



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., & Ciccia, 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., Diedrichsen, 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%20commercialism%2C%20marketing%2C%20celebrity,sneaker's%20place%20in%20pop%20culture>

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., Grebnevych, 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](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>



- Moslehpoour, 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](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., Sathhsivam, 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., Gebombok, 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



UNIVERSITAS
GADJAH MADA

**PEMODELAN PREFERENSI ASIMETRIS DALAM PEMILIHAN SNEAKERS DAN IMPLIKASINYA
TERHADAP ENVIRONMENTALLY
FRIENDLY PRODUCTS**

Wahyu Anrian, Ir. Yun Prihantina Mulyani, S.T., M.Sc., Ph.D., IPM., ASEAN Eng.

Universitas Gadjah Mada, 2024 | Diunduh dari <http://etd.repository.ugm.ac.id/>

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>