DIJEMSS:
Dinasti International Journal of Education Management and Social Science
E-ISSN: 2686-6331
P-ISSN: 2686-6358
DINASTI PUBLISHER
https://dinastipub.org/DIJEMSS dinasti.info@gmail.com +62 811 7404 455
DOI: https://doi.org/10.38035/dijemss.v7i1

Green Marketing Orientation and Gen Z Consumers: Mediation of Green Brand Awareness and Psychological Satisfaction in Sustainable Fashion

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Abstract: This study investigates the impact of green marketing orientation on Generation Z consumers' behavior in sustainable fashion, focusing on the mediating roles of green brand awareness and psychological satisfaction. As environmental consciousness rises, Generation Z emerges as a pivotal segment with strong sustainable consumption values. A quantitative research method was applied using an online survey of 210 Gen Z respondents in Indonesia, the most of whom were female university students (19–23 years), familiar with sustainable fashion via digital platforms. Data were analyzed using Structural Equation Modeling (SEM) with SmartPLS. The results indicate that green marketing orientation significantly and positively influences both green brand awareness and psychological satisfaction. These two variables, in turn, have a significant positive effect on sustainable consumer behavior. Furthermore, both mediators fully mediate the relationship between green marketing orientation and Gen Z consumer behavior. these findings highlight the importance of emotional connection and brand perception in eco-conscious fashion consumption. This research contributes to the green marketing literature and offers practical insights for sustainable fashion brands in developing targeted strategies aligned with Gen Z's values and psychological motivations.

Keyword: Green Marketing Orientation, Generation Z, Sustainable Fashion, Green Brand Awareness, Psychological Satisfaction.

INTRODUCTION

The fashion industry is undergoing a major transformation as global awareness of environmental sustainability rises. Fast fashion, criticized for environmental degradation, carbon emissions, and unethical labor, is now challenged by the emergence of sustainable fashion—a movement promoting eco-friendly materials, ethical production, and conscious consumerism. According to the United Nations Environment Programme (UNEP), the fashion industry contributes up to 10% of global carbon emissions and is the second-largest consumer of water worldwide .

In parallel, Generation Z (Gen Z)—individuals born between 1997 and 2012—has emerged as a dominant consumer segment with strong digital literacy and a keen interest in environmental and social issues. A study by NielsenIQ (2022) found that 73% of Gen Z consumers are willing to pay more for sustainable products, especially in lifestyle categories such as fashion . This generational shift poses both challenges and opportunities for fashion brands, particularly in how they design and communicate their sustainability efforts.

One strategic approach is through the adoption of Green Marketing Orientation (GMO), which involves integrating environmental concerns into core marketing activities, including product design, pricing, promotion, and branding . However, the mere implementation of green marketing is insufficient without addressing how such strategies are perceived and internalized by consumers. Here, two psychological constructs become essential:

a. Green Brand Awareness (GBA): the degree to which consumers recognize and associate brands with eco-friendly values.
b. Psychological Satisfaction (PS): the emotional and moral gratification experienced when engaging in sustainable consumption.

Recent studies have found that these two variables play a significant mediating role in translating green marketing strategies into actual purchasing behavior. For example, psychological satisfaction is linked to brand loyalty and sustained eco-behavior, especially among Gen Z who seek purpose-driven brands .

To illustrate the increasing relevance of sustainable fashion among Gen Z, the following data summarizes recent statistics in Indonesia and globally:

Table 1. Trends in Sustainable Fashion and Gen Z Behavior

No	Indicator	Value / %	Source
1	Gen Z willing to pay more for sustainable fashion	73%	NielsenIQ, 2022
2	Increase in global searches for "eco-friendly clothing" (YoY)	+56%	Google Trends, 2023
3	Share of sustainable fashion startups in SEA (2022)	38%	ASEAN Fashion Insight, 2022
4	Consumers reporting "green brand" influences purchasing	68%	Chen et al., 2021
5	Gen Z Indonesia using Instagram to follow eco-fashion brands	81%	Insight Z ID, 2023

Despite these growing trends, empirical studies focusing on how green marketing orientation affects Gen Z's consumer behavior in sustainable fashion, particularly with the mediation of GBA and psychological satisfaction, remain scarce in the Indonesian context.

