DAFTAR PUSTAKA

Al-Kumaim, N. H., Shabbir, M. S., Alfarisi, S., Hassan, S. H., Alhazmi, A. K., Hishan, S. S., Al-Shami, S., Gazem, N. A., Mohammed, F., & Abu Al-Rejal, H. M. (2021). Fostering a Clean and Sustainable Environment through Green Product Purchasing Behavior: Insights from Malaysian Consumers' Perspective. *Sustainability*, *13*(22), 12585. https://doi.org/10.3390/su132212585

Albino, V., Balice, A., & Dangelico, R. M. (2009). Environmental strategies and green product development: an overview on sustainability-driven companies. *Business Strategy and the Environment*, *18*(2), 83–96. https://doi.org/10.1002/bse.638

Amberg, N., & Fogarassy, C. (2019). Green Consumer Behavior in the Cosmetics Market. *Resources*, *8*(3), 137. https://doi.org/10.3390/resources8030137

Anbukarasi, M., & Dheivanai, N. (2017). AN ANALYTICAL STUDY ON CONSUMERS' AWARENESS TOWARDS GREEN FAST MOVING CONSUMER GOODS IN COIMBATORE DISTRICT. *International Journal of Management Studies*, *IV*(4), 1–13.

Apprilia, R. D., & Dwijayanti, R. (2021). Kecintaan Merek Lokal, Fashion Lifestyle, dan Minat Beli Sebagai Pembentuk Keputusan Pembelian Sneakers Ventela. *Jurnal Inovasi Pendidikan Ekonomi (JIPE)*, *11*(1), 14. https://doi.org/10.24036/011120470

Arteaga, C., Park, J., Beeramoole, P. B., & Paz, A. (2022). xlogit: An open-source Python package for GPU-accelerated estimation of Mixed Logit models. *Journal of Choice Modelling*, *42*, 100339. https://doi.org/10.1016/j.jocm.2021.100339

Asioli, D., & Grasso, S. (2021). Do consumers value food products containing upcycled ingredients? The effect of nutritional and environmental information. *Food Quality and Preference*, *91*, 104194. https://doi.org/10.1016/j.foodqual.2021.104194

Awaluddin, I., Hamid, W., & Abady, C. (2021). The Model of Consumers Intention to Purchase SMEs' Green Products in Indonesia: Study Case of SMEs in

Makassar, South Sulawesi, Indonesia. *Quality - Access to Success*, *22*(184). https://doi.org/10.47750/QAS/22.184.09

Baier, D., Rausch, T. M., & Wagner, T. F. (2020). The Drivers of Sustainable Apparel and Sportswear Consumption: A Segmented Kano Perspective. *Sustainability*, *12*(7), 2788. https://doi.org/10.3390/su12072788

Barbarossa, C., & Pastore, A. (2015). Why environmentally conscious consumers do not purchase green products. *Qualitative Market Research: An International Journal*, *18*(2), 188–209. https://doi.org/10.1108/QMR-06-2012-0030

Bliemer, M. C., & Rose, J. M. (2014). *Designing and conducting stated choice experiments. Handbook of choice modelling*. Edward Elgar Publishing.

Bliemer, Michiel CJ, & Rose, J. M. (2014). Designing and Conducting Stated Choice Experiments. *Handbook of Choice Modelling. Cheltenham: Edward Elgar Publishing*. https://surveyengine.com/wp-content/uploads/2021/11/Designing-and-Conducting-Stated-Choice-Experiments.pdf

Burke, P. F., Eckert, C., & Sethi, S. (2020). A Multiattribute Benefits-Based Choice Model with Multiple Mediators: New Insights for Positioning. *Journal of Marketing Research*, *57*(1), 35–54. https://doi.org/10.1177/0022243719881618

Carfora, V., Cavallo, C., Caso, D., Del Giudice, T., De Devitiis, B., Viscecchia, R., Nardone, G., & Cicia, G. (2019). Explaining consumer purchase behavior for organic milk: Including trust and green self-identity within the theory of planned behavior. *Food Quality and Preference*, *76*, 1–9. https://doi.org/10.1016/j.foodqual.2019.03.006

Carmines, E., & Zeller, R. (1979). *Reliability and Validity Assessment*. SAGE Publications, Inc. https://doi.org/10.4135/9781412985642

Carrington, M. J., Neville, B. A., & Whitwell, G. J. (2014). Lost in translation: Exploring the ethical consumer intention–behavior gap. *Journal of Business Research*, *67*(1), 2759–2767. https://doi.org/10.1016/j.jbusres.2012.09.022

Carrión-Bósquez, N., Veas-González, I., Naranjo-Armijo, F., Llamo-Burga, M.,

Ortiz-Regalado, O., Ruiz-García, W., Guerra-Regalado, W., & Vidal-Silva, C. (2024). Advertising and Eco-Labels as Influencers of Eco-Consumer Attitudes and Awareness—Case Study of Ecuador. *Foods*, *13*(2), 228. https://doi.org/10.3390/foods13020228

Chandavimol, C., Taiphapoon, T., & Ekgasit, S. (2021). *Framework for Development of Recycled*. *25*(4), 1–8.

