



Examining the relationship between green marketing and green purchasing intentions: UNIQLO customers in Jabodetabek

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ARTICLE INFO

Article history:

Received Jan 01, 2025

Revise Jan 10, 2025

Accepted Jan 23, 2025

Keywords:

Attitude Towards Green Products;
Environmental Sensitivity;
Green Marketing,
Green Product Quality;
Green Purchasing Intention.

ABSTRACT

This research examines the impact of green marketing on green purchasing intentions among UNIQLO customers in Jabodetabek. With growing environmental awareness, fashion companies like UNIQLO are adopting eco-friendly marketing to attract conscious consumers. Key factors explored include environmental sensitivity, attitudes toward green products, and green product quality, which influence purchase intentions. Data will be collected from UNIQLO customers in Jabodetabek and analyzed to identify the relationships between these variables. The research aims to provide actionable insights for UNIQLO to develop sustainable marketing strategies and understand how consumers' perceptions of eco-friendly products are shaped. Additionally, the study offers practical recommendations for companies aiming to enhance the adoption of green products.

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INTRODUCTION

The way consumers think and act has a big effect on the environment. In today's modern era, the increasing demand for products and services has led to depletion of natural resources and adverse environmental effects (Saut & Saing, 2021). Rapid economic growth and the misuse of natural resources in various countries have exacerbated environmental issues, prompting more individuals to pay attention to these concerns, believing they affect human well-being and future development (Chen et al., 2022). As awareness of environmental issues grows, consumers are increasingly vocal about their commitment to environmental sustainability, focusing on eco-friendly products and supporting various environmental causes. This interest has expanded across sectors such as automotive, energy, technology, personal care, food, and household products, with more consumers preferring to buy from environmentally responsible companies (Kotler et al., 2022).

The rising environmental consciousness among consumers has driven organizations to enhance their efforts towards achieving environmental sustainability. Research indicates that producers who support sustainability play a crucial role in shaping consumers' eco-friendly purchasing decisions. Additionally, the consistent use of sustainability labels and logos can help guide consumers in making environmentally conscious choices (De Canio et al., 2020). As people become more conscious of environmental issues, there's a rising demand for products and services that are eco-friendly (Isac et al., 2024). Consequently, companies recognize the importance of environmental sustainability for human survival and as a means to remain competitive in their industries (de Oliveira et al., 2024). Businesses must adapt to this trend, as data indicates that environmental sustainability is no longer optional but essential for survival and growth. Companies are increasingly aware that sustainability can enhance brand image, customer loyalty, and overall competitiveness (Cohen, 2023). The consumer trend favoring environmentally friendly businesses, combined with potential financial risks associated with neglecting sustainability, underscores the necessity for businesses to prioritize sustainability for long-term viability. Sustainability encompasses not only environmental protection but also economic continuity and corporate social responsibility (de Oliveira et al., 2024).

Research indicates that green marketing significantly and positively influences customers' intentions to purchase environmentally friendly products. This suggests that businesses effectively implementing green marketing strategies can notably impact consumer purchasing decisions and enhance their market position (Lopes et al., 2024). Adopting green marketing strategies and offering eco-friendly products and services are vital for businesses to stay competitive today. Green marketing means considering environmental impacts at every stage, from production to marketing, consumption, and disposal (Vijai & Anitha, 2020). Green marketing is embraced by companies that prioritize sustainable development and corporate social responsibility, many organizations are working to implement eco-friendly business practices. By creating eco-friendly products, they can align with consumer preferences and reduce costs associated with packaging, transportation, and resource use. (Kanivasagan & Suganya, 2023). This study enhances the literature on green marketing in Indonesia's fashion retail sector by focusing on UNIQLO's strategies and their influence on customer purchasing intentions. The findings demonstrate that UNIQLO's green marketing initiatives effectively resonate with Indonesian consumers, positively impacting their buying decisions (Snapcart, 2024).

One brand that exemplifies green marketing and a commitment to environmental sustainability is UNIQLO. UNIQLO has implemented various initiatives aimed at reducing its environmental footprint, such as using sustainable materials in its clothing lines and promoting recycling programs. UNIQLO stands out in the fashion retail sector as the first brand in Indonesia to utilize geothermal energy from the Kamojang Power Plant in 2019, influencing other fast fashion retailers to adopt similar sustainable practices (Putri, 2023). The company actively engages in sustainable practices by sourcing organic cotton and reducing water usage in production processes. Additionally, UNIQLO's "All-Product Recycling Initiative" encourages customers to recycle old clothing items by providing collection boxes in stores. These initiatives align perfectly with consumer preferences for eco-friendly products and highlight UNIQLO's strong commitment to positively impacting the environment while maintaining its market leadership (Uniqlo, 2024). Consequently, since UNIQLO has integrated green marketing into its marketing strategy, this study aims to explore how important green marketing and its related factors are in shaping people's intentions to make eco-friendly purchases .

