

BIBLIOGRAPHY

- Aaker, D.A. (1996), *Building Strong Brands*, Simon & Schuster, New York, NY.
- Abeygunawardena, P., Vyas, Y., Knill, P., Foy, T., Harrold, M., Steele, P., Tanner, T., Hirsch, D., Oosterman, M., Rooimans, J., Debois, M., Lamin, M., Liptow, H., Mausolf, E., Verheyen, R., Agrawala, S., Caspary, G., Paris, R., Kashyap, A., Sharma, R., Mathur, A., Sharma, M. & Sperling, F. (2003). *Poverty and climate change—reducing the vulnerability of the poor through adaptation*. World Bank Press
- Abrar, M., Sibtain, M. M., & Shabbir, R. (2021, January 1). Understanding purchase intention towards eco-friendly clothing for generation Y & Z. *Cogent Business & Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1997247>
- Aisyiyah, N., Hartoyo, H., & Krisnatuti, D. (2019, September 1). Analisis Perilaku Komplain Konsumen Online Shopping. *Jurnal Ilmu Keluarga Dan Konsumen*, 12(3), 248–259. <https://doi.org/10.24156/jikk.2019.12.3.248>
- Ajzen, I. (1991, December). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-t](https://doi.org/10.1016/0749-5978(91)90020-t)
- Albayrak, T., Aksoy, A., & Caber, M. (2013, January 25). The effect of environmental concern and scepticism on green purchase behaviour. *Marketing Intelligence & Planning*, 31(1), 27–39. <https://doi.org/10.1108/02634501311292902>
- Allport, G. W. (1935). Attitudes. In C. Murchison (Ed.), *Handbook of socialpsychology* (Vol. 2). Worcester, MA: Clark University Press.
- Bakış, S., & Kitapçı, H. (2023, March 21). Why do consumers purchase green clothing? Investigating symbolic meanings beyond social status and the role of consumer mindset. *Journal of Fashion Marketing and Management: An International Journal*, 27(4), 710–738. <https://doi.org/10.1108/jfmm-02-2022-0032>
- Barroso, C., Ganley, C. M., Schoen, R. C., & Schatschneider, C. (2023, April). Between a growth and a fixed mindset: Examining nuances in 3rd-grade students' mathematics intelligence mindsets. *Contemporary Educational*

Psychology, 73, 102179.
<https://doi.org/10.1016/j.cedpsych.2023.102179>

Belk, R. W. (1988, September 1). Possessions and the Extended Self. *Journal of Consumer Research*, 15(2), 139–168. <https://doi.org/10.1086/209154>

Berger, J. (2017, February 7). Are Luxury Brand Labels and “Green” Labels Costly Signals of Social Status? An Extended Replication. *PLOS ONE*, 12(2), e0170216. <https://doi.org/10.1371/journal.pone.0170216>

Bhutto, M. Y., Liu, X., Soomro, Y. A., Ertz, M., & Baeshen, Y. (2020, December 29). Adoption of Energy-Efficient Home Appliances: Extending the Theory of Planned Behavior. *Sustainability*, 13(1), 250. <https://doi.org/10.3390/su13010250>

Bianchi, C., & Gonzalez, M. (2021, April 18). Exploring sustainable fashion consumption among eco-conscious women in Chile. *The International Review of Retail, Distribution and Consumer Research*, 31(4), 375–392. <https://doi.org/10.1080/09593969.2021.1903529>

Bielawska, K., & Grebosz-Krawczyk, M. (2021, May 1). Consumers’ Choice Behaviour Toward Green Clothing. *EUROPEAN RESEARCH STUDIES JOURNAL*, XXIV(Issue 2), 238–256. <https://doi.org/10.35808/ersj/2124>

Blackwell, L. S., Trzesniewski, K. H., & Dweck, C. S. (2007, January). Implicit Theories of Intelligence Predict Achievement Across an Adolescent Transition: A Longitudinal Study and an Intervention. *Child Development*, 78(1), 246–263. <https://doi.org/10.1111/j.1467-8624.2007.00995.x>

Blackwell, R.J. (2006) *Consumer Behaviour*. 10th Edition, Harcourt College Publishers, South Western-Thomson Learning, Cincinnati.