This study aims to fill that gap by examining:

1. The effect of green marketing orientation on green brand awareness and psychological satisfaction.
2. The effect of green brand awareness and psychological satisfaction on Gen Z's sustainable fashion behavior.
3. The mediating roles of green brand awareness and psychological satisfaction in the relationship between GMO and consumer behavior.

By focusing on Gen Z consumers in the context of sustainable fashion, this research contributes to the evolving discourse on green consumer behavior, while offering practical insights for fashion marketers seeking to effectively position green brands and engage young consumers in environmentally responsible ways.

METHOD

Research Design

This study adopts a quantitative explanatory research design aimed at testing the influence of green marketing orientation on Generation Z consumer behavior in sustainable fashion, with green brand awareness and psychological satisfaction serving as mediating variables. The explanatory approach is appropriate as the research seeks to explain the causal relationships among constructs based on a theoretical model. The structural model was tested using Partial Least Squares Structural Equation Modeling (PLS-SEM) through the SmartPLS 4.0 software.

Population and Sample

The population of this research consists of Generation Z consumers in Indonesia, specifically those aged between 18 and 27 years who have familiarity with or interest in sustainable fashion. The sample was determined using a purposive sampling technique, in which respondents were selected based on specific criteria: (1) being part of Generation Z, (2) having an understanding or awareness of sustainability in fashion products, and (3) using online platforms to browse or purchase clothing.

The minimum sample size was determined using the guideline proposed by Hair et al. (2019), which recommends a sample size of at least 5 to 10 times the number of observed indicators. With 20 indicators, the ideal sample size is 100–200. This study collected 210 to enhance robustness of the analysis, this study collected data from 210 respondents who met the inclusion criteria.

Data Collection Procedure

The primary data were collected via structured online questionnaire distributed through WhatsApp, Instagram, and Telegram. Prior to completing the survey, participants were informed about the study's objectives and provided their digital consent. The questionnaire was designed using closed-ended questions with measurement items based on a 5-point Likert scale, where 1 indicated "Strongly Disagree" and 5 indicated "Strongly Agree".

The questionnaire consisted of two main sections. The first section gathered demographic information such as age, gender, education, and online shopping habits. The second section measured the variables of interest: green marketing orientation, green brand awareness, psychological satisfaction, and consumer behavior in sustainable fashion.

Measurement and Operationalization of Variables

All constructs used in this research were derived from prior validated studies. The independent variable, green marketing orientation, was measured using six items adapted from Papadas et al. (2017). The first mediating variable, green brand awareness, was measured with four items from Chen and Chang (2013), while psychological satisfaction was assessed using five indicators adapted from Hartmann and Ibáñez (2006). Finally, consumer behavior in sustainable fashion was measured using five items developed by Kim and Hall (2020). Each item was rated using a 5-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree.

To ensure clarity in construct operationalization, Table 1 presents the variable definitions, sources, indicators, and measurement approach used in the study.

Table 2. Operationalization of Research Variables

No	Variable	Definition & Source	Indicators	Scale
1	Green Marketing Orientation (X)	A company's strategic and tactical alignment with environmental	X1. Commitment to sustainability X2. Eco-friendly	Likert 1–5

		responsibility in marketing activities (Papadas et al., 2017)	products X3. Green promotional strategies X4. Internal support for green efforts X5. Use of recycled/natural materials X6. Environmentally responsible operations	
2	Green Brand Awareness (M1)	The level of consumer recognition and recall of green brands (Chen & Chang, 2013)	M1.1. Familiarity with green brands M1.2. Distinguishing sustainable products M1.3. Exposure to green campaigns M1.4. Brand name recall in eco-fashion	Likert 1–5
3	Psychological Satisfaction (M2)	Emotional and moral fulfillment derived from engaging in eco-conscious consumption (Hartmann & Ibáñez, 2006)	M2.1. Emotional satisfaction M2.2. Environmental contribution M2.3. Ethical pride M2.4. Moral comfort M2.5. Value alignment satisfaction	Likert 1–5
4	Consumer Behavior in Sustainable Fashion (Y)	Consumers' intention and actions in choosing sustainable fashion brands (Kim & Hall, 2020)	Y1. Intention to purchase Y2. Word-of-mouth support Y3. Avoidance of unsustainable brands Y4. Value-based buying Y5. Brand support through campaigns	Likert 1–5

Data Analysis Technique

The analysis was conducted using PLS-SEM with SmartPLS version 4.0. This technique was selected due to its suitability for complex models and predictive research objectives. The analysis involved two primary stages: assessment of the measurement model and evaluation of the structural model.