RESEARCH METHOD

This research examines the factors that influence UNIQLO customers' intentions to make green purchases in Jabodetabek area. Specifically, it focuses on the impact of attitudes toward green products, environmental sensitivity, green marketing, and green product quality. Previous research conducted by Chanda et al., (2023) ; Yaputra et al., (2023) ; Iqbal et al., (2023) ; and Moslehpour et al., (2023) highlights that the variables mentioned earlier significantly influence green purchasing intention.

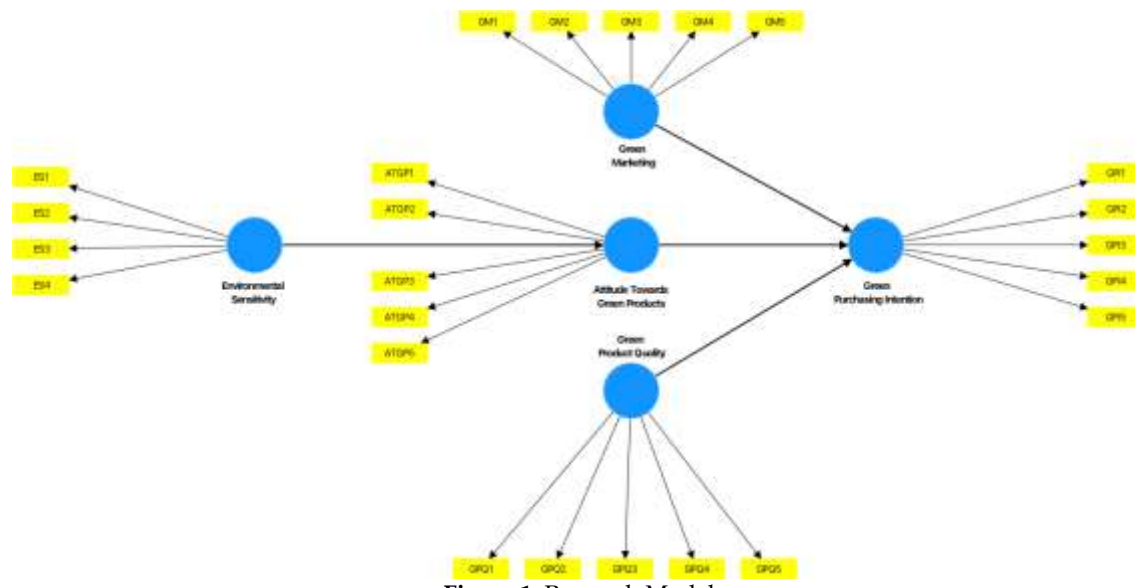


Figure 1. Research Model

This research uses a quantitative descriptive approach to effectively describe real-world phenomena, including the characteristics and relationships among variables (Sugiyono, 2015). A survey method was utilized in this research, distributing a 24 items questionnaire via Google Forms directed at 235 respondents in Jabodetabek who had purchased UNIQLO products at least once in the past six months. Responses were evaluated using a five-point Likert scale to measure how strongly participants agreed or disagreed with statements related to the research variables (Sekaran & Bougie, 2016). A total of 235 respondents with a diverse demographic profile adhered to the minimum criteria established by the inverse square root method (Kock & Hadaya, 2018), This ensures that the findings accurately reflect the characteristics of UNIQLO customers in Jabodetabek while providing strong statistical power for Partial Least Squares Structural Equation Modeling (PLS-SEM), which is suitable for complex and exploratory research (Hair et al., 2022).