Brough, A. R., Wilkie, J. E. B., Ma, J., Isaac, M. S., & Gal, D. (2016, August 4). Is Eco-Friendly Unmanly? The Green-Feminine Stereotype and Its Effect on Sustainable Consumption. *Journal of Consumer Research*, 43(4), 567–582. <https://doi.org/10.1093/jcr/ucw044>

Buchholz, K. (2023, May 8). *Environmental Protection Not a Major Issue for Majority*. Statista Daily Data.

<https://www.statista.com/chart/29935/environment-major-issue-survey/#:~:text=In%20a%20survey%20of%2038,major%20issue%20for%20their%20country.>

Carey, L., & Cervellon, M. C. (2014, September 2). Ethical fashion dimensions: pictorial and auditory depictions through three cultural perspectives. *Journal of Fashion Marketing and Management*, 18(4), 483–506. <https://doi.org/10.1108/jfmm-11-2012-0067>

Chandra, B., & Verma, V. K. (2018). Intention to implement green hotel practices: evidence from Indian hotel industry. *International Journal of Management Practice*, 11(1), 24. <https://doi.org/10.1504/ijmp.2018.10008645>

Chekima, B., Azizi Wafa Syed Khalid Wafa, S., Aisat Igau, O., & Chekima, S. (2015, April 20). Determinant Factors of Consumers' Green Purchase Intention: The Moderating Role of Environmental Advertising. *Asian Social Science*, 11(10). <https://doi.org/10.5539/ass.v11n10p318>

Chekima, B., Chekima, S., Syed Khalid Wafa, S. A. W., Igau, O. A., & Sondoh, S. L. (2015, November 23). Sustainable consumption: the effects of knowledge, cultural values, environmental advertising, and demographics. *International Journal of Sustainable Development & World Ecology*, 23(2), 210–220. <https://doi.org/10.1080/13504509.2015.1114043>

Chekima, B., Syed Khalid Wafa, S. A. W., Igau, O. A., Chekima, S., & Sondoh, S. L. (2016, January). Examining green consumerism motivational drivers: does premium price and demographics matter to green purchasing? *Journal of Cleaner Production*, 112, 3436–3450. <https://doi.org/10.1016/j.jclepro.2015.09.102>

Chen, & Chai. (2010, January). Attitude towards the Environment and Green Products: Consumers' Perspective. *Management Science and Engineering*, 4(2).

Chen, Y., & Chang, C. (2012, March 23). Enhance green purchase intentions. *Management Decision*, 50(3), 502–520. <https://doi.org/10.1108/00251741211216250>

- Cronin, J., Brady, M. K., & Hult, G. M. (2000, June). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*, 76(2), 193–218. [https://doi.org/10.1016/s0022-4359\(00\)00028-2](https://doi.org/10.1016/s0022-4359(00)00028-2)
- De Toni, D., Pompermayer, R., Lazzari, F., & Milan, G. S. (2021, September 17). The symbolic value of wine, moderating and mediating factors and their relationship to consumer purchase intention. *International Journal of Wine Business Research*, 34(2), 190–211. <https://doi.org/10.1108/ijwbr-01-2021-0006>
- Dickson, M. A., & Littrell, M. A. (1996, January 1). Socially responsible behaviour: values and attitudes of the alternative trading organisation consumer. *Journal of Fashion Marketing and Management: An International Journal*, 1(1), 50–69. <https://doi.org/10.1108/eb022604>
- Duchi, L., Lombardi, D., Paas, F., & Loyens, S. M. (2020, August). How a growth mindset can change the climate: The power of implicit beliefs in influencing people's view and action. *Journal of Environmental Psychology*, 70, 101461. <https://doi.org/10.1016/j.jenvp.2020.101461>
- Duchi, L., Lombardi, D., Paas, F., & Loyens, S. M. (2020, August). How a growth mindset can change the climate: The power of implicit beliefs in influencing people's view and action. *Journal of Environmental Psychology*, 70, 101461. <https://doi.org/10.1016/j.jenvp.2020.101461>
- Dweck, C. S., & Leggett, E. L. (1988, April). A social-cognitive approach to motivation and personality. *Psychological Review*, 95(2), 256–273. <https://doi.org/10.1037/0033-295x.95.2.256>
- Eifler, C. (2014, October 1). Professional women's thoughts about sustainable clothing: Eco-fashion goes business? *International Journal of Fashion Studies*, 1(2), 149–163. https://doi.org/10.1386/inf.1.2.149_1
- Follows, S. B., & Jobber, D. (2000, June 1). Environmentally responsible purchase behaviour: a test of a consumer model. *European Journal of Marketing*, 34(5/6), 723–746. <https://doi.org/10.1108/03090560010322009>
- Gahlot Sarkar, J., Sarkar, A., & Yadav, R. (2019, August 8). Brand it green: young consumers' brand attitudes and purchase intentions toward green brand