The measurement model was evaluated based on reliability and validity criteria, including indicator loadings (≥ 0.70), Average Variance Extracted (AVE ≥ 0.50), Composite Reliability (CR ≥ 0.70), and Cronbach's Alpha (≥ 0.60). The structural model was assessed using path coefficients, significance values (p-values), coefficient of determination (R^2), effect size (f^2), and predictive relevance (Q^2). Mediation analysis was conducted using bootstrapping with 5000 subsamples to determine the significance of indirect effects.

RESULTS AND DISCUSSION

Characteristics of Respondents

This study involved a total of **210 valid respondents** from Generation Z in Indonesia, defined as individuals aged between 18 and 27 years old. The demographic characteristics of respondents include gender, age group, occupation, and awareness of sustainable fashion. The detailed distribution is shown in Table 2.

Table 3. Demographic Profile of Respondents

No	Demographic Aspect	Category	Frequency	Percentage
1	**Gender**	Male	79	37.6%
		Female	131	62.4%
2	**Age**	18 years	23	11.0%
		19–23 years	156	74.3%
		24–27 years	31	14.7%
3	**Occupation**	University Student	169	80.5%
		Fresh Graduate	32	15.2%
		Other (e.g., freelance, employed)	9	4.3%
4	**Sustainable Fashion Awareness**	Aware	174	82.9%
		Not Aware	36	17.1%

The majority of respondents were female (62.4%), reflecting the increasing interest and participation of young women in sustainable fashion conversations. In terms of age distribution, the largest group of respondents were between 19 and 23 years old (74.3%), followed by those aged 24–27 (14.7%), and a smaller portion aged exactly 18 (11%). This distribution aligns with the core definition of Generation Z and supports the focus of the study. Regarding occupation, most participants identified as university students (80.5%), indicating that sustainable fashion is particularly relevant among youth in higher education environments. Additionally, a significant number of respondents were aware of sustainable fashion practices (82.9%), suggesting strong exposure to environmental issues and eco-conscious consumption through media, education, and online campaigns. This demographic profile not only validates the relevance of the sample but also emphasizes Generation Z's role as a key demographic for sustainable market transitions in Indonesia.

Outer Model Evaluation

The outer model evaluation assesses the reliability and validity of the latent constructs to ensure the adequacy of the measurement model prior to structural analysis. Three main aspects are analyzed: construct reliability, convergent validity, and discriminant validity. Construct reliability was examined using Cronbach's Alpha, rho_A, and Composite Reliability (CR). All four constructs showed strong internal consistency with CR values exceeding the recommended threshold of 0.70. Similarly, all Cronbach's Alpha and rho_A values were above 0.80, indicating reliable measurement scales. In terms of convergent validity, all constructs met the minimum AVE requirement of 0.50, which confirms that the indicators adequately explain their corresponding latent variables.

Table 4. Construct Reliability and Validity

Construct	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Consumer Behavior in Sustainable Fashion (Y)	0.905	0.906	0.930	0.727
Green Brand Awareness (M1)	0.829	0.857	0.883	0.654
Green Marketing Orientation (X)	0.930	0.939	0.945	0.742
Psychological Satisfaction (M2)	0.898	0.912	0.926	0.715

The outer loadings of all measurement items were also assessed. All values exceeded 0.70, indicating strong contribution of each indicator to its corresponding construct. The highest loadings were observed in items such as X.4 (0.897) for Green Marketing Orientation, M2.3 (0.924) for Psychological Satisfaction, and Y.3 (0.898) for Consumer Behavior, confirming the significance of each item. Discriminant validity was evaluated using the Fornell-Larcker criterion. The square root of AVE for each construct (shown in the diagonal)

was higher than the correlations between that construct and the others. This indicates that all constructs are empirically distinct and measure unique concepts.

