

## REFERENCES

- Adams, C., Gringart, E., & Strobel, N. (2022). Explaining adults' mental health help-seeking through the lens of the theory of planned behavior: a scoping review. *Systematic Reviews*, 11(1). <https://doi.org/10.1186/s13643-022-02034-y>
- Ahdiat, A. (2022, September 8). *Banyak Konsumen Lebih Pilih E-Commerce untuk Belanja Fashion / Databoks.* Databoks.katadata.co.id. <https://databoks.katadata.co.id/infografik/2022/09/08/banyak-konsumen-lebih-pilih-e-commerce-untuk-belanja-fashion>
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Ajzen, I. (2019). *Constructing a Theory of Planned Behavior questionnaire.* <https://people.umass.edu/aizen/pdf/tpb.measurement.pdf>
- Amaro, S., & Duarte, P. (2016). Travellers' intention to purchase travel online: integrating trust and risk to the theory of planned behaviour. *Anatolia*, 27(3), 389–400. <https://doi.org/10.1080/13032917.2016.1191771>
- Amoako, G. K., Dzogbenku, R. K., & Abubakari, A. (2020). Do green knowledge and attitude influence the youth's green purchasing? Theory of planned behavior. *International Journal of Productivity and Performance Management*, 69(8), 1609–1626. <https://doi.org/10.1108/ijppm-12-2019-0595>
- Anisah, T. N., Andika, A., Wahyudi, D., & Harnaji, B. (2024). Fast fashion revolution: Unveiling the path to sustainable style in the era of fast fashion. *E3S Web of Conferences*, 475, 02005. <https://doi.org/10.1051/e3sconf/202447502005>
- Azlan, R. (2022, July 27). *Fun facts about Maudy Ayunda, the Indonesian singer-actress who graduated from Oxford and Stanford.* Study International. <https://studyinternational.com/news/fun-facts-about-maudy-ayunda/>
- Bakış, S., & Kitapçı, H. (2023). Why do consumers purchase green clothing? Investigating symbolic meanings beyond social status and the role of consumer mindset. *Journal of Fashion Marketing and Management: An International Journal*, Vol. 27(No. 4), 710–738. <https://doi.org/10.1108>
- Barenblat, A. (2017, August 16). *Why is fast fashion a bad thing?* Remake. <https://remake.world/stories/news/why-is-fast-fashion-a-bad-thing/>
- Bora Semiz, B., & Paylan, M. ali. (2023). A study on the mediating effect of brand trust between perceived legitimacy of influencers and attitude toward brand: evidence from Turkey. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/apjml-08-2022-0702>
- Brydges, T., Hracs, B. J., & Lavanga, M. (2018). Evolution versus entrenchment:



Debating the impact of digitization, democratization and diffusion in the global fashion industry. *International Journal of Fashion Studies*, 5(2), 365–372. [https://doi.org/10.1386/infs.5.2.365\\_7](https://doi.org/10.1386/infs.5.2.365_7)

Casciani, D., Chkanikova, O., & Pal, R. (2022). Exploring the nature of digital transformation in the fashion industry: opportunities for supply chains, business models, and sustainability-oriented innovations. *Sustainability: Science, Practice and Policy*, 18(1), 773–795. tandfonline. <https://doi.org/10.1080/15487733.2022.2125640>

Cerullo, M. (2019, April 19). *Earth Day 2019: Fashion industry's carbon impact is bigger than airline industry's*. Cbsnews.com. <https://www.cbsnews.com/news/earth-day-2019-fashion-industrys-carbon-impact-is-bigger-than-airline-industrys/>

Chakraborty, S., & Sadachar, A. (2023). Can a connection with indigenous cultural values encourage sustainable apparel consumption? *Journal of Fashion Marketing and Management: An International Journal*, Vol. 27(No. 1), 80–99. <https://doi.org/10.1108>

Chawla, D., & Joshi, H. (2019). Consumer attitude and intention to adopt mobile wallet in India – An empirical study. *International Journal of Bank Marketing*, 37(7), 1590–1618. <https://doi.org/10.1108/ijbm-09-2018-0256>

Chen, Y., & Chang, C. (2012). Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. *Management Decision*, 50(3), 502–520. <https://doi.org/10.1108/00251741211216250>

Chetioui, Y., Butt, I., Fathani, A., & Lebdaoui, H. (2022). Organic food and Instagram health and wellbeing influencers: an emerging country's perspective with gender as a moderator. *British Food Journal*, 125(4). <https://doi.org/10.1108/bfj-10-2021-1097>

Evanglista, B. (2024, July 11). *Distribution Chain Dominance by Chinese Imports Hurts Indonesian Textiles*. Jakarta Globe. <https://jakartaglobe.id/business/distribution-chain-dominance-by-chinese-imports-hurts-indonesian-textiles>

Fishbein, M., & Icek Ajzen. (2011). *Predicting and changing behavior : the reasoned action approach*. Taylor And Francis.