advertising appeals. *Young Consumers*, 20(3), 190–207.
<https://doi.org/10.1108/yc-08-2018-0840>

Garson. (2016). *Partial Least Squares: Regression & Structural Equation Models*. Statistical Associates Publishing .

Ghozali, I., 2016. *Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23*. Semarang: Badan Penerbit Universitas Diponegoro.

Green, T., & Peloza, J. (2014, April 3). Finding the Right Shade of Green: The Effect of Advertising Appeal Type on Environmentally Friendly Consumption. *Journal of Advertising*, 43(2), 128–141.
<https://doi.org/10.1080/00913367.2013.834805>

Grimmer, M., & Woolley, M. (2014). Green marketing messages and consumers' purchase intentions: Promoting personal versus environmental benefits. *Journal of Marketing Communications*, 20(4), 231–250.
<https://doi.org/10.1080/13527266.2012.684065>

Griskevicius, V., Tybur, J. M., & Van den Bergh, B. (2010). Going green to be seen: Status, reputation, and conspicuous conservation. *Journal of Personality and Social Psychology*, 98(3), 392–404.
<https://doi.org/10.1037/a0017346>

Hair, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. SAGE Publications.

Hair, J. F., Sarstedt, M., Pieper, T. M., & Ringle, C. M. (2012, October). The Use of Partial Least Squares Structural Equation Modeling in Strategic Management Research: A Review of Past Practices and Recommendations for Future Applications. *Long Range Planning*, 45(5–6), 320–340. <https://doi.org/10.1016/j.lrp.2012.09.008>

Hair, J.F., Black, W.C., Babin, B.J. and Anderson, R.E. (2014), *Multivariate Data Analysis*, 7th ed., Pearson Education, Essex, England.

Hair, Sarstedt, M., Hopkins, L., & G. Kuppelwieser, V. (2014, March 4). Partial least squares structural equation modeling (PLS-SEM). *European Business Review*, 26(2), 106–121. <https://doi.org/10.1108/eb-10-2013-0128>

- Han, L., Wang, S., Zhao, D., & Li, J. (2017, September). The intention to adopt electric vehicles: Driven by functional and non-functional values. *Transportation Research Part A: Policy and Practice*, 103, 185–197. <https://doi.org/10.1016/j.tra.2017.05.033>
- Harris, F., Roby, H., & Dibb, S. (2016). Sustainable clothing: challenges, barriers and interventions for encouraging more sustainable consumer behaviour. *International Journal of Consumer Studies*, 40(3), 309–318. <https://doi.org/10.1111/ijcs.12257>
- Hartmann, P., & Apaolaza-Ibáñez, V. (2012, September). Consumer attitude and purchase intention toward green energy brands: The roles of psychological benefits and environmental concern. *Journal of Business Research*, 65(9), 1254–1263. <https://doi.org/10.1016/j.jbusres.2011.11.001>
- Hayes, A.F. (2012), “PROCESS: a versatile computational tool for observed variable mediation, moderation, and conditional process modelling”, available at: www.claudiaflowers.net/rsch8140/Hayesprocess.pdf.
- Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009, January). The use of partial least squares path modeling in international marketing. *Advances in International Marketing*, 277–319. [https://doi.org/10.1108/s1474-7979\(2009\)0000020014](https://doi.org/10.1108/s1474-7979(2009)0000020014)
- Hill, R. J., Fishbein, M., & Ajzen, I. (1977, March). Belief, Attitude, Intention and Behavior: An Introduction to Theory and Research. *Contemporary Sociology*, 6(2), 244. <https://doi.org/10.2307/2065853>
- Hoornweg, D., Bhada-Tata, P., & Kennedy, C. (2013, October). Environment: Waste production must peak this century. *Nature*, 502(7473), 615–617. <https://doi.org/10.1038/502615a>
- Hur, W. M., Kim, Y., & Park, K. (2013). Assessing the Effects of Perceived Value and Satisfaction on Customer Loyalty: A ‘Green’ Perspective. *Corporate Social Responsibility and Environmental Management*, 20(3), 146–156. <https://doi.org/10.1002/csr.1280>