Cheah, L., Ciceri, N. D., Olivetti, E., Matsumura, S., Forterre, D., Roth, R., & Kirchain, R. (2013). Manufacturing-focused emissions reductions in footwear production. *Journal of Cleaner Production*, *44*, 18–29. https://doi.org/10.1016/j.jclepro.2012.11.037

Cuc, L. D., Pelau, C., Szentesi, S.-G., & Sanda, G. (2022). The Impact of Green Marketing on the Consumers' Intention to Buy Green Products in the Context of the Green Deal. *Www.Amfiteatrueconomic.Ro*, *24*(60), 330. https://doi.org/10.24818/EA/2022/60/330

Dangelico, R. M., Alvino, L., & Fraccascia, L. (2022). Investigating the antecedents of consumer behavioral intention for sustainable fashion products: Evidence from a large survey of Italian consumers. *Technological Forecasting and Social Change*, *185*, 122010. https://doi.org/10.1016/j.techfore.2022.122010

Darma, B. (2021). *Statistika Penelitian Menggunakan SPSS*. Guepedia.

Debora Indriani, I. A., Rahayu, M., & Hadiwidjojo, D. (2019). The Influence of Environmental Knowledge on Green Purchase Intention the Role of Attitude as Mediating Variable. *International Journal of Multicultural and Multireligious Understanding*, *6*(2), 627. https://doi.org/10.18415/ijmmu.v6i2.706

Dixon, D., & Mikolon, S. (2021). Cents of self: How and when self-signals influence consumer value derived from choices of green products. *International Journal of Research in Marketing*, *38*(2), 365–386. https://doi.org/10.1016/j.ijresmar.2020.08.002

Domencich, T. A., & McFadden, D. (1975). *Urban Travel Demand: A Behavioral Analysis (Tourism)*.

Dorce, L. C., da Silva, M. C., Mauad, J. R. C., de Faria Domingues, C. H., &

Borges, J. A. R. (2021). Extending the theory of planned behavior to understand consumer purchase behavior for organic vegetables in Brazil: The role of perceived health benefits, perceived sustainability benefits and perceived price. *Food Quality and Preference*, *91*, 104191. https://doi.org/10.1016/j.foodqual.2021.104191

Dunlap, R. E., & Van Liere, K. D. (2008). The "New Environmental Paradigm." *The Journal of Environmental Education*, *40*(1), 19–28. https://doi.org/10.3200/JOEE.40.1.19-28

Dupré, S. (2005). *WALK THE TALK: Advancing Sustainable Lifestyles through Marketing and Communications: Vol. United Nat*. http://www.unep.fr/shared/publications/pdf/DTIx0763xPA-TalkWalk.pdf

Durif, F., Boivin, C., & Julien, C. (2010). In search of a green product definition. *Innovative Marketing*, *6*(1), 25–33.

El-tahhan, E. A.-K. S. (2023). Environmental Awareness of Employees as a Mediating Variable in the Relationship between the Marketing Orientation of Green Star Hotels and Sustainable Tourism in Egypt. *WSEAS TRANSACTIONS ON BUSINESS AND ECONOMICS*, *21*, 248–265. https://doi.org/10.37394/23207.2024.21.23

FEIFER, J. (2023). *70% of Consumers Say They'll Buy "Green" Products, but Only 5% Actually Do. That's Due to a Common Marketing Mistake By Eco-Friendly Brands.* Entrepreneur. https://www.entrepreneur.com/green-entrepreneur/70-of-consumers-say-theyll-buy-green-products-but-only/458397#:~:text=Consumers say they want sustainable,buy them — a serious disconnect.

Felix Richter. (2023). *Ahead of the Game: Nike Rules the Sneaker World*. Statista. https://www.statista.com/chart/13470/athletic-footwear-sales/

Flügel, S., Elvik, R., Veisten, K., Rizzi, L. I., Meyer, S. F., Ramjerdi, F., & Ortúzar, J. de D. (2015). Asymmetric preferences for road safety: Evidence from a stated choice experiment among car drivers. *Transportation Research Part F: Traffic Psychology and Behaviour*, *31*, 112–123. https://doi.org/10.1016/j.trf.2015.04.001

Fraccascia, L., Ceccarelli, G., & Dangelico, R. M. (2023). Green products from industrial symbiosis: Are consumers ready for them? *Technological Forecasting and Social Change*, *189*, 122395. https://doi.org/10.1016/j.techfore.2023.122395

Gershoff, A. D., & Frels, J. K. (2015). What Makes It Green? The Role of Centrality of Green Attributes in Evaluations of the Greenness of Products. *Journal of Marketing*, *79*(1), 97–110. https://doi.org/10.1509/jm.13.0303

Gigerenzer, G., & Selten, R. (2002). *Bounded rationality: the adaptive toolbox*. Mit. Press.