Galván-Mendoza, O., González-Rosales, V. M., Leyva-Hernández, S. N., Arango-Ramírez, P. M., & Velasco-Aulcy, L. (2022). Environmental knowledge, perceived behavioral control, and employee green behavior in female employees of small and medium enterprises in Ensenada, Baja California. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.1082306>

Garlet, T. B., Fleith, J., Duarte, L., & Perin, M. G. (2024). Understanding ethical products: Definitions and attributes to consider throughout the product lifecycle. *Sustainable Production and Consumption*, 45, 228–243.



<https://doi.org/10.1016/j.spc.2024.01.010>

- Ghali, Z. Z. (2021). Motives of ethical consumption: a study of ethical products' consumption in Tunisia. *Environment, Development and Sustainability*, 23(9). <https://doi.org/10.1007/s10668-020-01191-1>
- Ghozali, I. (2016). aplikasi analisis multivariete dengan program ibm spss 23. Badan Penerbit Universitas Diponegoro.
- Gibson, A. (Director). (2015). *The true cost* [Film]. Life Is My Movie Entertainment.
- Haines, S., & Lee, S. H. (Mark). (2021). One size fits all? Segmenting consumers to predict sustainable fashion behavior. *Journal of Fashion Marketing and Management: An International Journal, ahead-of-print*(ahead-of-print). <https://doi.org/10.1108/jfmm-08-2020-0161>
- Hair Jr., J. F., Hult, G. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook. Springer International Publishing.
- Hair, J., Page, M., & Brunsved, N. (2019). Essentials of Business Research Methods. Routledge.
- Hair, Jr, J. F., Hult, G. M., Ringle, C. M., & Sarstedt, M. (2017). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) (2 ed.). SAGE Publications, Inc.
- Hajardi, D., & Gunardi, A. (2022). Factors affecting eco-friendly purchase intention: Subjective norms and ecological consciousness as moderators. *Cogent Business & Management*.
- Hermana, I. S. (2023). *Kelimpahan Mikroplastik Serta Mitigasinya di Sungai Citarum Bagian Tengah, Karawang, Jawa Barat*. Repository.ipb.ac.id. <http://repository.ipb.ac.id/handle/123456789/132559>
- Ho, E., Jeon, M., Lee, M., Luo, J., Pfammatter, A. F., Shetty, V., & Spring, B. (2021). Fostering interdisciplinary collaboration: A longitudinal social network analysis of the NIH mHealth Training Institutes. *Journal of Clinical and Translational Science*, 5(1), e191. <https://doi.org/10.1017/cts.2021.859>
- Ho, S. S., Goh, T. J., & Chuah, A. S. F. (2022). Perceived behavioral control as a moderator: Scientists' attitude, norms, and willingness to engage the public. *PLOS ONE*, 17(10), e0275643. <https://doi.org/10.1371/journal.pone.0275643>
- Hou, J., Han, B., Chen, L., & Zhang, K. (2023). Feeling present matters: effects of social presence on live-streaming workout courses' purchase intention. *the œJournal of Product & Brand Management*, 32(7), 1082–1092. <https://doi.org/10.1108/jpbm-03-2022-3926>
- Industriall. (2016, July 20). *Indonesia: low wages in the textile and garment*



*industry undermine workers' rights.* IndustriALL. <https://www.industrialunion.org/indonesia-low-wages-in-the-textile-and-garment-industry-undermine-workers-rights>

Ivanova, G., & Moreira, A. C. (2023). Antecedents of Electric Vehicle Purchase Intention from the Consumer's Perspective: A Systematic Literature Review. *Sustainability*, 15(4), 2878. <https://doi.org/10.3390/su15042878>

Jin, X., Omar, A., & Fu, K. (2024). Factors Influencing Purchase Intention toward Recycled Apparel: Evidence from China. *Sustainability*, 16(9), 3633. <https://doi.org/10.3390/su16093633>

Jogiyanto, H. M., & Abdilah, W. (2014). Konsep dan Aplikasi PLS (Partial Least Square) untuk Penelitian Empiris. BPFE Fakultas Ekonomika dan Bisnis UGM.

Joy, A., Sherry, J. F., Venkatesh, A., Wang, J., & Chan, R. (2015a). Fast Fashion, Sustainability, and the Ethical Appeal of Luxury Brands. *Fashion Theory*, 16(3), 273–295.