- Hustvedt, G., & Dickson, M. A. (2009, February 27). Consumer likelihood of purchasing organic cotton apparel. *Journal of Fashion Marketing and Management: An International Journal*, 13(1), 49–65. <https://doi.org/10.1108/13612020910939879>
- Jägel, T., Keeling, K., Reppel, A., & Gruber, T. (2012, March). Individual values and motivational complexities in ethical clothing consumption: A means-end approach. *Journal of Marketing Management*, 28(3–4), 373–396. <https://doi.org/10.1080/0267257x.2012.659280>
- Jain, S. P., & Weiten, T. J. (2020). Consumer psychology of implicit theories: A review and agenda. *Consumer Psychology Review*, 3(1), 60–75. <https://doi.org/10.1002/arcp.1056>
- Japutra, A., & Song, Z. (2020, April 6). Mindsets, shopping motivations and compulsive buying: Insights from China. *Journal of Consumer Behaviour*, 19(5), 423–437. <https://doi.org/10.1002/cb.1821>
- Kantar. (2020). Who Cares, Who Does. In *Kantar*.
- Kantar. (2021). Who Cares, Who Does. In *Kantar*.
- Kementrian Lingkungan Hidup dan Kehutanan. (2021). *Sistem Informasi Pengelolaan Sampah Nasional*.
- Kementrian Lingkungan Hidup dan Kehutanan. (2022). *Sistem Informasi Pengelolaan Sampah Nasional*.
- Khare, A. (2019, July 9). Green Apparel Buying: Role of Past Behavior, Knowledge and Peer Influence in the Assessment of Green Apparel Perceived Benefits. *Journal of International Consumer Marketing*, 35(1), 109–125. <https://doi.org/10.1080/08961530.2019.1635553>
- Khare, A. (2020, January 24). Antecedents to Indian consumers' perception of green apparel benefits. *Research Journal of Textile and Apparel*, 24(1), 1–19. <https://doi.org/10.1108/rjta-04-2019-0016>
- Khare, A., & Kautish, P. (2022, May 25). Antecedents to green apparel purchase behavior of Indian consumers. *Journal of Global Scholars of Marketing*

Science, 32(2), 222–251.
<https://doi.org/10.1080/21639159.2021.1885301>

Kirmani, & Baumgartner. (2000). Reference Points Used In Quality And Value Judgements. *Marketing Letters*, 11(4).
<https://doi.org/10.1023/A:1008129011202>

Koller, M., Floh, A., & Zauner, A. (2011, November 2). Further insights into perceived value and consumer loyalty: A “Green” perspective. *Psychology & Marketing*, 28(12), 1154–1176.
<https://doi.org/10.1002/mar.20432>

Kumar, N., Garg, P., & Singh, S. (2022, January 5). Pro-environmental purchase intention towards eco-friendly apparel: Augmenting the theory of planned behavior with perceived consumer effectiveness and environmental concern. *Journal of Global Fashion Marketing*, 13(2), 134–150. <https://doi.org/10.1080/20932685.2021.2016062>