Gleim, M. R., Smith, J. S., Andrews, D., & Cronin, J. J. (2013). Against the Green: A Multi-method Examination of the Barriers to Green Consumption. *Journal of Retailing*, *89*(1), 44–61. https://doi.org/10.1016/j.jretai.2012.10.001

Gomes, S., Lopes, J. M., & Nogueira, S. (2023). Willingness to pay more for green products: A critical challenge for Gen Z. *Journal of Cleaner Production*, *390*, 136092. https://doi.org/10.1016/j.jclepro.2023.136092

Greiner, R., Bliemer, M., & Ballweg, J. (2014). Design considerations of a choice experiment to estimate likely participation by north Australian pastoralists in contractual biodiversity conservation. *Journal of Choice Modelling*, *10*, 34–45. https://doi.org/10.1016/j.jocm.2014.01.002

GUILFORD, J. P. (1956). The Guilford-Zimmerman Aptitude Survey. *The Personnel and Guidance Journal*, *35*(4), 219–223. https://doi.org/10.1002/j.2164-4918.1956.tb01745.x

Hair Jr., J. ., Black, W. C., Babin, B. J., & Anderson, R. E. (2009). *Multivariate Data Analysis* (7th Editio). Prentice Hall.

Hansen, T. B., Lindholt, J. S., Diederichsen, A. C. P., Bliemer, M. C. J., Lambrechtsen, J., Steffensen, F. H., & Søgaard, R. (2019). Individual preferences on the balancing of good and harm of cardiovascular disease screening. *Heart*, *105*(10), 761–767. https://doi.org/10.1136/heartjnl-2018-314103

Haryanto. (2006). Teori Prospek dan Pembuatan Keputusan: Suatu Studi Empiris untuk Kasus Indonesia. *Jurnal MAKSI, Vol. 6 No.*, 42–56.

Hu, H.-H., Parsa, H. G., & Self, J. (2010). The Dynamics of Green Restaurant Patronage. *Cornell Hospitality Quarterly*, *51*(3), 344–362. https://doi.org/10.1177/1938965510370564

Insight, R. (2022). *Importance of purchasing environmental friendly products among Indonesians as of February 2022 [Graph]*. Statista. https://www.statista.com/statistics/1320347/indonesia-importance-of-purchasing-environmental-friendly-products/

Insight, R. (2024). *Reasons for not adopting sustainable consumption practices among consumers in Indonesians as of December 2023 [Graph]*. Statista. https://www-statista-com.ezproxy.ugm.ac.id/statistics/1320415/indonesia

Kahneman, D., & Tversky, A. (1979). Prospect Theory: An Analysis of Decision under Risk. *Econometrica*, *47*(2), 263. https://doi.org/10.2307/1914185

Kanchanapibul, M., Lacka, E., Wang, X., & Chan, H. K. (2014). An empirical investigation of green purchase behaviour among the young generation. *Journal of Cleaner Production*, *66*, 528–536. https://doi.org/10.1016/j.jclepro.2013.10.062

Kang, J., Liu, C., & Kim, S.-H. (2013). Environmentally sustainable textile and apparel consumption: the role of consumer knowledge, perceived consumer effectiveness and perceived personal relevance. *International Journal of Consumer Studies*, *37*(4), 442–452. https://doi.org/10.1111/ijcs.12013

Kant, R. (2012). Textile dyeing industry an environmental hazard. *Natural Science*, *04*(01), 22–26. https://doi.org/10.4236/ns.2012.41004

Kaufman, L., & Rousseeuw, P. J. (1990). *Finding Groups in Data*. Wiley. https://doi.org/10.1002/9780470316801

Khan, K. U., Atlas, F., Arshad, M. Z., Akhtar, S., & Khan, F. (2022). Signaling Green: Impact of Green Product Attributes on Consumers Trust and the Mediating Role of Green Marketing. *Frontiers in Psychology*, *13*. https://doi.org/10.3389/fpsyg.2022.790272

Khan, S. N., & Mohsin, M. (2017). The power of emotional value: Exploring the effects of values on green product consumer choice behavior. *Journal of Cleaner Production*, *150*, 65–74.

https://doi.org/10.1016/j.jclepro.2017.02.187

Kicks, M. (2022). *SNEAKER CULTURE: THE RISE OF SNEAKERHEADS*. https://madkicks.com/blogs/news/sneaker-culture-the-rise-of-sneakerheads#:~:text=High commercialism%2C marketing campaigns%2C celebrity,sneaker's place in pop culture

Kim, J., Seung, H., Lee, J., & Ahn, J. (2020). Asymmetric preference and loss aversion for electric vehicles: The reference-dependent choice model capturing different preference directions. *Energy Economics*, *86*, 104666. https://doi.org/10.1016/j.eneco.2020.104666

Kim, K., Lee, J., & Kim, J. (2021). Can liquefied petroleum gas vehicles join the fleet of alternative fuel vehicles? Implications of transportation policy based on market forecast and environmental impact. *Energy Policy*, *154*, 112311. https://doi.org/10.1016/j.enpol.2021.112311

Kim, S., Lee, C., Lee, J., & Kim, J. (2021). Over-the-top bundled services in the Korean broadcasting and telecommunications market: Consumer preference analysis using a mixed logit model. *Telematics and Informatics*, *61*, 101599. https://doi.org/10.1016/j.tele.2021.101599

Kim, Y.-K., & Lee, J. (2000). Benefit Segmentation of Catalog Shoppers Among Professionals. *Clothing and Textiles Research Journal*, *18*(2), 111–120. https://doi.org/10.1177/0887302X0001800205

