

# THE IMPACT OF GREEN MARKETING AND LIFESTYLE ON PURCHASE INTENTION IN UNIQLO INDONESIA WITH CONSUMER BEHAVIOR AS INTERVENING VARIABLE

Muhammad Rizky<sup>1\*</sup>, Harimukti Wandebori<sup>2</sup>

<sup>1,2</sup> Institut Teknologi Bandung, Bandung, Jawa Barat, Indonesia

Email: muh\_rizky@sbm-itb.ac.id, harimukti@sbm-itb.ac.id

## ABSTRACT

*With the fast fashion industry experiencing rapid growth in Indonesia, the effectiveness of green marketing strategies employed by major players such as UNIQLO Indonesia has become a critical concern. This study aims to investigate the impact of green marketing and lifestyle on purchase intention within the context of UNIQLO Indonesia's fast fashion industry, with a focus on understanding consumer behavior as an intervening variable. To achieve this, the study utilizes a mixed-methods approach, incorporating surveys and interviews to gather data. The data analysis employs statistical and analytical techniques to examine the relationships between variables, while also utilizing an Industrial Organizational (I/O) model to formulate effective strategies. By employing these methods, the study seeks to provide a comprehensive understanding of the interplay between green marketing, lifestyle, consumer behavior, and purchase intention in the specific context of UNIQLO Indonesia. The expected results of this study include valuable insights into the alignment between UNIQLO Indonesia's green marketing strategies and consumer behaviors. It is anticipated that the findings will offer actionable recommendations to strengthen the brand's sustainability efforts and enhance its market competitiveness. By understanding the mediating role of consumer behavior and developing targeted marketing campaigns, UNIQLO Indonesia can enhance the effectiveness of its green marketing initiatives, ultimately contributing to a more sustainable and competitive position within the Indonesian fast fashion industry.*

**Keywords:** *Green Marketing, Lifestyle, Consumer Behavior, Purchase Intention, Strategies*

## INTRODUCTION

The evolution of Indonesian consumers' perceptions of fashion models and clothing styles has substantially influenced the growth of the clothing and accessory market. This transformation, driven by societal needs and environmental factors encompassing lifestyle, economics, social dynamics, politics, and culture, swiftly shapes and influences emerging fashion trends. The market demand for specific clothing and accessories aligning with societal preferences undergoes rapid shifts every three to four months, necessitating continual adaptation within the fashion industry (Statista, 2023). Despite becoming a significant player in the global fashion arena—ranking among the top textile-producing nations and exhibiting substantial market growth—the industry confronts pressing environmental challenges.

Indonesia's fashion industry annually generates 2.1 billion tons of CO<sub>2</sub>, contributing significantly to textile waste and microplastic pollution, compelling a reevaluation of consumer behavior and industry practices (Herrmann, 2017). However, there's a growing trend of environmental consciousness among Indonesian consumers,

particularly millennials and Gen Z, as evidenced by a strong preference for environmentally conscious brands and a shift toward sustainable lifestyles (Nurcahyadi, 2021). To address this, certain fashion firms are adopting sustainable practices, while green marketing strategies emerge as a pivotal approach to promote eco-friendly products and change consumer behavior. Understanding and adapting to evolving consumer preferences, driven by societal demands and environmental concerns, stand crucial for businesses aiming to navigate this shifting landscape sustainably (Nagaraju & Thejaswini, 2014).

UNIQLO Indonesia's preliminary research on Green Marketing and Lifestyle and Purchase Intention found unusual results. The study found a moderate positive attitude towards green marketing and lifestyle elements, prompting UNIQLO Indonesia to bridge the gap between these strategies and sales success. A significant number of respondents were ambivalent, showing communication gaps about the company's sustainability efforts, and committed customers were unfamiliar with green marketing strategies. This pushes UNIQLO Indonesia to solve

greenwashing issues, matching with the brand's ecological marketing plan.

A green marketing and lifestyle strategy in the product domain is thought to improve environmental integration throughout a company's operations, from strategic formulation, planning, and readiness to production, distribution, and customer engagement. A dedication to green marketing and lifestyle tactics is expected to impact customer purchasing behaviour. Customers' purchase intentions reflect their trust in a product, giving them confidence in their purchases. Green Marketing, Lifestyle, and Consumer Behaviour aspects affect consumer trust in product selection.