Kumar, S., & Yadav, R. (2021, May). The impact of shopping motivation on sustainable consumption: A study in the context of green apparel. *Journal of Cleaner Production*, 295, 126239.
<https://doi.org/10.1016/j.jclepro.2021.126239>

Kwon, J., Seo, Y., & Ko, D. (2016, September 12). Effective Luxury-Brand Advertising: The ES–IF Matching (Entity–Symbolic Versus Incremental–Functional) Model. *Journal of Advertising*, 45(4), 459–471.
<https://doi.org/10.1080/00913367.2016.1226995>

Levy, S. R., Stroessner, S. J., & Dweck, C. S. (1998, June). Stereotype formation and endorsement: The role of implicit theories. *Journal of Personality and Social Psychology*, 74(6), 1421–1436. <https://doi.org/10.1037/0022-3514.74.6.1421>

Liang, D., Hou, C., Jo, M. S., & Sarigöllü, E. (2019, February). Pollution avoidance and green purchase: The role of moral emotions. *Journal of Cleaner Production*, 210, 1301–1310.
<https://doi.org/10.1016/j.jclepro.2018.11.103>

Liao, Y. K., Wu, W. Y., & Pham, T. T. (2020, September 10). Examining the Moderating Effects of Green Marketing and Green Psychological

Benefits on Customers' Green Attitude, Value and Purchase Intention. *Sustainability*, 12(18), 7461. <https://doi.org/10.3390/su12187461>

Lindenberg, S., & Steg, L. (2007, March). Normative, Gain and Hedonic Goal Frames Guiding Environmental Behavior. *Journal of Social Issues*, 63(1), 117–137. <https://doi.org/10.1111/j.1540-4560.2007.00499.x>

Liu, R., Ding, Z., Wang, Y., Jiang, X., Jiang, X., Sun, W., Wang, D., Mou, Y., & Liu, M. (2021, March). The relationship between symbolic meanings and adoption intention of electric vehicles in China: The moderating effects of consumer self-identity and face consciousness. *Journal of Cleaner Production*, 288, 125116. <https://doi.org/10.1016/j.jclepro.2020.125116>

Liu, Y., Gayle, A. A., Wilder-Smith, A., & Rocklöv, J. (2020, February 13). The reproductive number of COVID-19 is higher compared to SARS coronavirus. *Journal of Travel Medicine*, 27(2). <https://doi.org/10.1093/jtm/taaa021>

Lundblad, L., & Davies, I. A. (2016). The values and motivations behind sustainable fashion consumption. *Journal of Consumer Behaviour*, 15(2), 149–162. <https://doi.org/10.1002/cb.1559>

Lyonski, S., & Durvasula, S. (2013, January 25). Consumer decision making styles in retailing: evolution of mindsets and psychological impacts. *Journal of Consumer Marketing*, 30(1), 75–87. <https://doi.org/10.1108/07363761311290858>

Magnuson, B., Reimers, V., & Chao, F. (2017, July 10). Re-visiting an old topic with a new approach: the case of ethical clothing. *Journal of Fashion Marketing and Management: An International Journal*, 21(3), 400–418. <https://doi.org/10.1108/jfmm-10-2016-0091>

McNeill, L., & Moore, R. (2015, April 13). Sustainable fashion consumption and the fast fashion conundrum: fashionable consumers and attitudes to sustainability in clothing choice. *International Journal of Consumer Studies*, 39(3), 212–222. <https://doi.org/10.1111/ijcs.12169>

Meyer, A. (2001). What's in it for the customers? Successfully marketing green clothes. *Business Strategy and the Environment*, 10(5), 317–330. <https://doi.org/10.1002/bse.302>