The survey data will be analyzed using SmartPLS 4.1.0.8 software. This analysis will evaluate the data's accuracy and consistency to ensure its validity and reliability. Validity testing will encompass construct, convergent, and discriminant validity (Fornell-Larcker and Heterotrait-Monotrait), adhering to acceptable thresholds for Average Variance Extracted (AVE) and outer loading values (Hair et al., 2022). Reliability will be assessed using Cronbach's alpha and composite reliability, both of which should exceed the recommended minimum of 0.70 (Sekaran & Bougie, 2016). PLS-SEM will further analyze the relationships between variables by examining multicollinearity (VIF), evaluating explanatory power (R^2), effect size (F^2), and predictive relevance (Q^2) to determine the significance level between independent and dependent variables (Hair et al., 2022). This study controls extraneous variables by focusing on a relevant sample of UNIQLO customers in Jabodetabek, measuring demographics and sustainability attitudes, and including

control variables in the analysis. Construct validity is ensured through confirmatory factor analysis, while reliability is confirmed with a Cronbach's alpha above 0.70. These measures help isolate the effects of green marketing and product quality on green purchasing intention, ensuring robust findings.

RESULTS AND DISCUSSIONS

This research involves 235 respondents, ensuring that there is sufficient data to accurately represent the broader population, in line with the sampling guidelines set forth by Hair et al., (2022) and Kock & Hadaya, (2018). The participants are UNIQLO customers from the Jabodetabek area. The demographic data reveals that 50.6% of respondents are male and 49.4% are female. The age group of 18-27 years is the largest, making up 58.3% of the sample. Most respondents hold a bachelor's degree (S1) at 71.1%, while 19.6% have education below S1. In terms of employment, 45.5% work in the private sector, followed by 32.8% who are entrepreneurs.

Table 1. The Profile of Research Respondents

Criteria		Frequency	Percentage
Gender	Man	119	50.6%
	Woman	116	49.4%
Age Range	18 - 27 Years	137	58.3%
	28 - 43 Years	65	27.7%
	44 - 59 Years	28	11.9%
	Over 60 Years	5	2.1%
Domicile	Jakarta	50	20,9%
	Bogor	45	19,1%
	Depok	45	19,1%
	Tangerang	49	20,9%
	Bekasi	46	19,6%
Educational Background	Undergraduate	46	19,6%
	Bachelor Graduate	167	71.1%
	Master Graduate	22	9.4%
	Doctoral Graduate	0	0%
Work	Student	22	9.4%
	Government Employees	10	4.3%
	Private Sector Employees	107	45.5%
	Professional	13	5.5%
	Entrepreneur	77	32.8%
	Housewife	5	2.1%
	BUMN Employees	1	0.4%

The validity test in this research includes both convergent and discriminant validity. Convergent validity is assessed through Average Variance Extracted (AVE) and outer loadings, with an AVE value exceeding 0.5 and outer loadings greater than 0.7 considered as indicators of validity (Sekaran & Bougie, 2016). The results of the convergent validity testing indicate that the AVE and outer loading values align with the required standards, with AVE above 0.5 and outer loadings greater than 0.7. As a result, the indicators used in this research are considered valid.

Table 2. Convergent Validity Test Result

Construct	Indicators	Outer Loading	AVE	Remark
Attitude Towards Green Products	ATGP1	0.890	0.772	Valid
	ATGP2	0.864		Valid
	ATGP3	0.885		Valid
	ATGP4	0.875		Valid
	ATGP5	0.878		Valid
Environmental Sensitivity	ES1	0.873	0.745	Valid
	ES2	0.865		Valid
	ES3	0.863		Valid
	ES4	0.852		Valid
Green Marketing	GM1	0.866	0.749	Valid
	GM2	0.868		Valid
	GM3	0.861		Valid
	GM4	0.860		Valid
	GM5	0.874		Valid
Green Purchasing Intention	GPI1	0.876	0.759	Valid
	GPI2	0.872		Valid
	GPI3	0.878		Valid
	GPI4	0.869		Valid
	GPI5	0.861		Valid
Green Product Quality	GPQ1	0.860	0.752	Valid
	GPQ2	0.860		Valid
	GPQ3	0.872		Valid
	GPQ4	0.862		Valid
	GPQ5	0.882		Valid

Discriminant validity is evaluated using the Fornell-Larcker criterion and the Heterotrait-Monotrait ratio (HT/MT). The Fornell-Larcker criterion compares the Average Variance Extracted (AVE) of each construct with the squared correlations among constructs, ensuring that reflective constructs have shared variance less than their own AVE (Hair et al., 2021). The results in Table 3 indicate that discriminant validity has been successfully achieved, as the correlation values between constructs do not exceed the square root of the AVE for each construct.

