

DAFTAR PUSTAKA

- Aaker, D. A. (1996). *Building Strong Brands*. The Free Press.
- Aaker, D. A., & Joachimsthaler, E. (2000). The Brand Relationship Spectrum: THE KEY TO THE BRAND ARCHITECTURE CHALLENGE. In *MANAGEMENT REVIEW* (Vol. 42, Issue 4).
- Aaker, D., & Joachimsthaler, E. (2002). *Brand Leadership*. Simon and Schuster.
- Abidin, M. (2022). URGENSI KOMUNIKASI MODEL STIMULUS ORGANISM RESPONSE (S-O-R) DALAM MENINGKATKAN KUALITAS PEMBELAJARAN. *Nivedana : Jurnal Komunikasi & Bahasa*, 1.
- Adinda Mukti, K., & Budi Santosa, S. (2023). APLIKASI MODEL S-O-R PADA ANALISIS PENGARUH E-WOM MELALUI SOCIAL MEDIA INFLUENCER, CELEBRITY ENDORSEMENT, DAN CUSTOMER REVIEW TERHADAP MINAT BELI DENGAN BRAND IMAGE SEBAGAI VARIABEL INTERVENING (Studi Kasus pada konsumen produk Erigo melalui S-commerce TikTok Shop). *DIPONEGORO JOURNAL OF MANAGEMENT*, 12(13). <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Agyeman, C. M. (2017). *CONSUMERS' BUYING BEHAVIOR TOWARDS GREEN PRODUCTS: AN EXPLORATORY STUDY*. <https://www.researchgate.net/publication/314232516>
- Ahdiat, A. (2024, May 16). *Tren Gaya Hidup Berkelanjutan Meningkat di Skala Global*. Databoks. <https://databoks.katadata.co.id/produk-konsumen/statistik/69f206e0644037d/tren-gaya-hidup-berkelanjutan-meningkat-di-skala-global>
- Ahmed, R. R., Streimikiene, D., Qadir, H., & Streimikis, J. (2023). Effect of green marketing mix, green customer value, and attitude on green purchase intention: evidence from the USA. *Environmental Science and Pollution Research*, 30(5), 11473–11495. <https://doi.org/10.1007/s11356-022-22944-7>
- Ainiyah, I. N. (2025, March 9). *Isu Lingkungan dan Kebijakan Publik: Tantangan Perubahan Iklim bagi Indonesia*. UMSIDA. <https://fbhis.umsida.ac.id/en/isu-lingkungan-dan-kebijakan-publik/>
- Alamsyah, D. P., Syarifuddin, D., & Mohammed, H. A. A. (2018). Green Customer Behavior on Eco-Friendly Products: Innovation Approach. *Jurnal Dinamika Manajemen*, 9(2), 159–169. <https://doi.org/10.15294/jdm.v9i2.15386>
- Almaulidta, A., Suharyono, & Yulianto, E. (2015). PENGARUH GREEN BRAND TERHADAP KEPUTUSAN PEMBELIAN DAN KEPUASAN KONSUMEN (SURVEI PADA MAHASISWA PROGRAM STRATA 1 FAKULTAS ILMU ADMINISTRASI UNIVERSITAS BRAWIJAYA

YANG MENGGUNAKAN PRODUK ELEKTRONIK MEREK SONY).
Jurnal Administrasi Bisnis (JAB), 3.

- Amanda, N., & Zai, I. (2025). Ekombis Review-Jurnal Ilmiah Ekonomi dan Bisnis Green Customer Value, Green Brand Positioning, Environmental Knowledge, Emotional Satisfaction, Government Policies, Affecting Green Purchase Intention; Mediating Attitude Toward Green Brand. *Ekombis Review: Jurnal Ilmiah Ekonomi Dan Bisnis*, 13(2), 1339–1350. <https://doi.org/10.37676/ekombis.v13i2>
- Amoako, G. K., Dzogbenuku, 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>
- Anis, Z., Haque, A., Mustofa, N. F. B., & Islam, M. A. (2023). Is Customer Perceived Value Impact on Bank Products Loyalty in Bangladesh? Investigate the Intervening Role of Satisfaction. *Springer Proceedings in Business and Economics*, 121–142. https://doi.org/10.1007/978-981-99-5118-5_8
- Annur, C. M. (2023, July 13). *Penduduk Indonesia Tembus 278 Juta Jiwa hingga Pertengahan 2023*. Databoks. <https://databoks.katadata.co.id/demografi/statistik/d065474861f07fb/penduduk-indonesia-tembus-278-juta-jiwa-hingga-pertengahan-2023>
- Antczak, B. O. (2024). The Influence of Digital Marketing and Social Media Marketing on Consumer Buying Behavior. *Journal of Modern Science*, 56(2), 310–335. <https://doi.org/10.13166/jms/189429>
- Appolloni, A., Sun, H., Jia, F., & Li, X. (2014). Green Procurement in the private sector: A state of the art review between 1996 and 2013. *Journal of Cleaner Production*, 85, 122–133. <https://doi.org/10.1016/j.jclepro.2014.08.106>
- Arka, Y. A. P., & Dwi, A. (2024, May 27). *Makin Menguntungkan, Ini Prospek Investasi Properti Komersial pada 2024*. Kompas.Com.
- Ataniyazova, Z., Friedman, B. A., & Kiran, P. (2022). New corporate social responsibility brand evaluation in a developing country: Uzbekistan. *International Journal of Corporate Social Responsibility*, 7(1). <https://doi.org/10.1186/s40991-022-00071-3>
- Aulina, L., & Yulianti, E. (2017). *The Effects of Green Brand Positioning, Green Brand Knowledge, and Attitude towards Green Brand on Green Products Purchase Intention*.