- MİDİLLİ, F., & KUŞÇU, A. (2021, March 31). Türk Tüketicilerin Yeşil Ürünlere Karşı Tutum Ve Satın Alma Niyeti Üzerine Keşfedici Bir Araştırma. *Dokuz Eylül Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, 23(1), 249–270. <https://doi.org/10.16953/deusosbil.689530>
- Murphy, M. C., & Dweck, C. S. (2016). Mindsets shape consumer behavior. *Journal of Consumer Psychology*, 26(1), 127–136. <https://doi.org/10.1016/j.jcps.2015.06.005>
- Nam, J., Hamlin, R., Gam, H. J., Kang, J. H., Kim, J., Kumphai, P., Starr, C., & Richards, L. (2006). The fashion-conscious behaviours of mature female consumers. *International Journal of Consumer Studies*, 31(1). <https://doi.org/10.1111/j.1470-6431.2006.00497.x>
- Niinimäki, K. (2010, March 26). Eco-clothing, consumer identity and ideology. *Sustainable Development*, 18(3), 150–162. <https://doi.org/10.1002/sd.455>
- Orth, U. R., & De Marchi, R. (2007, July). Understanding the Relationships Between Functional, Symbolic, and Experiential Brand Beliefs, Product Experiential Attributes, and Product Schema: Advertising-Trial Interactions Revisited. *Journal of Marketing Theory and Practice*, 15(3), 219–233. <https://doi.org/10.2753/mtp1069-6679150303>
- Öztürk, S. and Engizek, N. (2017), “An exploratory study on consumers attitudes towards ethical fashion consumption: motivators and barriers”, in Vrontis, D., Weber, Y. and Tsoukatos, E. (Eds), 10th Annual Conference of the EuroMed Academy of Business, EuroMed Press, England, UK, pp. 1294-1308.
- Papista, E., & Krystallis, A. (2013). Investigating the Types of Value and Cost of Green Brands: Proposition of a Conceptual Framework. *Journal of Business Ethics*, 115(1), 75–92. <https://doi.org/10.1007/s10551-012-1367-6>
- Parada, S., & Verlhiac, J. F. (2021, May 19). Growth mindset intervention among French university students, and its articulation with proactive coping strategies. *Educational Psychology*, 42(3), 354–374. <https://doi.org/10.1080/01443410.2021.1917519>

- Park, H. J., & Lin, L. M. (2020, September). Exploring attitude–behavior gap in sustainable consumption: comparison of recycled and upcycled fashion products. *Journal of Business Research*, 117, 623–628. <https://doi.org/10.1016/j.jbusres.2018.08.025>
- Park, J. K., & John, D. R. (2010, December). Got to Get You into My Life: Do Brand Personalities Rub Off on Consumers? *Journal of Consumer Research*, 37(4), 655–669. <https://doi.org/10.1086/655807>
- Park, J. K., & John, D. R. (2012, July). Capitalizing on brand personalities in advertising: The influence of implicit self-theories on ad appeal effectiveness. *Journal of Consumer Psychology*, 22(3), 424–432. <https://doi.org/10.1016/j.jcps.2011.05.004>
- Park, J. K., & John, D. R. (2018). Judging a Book by its Cover: The Influence of Implicit Self-Theories on Brand User Perceptions. *Journal of Consumer Psychology*, 28(1), 56–76. <https://doi.org/10.1002/jcpy.1014>
- Piacentini, M., & Mailer, G. (2004, March). Symbolic consumption in teenagers' clothing choices. *Journal of Consumer Behaviour*, 3(3), 251–262. <https://doi.org/10.1002/cb.138>
- Pookulangara, S., & Shephard, A. (2013, March). Slow fashion movement: Understanding consumer perceptions—An exploratory study. *Journal of Retailing and Consumer Services*, 20(2), 200–206. <https://doi.org/10.1016/j.jretconser.2012.12.002>
- Rahman, K. T., Bansal, R., & Pruthi, N. (2023, May 15). Consumer Adoption of Technologies: A Mindset-Oriented Approach. *Contemporary Studies of Risks in Emerging Technology, Part B*, 243–255. <https://doi.org/10.1108/978-1-80455-566-820231013>
- Rahnama, H., & Popkowski Leszczyc, P. T. (2022, February 8). The effect of fixed and growth mindsets on buying sustainable foods. *British Food Journal*, 124(12), 4533–4550. <https://doi.org/10.1108/bfj-04-2021-0441>
- Rausch, T. M., & Kopplin, C. S. (2021, January). Bridge the gap: Consumers' purchase intention and behavior regarding sustainable clothing. *Journal*

of *Cleaner Production*, 278, 123882.
<https://doi.org/10.1016/j.jclepro.2020.123882>

