

BIBLIOGRAPHY

- Aaker, D. A. (2000). *Building Strong Brands*. Pocket Simon & Schuster.
- Ali, P., & Younas, A. (2021). Understanding and interpreting regression analysis. *Evidence Based Nursing*, 24(4), 116–118.
<https://doi.org/10.1136/ebnurs-2021-103425>
- Álvarez, L. A. (2017). Clothing Three Continents: The Competitive Advantage of Inditex-Zara Group, 1963-1 999. *Revista De Historia Industrial — Industrial History Review*. [https://doi.org/https://doi.org/10.1344/rhi.v0i18.18551](https://doi.org/10.1344/rhi.v0i18.18551)
- Andreoni, J. (1990). Impure altruism and donations to public goods: A theory of warm-glow giving. *The Economic Journal*, 100(401), 464-477. DOI: 10.2307/2234133
- Anselmsson, J., Johansson, U., & Persson, N. (2008). The battle of brands in the Swedish market for Consumer Packaged Food: A cross-category examination of brand preference and liking. *Journal of Brand Management*, 16(1–2), 63–79.
<https://doi.org/10.1057/bm.2008.21>
- Aulina, L., & Yuliati, E. (2017). The effects of Green brand positioning, Green brand knowledge, and attitude towards Green brand on Green Products Purchase intention. *Proceedings of the International Conference on Business and Management Research (ICBMR-17)*. <https://doi.org/10.2991/icbmr-17.2017.50>
- Ayanwale, A. B., Alimi, T., & Ayanbimipe, M. A. (2005). The influence of advertising on Consumer Brand Preference. *Journal of Social Sciences*, 10(1), 9–16.
<https://doi.org/10.1080/09718923.2005.11892453>
- Bassiouni, D. H., & Hackley, C. (2014). “generation Z” children’s adaptation to Digital Consumer Culture: A Critical Literature Review. *Journal of Customer Behaviour*, 13(2), 113–133. <https://doi.org/10.1362/147539214x14024779483591>
- Bhardwaj, V., & Fairhurst, A. (2010). Fast fashion: Response to changes in the fashion industry. *The International Review of Retail, Distribution and Consumer Research*, 20(1), 168–168. <https://doi.org/10.1080/09593960903498300>

- Bilgihan, A. (2016). Gen Y customer loyalty in online shopping: An integrated model of trust, user experience and branding. *Computers in Human Behavior*, 61, 103–113. <https://doi.org/10.1016/j.chb.2016.03.014>
- Burgos, M. E. (2019, November 18). *Sustainable fashion: An ethical future ahead?*. Sustainable Fashion: An Ethical Future Ahead? https://www.academia.edu/40971697/Sustainable_Fashion_An_Ethical_Future_Ahead
- Cantona, E., & Tunjungsari, H. K. (2019). Brand image dan product performance terhadap customer loyalty: Customer satisfaction Sebagai Mediasi. *Jurnal Manajerial Dan Kewirausahaan*, 1(2), 307. <https://doi.org/10.24912/jmk.v1i2.5091>
- Carrington, M. J., Neville, B. A., & Whitwell, G. J. (2010). Why ethical consumers don't walk their talk: Towards a framework for understanding the gap between the ethical purchase intentions and actual buying behaviour of ethically minded consumers. *Journal of Business Ethics*. <https://doi.org/10.1007/s10551-010-0501-6>
- Carlson, L., Grove, S. J., & Kangun, N. (1993). A content analysis of environmental advertising claims: A matrix method approach. *Journal of Advertising*, 22(3), 27–39. <https://doi.org/10.1080/00913367.1993.10673409>
- Chitra, V., & Gokilavani, R. (2020). Green Banking Trends: Customer Knowledge and awareness in India. *Shanlax International Journal of Management*, 8(1), 54–60. <https://doi.org/10.34293/management.v8i1.2486>
- Chimboza, enford, & Mutandwa, E. (2007). Measuring the determinants of brand preference in a dairy product market. *African Journal of Business Management*, 1(1), 230–237.
- Chunling, L. (2020). Analysis on the Marketing Strategy of Fast Fashion Brand Zara Based on 4c Theory. *Francis Academic Press*. <https://doi.org/10.25236/icemeet.2020.089>

DeMars, C. E., & Erwin, I. D. (2008). Neutral or unsure: Is there a difference? American Psychological Association.