- Bagaskara, D. T. (2020). ENVIRONMENTAL CONCERN ARE INFLUENCE FACTORS FORTHE GREEN PURCHASE INTENTION OF BLACK SOLDIER FLY LARVAE? FOKUS EKONOMI CONCERN ARE INFLUENCE FACTORS FOR THE GREEN PURCHASE INTENTION OF BLACK SOLDIER FLY LARVAE? *Jurnal Ilmiah Ekonomi*. <http://ejournal.stiepena.ac.id/index.php/fe>
- Bagaskara, D. T., & Salim, L. (2023). DO GREEN BRAND POSITIONING, GREEN BRAND KNOWLEDGE, ATTITUDE TOWARDS GREEN BRAND, AND ENVIRONMENTAL CONCERN ARE INFLUENCE FACTORS FOR THE GREEN PURCHASE INTENTION OF BLACK SOLDIER FLY LARVAE. *Fokus Ekonomi*, 1, 199–210. <http://ejournal.stiepena.ac.id/index.php/fe>
- Bailey, A. A., Mishra, A. S., & Tiamiyu, M. F. (2018). Application of GREEN scale to understanding US consumer response to green marketing communications. *Psychology and Marketing*, 35(11), 863–875. <https://doi.org/10.1002/mar.21140>
- Becker-Olsen, K. L., Cudmore, B. A., & Hill, R. P. (2006). The impact of perceived corporate social responsibility on consumer behavior. *Journal of Business Research*, 59(1), 46–53. <https://doi.org/10.1016/j.jbusres.2005.01.001>
- Bhaduri, S. (2023, September 23). *Shocking Stats! Why 66% of Consumers Will Pay MORE for Your Green Brand!* Medium. <https://medium.com/@sameer-aidasinc/shocking-stats-why-66-of-consumers-will-pay-more-for-your-green-brand-b3a274ac1825>
- Bhattacharjee, S., & Mukherjee, S. (2014). A Descriptive Study on Green Marketing Trends in India. *SSRN Electronic Journal*. <https://doi.org/https://doi.org/10.2139/ssrn.2794819>
- Blasberg, J., Branden, J.-C. van den, Morrison, H., Zehner, D., & Johns, L. (2024, September 11). *The Sustainability Puzzle: What Do Consumers Really Want?* Bain & Company. <https://www.bain.com/insights/what-do-consumers-really-want-ceo-sustainability-guide-2024/>
- Boland, B., Levy, C., Palter, R., & Stephens, D. (2022, February 4). *Climate Risk and the Opportunity for Real Estate*. Mckinsey&Company. <https://www.mckinsey.com/industries/real-estate/our-insights/climate-risk-and-the-opportunity-for-real-estate>
- Bulmer, S., Palakshappa, N., Dodds, S., & Harper, S. (2024). Sustainability, Brand Authenticity and Instagram Messaging. *Journal of Business Research*, 175. <https://doi.org/10.1016/j.jbusres.2024.114547>

- Camilleri, M. A., Cricelli, L., Mauriello, R., & Strazzullo, S. (2023). Consumer Perceptions of Sustainable Products: A Systematic Literature Review. In *Sustainability (Switzerland)* (Vol. 15, Issue 11). MDPI. <https://doi.org/10.3390/su15118923>
- Carlin, D. (2022, April 5). *40% Of Emissions Come From Real Estate; Here's How The Sector Can Decarbonize.* Forbes. <https://www.forbes.com/sites/davidcarlin/2022/04/05/40-of-emissions-come-from-real-estate-heres-how-the-sector-can-decarbonize/?sh=73f6d05063b7>
- Chairunnisa, M. R., & Perdhana, M. S. (2020). THE ROLES OF ENVIRONMENTAL CONCERN, GREEN PERCEIVED VALUE, SUBJECTIVE NORMS, AND GREEN TRUST TOWARDS GREEN HOTEL PURCHASE INTENTION. *Jurnal Sains Pemasaran Indonesia (Indonesian Journal of Marketing Science)*, 19(1), 51–61.
- Chang, H. H., & Chen, S. W. (2008). The impact of online store environment cues on purchase intention: Trust and perceived risk as a mediator. *Online Information Review*, 32(6), 818–841. <https://doi.org/10.1108/14684520810923953>
- Chekima, B. C., Syed Khalid Wafa, S. A. W., Igau, O. A., Chekima, S., & Sondoh, S. L. (2016). Examining green consumerism motivational drivers: Does premium price and demographics matter to green purchasing? *Journal of Cleaner Production*, 112, 3436–3450. <https://doi.org/10.1016/j.jclepro.2015.09.102>
- Chen, Y. S., & Chang, C. H. (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>
- Chen, Y. S., & Chang, C. H. (2013). Greenwash and Green Trust: The Mediation Effects of Green Consumer Confusion and Green Perceived Risk. *Journal of Business Ethics*, 114(3), 489–500. <https://doi.org/10.1007/s10551-012-1360-0>
- Chen, Y. S., Chang, T. W., Li, H. X., & Chen, Y. R. (2020). The influence of green brand affect on green purchase intentions: The mediation effects of green brand associations and green brand attitude. *International Journal of Environmental Research and Public Health*, 17(11), 1–17. <https://doi.org/10.3390/ijerph17114089>
- Chib, R., Khandelwal, U., & Agrawal, V. (2022). Barriers to Adopt Green Brands in India: Consumer's Perspective. *Journal of Positive School Psychology*, 6(4), 9051–9058. <http://journalppw.com>