Joy, A., Sherry, J. F., Venkatesh, A., Wang, J., & Chan, R. (2015b). Fast Fashion, Sustainability, and the Ethical Appeal of Luxury Brands. *Fashion Theory*, 16(3), 273–295.

Kamis, A. S., Ahmad Fuad, A. F., Izwaan Saadon, M. S., & Fadzil, M. N. (2020). *Journal of Sustainability Science and Management*, 15(6), 137–158. <https://doi.org/10.46754>

Kementerian Lingkungan Hidup dan Kehutanan. (2023). *SIPSN - Sistem Informasi Pengelolaan Sampah Nasional*. [Sipsn.menlhk.go.id](https://sipsn.menlhk.go.id/sipsn/).

Koc, F., Ozkan, B., Komodromos, M., Halil Efendioglu, I., & Baran, T. (2024). The effects of trust and religiosity on halal products purchase intention: indirect effect of attitude. *EuroMed Journal of Business*. <https://doi.org/10.1108/emjb-01-2024-0004>

Kompas. (2022, July 19). “Citayam Fashion Week”, Generasi Z, dan Limbah “Fashion” yang Tak Disadari - JEO Kompas.com. [Jeo.kompas.com](http://jeo.kompas.com/citayam-fashion-week-generasi-z-dan-limbah-fashion-yang-tak-disadari). <https://jeo.kompas.com/citayam-fashion-week-generasi-z-dan-limbah-fashion-yang-tak-disadari>

Kudeshia, C., & Kumar, A. (2017). Social eWOM: does it affect the brand attitude and purchase intention of brands? *Management Research Review*, 40(3), 310–330. <https://doi.org/10.1108/mrr-07-2015-0161>

Kumar, J., Rani, G., Rani, M., & Rani, V. (2024). Exploring sustainable pathways in the green housing market: an investigation of green housing purchase behavior by using PLS-SEM. *Property Management*. <https://doi.org/10.1108/PM-08-2024-0081>

Kumar, K. (2024). The Rise of Ethical Consumerism: Exploring Factors



- Influencing Buying Behavior and Business Strategies. *International Journal of Research Publication and Reviews*, 5(4), 8190–8197. <https://doi.org/10.55248/gengpi.5.0424.10126>
- Lavuri, R., Parida, R., & Singh, S. (2023). Unveiling ways to examine the purchase intension of green products in emerging markets. *Benchmarking: An International Journal*, 31(5). <https://doi.org/10.1108/bij-06-2022-0379>
- Li, S., Ratneswary Rasiah, Zheng, S., & Yuan, Z. (2023). Influence of Environmental Knowledge and Green Trust on Green Purchase Behaviour. *Environment-Behaviour Proceedings Journal*, 8(26), 353–358. <https://doi.org/10.21834/e-bpj.v8i26.5141>
- Liu, Y., Liu, M. T., Peréz, A., Chan, W., Collado, J., & Mo, Z. (2021). The importance of knowledge and trust for ethical fashion consumption . *Asia Pacific Journal of Marketing and Logistics*, 33(2), 1175–1194. <https://doi.org/10.11108>
- Maichum, K., Parichatnon, S., & Peng, K.-C. (2016). Application of the Extended Theory of Planned Behavior Model to Investigate Purchase Intention of Green Products among Thai Consumers. *Sustainability*, 8(10), 1077. <https://doi.org/10.3390/su8101077>
- Maiti, R. (2024, January 5). *Fast Fashion and Its Environmental Impact*. Earth.org. <https://earth.org/fast-fashions-detrimental-effect-on-the-environment/>
- Mäkinen, E. I., Evans, E. D., & McFarland, D. A. (2019). The Patterning of Collaborative Behavior and Knowledge Culminations in Interdisciplinary Research Centers. *Minerva*, 58(1), 71–95. <https://doi.org/10.1007/s11024-019-09381-6>
- Manley, A., Seock, Y., & Shin, J. (2023). Exploring the perceptions and motivations of Gen Z and Millennials toward sustainable clothing. *Exploring the Perceptions and Motivations of Gen Z and Millennials toward Sustainable Clothing*, 51(4). wiley. <https://doi.org/10.1111/fcsr.12475>
- McCormac, A., Calic, D., Butavicius, M., Parsons, K., Zwaans, T., & Pattinson, M. (2017). A Reliable Measure of Information Security Awareness and the Identification of Bias in Responses. *Australasian Journal of Information Systems*, 21. <https://doi.org/10.3127/ajis.v21i0.1697>
- McFall-Johnsen, M. (2019, October 21). *How fast fashion hurts the planet through pollution and waste*. Business Insider. <https://www.businessinsider.com/fast-fashion-environmental-impact-pollution-emissions-waste-water-2019-10>
- Meliniasari, A. R., & Mas'od, A. (2024). Understanding Factors Shaping Green Cosmetic Purchase Intentions: Insights from Attitudes, Norms, and Perceived Behavioral Control. *International Journal of Academic Research in Business and Social Sciences*, 14(1). <https://doi.org/10.6007/ijarbss/v14-i1-2024-0001>