## LITERATUR REVIEW

Green marketing, a term introduced in a 1975 seminar by the American Marketing Association, focuses on promoting environmentally safe products. It encompasses various activities like altering product design, production methods, packaging, and advertising (Khatri et al., 2021). This approach markets products that are eco-friendly, featuring characteristics such as sustainable manufacturing, absence of harmful substances, recyclability, reduced packaging, and repairability. While it earns consumer favor, its primary challenge lies in balancing short-term costs with long-term environmental benefits, often conflicting with immediate budget constraints. Therefore in this study, the green marketing indicators used are green product, green price, green promotion, and green place (Manongko & Kambey, 2018).

**Green Product:** Emphasizing the production and promotion of clothing lines crafted from sustainable materials, like organic cotton or recycled fabrics, aligns with the ethos of green products. Encouraging consumers to invest in quality items designed for longevity promotes a buy-less-buy-better approach, reducing overall consumption and waste.

**Green Price:** Offering discounts or incentives for recycling old clothing encourages responsible disposal practices and fosters a circular economy also reflecting the true environmental cost of production in pricing informs consumers about the ecological impact, urging them to make informed, responsible choices. **Green Place:** Minimize transportation emissions by refining distribution networks, use sustainable packaging and shipping methods for reduced environmental impact also consider eco-friendly store locations or upgrades for enhanced energy efficiency.

**Green Promotion:** Inform consumers about fast fashion's impact to raise awareness, promote

recycling programs, sustainable fashion lines, and partnerships to engage consumers and advocate for eco-friendly choices to foster a sense of responsibility in shopping habits.

H1: Green Marketing has Positive Impact for Consumer Behavior in UNIQLO Indonesia

H2: Green Marketing has Positive Impact for Purchase Intention in UNIQLO Indonesia

Lifestyle as defined by (Kotler & Keller, 2009), profoundly influences purchase intentions by reflecting daily patterns, interests, and opinions. Factors like environmental consciousness shape preferences for eco-friendly products. Communities differ in lifestyle, evolving dynamically over time. (Kotler & Keller, 2009) identify key lifestyle aspects:

**Interest:** Interest in lifestyle can manifest as an individual's attraction to expensive and luxurious items, a particular focus on the prestige associated with certain goods or activities, as well as the desire of individuals to engage in various activities or behaviors that represent the desired lifestyle. **Activities:** Activities refer to the ways individuals allocate their time in pursuit of pleasure, even at the expense of significant expenditures. These activities may include shopping, vacations, engaging in hobbies, and so forth. **Opinions:** Opinions are the responses provided by individuals regarding themselves and products related to their lifestyle pleasures. Opinions represent an individual's perspective as they strive to uphold and defend their chosen lifestyle.

H3: Lifestyle has Positive Impact for Consumer Behavior in UNIQLO Indonesia

H4: Lifestyle has Positive Impact for Purchase Intention in UNIQLO Indonesia

As articulated by experts like Engel, Blackwell, and Miniard, Consumer Behavior involves the dynamic interaction between influences (Farhan & Adlina, 2022), awareness, behavior, and the environment, shaping exchanges in various life aspects (Suryani, 2008). (Kotler & Keller, 2008) elaborate further, defining it as the study of how individuals, groups, and organizations select and use products, services, or experiences to fulfill their needs and activities. This comprehensive understanding of consumer behavior, highlighted by the American Marketing Association, underscores its dynamic nature within the context of exchanges, influencing both consumers and society (Paul & Olson, 2013).

As described by (Kotler, 2008), it's shaped by three influential factors that guide individuals, groups, and organizations in selecting and utilizing

products or services tailored to their needs and activities:

Culture, subcultures, and social classes play key roles in the initial phases of the buying process, serving as sources of inspiration and authority. For developing infants and toddlers, family and significant organizations provide specific guidance and preferences. Each subculture, shaped by elements like nationality, religion, groups, races, and location, tailors identities and socialization. Beyond income, factors like occupation, education, clothing preferences, speech patterns, and recreational activities also hold significance in determining social levels within society.

**Social Factors.** Social factors, alongside cultural influences, significantly shape consumer behavior, notably through Reference Groups known as membership groups, directly or indirectly impact attitudes and behaviors. Primary groups like family, friends, neighbors, and coworkers exert direct influences, while secondary groups such as religious or professional associations also hold sway. Next, family which divided into family orientation (parents and siblings providing guidance, aspirations, and affection) and the procreative family (spouse and children), the family structure deeply impacts purchasing decisions. Lastly, Role and Status which defined as individual's position within society and organizations directly influences their purchasing behavior. Higher roles and status correspond to preferences for higher-priced brands, reflecting their societal standing. For instance, company directors often opt for premium brands compared to other roles.