Table 3. Fornell-Larcker Test Result

Construct	Attitude Towards Green Products	Environmental Sensitivity	Green Marketing	Green Purchasing Intention	Green Product Quality
Attitude Towards Green Products	0.878				
Environmental Sensitivity	0.478	0.863			
Green Marketing	0.473	0.426	0.866		
Green Purchasing Intention	0.459	0.469	0.462	0.871	
Green Product Quality	0.450	0.430	0.490	0.484	0.867

Hair et al., (2022) suggest using the heterotrait-monotrait ratio (HT/MT) to assess discriminant validity. This method compares the average correlation of indicators across different constructs (heterotrait-heteromethod) with the geometric mean of correlations among indicators measuring the same construct (monotrait-heteromethod). Henseler et al., (2015) set a threshold of 0.90 for HT/MT in structural models with highly similar constructs, meaning constructs are valid if their values are below 0.9. Table 4 shows that all HT/MT values for each variable are below 0.9, indicating that the indicators meet the criteria for discriminant validity. This confirms that each indicator is appropriate for measuring its respective construct, thus validating all variables in the research.

Table 4. Heterotrait-montrait Ratio (HT/MT) Test Result

Construct	Attitude Towards Green Products	Environmental Sensitivity	Green Marketing	Green Purchasing Intention	Green Product Quality
Attitude Towards Green Products					
Environmental Sensitivity	0.525				
Green Marketing	0.514	0.472			
Green Purchasing Intention	0.495	0.519	0.497		
Green Product Quality	0.483	0.472	0.529	0.521	

In evaluating reliability, internal consistency is a crucial aspect. Cronbach's alpha is the traditional measure used estimating reliability based on intercorrelations among observed indicators. However, it has limitations as it assumes equal reliability across indicators and can underestimate internal consistency. Consequently, it is considered a conservative measure (H(Saut & Saing, 202022)al., 2022). In PLS-SEM, composite reliability is recommended as an alternative which both measures range from 0 to 1, with higher values indicating better reliability. For exploratory research, values between 0.60 and 0.70 are acceptable, while values between 0.70 and 0.90 are satisfactory for more advanced research (Hair et al., 2022). The results in Table 5 show that both cronbach's alpha and composite reliability for all variables exceed 0.7 demonstrating strong reliability for all constructs in this research.

Table 5. Reliability Test Result

Construct	Cronbach's alpha	Composite reliability	Remarks
Attitude Towards Green Products	0.926	0.944	Reliable
Environmental Sensitivity	0.886	0.921	Reliable
Green Marketing	0.917	0.937	Reliable
Green Purchasing Intention	0.921	0.940	Reliable
Green Product Quality	0.918	0.938	Reliable

Collinearity, or multi-collinearity when involving multiple indicators, occurs when there is a high correlation between indicators, leading to methodological challenges. It becomes critical when formative indicators share identical information or when the same indicator measures multiple constructs. To mitigate this, researchers should remove redundant indicators (Hair et al., 2022). High collinearity increases standard errors, reducing the ability to detect significant differences, especially in small samples. It can also result in inaccurate weight estimates and even reverse signs (Hair et al., 2022). Collinearity is assessed using the variance inflation factor (VIF), with values over 5 indicating serious issues (Hair et al., 2022). In this research, VIF values are presented in Table 6 showing all variables are below 5, indicating no collinearity problems according to the guidelines.

Table 6. VIF Test Result

Construct	Attitude Towards Green Products	Green Purchasing Intention
Attitude Towards Green Products		1.401
Environmental Sensitivity	1.000	
Green Marketing		1.472
Green Product Quality		1.431

The coefficient of determination, or R-square (R^2) is a commonly used metric to evaluate the explanatory power of a structural model. It is determined by squaring the correlation between the actual and predicted values of an endogenous construct. This metric indicates the extent to

which exogenous latent variables account for the variance in the endogenous variable (Hair et al., 2022). In this research, the R^2 value for "attitude towards green products" is 0.225, meaning it is explained by environmental sensitivity by 22.5%, while 77.5% is attributed to other variables outside this research. Similarly, the R^2 value for "green purchasing intention" is 0.331, indicating that it is influenced by environmental knowledge, environmental sensitivity, green marketing, and green product quality by 33.1%, with the remaining 66.9% explained by other unexamined variables.