Rausser, G., Strielkowski, W., & Štreimikienė, D. (2017, November 22). Smart meters and household electricity consumption: A case study in Ireland. *Energy & Environment*, 29(1), 131–146.
<https://doi.org/10.1177/0958305x17741385>

Reimers, V., Magnuson, B., & Chao, F. (2016, October 3). The academic conceptualisation of ethical clothing. *Journal of Fashion Marketing and Management: An International Journal*, 20(4), 383–399.
<https://doi.org/10.1108/jfmm-12-2015-0097>

Reimers, V., Magnuson, B., & Chao, F. (2017, March 13). Happiness, altruism and the Prius effect. *Journal of Fashion Marketing and Management: An International Journal*, 21(1), 115–132. <https://doi.org/10.1108/jfmm-07-2016-0053>

Schuitema, G., Anable, J., Skippon, S., & Kinnear, N. (2013, February). The role of instrumental, hedonic and symbolic attributes in the intention to adopt electric vehicles. *Transportation Research Part A: Policy and Practice*, 48, 39–49. <https://doi.org/10.1016/j.tra.2012.10.004>

Sekaran, U., & Bougie, R. (2016, June 27). *Research Methods For Business*. John Wiley & Sons.

Seo, Y., Ko, D., & Kim, J. (2019, December 2). It Is All in the Mind(set)! Matching Mindsets and Luxury Tourism. *Journal of Travel Research*, 60(1), 184–196. <https://doi.org/10.1177/0047287519888280>

Shephard, A., Pookulangara, S., Kinley, T. R., & Josiam, B. M. (2016, March 14). Media influence, fashion, and shopping: a gender perspective. *Journal of Fashion Marketing and Management*, 20(1), 4–18.
<https://doi.org/10.1108/jfmm-09-2014-0068>

Sheth, J. N., Newman, B. I., & Gross, B. L. (1991, March). Why we buy what we buy: A theory of consumption values. *Journal of Business Research*, 22(2), 159–170. [https://doi.org/10.1016/0148-2963\(91\)90050-8](https://doi.org/10.1016/0148-2963(91)90050-8)

- Singh, A., & Verma, P. (2017, November). Factors influencing Indian consumers' actual buying behaviour towards organic food products. *Journal of Cleaner Production*, 167, 473–483. <https://doi.org/10.1016/j.jclepro.2017.08.106>
- Soliman, M., & Wilson, A. E. (2017, June). Seeing change and being change in the world: The relationship between lay theories about the world and environmental intentions. *Journal of Environmental Psychology*, 50, 104–111. <https://doi.org/10.1016/j.jenvp.2017.01.008>
- Sudbury, L. and Böltner, S. (2011), “Fashion marketing and the ethical movement versus individualist consumption: analysing the attitude behaviour gap”, *European Advances in Consumer Research*, Vol. 9, pp. 163-168.
- Sweeney, J. C., & Soutar, G. N. (2001, June). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220. [https://doi.org/10.1016/s0022-4359\(01\)00041-0](https://doi.org/10.1016/s0022-4359(01)00041-0)
- Sweeney, J. C., & Soutar, G. N. (2001, June). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220. [https://doi.org/10.1016/s0022-4359\(01\)00041-0](https://doi.org/10.1016/s0022-4359(01)00041-0)
- Tewari, A., Mathur, S., Srivastava, S., & Gangwar, D. (2022, May). Examining the role of receptivity to green communication, altruism and openness to change on young consumers' intention to purchase green apparel: A multi-analytical approach. *Journal of Retailing and Consumer Services*, 66, 102938. <https://doi.org/10.1016/j.jretconser.2022.102938>
- Tran, K., Nguyen, T., Tran, Y., Nguyen, A., Luu, K., & Nguyen, Y. (2022, August 16). Eco-friendly fashion among generation Z: Mixed-methods study on price value image, customer fulfillment, and pro-environmental behavior. *PLOS ONE*, 17(8), e0272789. <https://doi.org/10.1371/journal.pone.0272789>
- Trivedi, R. H., Patel, J. D., & Acharya, N. (2018, September). Causality analysis of media influence on environmental attitude, intention and behaviors leading to green purchasing. *Journal of Cleaner Production*, 196, 11–22. <https://doi.org/10.1016/j.jclepro.2018.06.024>