**Personal Factors.** Purchase decisions can also be influenced by personal characteristics, including age and life cycle stage, occupation and economic circumstances, lifestyle, as well as the buyer's personality and self-concept.

Consumer behavior shifts alongside evolving trends, technology, fashion, and lifestyles. Marketers must grasp these changes to adapt their strategies effectively. Segregating consumers based on distinct behaviors aids in identifying and targeting specific consumer groups with similar behavioral patterns.

H5: Consumer Behavior has Positive Impact for Purchase Intention in UNIQLO Indonesia

Kotler and Keller define intention as consumers' brand preferences within a set of choices (Philip Kotler & Keller, 2012). Intentions encompass motives that drive actions, such as purchasing products or services. It reflects consumers' inclination to act upon their preferences. In green marketing, factors influencing purchase intention involve the perceived environmental benefits, product value, and consumer's personal values (Peattie & Peattie, 2001). This study employs the online purchase intention theory by (Ha et al., 2021) as an indicator: 1) Shopping Attitude: Consumer attitude basically comprises of beliefs towards, feelings towards and behavioral intentions towards some objects; 2) Subjective Norms: This refers to the belief about whether most people approve or disapprove of the behavior. It relates to a person's beliefs about whether peers and people of importance to the person think he or she should engage in the behavior; 3) Perceived Behavior Control; This refers to a person's perception of the ease or difficulty of performing the behavior of interest; 4) Trust, Trust is the expectation that other individuals or companies with whom one interacts will not take undue advantage of a dependence upon them. That is the belief that all related parties would behave in an ethical, dependable and social appropriate manner and would fulfill their expected commitments; 5) Perceived risk: Perceived risk refers to consumer's perception of uncertainty and the negative consequences of participating in some specific activities.

This research employs a structured framework to analyze key variable relationships. The independent variables, "Green Marketing" and "Lifestyle," influence "Purchase Intention," while "Consumer Behavior" mediates these effects. This framework investigates how UNIQLO Indonesia's green marketing strategies and consumer lifestyles impact Indonesian purchase intentions through hypothesis development, data collection, and statistical analysis. The outcomes can guide UNIQLO Indonesia and the green marketing community toward fostering more sustainable consumer choices.

