digital-2021-global-overview-report>
- Williamson, D. (2008, November 6). Obama scores very high on coolness scale. *Telegram &*

Gazette. <https://www.proquest.com/newspapers/obama-scores-very-high-on-coolness-scale/docview/269024041/se-2?accountid=38384>

- Wirdana, A. (2017). *Indonesia Expects Growth as Producers for World's Top Fashion Brands*. Indonesia Expat. <https://indonesiaexpat.biz/news/indonesia-growth-top-fashion-brands/>
- Yasmin, N. (2020). *Indonesian Consumers Prefer Socially Conscious Brands: Study*. Jakarta Globe. <https://jakartaglobe.id/business/indonesian-consumers-prefer-socially-conscious-brands-study/>
- Yinger, J. M. (1960). Contraculture and Subculture. *American Sociological Review*, 25(5), 625–635. <https://doi.org/10.2307/2090136>
- Zainudin, M. I., Haji Hasan, F., & Othman, A. K. (2019). Halal brand personality and brand loyalty among millennial modest fashion consumers in Malaysia. *Journal of Islamic Marketing*, 11(6), 1277–1293. <https://doi.org/10.1108/JIMA-10-2018-0187>
- Zhang, Z., Jiménez, F. R., & Cicala, J. E. (2020). Fear Of Missing Out Scale: A self-concept perspective. In *Psychology and Marketing* (Vol. 37, Issue 11, pp. 1619–1634). <https://doi.org/10.1002/mar.21406>