Ko, E. J., Kim, K. H., & Kwon, J. H. (2006). Impact of Fashion On-line Community Characteristics on Brand Loyalty: Comparisons among Lifestyle Groups. *Journal of Global Academy of Marketing Science*, *16*(3), 87–106. https://doi.org/10.1080/12297119.2006.9707372

Ko, E., Kim, E., Taylor, C. R., Hoon Kim, K., & Jeong Kang, I. (2007). Cross-national market segmentation in the fashion industry. *International Marketing Review*, *24*(5), 629–651. https://doi.org/10.1108/02651330710828022

Koch, J., Frommeyer, B., & Schewe, G. (2022). Managing the transition to eco-friendly packaging – An investigation of consumers' motives in online retail. *Journal of Cleaner Production*, *351*, 131504. https://doi.org/10.1016/j.jclepro.2022.131504

Koszegi, B., & Rabin, M. (2006). A Model of Reference-Dependent Preferences. *The Quarterly Journal of Economics*, *121*(issue 4), 1133–1165.

Krissanya, N., Sholikhah, S., Berutu, M. B., & Sari, D. A. P. (2023). Exploring the role of green brand positioning in determining green product purchase intention. *International Journal of Applied Economics, Finance and Accounting*, *15*(2), 88–95. https://doi.org/10.33094/ijaefa.v15i2.838

Kumar, P., Singh, M. K., & Agrawal, S. (2021). An analysis of customer's purchase intention towards the green products and its effect on manufacturing: A statistical approach. *Journal of Engineering Research*. https://doi.org/10.36909/jer.ICARI.15279

Kumparan. (2019). *Sneaker Lokal: Terus Mekar Meski Digempur Sepatu Luar*. https://kumparan.com/millennial/sneaker-lokal-terus-mekar-meski-digempur-sepatu-luar-1rwhiUSXsRp/full

Ladhari, R., Gonthier, J., & Lajante, M. (2019). Generation Y and online fashion shopping: Orientations and profiles. *Journal of Retailing and Consumer Services*, *48*, 113–121. https://doi.org/10.1016/j.jretconser.2019.02.003

Lakatos, E.-S., Nan, L.-M., Bacali, L., Ciobanu, G., Ciobanu, A.-M., & Cioca, L.-I. (2021). Consumer Satisfaction towards Green Products: Empirical Insights from Romania. *Sustainability*, *13*(19), 10982. https://doi.org/10.3390/su131910982

Lavuri, R., Chiappetta Jabbour, C. J., Grebinevych, O., & Roubaud, D. (2022). Green factors stimulating the purchase intention of innovative luxury organic beauty products: Implications for sustainable development. *Journal of Environmental Management*, *301*, 113899. https://doi.org/10.1016/j.jenvman.2021.113899

Lavuri, R., & Susandy, G. (2020). Green Products: Factors Exploring the Green Purchasing Behavior of South Indian Shoppers. *Indonesian Journal of Sustainability Accounting and Management*, *4*(2), 174. https://doi.org/10.28992/ijsam.v4i2.229

Lestari, W. (2019). Clustering Data Mahasiswa Menggunakan Algoritma K-Means Untuk Menunjang Strategi Promosi (Studi Kasus : STMIK Bina Bangsa

Kendari). *Simkom*, *4*(2), 35–48. https://doi.org/10.51717/simkom.v4i2.37

Lin, B., & Shi, L. (2022). Do environmental quality and policy changes affect the evolution of consumers' intentions to buy new energy vehicles. *Applied Energy*, *310*, 118582. https://doi.org/10.1016/j.apenergy.2022.118582

Lindner, J. (2023). *Sustainable Fashion Industry Statistics [Fresh Research]*. GITNUX. https://gitnux.org/sustainable-fashion-industry-statistics/

Liu, K., & Xu, Y. (2019). Route Choice Behavior: Understanding the Impact of Asymmetric Preference on Travelers' Decision Making. *Symmetry*, *11*(1), 66. https://doi.org/10.3390/sym11010066

Louviere, J. J., Hensher, D. A., Swait, J. D., & Adamowicz, W. (2000). Stated Choice Methods Analysis and Applications. In *Stated Choice Methods* (Issue January, pp. 227–251). Cambridge University Press. https://doi.org/10.1017/CBO9780511753831.008

MacCrimmon, K. R., & Toda, M. (1969). The Experimental Determination of Indifference Curves. *The Review of Economic Studies*, *36*(4), 433. https://doi.org/10.2307/2296469

MAHARDIKA, M. D., & Irawan, M. Z. (2021). *DEMAND MODELING OF THE JAKARTA-BANDUNG HIGH-SPEED RAIL: AN APPLICATION OF THE MIXED LOGIT MODEL AND THE THEORY OF PLANNED BEHAVIOR* [Gadjah Mada University]. https://etd.repository.ugm.ac.id/penelitian/detail/205446

Manski, C. F. (1977). The structure of random utility models. *Theory and Decision*, *8*(3), 229–254. https://doi.org/10.1007/BF00133443

Mariotti, S. (2020). *Everything You Need to Know About Nike's New Sustainability-Focused Collection, Move to Zero*. https://fashionmagazine.com/style/nike-move-to-zero/