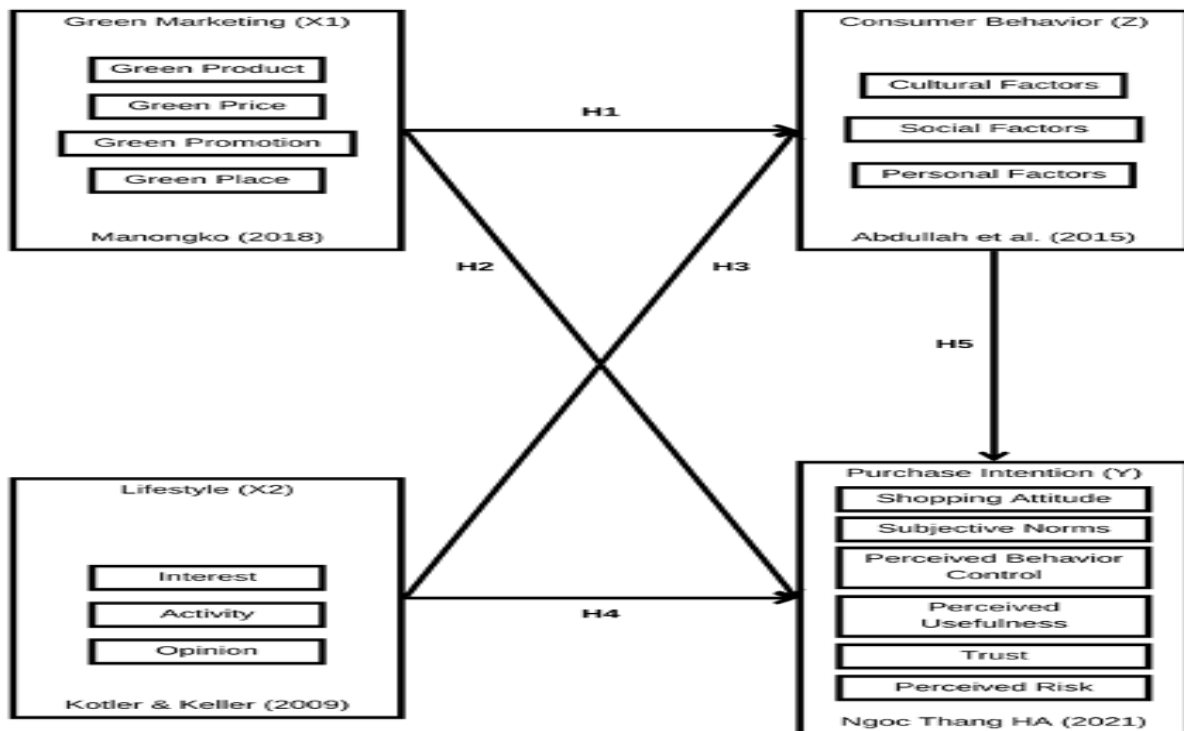


Figure 1. Conceptual Framework

## RESEARCH METHODS

This research employed quantitative methodologies to examine the hypothesized model, employing a questionnaire as the primary instrument for data collection. The quantitative approach utilized questionnaires distributed among UNIQLO Indonesia’s customers who make a minimum of two purchases annually, aligning with the Slovin Theory for descriptive studies, which stipulates a minimum sample size of 100 for questionnaires. To gather data, an online questionnaire via Google Forms was administered and disseminated across Social Media and Chatting Platforms to eligible respondents who met the specified criteria. Respondents were required to comprehensively complete all questionnaire items, providing responses on a Likert scale ranging from one to five. The study then transformed the survey results into research findings.

To augment the research data, the study incorporated interviews with loyal customers of UNIQLO Indonesia. This addition sought to deepen the understanding gleaned from the quantitative approach by gathering qualitative insights and perspectives from devoted patrons. This qualitative aspect complemented the quantitative data analysis method employed, which utilized the statistical program Smart PLS. Moreover, the target population for this study comprised UNIQLO Indonesia customers, and the sampling strategy aimed to select a minimum of

100 samples from this customer base, focusing particularly on Jakarta, Surabaya, Medan, and Bandung in Indonesia.

## RESULTS AND DISCUSSION

In examining the impact of Green Marketing and Lifestyle on Purchase Intention within UNIQLO Indonesia, with Consumer Behavior as the Intervening Variable, several methods were employed to gauge their correlations and respective impacts. The study meticulously utilized statistical analyses such as regression models and structural equation modeling (SEM) to discern the direct and indirect effects of these variables. Specifically, regression analyses were instrumental in evaluating the direct influence of Green Marketing and Lifestyle on Purchase Intention. Additionally, employing SEM facilitated a comprehensive exploration of the intricate relationships between these variables, allowing for an in-depth examination of how Consumer Behavior intervenes and potentially mediates the impact of Green Marketing and Lifestyle on Purchase Intention. Through these analytical approaches, the study sought to uncover not only the individual effects of Green Marketing and Lifestyle but also how they collectively influence Purchase Intention, shedding light on the role of Consumer Behavior as a mediating factor in this dynamic framework within UNIQLO Indonesia's consumer landscape.

**Data Analysis**

The present analysis will employ SMARTPLS 2023 software to examine the formulated hypotheses and address the research inquiries pertaining to Green Marketing, Lifestyle, Consumer Behavior, and Purchase Intention.

**Outer Model**

As part of the outer model analysis, the unidirectional predictive connections between each of the latent components associated with the observed indicators are examined. Construct validity, convergent validity (as measured by average variance extracted, or AVE), discriminant validity (as determined by the Fornell-Larcker

criterion), internal consistency (as assessed by Cronbach alpha and composite reliability), are some of the methods utilised to evaluate the outer model

**Convergent Validity**

Convergent validity assesses the degree of correlation between consensus indicators. Consider the average variance extracted (AVE) in order to assess convergent validity (Am(Fearnley & Amora, 2020)ora, 2020). In order to establish competence and convergent validity, it is necessary for the Average Variance Extracted (AVE) to surpass 0.50 (Henseler et al., 2009).

**Table 1. Convergent Validity**

Construct	Average Variance Extracted (AVE)
Green Marketing	0,616
Lifestyle	0,674
Consumer Behavior	0,665
Purchase Intention	0,604

As shown in the table, the AVE value for the entire construct is greater than 0.50 indicates that convergent validity is excellent for all variables.