- Chin, T. A., Lawi, N. H. binti M., Sulaiman, Z., Mas'od, A., & Muharam, F. M. (2019). Effect of Green Brand Positioning, Knowledge, and Attitude of Customers on Green Purchase Intention. *Journal of Arts & Social Sciences*, 3, 23–33.
- Clancy, K. J., & Trout, J. (2002). Brand Confusion. *Harvard Business Review*, 80(3), 22.
- Creswell, J. W., & Creswell, J. D. (2018). *Research Design Qualitative, Quantitative, and Mixed Methods Approaches* (5th ed.). SAGE Publications.
- Dagher, G. K., & Itani, O. (2014). Factors influencing green purchasing behaviour: Empirical evidence from the Lebanese consumers. *Journal of Consumer Behaviour*, 13(3), 188–195. <https://doi.org/10.1002/cb.1482>
- Dani, I., Rasyid, A., & Zuhriah. (2022). Public Services Communication Strategy For The Medan Marelán Camat Office (S-O-R Theory Study). *International Journal of Cultural and Social Science*, 3, 471–477.
- Dassonville, P., Lewis, S. M., Foster, H. E., & Ashe, J. (1999). Choice and stimulus-response compatibility affect duration of response selection. In *Cognitive Brain Research* (Vol. 7).
- Deac, V., Dobrin, C., & Gîrneală, A. (2016). Customer Perceived Value-An Essential Element in Sales Management. *Business Excellence and Management*, 6. <https://www.researchgate.net/publication/306255070>
- Delphia, R. (2022, July 6). *60 Persen Gen Z Memiliki Indeks Literasi Digital Tinggi*. Databoks. <https://databoks.katadata.co.id/telecommunications/statistik/ff4e5bb253109e5/60-persen-gen-z-memiliki-indeks-literasi-digital-tinggi>
- Dewi, R. K., & Gischa, S. (2023, June 28). *Apa yang Dimaksud Generasi Digital Native? Ini Penjelasannya*. Kompas.Com. <https://www.kompas.com/skola/read/2023/06/28/200000969/apa-yang-dimaksud-generasi-digital-native-ini-penjasannya--?page=all>
- Dihni, V. A. (2021, October 29). *Survei: Mayoritas Anak Muda Indonesia Peduli Isu Lingkungan Hidup*. Databoks. <https://databoks.katadata.co.id/demografi/statistik/8fdea381e11742d/survei-mayoritas-anak-muda-indonesia-peduli-isu-lingkungan-hidup>
- Dijksterhuis, A., Smith, P. K., Van Baaren, R. B., & Wigboldus, D. H. J. (2005). The unconscious consumer: Effects of environment on consumer behavior. *Journal of Consumer Psychology*, 15(3), 193–202. https://doi.org/10.1207/s15327663jcp1503_3

- Dirgapraja, V. A., Poluan, R. J., & Lakat, R. S. M. (2019). PENGARUH PENGEMBANGAN KAWASAN INDUSTRI TERHADAP PERMUKIMAN KECAMATAN MADIDIR KOTA BITUNG. *Jurnal Spasial*, 6. <https://doi.org/https://doi.org/10.35793/sp.v6i2.25310>
- Diva, M. A. V. W. (2020). GREEN PURCHASE INTENTION : THE IMPACT OF GREEN BRAND COSMETICS (GREEN BRAND KNOWLEDGE, ATTITUDE TOWARD GREEN BRAND, GREEN BRAND EQUITY). *Management and Sustainable Development Journal*, 2(1), 79–103.
- Djollong, A. F. (2014). Teknik Pelaksanaan Penelitian Kuantitatif. *ISTIQURA* , II(1).
- Dzandu, M. D., Pathak, B., & Gulliver, S. R. (2020). *Stimulus-organism-response model for understanding autonomous vehicle adoption in the UK*. www.reading.ac.uk/centaurCentAUR
- Fatmawati, I., & Amudi, N. Al. (2023). How Do Product Positioning and Consumer Knowledge of Green Brands Lead To Purchase Decisions? *Indonesian Journal of Business and Entrepreneurship*. <https://doi.org/10.17358/ijbe.9.2.306>
- Fauzi, A. (2024, September 3). *Generasi Milenial dan Gen Z Mendorong Tren Properti Ramah Lingkungan di Tahun 2024. Inilah Alasannya*. Grahamedia. <https://www.grahamedia.id/bursa-properti/1845048756/generasi-milenial-dan-gen-z-mendorong-tren-properti-ramah-lingkungan-di-tahun-2024-inilah-alasannya>
- Field, A. P. . (2012). *Discovering statistics using SPSS (and sex and drugs and rock “n” roll)*. SAGE.
- Foti, L., & Devine, A. (2019). High Involvement and ethical consumption: A study of the environmentally certified home purchase decision. *Sustainability (Switzerland)*, 11(19). <https://doi.org/10.3390/su11195353>
- Fuchs, C., & Diamantopoulos, A. (2010). Evaluating the effectiveness of brand-positioning strategies from a consumer perspective. *European Journal of Marketing*, 44(11), 1763–1786. <https://doi.org/10.1108/03090561011079873>
- Gandhawangi, S. (2022, March 1). *PRESIDENSI G-20 Indonesia Angkat Tiga Isu Prioritas tentang Lingkungan pada G-20*. Kompas.Id. <https://www.kompas.id/baca/ilmiah-populer/2022/03/01/indonesia-angkat-tiga-isu-prioritas-tentang-lingkungan-pada-g-20>
- Ghozali, I., & Kusumadewi, K. A. (2023). *PARTIAL LEAST SQUARES: KONSE, TEKNIK DAN APLIKASI Menggunakan Program SmartPLS 4.0 Untuk Penelitian Empiris*. Yoga Pratama.

