

## DAFTAR PUSTAKA

- CNA Luxury. (2021). *The founder of SukkhaCitta – an ethical fashion brand that changes lives in Indonesian villages*. <https://cnaluxury.channelnewsasia.com/people/sukkha-citta-indonesia-fashion-label-denica-riadini-flesch-237841>
- Correia, E., Sousa, S., Viseu, C., & Larginho, M. (2023). Analysing the influence of green marketing communication in consumers' green purchase behaviour. *International Journal of Environmental Research and Public Health*, 20(2), Article 1356. <https://doi.org/10.3390/ijerph20021356>
- Creswell, J. W., & Creswell, J. D. (2022). *Research design: Qualitative, quantitative, and mixed methods approaches* (6th ed.). SAGE Publications.
- Edelman. (2024). *2024 Edelman Trust Barometer: Global Report*. Edelman Trust Institute. <https://www.edelman.com/trust/2024/trust-barometer>
- Ghozali, I. (2021). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 26* (10th ed.). Badan Penerbit Universitas Diponegoro.
- Gilmore, J. H., & Pine, B. J. (2007). *Authenticity: What consumers really want*. Harvard Business School Press.
- Hardani, Auliya, N. H., Andriani, H., Fardani, R. A., Ustiawaty, J., Utami, E. F., Sukmana, D. J., & Istiqomah, R. R. (2020). *Metode penelitian kualitatif & kuantitatif*. CV. Pustaka Ilmu.
- Hardani, et al. (2022). *Metode Penelitian Kualitatif & Kuantitatif*. CV. Pustaka Ilmu.
- Heriyanto, D., Utomo, W. P., Pasaman, K. A., Rizka, M. T., Hutauruk, Y. G., & Yulianti, F. (2024). *Indonesia Gen Z Report 2024: Understanding and Uncovering the Behavior, Challenges, and Opportunities*. IDN Research Institute. <https://cdn.idntimes.com/content-documents/indonesia-gen-z-report-2024.pdf>
- Idrus, M., Serang, S., & Ramlawati, R. (2023). Pengaruh penerapan green marketing dan green trust terhadap pembelian ulang produk. *Jurnal Manajemen dan Bisnis Indonesia*, 9(1), 15-28. <https://doi.org/10.32528/jmbi.v9i1.456>
- Kolotouchkina, O., Díaz-Bustamante Ventisca, M., Carcelén-García, S., & Díaz-Soloaga, P. (2025). Environmental activism and sustainable communication of B-Corp fashion brands on Instagram: Best practices, emerging opportunities, and remaining challenges. *Humanities and Social Sciences Communications*, 12, Article 1674. <https://doi.org/10.1057/s41599-025-05941-2>
- Kotler, P., Armstrong, G., & Balasubramanian, S. (2024). *Principles of Marketing* (19th Global Ed.). Pearson Education.
- Lee, Z., Gordon-Wilson, S., Davies, I., & Park, J.. Communicating about sustainability in fashion: a construal level theory approach. *Journal of Fashion Marketing and Management: An International Journal*, 27, 79.
- Lin, C. A., Wang, X., & Yang, Y.. Sustainable Apparel Consumption: Personal Norms, CSR Expectations, and Hedonic vs. Utilitarian Shopping Value. *Sustainability*, 15(11), Article 9116. <https://doi.org/10.3390/su15119116>

- Lindungihutan. (2024). Sustainability marketing adalah? Apa bedanya dengan green marketing? <https://lindungihutan.com/blog/konsep-sustainability-marketing/>
- Montecchi, M., Plangger, K., West, D., & de Ruyter, K. (2024). Perceived brand transparency: A conceptualization and measurement scale. *Psychology & Marketing*, 41(10), 2274-2297. <https://doi.org/10.1002/mar.22048>
- Morais, R., & Fernandes, C.. Convincing fashion consumers to go green: a brand communication problem?. *The Strategic Marketing Plan for Sustainable Fashion in Post Pandemic Times: Global Perspectives*, 200.
- Pramadhani, D., & Nugroho, R. H. (2024). Pengaruh green marketing, lifestyle, dan environmental awareness terhadap brand loyalty: Studi pada pengguna produk The Body Shop di Surabaya. *El-Mal: Jurnal Ekonomi, Manajemen, Akuntansi dan Bisnis*, 5(4), 3126–3138. <https://doi.org/10.47467/elmal.v5i4.1869>
- Prihatno, Amalia, E. N., Putra, T. S., Murti, D. C. W., & Fauzi, G. A. (2024). Menilik peran etika dalam hotel branding: Pengaruh consumer perceived ethicality terhadap citra merek dan komitmen merek. *MODUS*, 36(1), 59-74. <https://doi.org/10.24002/modus.v36i1.8238>
- Riadini-Flesch, D. (2021). *On Pricing: What if your clothes can change lives?* SukkhaCitta Journal. <https://www.sukkhacitta.com/blogs/journal/on-pricing>
- Sansome, K., Conduit, J., & Wilkie, D. (2025). Consumers demand transparency... but do they actually engage? Exploring motives and interactions with brand transparency information. *Journal of Business Research*, 194, Article 115386. <https://doi.org/10.1016/j.jbusres.2025.115386>
- Schiaroli, V., Fraccascia, L., & Dangelico, R. M.. How can consumers behave sustainably in the fashion industry? A systematic literature review of determinants, drivers, and barriers across the consumption phases. *Business Strategy and the Environment*, 33, 31.
- Sekaran, U., & Bougie, R. (2021). *Research methods for business: A skill building approach* (8th ed.). John Wiley & Sons.
- Sugiyono. (2021). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sugiyono. (2022). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- transparency: A conceptualization and measurement scale. *Psychology & Marketing*, 41(10), 2274-2297.
- Ventisca, M. D. B., García, S. C., Soloaga, P. D., & Sánchez, M. S.. Greenwashing perception in Spanish fast-fashion brands' communication: modelling sustainable behaviours and attitudes. *Journal of Fashion Marketing and Management: An International Journal*, 28, 126.
- Vredenburg, J., Kapitan, S., Spry, A., & Kemper, J. A. (2020). Brands taking a stand: Authentic brand activism or woke washing? *Journal of Public Policy & Marketing*, 39(4), 444–460. <https://doi.org/10.1177/0743915620947359>
- Zeugner-Roth, K. P., Fischer, P. M., & Hessel, I. M. (2025). Authentic brand ethicality: Conceptualization, measurement, and validation in the fashion industry. *Journal of Business Ethics*, 196, 883–915. <https://doi.org/10.1007/s10551-024-05873-y>