i1/20573

- Mujtaba, G., Muhammad, N., Khan, Q., Shah, M., & Nabeel Kadhim Abbood. (2023). Water Pollution Hazards and Toxicity Caused by Textile Industries Effluent. *Journal of ICT, Design, Engineering and Technological Science*, 7(2). <https://doi.org/10.33150/jitdets-7.2.3>
- Mukherjee, S. (2015). Environmental and Social Impact of Fashion: Towards an Eco-friendly, Ethical Fashion. *International Journal of Interdisciplinary and Multidisciplinary Studies (IJIMS)*, Vol 2(No. 3), 22–35.
- Neumann, H. L., Martinez, L. M., & Martinez, L. F. (2020). Sustainability efforts in the fast fashion industry: Consumer perception, trust and purchase intention. *Sustainability Accounting, Management and Policy Journal*, 12(3). <https://doi.org/10.1108/sampj-11-2019-0405>
- Ngo, T. T. A., Vo, C. H., Tran, N. L., Nguyen, K. V., Tran, T. D., & Trinh, Y. N. (2024). Factors influencing Generation Z's intention to purchase sustainable clothing products in Vietnam. *PLOS ONE*, 19(12), e0315502. <https://doi.org/10.1371/journal.pone.0315502>
- Nguyen, B. H., & Le, H. N. Q. (2024). Investigation on information security awareness based on KAB model: the moderating role of age and education level. *Information & Computer Security*. <https://doi.org/10.1108/ics-09-2023-0152>
- Nizzoli, G. (2022, April 6). How Many Times Do We Wear Our Clothes? (Not Enough!) | Sustainable Fashion Blog| Project Cece. [Www.projectcece.com](http://www.projectcece.com/blog/506/how-many-times-do-we-wear-our-clothes/). <https://www.projectcece.com/blog/506/how-many-times-do-we-wear-our-clothes/>
- Paul, J., Modi, A., & Patel, J. (2016). Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of Retailing and Consumer Services*, 29(29), 123–134.
- Pires, P. B., Morais, C., Delgado, C. J. M., & Santos, J. D. (2024). Sustainable Fashion: Conceptualization, Purchase Determinants, and Willingness to Pay More. *Administrative Sciences*, 14(7), 143. <https://doi.org/10.3390/admsci14070143>
- Rakuten Insight. (January 31, 2024). Importance of purchasing sustainable and environmentally friendly products among consumers in Indonesia as of December 2023 [Graph]. In *Statista*. Retrieved February 20, 2025, from <https://www-statista-com.ezproxy.ugm.ac.id/statistics/1320347/indonesia-importance-of-purchasing-environmental-friendly-products/>
- Rakuten Insight. (January 31, 2024). Sustainable practices adopted in the past year among consumers in Indonesia as of December 2023 [Graph]. In *Statista*. Retrieved February 20, 2025, from <https://www-statista-com.ezproxy.ugm.ac.id/statistics/1320368/indonesia-sustainable-practices->