Table 7. R^2 Test Result

Construct	R-Square
Attitude Towards Green Products	0.225
Green Purchasing Intention	0.331

Effect size or F-square (F^2), is used to evaluate the extent to which independent variables contribute to dependent variables. According to Hair et al., (2022), the F^2 values are categorized as follows: values greater than 0.02 indicate a small effect, values above 0.15 indicate a medium effect, and values exceeding 0.35 indicate a large effect. If the F^2 value is less than 0.02, the independent variable is considered to have no significant impact on the dependent variable. In this research, environmental sensitivity has a medium effect on attitudes towards green products, with an F^2 value of 0.296. On the other hand, the relationships between attitudes towards green products and green purchasing intention (0.059), green marketing and green purchasing intention (0.049), and green product quality and green purchasing intention (0.078) all indicate small effects, as their F^2 values are above 0.02.

Table 8. F^2 Test Result

Path	F-Square
Attitude Towards Green Products → Green Purchasing Intention	0.059
Environmental Sensitivity → Attitude Towards Green Products	0.296
Green Marketing → Green Purchasing Intention	0.049
Green Product Quality → Green Purchasing Intention	0.078

The Q-square (Q^2) value is used to measure how well a research model predicts outcomes when data parameters change. A higher Q^2 indicates a stronger ability of the variables to provide accurate predictions; for a model to be considered significant or relevant, Q^2 must exceed 0. In analysis, a Q^2 value between 0 and 0.25 indicates low predictive relevance, while a range of 0.25 to 0.5 suggests moderate relevance, and values above 0.5 indicate high predictive relevance (Hair et al., 2022). According to the data, the variable "attitude towards green products" has low predictive relevance with a Q^2 value of 0.195, falling within the range of 0 to 0.25. In contrast, the variable "green purchasing intention" has a Q^2 value of 0.301, which falls between 0.25 and 0.5, indicating moderate predictive relevance.

Table 9. Q^2 Test Result

Construct	Q-Square
Attitude Towards Green Products	0.195
Green Purchasing Intention	0.301

To determine the significance of the relationships among the variables in the research model, the bootstrapping method is used and the data is analyzed with SmartPLS 4.1.0.8 software. This helps identify whether the effects between the variables are meaningful and can be generalized to a broader population. A one-tailed statistical test is applied, with the following criteria: if the T-statistic is greater than the T-table value of 1.645 at a 5% significance level, or if the

P-value is 0.05 or less, it indicates a positive and significant effect of one variable on another. Conversely, if the T-statistic is less than 1.645 and the P-value is greater than 0.05, the relationship is considered insignificant. The critical value of 1.645 corresponds to the normal distribution table, representing the threshold for a significance level of $\alpha = 0.05$ (Hair et al., 2022).

Table 10. Summary of Hypothesis Test Result

No.	Hypothesis	Original Sample	t-statistics	p-values	Conclusion
H1	Attitude Towards Green Products → Green Purchasing Intention	0.233	3.098	0.001	Supported
H2	Environmental Sensitivity → Attitude Towards Green Products	0.478	5.069	0.000	Supported
H3	Green Marketing → Green Purchasing Intention	0.218	2.644	0.004	Supported
H4	Green Product Quality → Green Purchasing Intention	0.272	3.619	0.000	Supported
H5	Environmental Sensitivity → Attitude Towards Green Products → Green Purchasing Intention	0.111	2.056	0.020	Supported

The analysis results for Hypothesis H1 indicated a significant relationship, with a P-value of 0.001 and a T-value of 3.098, showing that a positive attitude towards green products significantly enhances green purchasing intentions, as reflected by a standard coefficient of 0.233. Hypothesis H2 also demonstrated significance, with a P-value of 0.000 and a T-value of 5.069, indicating that environmental sensitivity positively affects attitudes towards green products, supported by a standard coefficient of 0.478. Similarly, Hypothesis H3 revealed significant results, with a P-value of 0.004 and a T-value of 2.644, confirming that green marketing significantly influences green purchasing intentions, as shown by a standard coefficient of 0.218. For Hypothesis H4, the findings were significant, with a P-value of 0.000 and a T-value of 3.619, indicating that green product quality significantly impacts green purchasing intentions, supported by a standard coefficient of 0.272. Lastly, the mediation analysis for Hypothesis H5 confirmed its validity, showing that environmental sensitivity affects green purchasing intentions through attitudes towards green products, with a P-value of 0.020, a T-value of 2.056, and a positive standard coefficient of 0.111. Overall, all hypotheses tested were significant, indicating positive influences on green purchasing intentions, consistent with previous research that served as a reference for this study by Chanda et al., (2023) ; Yaputra et al., (2023) ; Iqbal et al., (2023) ; and Moslehpour et al., (2023).