**Discriminant Validity**

Discriminant validity assesses the degree to which empirical observations enable constructs to differ. Discriminant validity evaluates the uniqueness of concepts that overlap (Fearnley & Amora, 2020). For establishing discriminant

validity, the Fornell & Lacker criterion is utilized. The Fornell and Lacker criterion is defined by (Henseler & Fassott, 2010) as the average variance extracted (AVE) of a latent variable that is greater than the square of its correlation with all other latent variables. The degree of variation shared between each latent variable and the block of indicators to which it is related is greater than that of a latent variable reflecting an isolated block of indicators.

**Table 2. Discriminant Validity**

Construct	Consumer Behavior	Green Marketing	Lifestyle	Purchase Intention
Consumer Behavior	0,815			
Green Marketing	0,556	0,785		
Lifestyle	0,434	0,466	0,821	
Purchase Intention	0,474	0,629	0,397	0,777

Based on the findings displayed, it can be inferred that all latent variables exhibit sufficient discriminant validity when a correlation value between them exceeds the root of AVE.

indicator's performance indicates heightened levels of dependability. As stated by (Henseler & Fassott, 2010), the composite reliability should not decrease to a level that is deemed unacceptable, which is 0.60.

**Composite Reliability**

Composite reliability, as a metric, measures the degree of internal consistency. An increase in the composite reliability

**Table 3. Composite Reliability**

Construct	Composite Reliability
Green Marketing	0,865
Lifestyle	0,861
Consumer Behavior	0,908
Purchase Intention	0,901

The composite reliability result as shown in the table is minimum of 0,604, which is higher than the predicted minimum degree of 0,60.

**Cronbach’s Alpha**

Internal consistency statistics that employ the same criteria as composite dependability, such as Cronbach's alpha, are less precise. Between

composite reliability and Cronbach's alpha is frequently situated the dependability indicator (Hair et al., 2019). As stated by (Hulin, 2001), generally acceptable dependability rates fall within the range of 0.6 to 0.7, while values exceeding 0.8 are considered rare. Values greater than 0.95 might suggest redundancy.

**Table 4. Cronbach’s Alpha**

Construct	Cronbach’s Alpha
Green Marketing	0,792
Lifestyle	0,757
Consumer Behavior	0,875
Purchase Intention	0,868

The table presents Cronbach's alpha values ranging from 0.757 to 0.868, which significantly exceeds the minimal degree criterion of 0.60.

**R Square**

The R Square number will explain how much a research model will represent the phenomenon, here are the results:

**Table 5. R Square**

Construct	R Square	R Square Adjusted
Green Marketing	0,348	0,335
Purchase Intention	0,425	0,407

The table indicates that the R-square value is 0.335, which indicates that the model comprising X1 Green Marketing, X2 Lifestyle, and Y Purchase Intention can only account for 36% of the variance in the phenomenon. The remaining 67% cannot be represented due to the influence of external factors on consumer behavior.

The R-square value of 0.407 indicates that the model comprising X1 Green Marketing, X2 Lifestyle, X3 Facilities, and Z1 Consumer Behavior can only account for 41% of the variance in the observed phenomenon. The remaining 59% cannot be represented due to the influence of extraneous variables on purchase intention.

**Inner Model (Structural Model)**

Reliable outer model estimates help assess inner path model estimates (Henseler et al., 2009), defining connections between latent variables. Evaluating a structural model involves various factors like t-statistics and p-values.

**T-Statistics**

The t-value reveals the influence between construct variables. Hypothesis testing, derived from bootstrapping, hinges on t-statistics (> 1.96) or p-values (< 0.05) to accept a hypothesis (Hair et al., 2019).

**Table 6. T-Statistics**

Construct		T-Statistics
Green Marketing	⇒ Consumer Behavior	5,193
Green Marketing.	⇒ Purchase Intention	5,263
Lifestyle	⇒ Consumer Behavior	2,708
Lifestyle	⇒ Purchase Intention	0,965
Consumer Behavior	⇒ Purchase Intention	1,526

With three out of five variables displaying t-values exceeding 1.96, a positive relationship among them is implied. The questionnaire data suggests agreement among respondents regarding the influence of Green Marketing and Lifestyle on Consumer Behavior, and Green Marketing's impact on Purchase Intention. However, as the t-values for Lifestyle and Consumer Behavior fall below 1.96, it suggests that neither significantly affects Purchase Intention.