Table 5. Fornell-Larcker Criterion

Construct	CBF (Y)	GBA (M1)	GMO (X)	PSY (M2)
Consumer Behavior in Sustainable Fashion (Y)	**0.853**			
Green Brand Awareness (M1)	0.525	**0.809**		
Green Marketing Orientation (X)	0.646	0.861	**0.861**	
Psychological Satisfaction (M2)	0.776	0.606	0.696	**0.846**

Based on the results above, the measurement model fulfills the criteria for both reliability and validity. These findings confirm the suitability of the measurement model and allow for further analysis of the structural relationships between the constructs.

Inner Model Evaluation

The inner model evaluation was conducted to assess the predictive accuracy and explanatory power of the proposed structural model. Two key indicators were used in this evaluation: the coefficient of determination (R^2) and the effect size (f^2). The R^2 values indicate the extent to which the independent variables explain the variance in the dependent variables. As shown in the table below, the R^2 value for Consumer Behavior in Sustainable Fashion is 0.668, which implies that 66.8% of the variance in sustainable fashion behavior among Generation Z consumers is explained by the model. Similarly, Green Brand Awareness and Psychological Satisfaction have R^2 values of 0.448 and 0.367, respectively, indicating moderate explanatory power.

Table 6. R Square Values

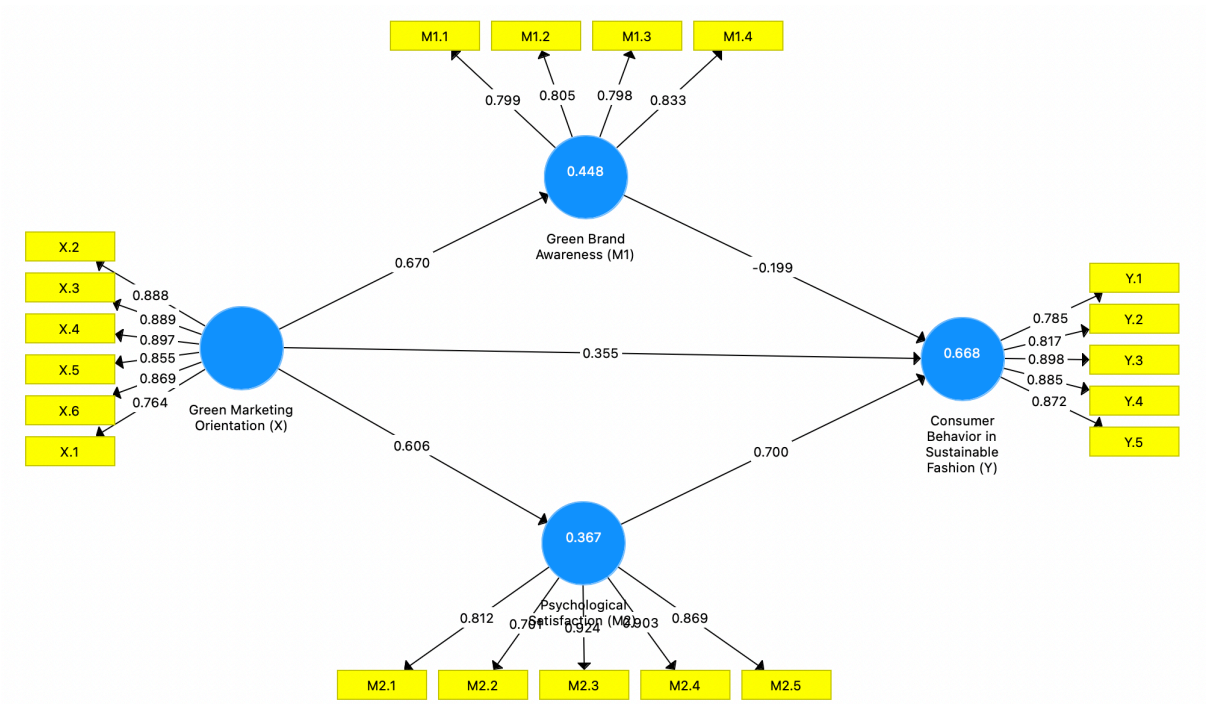
Endogenous Variable	R Square	R Square Adjusted
Consumer Behavior in Sustainable Fashion (Y)	0.668	0.663
Green Brand Awareness (M1)	0.448	0.446
Psychological Satisfaction (M2)	0.367	0.364