Masiero, L., Pan, B., & Heo, C. Y. (2016). Asymmetric preference in hotel room choice and implications on revenue management. *International Journal of Hospitality Management*, *56*, 18–27. https://doi.org/10.1016/j.ijhm.2016.03.009

May, K. O. (1954). Intransitivity, Utility, and the Aggregation of Preference

Patterns. *Econometrica*, *22*(1), 1. https://doi.org/10.2307/1909827

Mayasari, D., & Arimbawa, I. G. (2019). The Influence of Fashion Lifestyle, Sales Promotion, and Self Image to Impulse Buying Behaviour and Customer Satisfaction. *Journal of World Conference (JWC)*, *1*(1), 58–63. https://doi.org/10.29138/prd.v1i1.58

McEachern, M. G., & McClean, P. (2002). Organic purchasing motivations and attitudes: are they ethical? *International Journal of Consumer Studies*, *26*(2), 85–92. https://doi.org/10.1046/j.1470-6431.2002.00199.x

McFadden, D. (1974). *Conditional logit analysis of qualitative choice behavior. In: Zarembka, P. (Ed.), Frontiers in Econometrics Conditional logit analysis of qualitative choice behavior. In: Zarembka, P. (Ed.), Frontiers in Econometrics*. Academic Press.

McFadden, Daniel. (1977). Quantitative Methods for Analyzing Travel Behaviour of Individuals: Some Recent Developments. *Cowles Foundation Discussion Papers.*, *707*, 1–47. https://elischolar.library.yale.edu/cowles-discussion-paper-series/707

McFadden, Daniel, & Train, K. (2000). Mixed MNL models for discrete response. *Journal of Applied Econometrics*, *15*(5), 447–470. https://doi.org/10.1002/1099-1255(200009/10)15:5<447::AID-JAE570>3.0.CO;2-1

Meng, Z., Zhao, N., Shen, B., & Zhai, C. (2022). Optimal pricing strategy for green products under salience theory. *Economic Research-Ekonomska Istraživanja*, *35*(1), 2960–2983. https://doi.org/10.1080/1331677X.2021.1985572

Mood, C. (2017). *Logistic regression : Uncovering unobserved heterogeneity*. 1–25.

Moore, D. (2023). *Why Are Sneakers So Popular?* Men's Features. https://mensfeatures.com/why-are-sneakers-so-popular/

Moser, A. K. (2016). Consumers' purchasing decisions regarding environmentally friendly products: An empirical analysis of German consumers. *Journal of Retailing and Consumer Services*, *31*, 389–397. https://doi.org/10.1016/j.jretconser.2016.05.006

Moslehpour, M., Chau, K. Y., Du, L., Qiu, R., Lin, C.-Y., & Batbayar, B. (2023). Predictors of green purchase intention toward eco-innovation and green products: Evidence from Taiwan. *Economic Research-Ekonomska Istraživanja*, *36*(2). https://doi.org/10.1080/1331677X.2022.2121934

Mosteller, F., & Nogee, P. (1951). An Experimental Measurement of Utility. *Journal of Political Economy*, *59*(5), 371–404. https://doi.org/10.1086/257106

Munro, A., & Sugden, R. (2003). On the theory of reference-dependent preferences. *Journal of Economic Behavior & Organization*, *50*(4), 407–428. https://doi.org/10.1016/S0167-2681(02)00033-1

Nekmahmud, M., Naz, F., Ramkissoon, H., & Fekete-Farkas, M. (2022). Transforming consumers' intention to purchase green products: Role of social media. *Technological Forecasting and Social Change*, *185*, 122067. https://doi.org/10.1016/j.techfore.2022.122067

Nekmahmud, M., Ramkissoon, H., & Fekete-Farkas, M. (2022). Green purchase and sustainable consumption: A comparative study between European and non-European tourists. *Tourism Management Perspectives*, *43*, 100980. https://doi.org/10.1016/j.tmp.2022.100980

Newton, J. D., Tsarenko, Y., Ferraro, C., & Sands, S. (2015). Environmental concern and environmental purchase intentions: The mediating role of learning strategy. *Journal of Business Research*, *68*(9), 1974–1981. https://doi.org/10.1016/j.jbusres.2015.01.007

Nga, L. P., & Tam, P. T. (2024). Critical factors influencing green consumer behavior: A case study in Vietnam. *Journal of Social Economics Research*, *11*(1), 1–11. https://doi.org/10.18488/35.v11i1.3599

NGUYEN, T. L., DOAN, N. D. H., & NGUYEN3, T. A. T. (2022). Assessing the determinants that drive green product purchase intention in attempt to enhance enterprise business performance and customer satisfaction. *Quality - Access to Success*, *23*(191). https://doi.org/10.47750/QAS/23.191.13

Nguyen, X. H., Tran, H. L., Nguyen, Q. H., Luu, T. P. A., Dinh, H. L., & Vu, H. T. (2020). Factors influencing the consumer's intention to buy fashion products made by recycled plastic waste. *Management Science Letters*, 3613–3622.

https://doi.org/10.5267/j.msl.2020.6.032

Ni, K., Lin, Y., Ye, S., Lin, Z., & Liu, Y. (2022). Using strengths to attack weaknesses – The effect of comparative advertising on purchasing intention of green products. *Frontiers in Psychology*, *13*. https://doi.org/10.3389/fpsyg.2022.1051856

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

Nikolić, T. M., Paunović, I., Milovanović, M., Lozović, N., & Đurović, M. (2022). Examining Generation Z's Attitudes, Behavior and Awareness Regarding Eco-Products: A Bayesian Approach to Confirmatory Factor Analysis. *Sustainability*, *14*(5), 2727. https://doi.org/10.3390/su14052727

Niosi, A. (2013). *Introduction to consumer behaviour*.