**P-Value**

The acceptance of the hypothesis put forth in this study is reliant on the p-value being below 0.05 (p-value < 0.05) (Hair et al., 2019).

**Table 7. P-Value**

Construct		T-Statistics
Green Marketing	⇒ Consumer Behavior	0,000
Green Marketing.	⇒ Purchase Intention	0,000
Lifestyle	⇒ Consumer Behavior	0,007
Lifestyle	⇒ Purchase Intention	0,335
Consumer Behavior	⇒ Purchase Intention	0,128

The fact that three out of five variables in the table have p-values less than 0.05 suggests that the relationship between them exerts a positive influence. As a result, two of the five variables have p-values less than 0.05, suggesting that there

is no significant relationship between lifestyle and consumer behavior and purchase intention.

The conclusions drawn from the t-statistics and p-value calculations summarize the results of the hypothesis as follows:

**Table 8. Findings and Results**

Hypothesis	Description	Conclusion
H1	Green Marketing has Positive Impact on Consumer Behavior	Accepted
H2	Green Marketing has Positive Impact on Purchase Intention	Accepted
H3	Lifestyle has Positive Impact on Consumer Behavior	Accepted
H4	Lifestyle has Positive Impact on Purchase Intention	Rejected
H5	Consumer Behavior has Positive Impact on Purchase Intention	Rejected

**Result Analysis:**

- 1) Leveraging Green Marketing  
The acceptance of Hypotheses 1 and 2 suggests UNIQLO Indonesia should persist and potentially reinforce their green marketing initiatives. Strengthening efforts in showcasing sustainable practices, eco-friendly materials, and related initiatives in marketing campaigns could notably influence consumer behavior and elevate purchase intentions within their target market.
- 2) Understanding Lifestyle Influence

The affirmation of Hypothesis 3 underscores the impact of lifestyle on consumer behavior. UNIQLO Indonesia ought to conduct a comprehensive exploration into their customer base's lifestyle preferences and values. Aligning product offerings, brand identity, and marketing strategies with these lifestyle preferences can enhance their attractiveness to consumers.

- 3) Revisiting Purchase Intention Factors  
The rejection of Hypotheses 4 and 5 implies that lifestyle and consumer behavior might not directly correlate with purchase intentions

among UNIQLO Indonesia's customers. Other influential factors, beyond lifestyle and consumer behavior, warrant identification. Conducting further research to discern these factors—such as pricing strategies, product availability, or customer service—can augment purchase intentions.

- 4) **Integrated Marketing Strategy**  
UNIQLO Indonesia could contemplate an integrated marketing approach amalgamating green marketing initiatives with an understanding of consumer lifestyles. By adeptly amalgamating these elements within campaigns, a compelling narrative resonating with their audience could be crafted, thereby bolstering purchase intentions.
- 5) **Consumer Education and Engagement**  
Acknowledging the impact of green marketing on consumer behavior and purchase intentions, UNIQLO might invest in consumer education regarding the significance and advantages of sustainable practices. Engaging customers through diverse campaigns, events, or initiatives fostering environmental awareness could fortify their brand image and cultivate customer loyalty.

## CONCLUSION

Key findings include the positive impact of green marketing on consumer behavior and purchase intention, as well as the positive influence of lifestyle on consumer behavior. However, the study suggests that lifestyle and consumer behavior may not directly correlate with purchase intentions. The research also highlights the limitations of the model in representing the phenomenon, indicating that external factors significantly influence consumer behavior.

Solution for UNIQLO Indonesia is to fortify its brand by implementing a multifaceted approach that incorporates sustainability and market expansion. In order to accomplish this, the organisation will establish connections between its products and branding and lifestyle preferences that have been the subject of research. This approach leverages consumer lifestyle knowledge and ecological initiatives to create persuasive marketing narratives. To increase customer satisfaction and revenue, UNIQLO promotes eco-friendly materials, reduces environmental impact, and enhances operational efficiency via staff training. By concentrating on distinct consumer segments, undertaking thorough market research, and establishing strategic partnerships with local merchants, the brand aspires to leverage its commitment to sustainability in order to establish a

unique identity, inspire consumer trust, and expand its market reach.