- Ghozali, I., & Latan, H. (2015). *PARTIAL LEAST SQUARES: Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0* (2nd ed.). Universitas Diponegoro Semarang.
- Gong, S., Sheng, G., Peverelli, P., & Dai, J. (2020). Green branding effects on consumer response: examining a brand stereotype-based mechanism. *Journal of Product and Brand Management*, 30(7), 1033–1046. <https://doi.org/10.1108/JPBM-03-2020-2785>
- Górska-Warsewicz, H., Dębski, M., Fabuš, M., & Kováč, M. (2021). Green brand equity—empirical experience from a systematic literature review. In *Sustainability (Switzerland)* (Vol. 13, Issue 20). MDPI. <https://doi.org/10.3390/su132011130>
- Gusmiarti, I. (2024, July 1). *Tren Pembelian Produk Ramah Lingkungan Meningkat Secara Global*. GoodStats. <https://data.goodstats.id/statistic/tren-pembelian-produk-ramah-lingkungan-meningkat-secara-global-PjETy>
- Hair, J. F. ., Hult, G. T. M. ., Ringle, C. M. ., & Sarstedt, Marko. (2017). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) Third Edition*.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. Springer Nature.
- Han, L., Wang, S., Zhao, D., & Li, J. (2017). The intention to adopt electric vehicles: Driven by functional and non-functional values. *Transportation Research Part A: Policy and Practice*, 103, 185–197. <https://doi.org/10.1016/j.tra.2017.05.033>
- Han, M. S., Hampson, D. P., Wang, Y., & Wang, H. (2022). Consumer confidence and green purchase intention: An application of the stimulus-organism-response model. *Journal of Retailing and Consumer Services*, 68. <https://doi.org/10.1016/j.jretconser.2022.103061>
- Hänninen, N., & Karjaluoto, H. (2017). Environmental values and customer-perceived value in industrial supplier relationships. *Journal of Cleaner Production*, 156, 604–613. <https://doi.org/10.1016/j.jclepro.2017.04.081>
- Harjadi, D., & Gunardi, A. (2022). Factors affecting eco-friendly purchase intention: subjective norms and ecological consciousness as moderators. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2148334>

- Hartmann, P., Apaolaza Ibáñez, V., & Forcada Sainz, F. J. (2005). Green branding effects on attitude: functional versus emotional positioning strategies. *Marketing Intelligence & Planning*, 23(1), 9–29. <https://doi.org/10.1108/02634500510577447>
- Hasdiansa, I. W., Hasbiah, S., & Fadilah Aswar, N. (2023). PENGARUH MEDIA SOSIAL TERHADAP PERILAKU PEMBELIAN RAMAH LINGKUNGAN GENERASI MILENIAL DAN GENERASI Z. *Jurnal Ilmiah Bisnis & Kewirausahaan*, 1. <https://e-jurnal.nobel.ac.id/index.php/jbk>
- Hayes, A. (2024, June 30). *Greenwashing: Definition, How It Works, Examples, and Statistics*. Investopedia. <https://www.investopedia.com/terms/g/greenwashing.asp>
- Hermayanti, A. B., Heryana, T., Ramdhany, M. A., & Ansamu, U. (2024). GREEN CUSTOMER VALUE AND GREEN MARKETING AS ENCOURAGING SUPPORT GREEN PURCHASE INTENTION. *Finansha: Journal of Sharia Financial Management*, 5(1), 37–53. <https://doi.org/10.15575/fjsfm.v5i1.31751>
- Himawan, E. (2019). PENGARUH GREEN BRAND POSITIONING, GREEN BRAND ATTITUDE, GREEN BRAND KNOWLEDGE TERHADAP GREEN PURCHASE INTENTION. *JURNAL MANAJEMEN BISNIS DAN KEWIRAUSAHAAN*, 3(2), 110–115.
- Hochreiter, V., Benedetto, C., & Loesch, M. (2023). The Stimulus-Organism-Response (S-O-R) Paradigm as a Guiding Principle in Environmental Psychology: Comparison of its Usage in Consumer Behavior and Organizational Culture and Leadership Theory 1. *Journal of Entrepreneurship and Business Development*, 3(1), 7–16. <https://doi.org/10.18775/jebd.2806-8661.2021.31.5001>
- Huang, Y. C., Yang, M., & Wang, Y. C. (2014). Effects of green brand on green purchase intention. *Marketing Intelligence and Planning*, 32(3), 250–268. <https://doi.org/10.1108/MIP-10-2012-0105>
- IDN Research Institute. (2024). *INDONESIA GEN Z REPORT 2024*. <https://cdn.idntimes.com/content-documents/indonesia-gen-z-report-2024.pdf>
- Jaiswal, D., & Kant, R. (2018). Green purchasing behaviour: A conceptual framework and empirical investigation of Indian consumers. *Journal of Retailing and Consumer Services*, 41, 60–69. <https://doi.org/10.1016/j.jretconser.2017.11.008>
- Jayadi, J., Putra, E. I., & Murwani, I. A. (2022). The Implementation of S-O-R Framework (Stimulus, Organism, and Response) in User Behavior Analysis