Noah. (2022). *McFadden's R2: A Measure Of Goodness Of Fit*. MODEL ADVISOR. https://www.modeladvisor.com/mcfaddens-r2-a-measure-of-goodness-of-fit/

Nugraha, J. (2017). *metode maksimum likelihood dalam model pemilihan diskrit*. Universitas Islam Indonesia.

Ogiemwonyi, O. (2022). Factors influencing generation Y green behaviour on green products in Nigeria: An application of theory of planned behaviour. *Environmental and Sustainability Indicators*, *13*, 100164. https://doi.org/10.1016/j.indic.2021.100164

Organisation for Economic Co-operation and Development (OECD). (2002). Towards sustainable household consumption?" Trends and Policies in OECD Countries. In *The Subprime Crisis: Lessons for Business Students*. OECD. https://doi.org/10.1142/10278

Orme, B. (1998). *Sample size issues for conjoint analysis studies*. Sawtooth Software Technical Paper.

Ortúzar, J. de D., Bascuñán, R., Rizzi, L. I., & Salata, A. (2021). Assessing the potential acceptability of road pricing in Santiago. *Transportation Research Part A: Policy and Practice*, *144*, 153–169.

https://doi.org/10.1016/j.tra.2020.12.007

Paleviciute, R. (2020). *How Sustainable Are Sneakers? The Environmental Impact of Sneaker Production*. MAKE FASHION BETTER. https://www.makefashionbetter.com/blog/environmental-impact-of-sneaker-production

Park, H. J., & Lin, L. M. (2020). 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

Pekerşen, Y., & Canöz, F. (2022). Tourists' attitudes toward green product buying behaviours: the role of demographic variables. *Tourism & Management Studies*, *18*(4), 7–16. https://doi.org/10.18089/tms.2022.180401

Philippe, A. J., & Ngobo, P. V. (1999). Assessment of Consumer Knowledge and Its Consequences: a Multi-Component Approach. *ACR North American Advances*.

Piper, L., de Cosmo, L. M., Sestino, A., Giangrande, A., Stabili, L., Longo, C., & Guido, G. (2021). Perceived social welfare as a driver of green products consumption: Evidences from an integrated multi-trophic aquaculture production. *Current Research in Environmental Sustainability*, *3*, 100081. https://doi.org/10.1016/j.crsust.2021.100081

Pradeep, V. H., Amshala, V. T., & Raghuram Kadali, B. (2021). Does perceived technology and knowledge of maintenance influence purchase intention of BEVs. *Transportation Research Part D: Transport and Environment*, *93*, 102759. https://doi.org/10.1016/j.trd.2021.102759

Pramudita, D. A., & Bagus Sumargo. (2019). Pengelompokan Pengguna Internet dengan Metode K-Means Clustering. *Jurnal Statistika Dan Aplikasinya*, *3*(1), 1–12. https://doi.org/10.21009/jsa.03101

Quantis. (2018). *Measuring Fashion: Insights from the Environmental Impact of the Global Apparel and Footwear Industries. Available at: https://quantis.com/report/measuring-fashion-report/*.

Rahma, N. N. (2023). *WGSN: 'Support Lokal' Buka Peluang Brand Dalam Negeri*

Tumbuh Besar. Validnews.Id. https://validnews.id/ekonomi/wgsn-support-lokal-buka-peluang-brand-dalam-negeri-tumbuh-besar

Rai, B. (2020). The Effect of Demographic Factors on Consumer Purchase Intention in Buying Television Set in Kathmandu Valley: An Empirical Study. *Pravaha*, *25*(1), 23–32. https://doi.org/10.3126/pravaha.v25i1.31871

Rasheed, N., Sabir, R. I., Mahmood, H., Rauf, A., Ibrahim, A. M., & Naseem, W. (2024). Impact of pro-environmental values on sustainable green apparel buying behavior in Pakistan. *Cleaner and Responsible Consumption*, *12*, 100180. https://doi.org/10.1016/j.clrc.2024.100180

Rausch, T. M., & Kopplin, C. S. (2021). 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

Revelt, D., & Train, K. (1998). Mixed Logit with Repeated Choices: Households' Choices of Appliance Efficiency Level. *Review of Economics and Statistics*, *80*(4), 647–657. https://doi.org/10.1162/003465398557735

Riskos, K., Dekoulou, P. (Evi), Mylonas, N., & Tsourvakas, G. (2021). Ecolabels and the Attitude–Behavior Relationship towards Green Product Purchase: A Multiple Mediation Model. *Sustainability*, *13*(12), 6867. https://doi.org/10.3390/su13126867