Furthermore, the effect size (f^2) was calculated to assess the impact of each exogenous construct on the endogenous constructs. According to Cohen (1988), f^2 values of 0.02, 0.15, and 0.35 indicate small, medium, and large effects, respectively. The results show that Green Marketing Orientation has a large effect on Green Brand Awareness ($f^2 = 0.812$), moderate effect on Psychological Satisfaction ($f^2 = 0.580$), and small effect on Consumer Behavior ($f^2 = 0.195$). Meanwhile, Psychological Satisfaction has a large effect on Consumer Behavior in Sustainable Fashion ($f^2 = 0.709$), and Green Brand Awareness has a small effect ($f^2 = 0.050$).

Table 7. f Square Values

Predictor Variable	Dependent Variable	f Square
Green Brand Awareness (M1)	Consumer Behavior in Sustainable Fashion (Y)	0.050
Green Marketing Orientation (X)	Green Brand Awareness (M1)	0.812
Green Marketing Orientation (X)	Psychological Satisfaction (M2)	0.580
Green Marketing Orientation (X)	Consumer Behavior in Sustainable Fashion (Y)	0.195
Psychological Satisfaction (M2)	Consumer Behavior in Sustainable Fashion (Y)	0.709

In summary, the inner model evaluation confirms that the proposed model has substantial explanatory power and significant effect sizes, particularly from Green Marketing Orientation and Psychological Satisfaction. These findings support the relevance of the proposed structural relationships in predicting sustainable fashion consumption behavior among Generation Z.



3.4 Hypothesis Testing

The hypothesis testing was conducted by evaluating both direct and indirect effects in the structural model using the bootstrapping procedure. The following summarizes the outcomes:

Table 8. Direct Effects

Hypothesis	Path	Coefficient	T-Statistic	P-Value	Decision
H1	Green Marketing Orientation (X) → Consumer Behavior (Y)	0.355	3.230	0.001	Supported
H2	Green Marketing Orientation (X) → Green Brand Awareness (M1)	0.670	15.331	0.000	Supported
H3	Green Marketing Orientation (X) → Psychological Satisfaction (M2)	0.606	8.944	0.000	Supported
H4	Green Brand Awareness (M1) → Consumer Behavior (Y)	-0.199	2.084	0.038	Supported (negative effect)
H5	Psychological Satisfaction (M2) → Consumer Behavior (Y)	0.700	7.111	0.000	Supported

Table 9. Indirect Effects (Mediation Analysis)

Hypothesis	Indirect Path	Coefficient	T-Statistic	P-Value	Decision
H6	Green Marketing Orientation (X) → Green Brand Awareness (M1) → Consumer Behavior (Y)	-0.134	1.903	0.058	Not Supported
H7	Green Marketing Orientation (X) → Psychological Satisfaction (M2) → Consumer Behavior (Y)	0.424	5.557	0.000	Supported

The findings reveal that Green Marketing Orientation significantly influences Consumer Behavior in Sustainable Fashion both directly and indirectly through Psychological Satisfaction. However, the indirect effect through Green Brand Awareness was found to be statistically insignificant at a 5% level, indicating that while brand awareness is important, it may not serve as a strong mediating variable in this context. The strongest mediating role was

played by Psychological Satisfaction, confirming its relevance in translating green initiatives into actual consumer behavior.

Discussion

This study aimed to investigate the influence of Green Marketing Orientation on Consumer Behavior in Sustainable Fashion, with Green Brand Awareness and Psychological Satisfaction acting as mediating variables. The findings revealed significant insights into the pathways by which green marketing strategies shape consumer behavior in the context of sustainability.