- Tullani, H., Saha, R., & Dahiya, R. (2019). Green Innovation and Ethical Responsibility. *International Journal of Sustainable Entrepreneurship and Corporate Social Responsibility*, 3(1), 35–52. <https://doi.org/10.4018/ijsecsr.2018010103>
- Tung, T., Koenig, H., & Chen, H. L. (2017, October 29). Effects of Green Self-Identity and Cognitive and Affective Involvement on Patronage Intention in Eco-Friendly Apparel Consumption: A Gender Comparison. *Sustainability*, 9(11), 1977. <https://doi.org/10.3390/su9111977>
- Turrentine, T. S., & Kurani, K. S. (2007, February). Car buyers and fuel economy? *Energy Policy*, 35(2), 1213–1223. <https://doi.org/10.1016/j.enpol.2006.03.005>
- Valtanen, L. (2021), “Consumer motivations and value creation from sustainable fashion consumption: a qualitative study of sustainable fashion consumers”, unpublished bachelor’s thesis, Aalto University School of Business, Finland.
- Vazifehdoust, H., Taleghani, M., Esmailpour, F., Nazari, K., & Khadang, M. (2013, September 1). Purchasing green to become greener: Factors influence consumers’ green purchasing behavior. *Management Science Letters*, 2489–2500. <https://doi.org/10.5267/j.msl.2013.08.013>
- White, L. V., & Sintov, N. D. (2017, May). You are what you drive: Environmentalist and social innovator symbolism drives electric vehicle adoption intentions. *Transportation Research Part A: Policy and Practice*, 99, 94–113. <https://doi.org/10.1016/j.tra.2017.03.008>
- Wiederhold, M., & Martinez, L. F. (2018, March 26). Ethical consumer behaviour in Germany: The attitude-behaviour gap in the green apparel industry. *International Journal of Consumer Studies*, 42(4), 419–429. <https://doi.org/10.1111/ijcs.12435>
- Yoo, J. J., Divita, L., & Kim, H. Y. (2013, March). Environmental awareness on bamboo product purchase intentions: do consumption values impact green consumption? *International Journal of Fashion Design, Technology and Education*, 6(1), 27–34. <https://doi.org/10.1080/17543266.2012.758318>

- Younus, S., Rasheed, F. and Zia, A. (2015) Identifying the Factors Affecting Customer Purchase Intention. *Global Journal of Management and Business Research: A Administration and Management*, 15, 9-14.
- Yuan, R., Liu, M. J., & Blut, M. (2022, April 7). What's in it for you? Examining the roles of consumption values and Thaler's acquisition–transaction utility theory in Chinese consumers' green purchase intentions. *European Journal of Marketing*, 56(4), 1065–1107. <https://doi.org/10.1108/ejm-08-2020-0609>
- Zaremohzzabieh, Z., Ismail, N., Ahrari, S., & Abu Samah, A. (2021, August). The effects of consumer attitude on green purchase intention: A meta-analytic path analysis. *Journal of Business Research*, 132, 732–743. <https://doi.org/10.1016/j.jbusres.2020.10.053>
- Zelezny, L. C., & Schultz, P. W. (2000, January). Psychology of Promoting Environmentalism: Promoting Environmentalism. *Journal of Social Issues*, 56(3), 365–371. <https://doi.org/10.1111/0022-4537.00172>
- Zsóka, G., Szerényi, Z. M., Széchy, A., & Kocsis, T. (2013, June). Greening due to environmental education? Environmental knowledge, attitudes, consumer behavior and everyday pro-environmental activities of Hungarian high school and university students. *Journal of Cleaner Production*, 48, 126–138. <https://doi.org/10.1016/j.jclepro.2012.11.030>