Ritter, Á. M., Borchardt, M., Vaccaro, G. L. R., Pereira, G. M., & Almeida, F. (2015). Motivations for promoting the consumption of green products in an emerging country: exploring attitudes of Brazilian consumers. *Journal of Cleaner Production*, *106*, 507–520. https://doi.org/10.1016/j.jclepro.2014.11.066

Román-Augusto, J. A., Garrido-Lecca-Vera, C., Lodeiros-Zubiria, M. L., & Mauricio-Andia, M. (2022). Green Marketing: Drivers in the Process of Buying Green Products—The Role of Green Satisfaction, Green Trust, Green WOM and Green Perceived Value. *Sustainability*, *14*(17), 10580. https://doi.org/10.3390/su141710580

Román, C., & Martín, J. C. (2016). Hotel attributes: Asymmetries in guest payments and gains – A stated preference approach. *Tourism Management*,

52, 488–497. https://doi.org/10.1016/j.tourman.2015.08.001

Rose, J. M., & Bliemer, M. C. J. (2013). *Sample size requirements for stated choice experiments*. https://doi.org/10.1007/s11116-013-9451-z

Rousseas, S. W., & Hart, A. G. (1951). Experimental Verification of a Composite Indifference Map. *Journal of Political Economy*, *59*(4), 288–318. https://doi.org/10.1086/257092

Rusyani, E., Lavuri, R., & Gunardi, A. (2021). Purchasing Eco-Sustainable Products: Interrelationship between Environmental Knowledge, Environmental Concern, Green Attitude, and Perceived Behavior. *Sustainability*, *13*(9), 4601. https://doi.org/10.3390/su13094601

Sahoo, D., Harichandan, S., Kar, S. K., & S, S. (2022). An empirical study on consumer motives and attitude towards adoption of electric vehicles in India: Policy implications for stakeholders. *Energy Policy*, *165*, 112941. https://doi.org/10.1016/j.enpol.2022.112941

Saluja, D. (2016). Customer's Attitude towards Eco-Friendly Product. *ANVESHAK-International Journal of Management*, *5*(2), 107. https://doi.org/10.15410/aijm/2016/v5i2/100701

Santana, D., & Kish, M. (2023). *Nike is going all in on luxury-obsessed Gen Z*. Insider. https://www.businessinsider.com/nike-is-targeting-gen-z-china2023-1

Scaccia, L., Marcucci, E., & Gatta, V. (2023). Prediction and confidence intervals of willingness-to-pay for mixed logit models. *Transportation Research Part B: Methodological*, *167*, 54–78. https://doi.org/10.1016/j.trb.2022.11.007

Schreiber-Gregory, D., & Bader, K. (2018). Logistic and Linear Regression Assumptions: Violation Recognition and Control. *SESUG Paper 247*, 1–22. https://www.researchgate.net/publication/341354759

Sdrolia, E., & Zarotiadis, G. (2019). A COMPREHENSIVE REVIEW FOR GREEN PRODUCT TERM: FROM DEFINITION TO EVALUATION. *Journal of Economic Surveys*, *33*(1), 150–178. https://doi.org/10.1111/joes.12268

Shanmugam, A., Saththsivam, G., Chyi, Y. S., Sin, T. S., & Musa, R. (2022).

Factors Influence Green Product Consumption Intention in Malaysia: A Structural Approach. *WSEAS TRANSACTIONS ON BUSINESS AND ECONOMICS*, *19*, 666–675. https://doi.org/10.37394/23207.2022.19.59

Shen, B., Cao, Y., & Xu, X. (2020). Product line design and quality differentiation for green and non-green products in a supply chain. *International Journal of Production Research*, *58*(1), 148–164. https://doi.org/10.1080/00207543.2019.1656843

Shim, S., & Bickle, M. C. (1994). Benefit Segments of the Female Apparel Market: Psychographics, Shopping Orientations, and Demographics. *Clothing and Textiles Research Journal*, *12*(2), 1–12. https://doi.org/10.1177/0887302X9401200201

Simanjuntak, M., Nafila, N. L., Yuliati, L. N., Johan, I. R., Najib, M., & Sabri, M. F. (2023). Environmental Care Attitudes and Intention to Purchase Green Products: Impact of Environmental Knowledge, Word of Mouth, and Green Marketing. *Sustainability*, *15*(6), 5445. https://doi.org/10.3390/su15065445

Sofwan, H., & Wijayangka, C. (2021). the Effect of Green Product and Green Price on the Purchase Decision of Pijakbumi Products. *E-Proceeding of Management*, *8*(5), 6054–6066.