- of Instagram Shop Features on Purchase Intention. *Scholars Journal of Engineering and Technology*, 10(4), 42–53.
<https://doi.org/10.36347/sjet.2022.v10i04.003>
- Katadata Insight Center. (2021, November 30). *Survei KIC: Baru 28 Persen Konsumen Memahami Produk Hijau*. Databoks.
<https://databoks.katadata.co.id/press-release/2021/11/30/survei-kic-baru-28-persen-konsumen-memahami-produk-hijau>
- Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. In *Source: Journal of Marketing* (Vol. 57, Issue 1).
- Keni, K., Asali, A., Teoh, A. P., & Muthuveloo, R. (2020). *Factors Influencing Green Purchase Intention*.
- Kexin, Z., & Teo, P.-C. (2023). The Adoption of Stimulus-Organism-Response (SOR) Model in the Social Commerce Literature. *International Journal of Academic Research in Business and Social Sciences*, 13(7).
<https://doi.org/10.6007/ijarbss/v13-i7/17290>
- Khoirunnisaa, J. (2024, October 22). *Kian Melek Investasi, Ini Kriteria Properti yang Diincar Milenial & Gen Z*. Detik.Com.
<https://www.detik.com/properti/berita/d-7601152/kian-melek-investasi-ini-kriteria-properti-yang-diincar-milenial-gen-z>
- Kim, H.-Y. (2019). Statistical notes for clinical researchers: the independent samples t -test . *Restorative Dentistry & Endodontics*, 44(3).
<https://doi.org/10.5395/rde.2019.44.e26>
- Kim, M. J., Lee, C. K., & Jung, T. (2020). Exploring Consumer Behavior in Virtual Reality Tourism Using an Extended Stimulus-Organism-Response Model. *Journal of Travel Research*, 59(1), 69–89.
<https://doi.org/10.1177/0047287518818915>
- Kim, T. K. (2015). T test as a parametric statistic. *Korean Journal of Anesthesiology*, 68(6). <http://ekja.org>
- Kim, Y., & Choi, S. M. (2005). Antecedents of green purchase behavior: An examination of collectivism, environmental concern, and PCE. In *Advances in Consumer Research* (Vol. 32).
<https://www.researchgate.net/publication/233894746>
- Kotler, P., & Armstrong, G. (2012). *Principles of Marketing* (14th ed.). Pearson.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearson Education Limited.

- Kotler, P., Keller, K. L., Ang, S. H., Tan, C. T., & Leong, S. M. (2018). *Marketing management: an Asian perspective*. Pearson.
- Kreczmańska-Gigol, K., & Gigol, T. (2022). The Impact of Consumers' Green Skepticism on the Purchase of Energy-Efficient and Environmentally Friendly Products. *Energies*, 15(6). <https://doi.org/10.3390/en15062077>
- Krissanya, N., Sholikhah, S., Berutu, M. B., & Sari, D. A. P. (2023). Exploring the role of green brand positioning in determining green product purchase intention. *International Journal of Applied Economics, Finance and Accounting*, 15(2), 88–95. <https://doi.org/10.33094/ijaefa.v15i2.838>
- Kumar, P., & Ghodeswar, B. M. (2015). Factors affecting consumers' green product purchase decisions. *Marketing Intelligence and Planning*, 33(3), 330–347. <https://doi.org/10.1108/MIP-03-2014-0068>
- Kumar Panda, T., Kumar, A., Jakhar, S., Luthra, S., Arturo Garza-Reyes, J., Kazancoglu, I., & Sitoshna Nayak, S. (2020). Social and environmental sustainability model on consumers' altruism, green purchase intention, green brand loyalty and evangelism. *Journal of Cleaner Production*, 243, 1–11.
- Laksono, M. Y. (2024, September 21). *Ini Lima Emiten Properti Paling Cuan pada Paruh Pertama 2024*. Kompas.Com. <https://www.kompas.com/properti/read/2024/09/21/124258021/ini-lima-emiten-properti-paling-cuan-pada-paruh-pertama-2024>
- Layla, S. N. (2025, May 21). *Survei Deloitte: Dampak Lingkungan Memicu Gen Z dan Milenial Ingin Membeli Kendaraan Listrik*. SWA. <https://swa.co.id/read/459875/survei-deloitte-dampak-lingkungan-memicu-gen-z-dan-milenial-ingin-membeli-kendaraan-listrik>
- Lewandowska, A., Witczak, J., Giungato, P., Dierks, C., Kurczewski, P., & Pawlak-Lemanska, K. (2018). Inclusion of life cycle thinking in a sustainability-oriented consumer's typology: A proposed methodology and an assessment tool. *Sustainability (Switzerland)*, 10(6). <https://doi.org/10.3390/su10061826>
- Lia, D. A. Z., & Aninda, M. S. (2024). Assessing The Impact of Green Brand Positioning and Knowledge on Attitudes Towards Green Brands: A Study of Branded Coffee Consumer in Indonesia and Their Green Purchase Intentions. *Journal of Entrepreneurship and Business*, 5(3), 188–200. <https://doi.org/10.24123/jeb.v5i3.6475>
- Liao, Y. K., Wu, W. Y., & Pham, T. T. (2020). Examining the moderating effects of green marketing and green psychological benefits on customers' green attitude, value and purchase intention. *Sustainability (Switzerland)*, 12(18). <https://doi.org/10.3390/SU12187461>