Deng, Z., Lu, Y., Wei, K. K., & Zhang, J. (2010). Understanding customer satisfaction and loyalty: An empirical study of mobile instant messages in China. *International Journal of Information Management*, 30(4), 289–300.
<https://doi.org/10.1016/j.ijinfomgt.2009.10.001>

Denscombe, M. (1998). *The Good Research Guide: For Small-scale Social Research Projects*. Open University Press.

Desrochers, J. E., Albert, G., Milfont, T. L., Kelly, B., & Arnocky, S. (2019). Does personality mediate the relationship between sex and environmentalism? *Personality and Individual Differences*, 147, 204–213.
<https://doi.org/10.1016/j.paid.2019.04.026>

Dewobroto, W. S., & Wijaya, K. (2022). Analysis of the effect of store atmosphere and social factors on emotional responses affecting consumers' purchase decision. *Indonesian Interdisciplinary Journal of Sharia Economics (IIJSE)*, 5(1), 356–370.
<https://doi.org/10.31538/ijse.v5i1.1800>

D'souza, G., & Rao, R. C. (1995). Can repeating an advertisement more frequently than the competition affect brand preference in a mature market? *Journal of Marketing*, 59(2), 32–42. <https://doi.org/10.1177/002224299505900203>

Duncan, Tom And Moriarity Sandra, E, (1998), "A Communication-Based Marketing Model for Managing Relationships", *Journal of Marketing*, Vol.62, April 1998, S.1-13

Dwidienawati, D., & Gandasari, D. (2018). Understanding Indonesia's Generation Z. *International Journal of Engineering & Technology*, 7(3), 245–252.

Elizaga, L. U. (2016). The Contrast of Fast Fashion Giants Zara, H&M and Uniqlo (Unpublished master's thesis). *Higher Technical School of Industrial Engineers and Telecommunications*.

- Evelyn, Tanoto, S. R., & Ricky. (2021). Factors influencing the financial independence of young adults, and evidence from Indonesia. *Petra International Journal of Business Studies*, 4(2), 182–192. <https://doi.org/10.9744/ijbs.4.2.182-192>
- Fayvishenko, D. (2018). Formation of Brand Positioning Strategy. *Baltic Journal of Economic Studies*, 4(2), 245–248. <https://doi.org/10.30525/2256-0742/2018-4-2-245-248>
- Ferdows, K., Lewis, M., & Machuca, J. A. D. (2003). Zara. *Supply Chain Forum An International Journal* , 4.
- Forsman, L., & Madsen, D. (2017). Consumers’ Attitudes Towards Sustainability and Sustainable Labels in the Fashion Industry (Online based masters’ thesis). *The Swedish School of Textiles* .
- Francis, T., & Hoefel, F. (2018, November 12). “true gen”: Generation Z and its implications for companies. McKinsey & Company. <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/true-gen-generation-z-and-its-implications-for-companies>
- Frey, W. H. (2018, January). *THE MILLENNIAL GENERATION: A demographic bridge to America’s diverse future*. Brookings. https://www.brookings.edu/wp-content/uploads/2018/01/2018-jan_brookings-metro-millennials-a-demographic-bridge-to-americas-diverse-future.pdf
- Fuchs, C., & Diamantopoulos, A. (2010). Evaluating the effectiveness of brand-positioning strategies from a consumer perspective. *European Journal of Marketing*, 44(11/12), 1763–1786.
- Furlow, N. E. (2010). Greenwashing in the new millennium. *The Journal of Applied Business and Economics*, 10(6), 22-25.
- G, M. (2014). Green Branding: An Analysis. *Asia Pacific Journal of Marketing & Management Review*, 3(1), 69.