Srisathan, W. A., Wongsaichia, S., Gebsombut, N., Naruetharadhol, P., & Ketkaew, C. (2023). The Green-Awakening Customer Attitudes towards Buying Green Products on an Online Platform in Thailand: The Multigroup Moderation Effects of Age, Gender, and Income. *Sustainability*, *15*(3), 2497. https://doi.org/10.3390/su15032497

Statista. (2024). *Fashion - Worldwide*. https://www.statista.com/outlook/emo/fashion/worldwide

Straub, D., Boudreau, M., & Gefen, D. (2004). Validation Guidelines for IS Positivist Research. *Communications of the Association for Information Systems*, *13*. https://doi.org/10.17705/1CAIS.01324

Sun, C.-W., Obrenovic, B., & Li, H.-T. (2022). Influence of Virtual CSR Co-Creation on the Purchase Intention of Green Products under the Heterogeneity of Experience Value. *Sustainability*, *14*(20), 13617.

https://doi.org/10.3390/su142013617

Sun, Y., & Wang, S. (2019). Understanding consumers' intentions to purchase green products in the social media marketing context. *Asia Pacific Journal of Marketing and Logistics*, *32*(4), 860–878. https://doi.org/10.1108/APJML-03-2019-0178

Surianshah, S. (2021). Environmental awareness and green products consumption behavior: A case study of Sabah State, Malaysia. *Biodiversitas Journal of Biological Diversity*, *22*(7). https://doi.org/10.13057/biodiv/d220717

Taherdoost, H. (2016). Validity and Reliability of the Research Instrument; How to Test the Validation of a Questionnaire/Survey in a Research. *SSRN Electronic Journal*. https://doi.org/10.2139/ssrn.3205040

Tekin, N., & Çoknaz, D. (2022). The role of environmental concern in mediating the effect of personal environmental norms on the intention to purchase green products: a case study on outdoor athletes. *ReMark - Revista Brasileira de Marketing*, *21*(4), 1282–1306. https://doi.org/10.5585/remark.v21i4.20472

Testa, F., Iovino, R., & Iraldo, F. (2020). The circular economy and consumer behaviour: The mediating role of information seeking in buying circular packaging. *Business Strategy and the Environment*, *29*(8), 3435–3448. https://doi.org/10.1002/bse.2587

Tezer, A., & Bodur, H. O. (2020). The Greenconsumption Effect: How Using Green Products Improves Consumption Experience. *Journal of Consumer Research*, *47*(1), 25–39. https://doi.org/10.1093/jcr/ucz045

Thurstone, L. L. (1931). The Indifference Function. *The Journal of Social Psychology*, *2*(2), 139–167. https://doi.org/10.1080/00224545.1931.9918964

Train, K. (2003). *Discrete Choice Methods with Simulation*. Cambridge University Press. https://eml.berkeley.edu/books/choice2.html

Train, K. (2009). *Discrete Choice Methods with Simulation*. Cambridge University Press.

United Nations Climate Change. (2018). *UN Helps Fashion Industry Shift to Low Carbon*.

Vu, Q. M., Liao, Y. K., Thi, Y., Truong, G. N. T., Nguyen, P. M. B., & Wu, W.-Y.

(2022). The Influence of Personality Traits on Intention to Purchase Green Products. *International Journal of Service Science, Management, Engineering, and Technology*, *13*(1), 1–17. https://doi.org/10.4018/IJSSMET.298675

Wang, H., Ma, B., & Bai, R. (2019). How Does Green Product Knowledge Effectively Promote Green Purchase Intention? *Sustainability*, *11*(4), 1193. https://doi.org/10.3390/su11041193

Wei, Q., Lv, D., Lin, Y., Zhu, D., Liu, S., & Liu, Y. (2023). Influence of Utilitarian and Hedonic Attributes on Willingness to Pay Green Product Premiums and Neural Mechanisms in China: An ERP Study. *Sustainability*, *15*(3), 2403. https://doi.org/10.3390/su15032403

Wenting, F., Lijia, W., & Cuixin, G. (2022). The Influence of Social Crowding on Consumers' Preference for Green Products. *Frontiers in Psychology*, *13*. https://doi.org/10.3389/fpsyg.2022.832869

Wire, N. (2011). *The 'Green' Gap Between Environmental Concerns and the Cash Register*. http://www.nielsen.com/

Wong, W. M., & Tzeng, S.-Y. (2021). Mediating Role of Organic Labeling Awareness and Food Safety Attitudes in the Correlation Between Green Product Awareness and Purchase Intentions. *SAGE Open*, *11*(4), 215824402110615. https://doi.org/10.1177/21582440211061565

Wulandari, W. (2020). *PERILAKU INDIVIDU TERHADAP FOOD WASTE DI INDONESIA* (Issue 1). UNIVERSITAS GADJAH MADA.

Yadav, R., & Pathak, G. S. (2016). Young consumers' intention towards buying green products in a developing nation: Extending the theory of planned behavior. *Journal of Cleaner Production*, *135*, 732–739. https://doi.org/10.1016/j.jclepro.2016.06.120

Yadav, S. S., Kar, S. K., & Rai, P. K. (2022). Why do consumers buy recycled shoes? An amalgamation of the theory of reasoned action and the theory of planned behaviour. *Frontiers in Environmental Science*, *10*. https://doi.org/10.3389/fenvs.2022.1007959

Zhang, G., Li, M., Li, J., Tan, M., Li, H., & Zhong, Y. (2022). Green Product Types

Modulate Green Consumption in the Gain and Loss Framings: An Event-Related Potential Study. *International Journal of Environmental Research and Public Health*, *19*(17), 10746. https://doi.org/10.3390/ijerph191710746