- Lin, J., & Zhou, Z. (2022). The positioning of green brands in enhancing their image: the mediating roles of green brand innovativeness and green perceived value. *International Journal of Emerging Markets*, 17(6), 1404–1424. <https://doi.org/10.1108/IJOEM-06-2020-0657>
- Lutfie, H., & Marcelino, D. (2020). *Consumer Trust to Buy Green Product: Investigation of Green Perceived Value with Green Satisfaction Mediation*. <https://doi.org/10.1109/CITSM50537.2020.9268826>
- Mackenzie, S. B., & Spreng, R. A. (1992). How Does Motivation Moderate the Impact of Central and Peripheral Processing on Brand Attitudes and Intentions? *Journal of Consumer Research*, 18(4), 519. <https://doi.org/10.1086/209278>
- Malhotra, N. K. (2019). *Marketing Research: An Applied Orientation* (7th ed.). Pearson.
- Mehrabian, A., & Russell, J. A. (1974). *@ Percep~al and Motor Skills 1974 Monograph Supplement 1-V38* (Vol. 38).
- Mehraj, D., & Qureshi, I. H. (2022). Does green brand positioning translate into green purchase intention?: A mediation–moderation model. *Business Strategy and the Environment*, 31(7), 3166–3181. <https://doi.org/10.1002/bse.3069>
- Mendini, M., Peter, P. C., & Maione, S. (2022). The Potential Positive Effects of Time Spent on Instagram on Consumers’ Gratitude, Altruism, and Willingness to Donate. *Journal of Business Research*, 143, 16–26. <https://doi.org/10.1016/j.jbusres.2022.01.046>
- Mertala, P., López-Pernas, S., Vartiainen, H., Saqr, M., & Tedre, M. (2024). Digital natives in the scientific literature: A topic modeling approach. *Computers in Human Behavior*, 152. <https://doi.org/10.1016/j.chb.2023.108076>
- Mim, K. B., Jai, T., & Lee, S. H. (2022). The Influence of Sustainable Positioning on eWOM and Brand Loyalty: Analysis of Credible Sources and Transparency Practices Based on the S-O-R Model. *Sustainability (Switzerland)*, 14(19). <https://doi.org/10.3390/su141912461>
- Mohd Suki, N. (2016). Green product purchase intention: impact of green brands, attitude, and knowledge. *British Food Journal*, 118(12), 2893–2910. <https://doi.org/10.1108/BFJ-06-2016-0295>
- Mostafa, M. M. (2007). Gender differences in Egyptian consumers’ green purchase behaviour: The effects of environmental knowledge, concern and attitude. *International Journal of Consumer Studies*, 31(3), 220–229. <https://doi.org/10.1111/j.1470-6431.2006.00523.x>

- Mostafa, M. M. (2009). Shades of green: A psychographic segmentation of the green consumer in Kuwait using self-organizing maps. *Expert Systems with Applications*, 36(8), 11030–11038. <https://doi.org/10.1016/j.eswa.2009.02.088>
- Napoleon Cat. (2025, May). *Instagram Users in Indonesia May 2025*. NapoleonCat. <https://napoleoncat.com/stats/instagram-users-in-indonesia/2025/05/>
- Nazirova, Z., & Borbala, S. (2024). Values, Attitudes and the Behaviour Paradigm: A Systematic Literature Review. In *Journal of Human Values* (Vol. 30, Issue 2, pp. 214–239). Sage Publications India Pvt. Ltd. <https://doi.org/10.1177/09716858241236902>
- Neuman, W. Lawrence. (2014). *Social research methods: qualitative and quantitative approaches*. Pearson.
- Nian, S., Li, D., Zhang, J., Lu, S., & Zhang, X. (2023). Stimulus-Organism-Response Framework: Is the Perceived Outstanding Universal Value Attractiveness of Tourists Beneficial to World Heritage Site Conservation? *International Journal of Environmental Research and Public Health*, 20(2). <https://doi.org/10.3390/ijerph20021189>
- Novena, M., & Jatmiko, B. P. (2024, October 12). *Kasus “Greenwashing” Turun untuk Pertama Kalinya dalam 6 Tahun*. Kompas.Com. <https://lestari.kompas.com/read/2024/10/12/160000486/kasus-greenwashing-turun-untuk-pertama-kalinya-dalam-6-tahun>
- Nugraha, A. R., & Sjoraida, D. F. (2025). Brand Positioning Strategy and Consumer Knowledge: Its Impact on Brand Attitude and Purchase Decision. *International Journal of Management Science and Information Technology*, 5(1), 67–75. <https://doi.org/10.35870/ijmsit.v5i1.3707>
- Pasaribu, B. S., Herawati, A., Utomo, K. W., & Aji, R. H. S. (2022). *METODOLOGI PENELITIAN*. MEDIA EDU PUSTAKA. www.mediaedupustaka.co.id
- Pasaribu, R. M., Simanjuntak, J., Purba, J., Sembiring, R., Matondang, V., & Ekonomi dan Bisnis, F. (2023). Stimulus Organism Response Perspective on Understanding Gen Z’s Loyalty in Shopping on the TikTok Shop. *Jurnal Ilmiah Manajemen Dan Bisnis*, 8(2), 151–165. <https://doi.org/10.38043/jimb>
- Patterson, P. G., Wales, S., & Spreng, R. A. (1997). Modelling the relationship between perceived value, satisfaction and repurchase intentions in a business-to-business, services context: an empirical examination. *International Journal of Service Industry Management*, 8(5), 414.