Development Goals Into Practice: A review of implementation, monitoring, and Finance. *Geo: Geography and Environment*, 5(1). <https://doi.org/10.1002/geo2.49>

Gentile, C., Spiller, N., Noci, G. (2007). How to sustain the customer experience: An overview of experience components that co-create value with the customer. *European Management Journal*. 25 (5). 395-410

Glasow, P. A. (2005, April). *Fundamentals of Survey Research Methodology - Mitre*. Mitre. https://www.mitre.org/sites/default/files/pdf/05_0638.pdf

Grazzini, L., Acuti, D., & Aiello, G. (2021). Solving the puzzle of sustainable fashion consumption: The role of consumers' implicit attitudes and perceived warmth. *Journal of Cleaner Production*, 287, 125579. <https://doi.org/10.1016/j.jclepro.2020.125579>

Grubor, A., & Milovanov, O. (2017). Brand strategies in the era of Sustainability. *Interdisciplinary Description of Complex Systems*, 15(1). <https://doi.org/10.7906/indexs.15.1.6>

Han, H., Nguyen, H. N., Song, H., Lee, S., & Chua, B.-L. (2018). Impact of functional/cognitive and emotional advertisements on image and repurchase intention. *Journal of Hospitality Marketing & Management*, 28(4), 446–471. <https://doi.org/10.1080/19368623.2019.1531803>

Hartmann, P., Apaolaza, V., & Forcada, F. J. (2005). Green branding effects on attitude: Functional versus emotional positioning strategies. *Marketing Intelligence & Planning*, 23(1), 9–29. <https://doi.org/10.1108/02634500510577447>

Henninger, C. E., Alevizou, P. J., & Oates, C. J. (2016). What is sustainable fashion? *Journal of Fashion Marketing and Management: An International Journal*, 20(4), 400–416. <https://doi.org/10.1108/jfmm-07-2015-0052>

Homburg, C., Schwemmle, M., & Kuehnl, C. (2015). New product design: Concept, Measurement, and consequences. *Journal of Marketing*, 79(3), 41–56. <https://doi.org/10.1509/jm.14.0199>

IDN Media. (2020). *Indonesia Millennial Report 2020* - IDN times. IDN Times.

<https://cdn.idntimes.com/content-documents/Indonesia-millennial-report-2020-by-IDN-Research-Institute.pdf>

Inditex Group. (2022). *Annual report 2022*: Inditex.

https://static.inditex.com/annual_report_2022/en/

Think Insights (December 29, 2023) *Rogers' Five Factors – How To Appraise*

Innovations?. Retrieved from

<https://thinkinsights.net/strategy/rogers-five-factors/>.

Isaac, S., & Michael, W. B. (1997). *Handbook in research and evaluation: A collection of principles, methods, and strategies useful in the planning, design, and evaluation of studies in education and the Behavioral Sciences*. EdITS.

Jangir, M. (2020, January). ZARA'S CASE STUDY: The Strategy of the Fast Fashion Pioneer.

https://www.researchgate.net/publication/362568585_ZARA'S_CASE_STUDY_-the_Strategy_of_the_Fast_Fashion_Pioneer_The_Strategy_of_the_Fast_Fashion_Pioneer

Jiang, B. (2022). How consumers' response on CSR affects brand competitiveness in the fast fashion industry——case study of Zara (Inditex) and H&M. *Academic Journal of Business & Management*, 4(1).

<https://doi.org/10.25236/ajbm.2022.040117>

Kahawandala, N., Peter, S., & Niwunhella, H. (2020). Profiling purchasing behavior of generation Z. *2020 International Research Conference on Smart Computing and Systems Engineering (SCSE)*. <https://doi.org/10.1109/scse49731.2020.9313038>

Kato, T. (2021). Functional value vs emotional value: A comparative study of the values that contribute to a preference for a corporate brand. *International Journal of Information Management Data Insights*, 1(2).