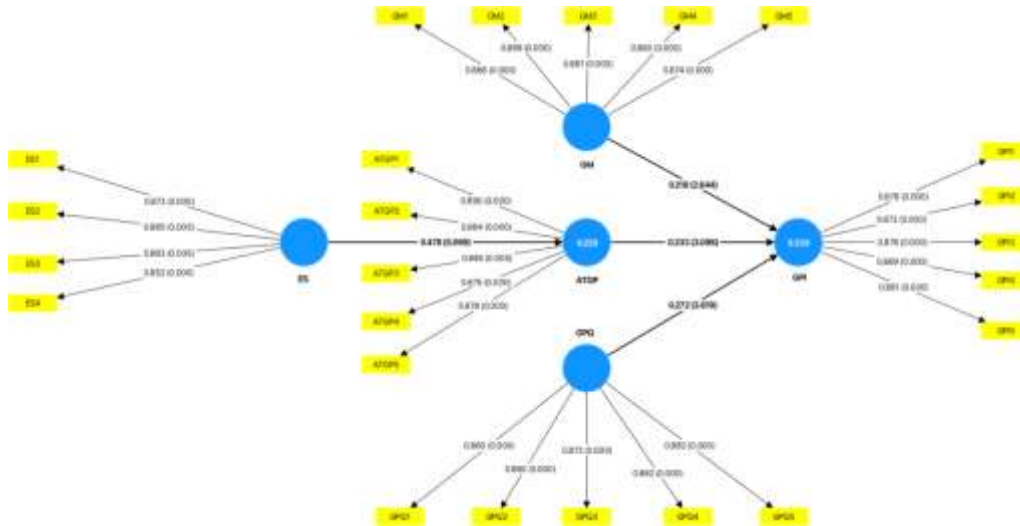


Figure 2. Inner Model Graphical Output

CONCLUSION

This study investigates how attitudes towards green products, environmental sensitivity, green marketing, and green product quality influence green purchasing intentions among UNIQLO customers in the Jabodetabek area. The findings reveal that environmental sensitivity significantly enhances attitudes towards green products, suggesting that brands like UNIQLO should focus on emotional engagement and raising environmental awareness in their marketing efforts. Additionally, a positive attitude towards green products significantly increases the intention to purchase green products, indicating that emphasizing sustainability can boost consumer interest in eco-friendly products. Effective green marketing strategies that highlight sustainable practices and clearly communicate environmental efforts are also crucial for driving purchasing intentions. Moreover, the perception of green product quality, especially regarding the use of high-quality, eco-friendly materials, positively impacts purchasing intentions. This underscores the importance for UNIQLO to convey its commitment to sustainability and product quality in its marketing campaigns.

Social media plays a vital role in UNIQLO's green marketing strategy by boosting visibility and engaging communities around sustainability. It allows the brand to showcase its eco-friendly initiatives and appeal to environmentally conscious consumers. UNIQLO has made significant strides by partnering with eco-friendly influencers, increasing transparency in sourcing, and launching clothing recycling programs known as Re.UNIQLO Studio. Additionally, UNIQLO's marketing mix – Product, Price, Place, Promotion, and People – supports its efforts by focusing on high-quality, affordable apparel, a seamless shopping experience, engaging marketing campaigns, and strong customer service. By enhancing these initiatives, UNIQLO can reinforce its leadership in sustainable fashion both locally and globally attracting more eco-aware consumers.

This research has limitations that should be considered for future research on this topic, particularly the weak explanatory power of the R-squared values for attitude towards green products and green purchasing intention, which are 22.5% and 33.1%. This indicates that other variables may play a more significant role in explaining these attitudes and intentions. Previous research has identified several relevant variables, such as eco-innovation (Moslehpour et al., 2023), environmental values (Lahehi et al., 2024), and factors like environmental awareness and consciousness (Zaremohzzabieh et al., 2021) for attitude towards green products. For green

purchasing intention, important variables include environmental concern, eco-innovation (Moslehpour et al., 2023), subjective norms, perceived behavioral control (Chanda et al., sustainable advertising, eco-packaging/labeling (Yaputra et al., 2023), as well as green value and environmental sustainability (Iqbal et al., 2023). Therefore, future research should consider incorporating these additional variables to achieve R-squared values that indicate strong explanatory power for both attitude towards green products and green purchasing intention.

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