- Pavlou, P. A. (2003). Consumer acceptance of electronic commerce: Integrating trust and risk with the technology acceptance model. *International Journal of Electronic Commerce*, 7(3), 101–134. <https://doi.org/10.1080/10864415.2003.11044275>
- Pebrianti, W., & Aulia, M. (2021). The Effect of Green Brand Knowledge and Green Brand Positioning on Purchase Intention Mediated by Attitude Towards Green Brand: Study on Stainless Steel Straw Products by Zero Waste. In *Jurnal Dinamika Manajemen* (Vol. 12, Issue 2). <https://doi.org/10.15294/jdm.v12i2.32065>
- Pickett, G. M., Kangun, N., & Grove, S. J. (1995). *An Examination of the Conserving Consumer: Implications for Public Policy Formation in Promoting Conservation Behavior*. Routledge.
- Qureshi, M. A., Khaskheli, A., Qureshi, J. A., Raza, S. A., & Khan, K. A. (2023). Factors influencing green purchase behavior among millennials: the moderating role of religious values. *Journal of Islamic Marketing*, 14(6), 1417–1437. <https://doi.org/10.1108/JIMA-06-2020-0174>
- Rahadi, D. R. (2023). *PENGANTAR PARTIAL LEAST SQUARES STRUCTURAL EQUATION MODEL (PLS-SEM)*.
- Rahajeng, K. (2021, August 21). *Milenial dan Gen Z Jadi Next Generation Pembeli Properti*. CNBC Indonesia. <https://www.cnbcindonesia.com/news/20210831165915-4-272653/milenial-dan-gen-z-jadi-next-generation-pembeli-properti>
- Rios, F. J. M., Luque Martínez, T., Moreno, F. F., & Soriano, P. C. (2006). Improving attitudes toward brands with environmental associations: An experimental approach. *Journal of Consumer Marketing*, 23(1), 26–33. <https://doi.org/10.1108/07363760610641136>
- 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. <https://doi.org/10.1016/j.jretconser.2022.102988>
- Rossi, D., Rothschild, D. A., Kloes, C., Lewis, R., & Hennings, J. (2024, July 17). *False advertising and greenwashing: Bill C-59 changes to Competition Act*. BLG. <https://www.blg.com/en/insights/2024/07/false-advertising-and-greenwashing-bill-c-59-changes-to-competition-act>
- Roza, S., Sriyudha, Y., Khalik, I., Octavia, A., & Sriyudha, Y. (2021). *CONSUMER ATTITUDE TOWARDS ADVERTISING ON INSTAGRAM: THE ROLE OF ADS PERSONALIZATION AND CONSUMER EXPERIENCE*. 3(1). <https://doi.org/10.31933/dijdbm.v3i1>

- Runyon, N. (2022, September 12). *Are allegations of greenwashing part of ESG fraud? It depends on whom you ask*. Thomson Reuters. <https://www.thomsonreuters.com/en-us/posts/investigation-fraud-and-risk/greenwashing-esg-fraud/>
- Russo, G., Tomei, P. A., De Campos Serra, B. P., & Mello, S. F. (2021). Differences in the Use of 5- or 7-point Likert Scale: An Application in Food Safety Culture. *Organizational Cultures*, 21(2), 1–17. <https://doi.org/10.18848/2327-8013/CGP/v21i02/1-17>
- Safanur, F. (2024, October 20). *Tren Properti yang Disukai Gen Z: Minimalis & Teknologi Rumah Pintar*. Detik.Com. <https://www.detik.com/properti/berita/d-7596776/tren-properti-yang-disukai-gen-z-minimalis-teknologi-rumah-pintar>
- Saha, M., & Darnton G. (2005). Green companies or green con-panies: are companies really green, or are they pretending to be?”, . *Business and Society Review*, 110(2), 117.
- Saputra, M. H., Farida, N., & Ardyan, E. (2020). An Investigation of Green Product Innovation on Consumer Repurchase Intention: The Mediating Role of Green Customer Value. *Article in Journal of Environmental Management and Tourism*, 11(3(43)), 624–636. [https://doi.org/10.14505/jemt.v11.3\(43\).16](https://doi.org/10.14505/jemt.v11.3(43).16)
- Sari, A. Z. P. (2022). ANALISIS KOMPARASI PROMOSI ONLINE DAN KUALITAS PELAYANAN TERHADAP KEPUTUSAN PEMBELIAN (Studi Kasus Aplikasi Belanja Online Shopee Dan Lazada Di Surabaya). *GEMAH RIPA: Jurnal Bisnis*, 02(04).
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behavior*.
- Setiabudhi, H., Suwono, M. A., Yudi, M. S., Setiawan, A., Karim, S., Hardani, P., & Duari, H. (2024). *Analisis Data Kuantitatif dengan SmartPLS 4*. Borneo Novelty Publishing.
- Sh, I., & Sari, A. P. (2024, September 24). *Berkomitmen Turunkan Emisi, Pemerintah Konsisten Implementasikan Kebijakan Green Energy* . Kompas.Com. <https://money.kompas.com/read/2024/09/24/175723026/berkomitmen-turunkan-emisi-pemerintah-konsisten-implementasikan-kebijakan?page=all>
- Sharma, V. M., & Klein, A. (2020). Consumer perceived value, involvement, trust, susceptibility to interpersonal influence, and intention to participate in online group buying. *Journal of Retailing and Consumer Services*, 52. <https://doi.org/10.1016/j.jretconser.2019.101946>

- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). *Why We Buy What We Buy: A Theory of Consumption Values* (Vol. 22).
- Simão, L., & Lisboa, A. (2017). Green Marketing and Green Brand – The Toyota Case. *Procedia Manufacturing*, 12, 183–194. <https://doi.org/10.1016/j.promfg.2017.08.023>
- Siripipatthanakul, S., Vasasiri, J., & Phayaphrom, B. (2022). The Relationship Between Brand Positioning, Attitude Knowledge and Green Brand Purchase Intention in Thailand. *International Conference On Research And Development (ICORAD)*, 1(2), 116–131. <https://doi.org/10.47841/icorad.v1i2.48>
- Situmorang, T. P., Indriani, F., Simatupang, R. A., & Soesanto, H. (2021). Brand Positioning and Repurchase Intention: The Effect of Attitude Toward Green Brand. *Journal of Asian Finance, Economics and Business*, 8(4), 491–499. <https://doi.org/10.13106/jafeb.2021.vol8.no4.0491>
- Siyal, S., Ahmed, M. J., Ahmad, R., Khan, B. S., & Xin, C. (2021). Factors influencing green purchase intention: Moderating role of green brand knowledge. *International Journal of Environmental Research and Public Health*, 18(20). <https://doi.org/10.3390/ijerph182010762>
- Song, Y., Guo, S., & Zhang, M. (2019). Assessing customers' perceived value of the anti-haze cosmetics under haze pollution. *Science of the Total Environment*, 685, 753–762. <https://doi.org/10.1016/j.scitotenv.2019.06.254>
- Strizhakova, Y., & Coulter, R. A. (2013). The “green” side of materialism in emerging BRIC and developed markets: The moderating role of global cultural identity. *International Journal of Research in Marketing*, 30(1), 69–82. <https://doi.org/10.1016/j.ijresmar.2012.08.003>
- Sugandini, D., Pembangunan, U., Veteran, N., Zainal, Y., & Qadri, M. El. (2018). EMPLOYEE ENGAGEMENT IN ENTREPRENEURSHIP MANAGEMENT: SMEs CASES. In *Academy of Entrepreneurship Journal* (Vol. 24, Issue 2).
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220. [https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/10.1016/S0022-4359(01)00041-0)
- Swenson, M. R., & Wells, W. D. (2018). *Useful Correlates of Pro-Environmental Behavior*.
- Syofian, S., Setiyaningsih, T., & Syamsiah, N. (2015). *OTOMATISASI METODE PENELITIAN SKALA LIKERT BERBASIS WEB*.

- Tampomalu, Y. A., Maramis, J. B., Untu, V. N., Ayu Tampomalu, Y., & Barens Maramis, J. (2024). SINGLE SEGMENT VS MULTI SEGMENT) COMPARATIVE ANALYSIS OF FINANCIAL PERFORMANCE IN FOOD AND BEVERAGE COMPANIES ON THE BEI (STUDY OF COMPANIES WITH SINGLE SEGMENT VS MULTI SEGMENT). *Jurnal EMBA*, 12(1), 739–749.
- Torelli, R., Balluchi, F., & Lazzini, A. (2020). Greenwashing and environmental communication: Effects on stakeholders' perceptions. *Business Strategy and the Environment*, 29(2), 407–421. <https://doi.org/10.1002/bse.2373>
- Turin, T. C., Raihan, M. M. H., & Chowdhury, N. A. (2024). Paradigms of approaches to research. In *Bangabandhu Sheikh Mujib Medical University Journal* (Vol. 17, Issue 2). Bangabandhu Sheikh Mujib Medical University. <https://doi.org/10.3329/bsmmuj.v17i2.73973>
- Unde, A. A., & Seniwati. (2019). S-O-R Theory and the issues of environment: The role of online social media in affecting public opinion. *IOP Conference Series: Earth and Environmental Science*, 343(1). <https://doi.org/10.1088/1755-1315/343/1/012102>
- Valentine, O. (2020, July 28). *Social Media's Influence On Green Consumerism*. ICDM PULSE. <https://pulse.icdm.com.my/article/social-medias-influence-on-green-consumerism/>
- Wahyuningtias, L., & Artanti, Y. (2020). PENGARUH GREEN BRAND POSITIONING DAN GREEN BRAND KNOWLEDGE TERHADAP GREEN PURCHASE INTENTION MELALUI SIKAP PADA GREEN BRAND SEBAGAI VARIABEL MEDIASI. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 4(2), 320–329. <https://doi.org/https://doi.org/10.24912/jmieb.v4i2.8205>
- Wang, C., Liu, T., Zhu, Y., Wang, H., Wang, X., & Zhao, S. (2023). The influence of consumer perception on purchase intention: Evidence from cross-border E-commerce platforms. *Heliyon*, 9(11). <https://doi.org/10.1016/j.heliyon.2023.e21617>
- Wang, Y. M., Zaman, H. M. F., & Alvi, A. K. (2022). Linkage of Green Brand Positioning and Green Customer Value With Green Purchase Intention: The Mediating and Moderating Role of Attitude Toward Green Brand and Green Trust. *SAGE Open*, 12(2). <https://doi.org/10.1177/21582440221102441>
- Wu, M., & Long, R. (2024). How does green communication promote the green consumption intention of social media users? *Environmental Impact Assessment Review*, 106. <https://doi.org/10.1016/j.eiar.2024.107481>

- Wu, S.-I., & Chen, Y.-J. (2014). The Impact of Green Marketing and Perceived Innovation on Purchase Intention for Green Products. *International Journal of Marketing Studies*, 6(5). <https://doi.org/10.5539/ijms.v6n5p81>
- Xie, P., Zhang, Y., Chen, R., Lin, Z., & Lu, N. (2024). Social media's impact on environmental awareness: a marginal treatment effect analysis of WeChat usage in China. *BMC Public Health*, 24(1). <https://doi.org/10.1186/s12889-024-20721-4>
- Yamane, T. (1967). *Statistics: An Introductory Analysis* (2nd ed.). Harper and Row.
- Yonathan, A. Z. (2024, February 5). *Riset Ipsos: Indonesia Jadi Negara Paling Peduli Masalah Lingkungan*. GoodStats. <https://goodstats.id/article/indonesia-jadi-negara-paling-peduli-masalah-lingkungan-4leRy>
- Yudha, S. K. (2025, March 16). *Rumah123 Ungkap Permintaan terhadap Properti Meningkat*. Republika. <https://ekonomi.republika.co.id/berita/st72sa416/rumah123-ungkap-permintaan-terhadap-properti-meningkat>
- Zamil, A. M. A., Ali, S., Akbar, M., Zubr, V., & Rasool, F. (2023). The consumer purchase intention toward hybrid electric car: A utilitarian-hedonic attitude approach. *Frontiers in Environmental Science*, 11. <https://doi.org/10.3389/fenvs.2023.1101258>