in-the-past-year/

- Rathinamoorthy, & Raja Balasaraswathi. (2022). *Microfiber Pollution*. Springer Nature.
- Roh, T., Seok, J., & Kim, Y. (2022). Unveiling ways to reach organic purchase: Green perceived value, perceived knowledge, attitude, subjective norm, and trust. *Journal of Retailing and Consumer Services*, 67, 102988. <https://doi.org/10.1016/j.jretconser.2022.102988>
- Salimi, A. R. (2019). EFFECTS OF ENVIRONMENTAL CONCERNS AND GREEN KNOWLEDGE ON GREEN PRODUCT CONSUMPTIONS WITH AN EMPHASIS ON MEDIATING ROLE OF PERCEIVED BEHAVIORAL CONTROL, PERCEIVED VALUE, ATTITUDE, AND SUBJECTIVE NORM. *International Transaction Journal of Engineering, Management, & Applied Sciences & Technologies*, 10(5). <https://doi.org/10.14456>
- Santos, C., Coelho, A., & Ascensão, M. (2024). Unmasking supplier greenwashing: how information sharing and green trust shape clients' sustainability. *Baltic Journal of Management*, 19(4). <https://doi.org/10.1108/bjm-01-2024-0032>
- Satrianegara, R. (n.d.). *41 Perusahaan Tekstil Diduga Cemari Sungai Citarum*. CNBC Indonesia. <https://www.cnbcindonesia.com/news/20180403123353-4-9482/41-perusahaan-tekstil-diduga-cemari-sungai-citarum>
- Schrader, P. G., & Lawless, K. A. (2004). The knowledge, attitudes, & behaviors approach how to evaluate performance and learning in complex environments. *Performance Improvement*, 43(9), 8–15. <https://doi.org/10.1002/pfi.4140430905>
- Sekaran, U., & Bougie, R. (2016). *Research Methods For Business: A Skill Building Approach*. Wiley & Sons
- Sengabira Ndereyimana, C., Lau, A. K. W., Lascu, D.-N., & Manrai, A. K. (2021). Luxury goods and their counterfeits in Sub-Saharan Africa: a conceptual model of counterfeit luxury purchase intentions and empirical test. *Asia Pacific Journal of Marketing and Logistics*, ahead-of-print(ahead-of-print). <https://doi.org/10.1108/apjml-03-2021-0184>
- Statistics Indonesia. (November 6, 2023). Share of child labor in the manufacturing sector in Indonesia from 2021 to 2023, by urbanization level [Graph]. In Statista. Retrieved February 18, 2025, from <https://www-statista-com.ezproxy.ugm.ac.id/statistics/1404471/indonesia-share-of-child-workers-in-manufacturing-by-urbanization/>
- Statista. (December 13, 2024). Revenue of the apparel market in Indonesia from 2019 to 2029 (in million U.S. dollars) [Graph]. In Statista. Retrieved February 17, 2025, from <https://www-statista-com.ezproxy.ugm.ac.id/forecasts/1228614/indonesia-revenue-apparel->



market

- Stringer, T., Mortimer, G., & Payne, A. R. (2020). Do ethical concerns and personal values influence the purchase intention of fast-fashion clothing? *Journal of Fashion Marketing and Management: An International Journal*, 24(1), 99–120. <https://doi.org/10.1108/JFMM-01-2019-0011>
- Tiwari, A., Kumar, A., Kant, R., & Jaiswal, D. (2023). Impact of fashion influencers on consumers' purchase intentions: theory of planned behaviour and mediation of attitude. *Journal of Fashion Marketing and Management*, 28(2). <https://doi.org/10.1108/jfmm-11-2022-0253>
- United States of America Department of Labor. (2022). *2022 List of Goods Produced by Child Labor or Forced Labor*. U.S Department of Labor. <https://www.dol.gov/agencies/ilab/reports/child-labor/list-of-goods>
- Vika, A., Ratih, H., Vanessa, G., & Adi, L. (2021). The Effect of Green Trust and Attitude Toward Purchasing Intention of Green Products: A Case Study of the Green Apparel Industry in Indonesia. *Journal of Asian Finance*, 8(7), 235-0244. <https://doi.org/10.13106/jafeb.2021.vol8.no7.0235>
- 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>
- Wiranto, A., & Adialita, T. (2020). PENGARUH GREEN PRODUCT KNOWLEDGE, GREEN TRUST DAN PERCEIVED PRICE TERHADAP GREEN PURCHASE INTENTION KONSUMEN AMDK MERAK AQUA DENGAN BOTOL 100% RECYCLED. *Jurnal Administrasi Bisnis*, 16(2), 174–184. <https://doi.org/10.26593/jab.v16i2.4261.174-184>
- Yi, Q., & Hohashi, N. (2018). Comparison of perceptions of domestic elder abuse among healthcare workers based on the Knowledge-Attitude-Behavior (KAB) model. *PLOS ONE*, 13(11), e0206640. <https://doi.org/10.1371/journal.pone.0206640>
- Zaidan, H., Shishan, F., Al-Hasan, M., Hamzah Al-Mawali, Mowafi, O., & Samer Eid Dahiyat. (2024). Cash or cash-less? Exploring the determinants of continuous intention to use e-wallets: the moderating role of environmental knowledge. *Competitiveness Review*. <https://doi.org/10.1108/cr-11-2023-0279>
- Zhang Dehua, Y. Charles Zhang, & Lou, S. (2023). What determines consumers' purchasing behavioral intention on social commerce platforms: introducing consumer credit to TPB. *Environment, Development and Sustainability*, 26. <https://doi.org/10.1007/s10668-023-04210-z>