<https://doi.org/10.1016/j.jjime.2021.100024>

Kaur, P., Stoltzfus, J., & Yellapu, V. (2018). Descriptive statistics. *International Journal of Academic Medicine*, 4(1). https://doi.org/10.4103/ijam.ijam_7_18

Keller, K. L. (2003). Brand synthesis: The multidimensionality of brand knowledge. *Journal of Consumer Research*

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).

Kotler, P. (1999). Designing and Delivering More Customer Value. In *Kotler on Marketing* (pp. 140–155). chapter, The Free Press.

Kotler, P., & Keller, K. L. (2016). The Buying Decision Process: The Five-Stage Model. In *Marketing Management* (15th ed., pp. 194–201). essay, Pearson Education Limited.

Reliability and Validity of Research Instruments. ResearchGate. (2019, September). https://www.researchgate.net/publication/335827941_Reliability_and_VValidity_of_Research_Instruments_Correspondence_to_kubaiedwinyahoocom

Kubiak, H. (2016). The phenomenon of greenwashing in marketing communication of CSR. *Współczesne Problemy Ekonomiczne*, 12, 95–102. <https://doi.org/10.18276/wpe.2016.12-08>

Lee, D., Moon, J., Kim, Y. J., & Yi, M. Y. (2015). Antecedents and consequences of mobile phone usability: Linking simplicity and interactivity to satisfaction, trust, and Brand Loyalty. *Information & Management*, 52(3), 295–304. <https://doi.org/10.1016/j.im.2014.12.001>

Lee, H.-J., & Jee, Y. (2016). The impacts of brand asset of domestic screen golf playing systems upon Brand Trust and brand loyalty. *International Journal of Sports Marketing and Sponsorship*, 17(4), 320–332. <https://doi.org/10.1108/ijsms-11-2016-021>

Li, Y. (2021). How should Zara optimize its marketing strategies to cater to the needs of new generations – gen Z and millennials. *Proceedings of the 2021 International*

<https://doi.org/10.2991/aebmr.k.210917.048>

Lissitsa, S., & Kol, O. (2016). Generation X vs. generation Y – a decade of online shopping. *Journal of Retailing and Consumer Services*, 31, 304–312.

<https://doi.org/10.1016/j.jretconser.2016.04.015>

Liu, Y., & Hei, Y. (2021, June). *Exploring Generation Z Consumers' Attitudes towards Sustainable Fashion and Marketing Activities regarding Sustainable Fashion*.

DiVA

Portal.

<https://www.diva-portal.org/smash/get/diva2:1561061/FULLTEXT01.pdf>

Lorincz, O. (2021). *Greenwashing Used as a Misinformation Tool in the Communication of the Sustainable Fashion Industry: What Are the Main Factors Contributing to Misinformation in the Sustainable Fashion Industry?* Retrieved from

https://www.academia.edu/53646424/greenwashing_used_as_a_misinformation_tool_in_the_communication_of_the_sustainable_fashion_industry.

Low, G. S., & Lamb, C. W. (2000). The measurement and dimensionality of Brand Associations. *Journal of Product & Brand Management*, 9(6), 350–370.

<https://doi.org/10.1108/10610420010356966>

Luxton, S., Reid, M., & Mavondo, F. (2015). Integrated marketing communication capability and brand performance. *Journal of Advertising*

Lyon, T., & Maxwell, J. (2011). Greenwash: Corporate environmental disclosure under threat of Audit. *Journal of Economics & Management Strategy*, 20(1).

<https://doi.org/10.1111/j.1530-9134.2010.00282.x>

Madhavaram, S., Badrinarayanan, V., & McDonald, R. E. (2005). Inte-

grated marketing communication (IMC) and brand identity as critical components of brand equity strategy: A conceptual framework and research propositions. *Journal of Advertising*, 34(4), 69–80.