**Research Limitations.** One limitation of the research is the relatively small sample size, as the study aimed to select a minimum of 100 samples from UNIQLO Indonesia's customer base in specific regions of Indonesia. This limited sample size may impact the generalizability of the findings to the broader fast fashion industry in Indonesia. Additionally, while the study employed a mixed-methods approach, potential biases in the data collected through surveys and interviews should be considered, as they may influence the robustness of the conclusions drawn from the research.

**Further Research.** Further Research is warranted to explore the impact of external variables such as price, product accessibility, and customer support on the purchasing behaviour and intentions of rapid fashion consumers in Indonesia. Additionally, future research should investigate the impact of cultural factors such as values and beliefs on green marketing and lifestyle initiatives. Further investigation could uncover the effectiveness of sustainable marketing and lifestyle tactics implemented by rapid fashion companies in Indonesia. Further research in this area could provide valuable insights into the ways in which green marketing and lifestyle influence consumer behaviour and purchase intention within the rapid fashion industry of Indonesia. This could assist businesses in the development of more efficient and environmentally friendly marketing strategies.

## BIBLIOGRAPHY

- Farhan, M. R., & Adlina, H. (2022). The Influence Of Store Atmosphere And Viral Marketing On Buying Decision:(Study on Seis Café & Public Space Consumers on Sei Silau Street, Medan City). *Journal of Humanities, Social Sciences and Business (JHSSB)*, 2(1), 241–254.
- Fearnley, M. R., & Amora, J. T. (2020). Learning Management System Adoption in Higher Education Using the Extended Technology Acceptance Model. *IAFOR Journal of Education*, 8(2), 89–106.
- Ha, N. T., Nguyen, T. L. H., Pham, T. Van, & Nguyen, T. H. T. (2021). Factors influencing online shopping intention: An empirical study in Vietnam. *The Journal of Asian Finance, Economics and Business*, 8(3), 1257–1266.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business*



- Review*, 26(2), 106–121.  
<https://doi.org/10.1108/EBR-10-2013-0128>
- Henseler, J., & Fassott, G. (2010). Testing moderating effects in PLS path models: An illustration of available procedures. *Handbook of Partial Least Squares: Concepts, Methods and Applications*, 713–735.
- Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The use of partial least squares path modeling in international marketing. In *New challenges to international marketing*. Emerald Group Publishing Limited.
- Herrmann, S. (2017). *A new textiles economy: Redesigning fashion's future*. Circular Fibres Initiative.
- Hulin, C. (2001). Can a reliability coefficient be too high? *J Consum Psychol*, 10(1–2), 55.
- Khatri, P., Sahoo, K., Bergman, R., & Puettmann, M. (2021). Life Cycle Assessment of North American Laminated Strand Lumber (LSL) Production. *Recent Progress in Materials*, 3(4), 1–25.
- Kotler, P., & Keller, K. . (2008). *Manajemen pemasaran*. Jakarta: PT Prenhallindo.
- Kotler, Philip. (2008). *Manajemen Pemasaran Edisi 12 Jilid 2*. Indeks.
- Kotler, Philip, & Keller, K. L. (2009). *Manajemen pemasaran*. edisi.
- Kotler, Philip, & Keller, K. L. (2012). *Manajemen Pemasaran* (13th ed.). Erlangga.
- Manongko, A. A. C., & Kambey, J. (2018). *The influence of green marketing on decision purchasing organic products with interests of buying as an intervening variable at Manado City, Indonesia*.
- Nagaraju, B., & Thejaswini, H. D. (2014). Consumers' perception analysis-market awareness towards eco-friendly FMCG products: A case study of Mysore district. *IOSR Journal of Business and Management*, 16(4), 64–71.
- Nurchayadi, G. (2021). *Kesadaran Konsumen Terhadap Produk Ramah Lingkungan Terus Meningkatkan*. Mediaindonesia.Com Developer. <https://mediaindonesia.com/ekonomi/421640/kesadaran-konsumen-terhadap-produk-ramah-lingkungan-terus-meningkat>
- Paul, P. J., & Olson, J. C. (2013). Perilaku konsumen dan strategi pemasaran. *Jakarta: Salemba Empat*.
- Peattie, S., & Peattie, E. (2001). Consumer perceptions of eco-labels: An empirical study. *Journal of Marketing Management*, 17(9–10), 971–989.
- Statista. (2023). *Apparel - Indonesia*.
- Suryani, T. (2008). Perilaku konsumen: implikasi pada strategi pemasaran. *Yogyakarta: Graha Ilmu*, 118.