First, the results demonstrated that Green Marketing Orientation has a direct and significant impact on Consumer Behavior in Sustainable Fashion. This supports the theoretical view that companies adopting environmentally responsible marketing practices can effectively influence consumer choices and actions toward sustainability. The path coefficient ($\beta = 0.355$, $p = 0.001$) confirms that consumers respond positively when brands align their values with green principles.

Second, Green Marketing Orientation also significantly influenced Green Brand Awareness ($\beta = 0.670$, $p = 0.000$), indicating that consistent green communication and positioning help enhance consumer recognition of a brand's environmental efforts. Similarly, Green Marketing Orientation was found to significantly impact Psychological Satisfaction ($\beta = 0.606$, $p = 0.000$), suggesting that consumers derive intrinsic satisfaction and emotional fulfillment from engaging with green brands that reflect their personal values.

However, a surprising outcome was observed in the relationship between Green Brand Awareness and Consumer Behavior. Although the path was statistically significant ($\beta = -0.199$, $p = 0.038$), the negative coefficient suggests a brand skepticism effect. It could be interpreted that in certain cases, heightened awareness might lead to critical evaluations, potentially due to greenwashing perceptions, thus dampening sustainable behavior rather than enhancing it. This highlights the importance of brand authenticity and transparency in sustainability communication.

In contrast, Psychological Satisfaction had the strongest direct effect on Consumer Behavior ($\beta = 0.700$, $p = 0.000$), underscoring the role of affective factors. Consumers who feel psychologically fulfilled by a brand's sustainability efforts are more likely to exhibit supportive behaviors, such as purchasing, advocacy, and loyalty. This aligns with prior literature emphasizing the emotional dimension in sustainable consumption (e.g., satisfaction, pride, personal identity).

Moreover, the mediation analysis revealed that Psychological Satisfaction fully mediates the relationship between Green Marketing Orientation and Consumer Behavior, while Green Brand Awareness does not serve as a significant mediator ($p = 0.058$). These results suggest that emotional connection with the brand is a more effective mechanism for promoting sustainable fashion behavior than mere awareness or cognitive recognition.

In summary, this study reinforces the strategic importance of affective engagement and value-based marketing in promoting sustainability in fashion. While brand awareness remains essential, it must be backed by genuine environmental actions that generate emotional resonance and psychological satisfaction for consumers. Future research should further explore the paradoxical effects of brand awareness in sustainability contexts and investigate factors that enhance or diminish its influence.

CONCLUSION

This study examined the effect of Green Marketing Orientation on Consumer Behavior in Sustainable Fashion among Generation Z in Indonesia, incorporating the mediating roles of Green Brand Awareness and Psychological Satisfaction. Using the PLS-SEM approach on data collected from 210 respondents, the findings yielded several key conclusions.

First, Green Marketing Orientation was found to significantly and positively influence sustainable consumer behavior, demonstrating that environmentally conscious marketing strategies resonate with Generation Z and encourage their commitment to sustainable fashion. Second, Green Marketing Orientation also significantly influenced both Green Brand Awareness and Psychological Satisfaction, confirming its role in shaping consumers' cognitive recognition and emotional engagement with green brands.

While Green Brand Awareness had a statistically significant but negative impact on consumer behavior, this unexpected direction may suggest the presence of brand skepticism or greenwashing perceptions, which can suppress behavioral support despite heightened awareness. On the other hand, Psychological Satisfaction emerged as the strongest predictor of sustainable fashion behavior, emphasizing the importance of intrinsic value, emotional gratification, and personal alignment with green consumption.

The mediation analysis further confirmed that Psychological Satisfaction fully mediates the relationship between Green Marketing Orientation and consumer behavior, whereas Green Brand Awareness does not serve as a significant mediator. These results imply that fostering emotional engagement and personal fulfillment is more effective than merely increasing awareness.

In conclusion, for brands aiming to promote sustainable fashion among Gen Z, it is essential not only to implement green marketing practices but also to build psychological connections that evoke satisfaction, meaning, and value congruence. Future research should investigate other affective and trust-based mechanisms that may influence sustainable consumption in a generation increasingly concerned with both environmental impact and brand authenticity.

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