Mardius, P. R., Sulastri, S., Shihab, M. S., & Yuliani, Y. (2023). Eco-label, Kepedulian Lingkungan, Dan Perilaku Pembelian Hijau: Sebuah Sudut Pandang Generasi z

- Moreno, F. M., Lafuente, J. G., Carreón, F. Á., & Moreno, S. M. (2017). The characterization of the millennials and their buying behavior. *International Journal of Marketing Studies*, 9(5), 135. <https://doi.org/10.5539/ijms.v9n5p135>
- Muda, M., Mohd, R., & Hassan, S. (2016). Online purchase behavior of generation Y in Malaysia. *Procedia Economics and Finance*, 37, 292–298. [https://doi.org/10.1016/s2212-5671\(16\)30127-7](https://doi.org/10.1016/s2212-5671(16)30127-7)
- Mukherjee, S. P. (2021). Hypothesis & Its Types. *Research Methodology and Application of Remote Sensing and GIS Techniques in Research*.
- Niinimäki, K., Peters, G., Dahlbo, H., Perry, P., Rissanen, T., & Gwilt, A. (2020). The environmental price of Fast Fashion. *Nature Reviews Earth & Environment*, 1(4), 189–200. <https://doi.org/10.1038/s43017-020-0039-9>
- Ningrum, V., Putri, I. A. P., & Ekaputri, A. D. (2014). Pola Pengeluaran Dan Gaya Hidup Penduduk Muda Kelas Menengah: Studi Empiris Perkotaan Di Jabodetabek1 . *Peneliti Pusat Penelitian Kependudukan*, 9(2).
- Noble, C.H., Kumar, M. (2008). Using Product Design Strategically To Create Deeper Consumer Connections. *Business Horizons*. 51(5). 441-450
- Olatubosun, P., & Nyazenga, S. (2019). Greenwashing and Responsible Investment Practices: Empirical evidence from Zimbabwe. *Qualitative Research in Financial Markets*, 13(1). <https://doi.org/10.1108/qrfm-12-2017-0125>
- Owusu-Bempah, G., Bennet, E., Okyere-Kwakye, E., & Amoako, D. (2013). The Importance Of Pricing As An Influential Marketing Mix Tool: A Factor And Principal Component Analysis, 3(1).
- Pattanayak, K. P., & Padhy, C. (2021). Green Washing and its Impact on Consumers and Businesses - A Review. *Indian Journal of Natural Sciences*, 10(62).

- Previte, J., Russell-Bennett, R., Mulcahy, R., & Hartel, C. (2019). The role of emotional value for reading and giving ewom in altruistic services. *Journal of Business Research*, 99, 157–166. <https://doi.org/10.1016/j.jbusres.2019.02.030>
- Ries, A., & Trout, J. (2001). *Positioning: The Battle for Your Mind*. McGraw-Hill.
- Roszkowska-Menkes, M. (2021). Greenwashing. *Encyclopedia of Sustainable Management*, 1–6. https://doi.org/10.1007/978-3-030-02006-4_390-1
- Sammut-Bonnici, T. (2015). Brand and Branding. *John Wiley & Sons, Ltd*, 12. <https://doi.org/10.1002/9781118785317.weom120161>
- Sánchez, J., Callarisa, L., Rodríguez, R. M., & Moliner, M. A. (2006). Perceived value of the purchase of a tourism product. *Tourism Management*, 27(3), 394–409. <https://doi.org/10.1016/j.tourman.2004.11.007>
- Sarstedt, M., & Mooi, E. (2014). Regression analysis. *Springer Texts in Business and Economics*, 193–233. https://doi.org/10.1007/978-3-642-53965-7_7
- Sarwono, J. (2018). *Metode Penelitian Kuantitatif dan Kualitatif* (2nd ed.). Suluh Media.
- Schultz, D.C., & Barnes, B.E. (1999). Strategic Brand Communication campaigns. USA: NTC Business Books.
- Shen, B., Zheng, J.-H., Chow, P.-S., & Chow, K.-Y. (2014). Perception of fashion sustainability in online community. *The Journal of The Textile Institute*, 105(9), 971–979. <https://doi.org/10.1080/00405000.2013.866334>
- Sitaro, T. D. (2020). Fast Fashion and Sustainability - The Case of Inditex-Zara, 14–14. Retrieved from https://research.library.fordham.edu/cgi/viewcontent.cgi?article=1044&context=international_senior.
- Syahputri, R. D. (2018). *Pengaruh Green Brand Positioning, Green Brand Knowledge, Attitude Toward Green Brand Dan Green Brand Equity Terhadap Green Purchase Intention*.
- Tammivuori, E. (2019). Greenwashing and its Impact on the Consumer. *Tallinn*.

Taplin, I. M. (2014, February 25). *Who is to blame? A re-examination of fast fashion after the 2013 factory disaster in Bangladesh*. Critical perspectives on international business. Retrieved from <https://www.emerald.com/insight/content/doi/10.1108/cpoib-09-2013-0035/full/html>

TerraChoice (2010). *The Sins of Greenwashing: Home and Family Edition*. USA:

TerraChoice. Accessible: <http://sinsofgreenwashing.com/index.html>

Tortora, P. G. (2010). History and development of Fashion. *Global Perspectives*, 159–170. <https://doi.org/10.2752/bewdf/edch10020a>

Tudó, N., Hernández, H., & López, A. (2013). *Qualitative and quantitative analysis of Inditex (Research analysis)*. Diposit. <https://diposit.ub.edu/dspace/bitstream/2445/46831/1/Qualitative%20and%20Quantitative%20Analysis%20of%20Inditex.pdf>

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. [https://doi.org/10.1016/s2212-5671\(15\)00123-9](https://doi.org/10.1016/s2212-5671(15)00123-9)

Vartanian, T. P. (2010). *Secondary Data Analysis*. Oxford University Press.

Vedeikytė, I., & Lechmanová, K. (2019). *Sustainable Fast Fashion - Case Study of H&M*. <https://doi.org/10.13140/RG.2.2.13072.89600>

Wang, Y. M., Zaman, H. M., & Alvi, A. K. (2022). Linkage of green brand positioning and Green Customer Value with green purchase intention: The mediating and moderating role of attitude toward Green brand and Green Trust. *SAGE Open*, 12(2), 215824402211024. <https://doi.org/10.1177/21582440221102441>

White, D. (2004). *A Student's Guide to Statistics for Analysis of Cross Tabulations. World Cultures*.

Wiyogo, J. N., & Setiawan, R. (2022). *The Effects of Customer Satisfaction on Brand Preference Through Customer Loyalty and Brand Trust on Local Cosmetic Products in Indonesia*, 5.

Who is Zara's target market? Zara brand analysis – Customer Segmentation, marketing strategy & competitors. Start.io - A Mobile Marketing and Audience Platform.

(2022, October 18). Retrieved from

<https://www.start.io/blog/who-is-zaras-target-market-zara-brand-analysis-customer-segmentation-marketing-strategy-competitors/>

Wu, Shwu-Ing. (2001). A study of brand preference and loyalty on the Taiwan to Singapore air route. *Journal of International Marketing and Marketing Research*, 26(1), 3.

ZARA. (2022). *TERMS AND CONDITIONS*. static.zara.net.

https://static.zara.net/static/pdfs/UK/donate-terms-and-conditions/donate-terms-and-conditions-en_UK-20221020.pdf

Zara.com. (n.d.). *Tentang join Life Pria: Zara Indonesia*. Tentang Join Life Pria | ZARA Indonesia. <https://www.zara.com/id/id/z-join-life-mkt1399.html>