

REVIEW ARTICLE

Fashion advertising: A brief bibliometric review

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ABSTRACT

Controversial advertising wields a considerable influence on customers' purchase intentions, creating both positive and negative outcomes. Using bibliometric analysis and a systematic literature review, this article attempts to present an overview of previous studies on the use of advertising, regardless of how contentious or inventive it may be. We looked through published papers to see which prominent figures in this subject have contributed, what significant subtopics are, and what further research may be done. We found that the number of papers produced on this topic between 2000 and 2023 is already increasing. We also use network analysis to map the research clusters. A total of 93 articles were discovered according to the findings. According to the report, terms like "purchase intention," "controversy," and "offensive advertising" have not been adequately investigated. This paper adds to the body of knowledge on the subject for academics and business policymakers. This thoughtful approach is crucial considering the significant impact of controversial advertising on consumer behavior and purchase intentions.

Keywords: advertising; controversial advertising; fashion industry; consumer behavior; bibliometric analysis

1. Introduction

Practitioners in marketing and research have perennially grappled with unraveling the intricacies that underlie consumer purchasing behavior. Advertising, acknowledged as a linchpin in consumer education^[1], stands out as a potent tool capable of reshaping buying patterns through the strategic dissemination of information. This study ventures into the complex nexus between advertising and consumer behavior, recognizing the profound impact of advertising on the educational facet of consumers' decision-making processes. Operating as a form of marketing communication, advertising serves the crucial function of presenting products, services, or ideas to a targeted audience across diverse media channels, including print, broadcast, digital, and outdoor platforms^[2]. Over the years, scholars have invested substantial efforts in scrutinizing various dimensions of advertising, spanning its overarching efficacy to its nuanced influence on customer behavior. This scrutiny extends beyond the mere transmission of information, acknowledging advertising's role in eliciting emotional responses from consumers, thereby intricately shaping their purchasing decisions^[3].

The infusion of emotional resonance into advertising introduces an additional layer of complexity to its impact on consumer behavior. Beyond serving as a conduit for information, advertising possesses the potential to forge emotional connections with consumers, exerting a profound influence on their perceptions and choices.

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This study enriches the ongoing discourse surrounding advertising's multifaceted influence on consumer behavior, shedding light on the intricate interplay of cognitive and emotional factors within the decision-making process. As practitioners' endeavor to comprehend and harness the power of advertising, the recognition of its dual role—simultaneously imparting information and eliciting emotional responses—becomes imperative. This nuanced understanding lays the groundwork for devising effective marketing strategies that resonate with consumers on both cognitive and emotional levels, thereby maximizing the impact of advertising efforts in shaping consumer behavior.

The impact of advertising on consumer behavior is multifaceted, intricately woven into the dynamics of product perception, repurchase intentions, and brand relationships. When a product consistently meets or exceeds customer expectations, the likelihood of repurchase increases significantly. Conversely, dissatisfaction may prompt customers to abandon a brand, influenced by various factors such as changes in affluence, age, and habits^[4]. It is crucial to consider the characteristics and usage patterns of customers, recognizing that consumer exit based solely on usage duration may be an unfair metric^[5]. While advertising plays a pivotal role in influencing consumers' purchase decisions, its impact is primarily observed in shaping perceptions before product utilization. Past purchase history and experience emerge as the two pivotal factors influencing consumer decisions^[6]. This underscores the distinction between the influence of advertising on initial perceptions and the subsequent experiential aspect of product usage.

The significance of knowledge dissemination through various channels, including literature, advertising, and labeling, is instrumental in shaping consumer thoughts and behaviors^[7]. This article employs a literature review and bibliometric approach to illuminate the existing body of knowledge in the fast-fashion industry, providing valuable insights into previous research. Acknowledging advertising as an indispensable component of business strategy, its role extends beyond revenue generation to the accomplishment of brand goals^[8]. Advertising stimulates consumer behavioral intentions to purchase marketed items^[9]. However, the repercussions of unethical advertising can reverberate both in the present and the future^[10]. As a marketing tactic, advertising shapes customers' perceptions of a brand, contributing to the enhancement of brand-consumer relationships^[11]. Conversely, a brand's reputation suffers when it deviates from ethical standards, jeopardizing its standing in the eyes of the community^[12]. This intricate interplay between advertising, consumer behavior, and brand reputation underscores the need for businesses to navigate the ethical dimensions of advertising to foster enduring and positive relationships with consumers.

Advertising, a cornerstone of business strategy, serves as a catalyst for revenue generation and goal accomplishment within a brand^[8]. Its influence on consumer behavioral intentions to purchase marketed items is profound, shaping perceptions and fostering brand-consumer relationships^[9]. However, the repercussions of unethical advertising resonate not only in the present but also impact consumers in the future^[10]. The shaping of customers' perceptions of a brand through advertising as a marketing tactic underscores its pivotal role in influencing consumer behavior and purchase intention^[11, 12]. The critical interplay between advertising and brand reputation significantly impacts consumer trust, ultimately leading to heightened purchase intention^[13]. This intricate relationship is built on various factors such as product quality, customer service, corporate social responsibility, and overall brand image^[14]. A robust brand reputation instills confidence in consumers, fostering loyalty and influencing purchasing decisions^[15]. Even when faced with similar products or services in terms of quality and price, consumers tend to gravitate towards brands with positive reputations, highlighting the importance of trust, credibility, and loyalty in consumer decision-making^[16].

Controversial advertising emerges as a nuanced factor in influencing purchase intention, with its impact contingent on specific situations. Research indicates that contentious advertising is most effective when perceived as aligned with the brand or product, innovative, and humorous rather than insulting^[17]. While

controversial advertising has the potential to draw attention, increase awareness, and enhance customer interest, its effects are dualistic. On one hand, it may elevate purchase inclination, particularly among younger consumers drawn to edgy and controversial advertising^[18]. On the other hand, the potential for backfire exists, as controversial ads can harm a brand's reputation, leading to decreased purchase intention and even consumer boycotts when perceived as offensive or in bad taste. Navigating the complexities of advertising's impact on consumer behavior and purchase intention necessitates a nuanced understanding of brand reputation, ethical considerations, and the situational dynamics surrounding controversial advertising. Businesses must carefully weigh the potential benefits against the risks, ensuring that advertising strategies align with brand values and resonate positively with the target audience.

2. Materials and methods

Bibliometrics is a method of quantitative analysis that involves the statistical and mathematical evaluation of written publications, such as books, articles, and conference proceedings. The primary goal of bibliometrics is to measure and analyze the publication patterns and impact of research within a specific field or discipline. This method is commonly used in the evaluation of scientific and scholarly output. Key aspects of bibliometric analysis include Publication Count: Counting the number of publications by authors, institutions, or countries to assess their research output. Next, is Citation Analysis: Examining the number of times a particular work (article, book, etc.) has been cited by other works. This helps in assessing the impact and influence of a publication. Afterwards, Co-citation Analysis: Identifying relationships between works based on the frequency with which they are cited together by other publications.

Bibliometric methods are widely used in research evaluation, funding allocation, and decision-making processes within academia and research institutions. They provide quantitative insights into the productivity, impact, and trends within a specific research community. However, it's important to note that bibliometrics have limitations, and they should be used in conjunction with qualitative methods to provide a more comprehensive understanding of research impact and quality.

We searched for literature with 'advertising' and 'fashion' as keywords using Publish or Perish software. We found that publication by Phillips and McQuarrie is among the most cited, while O'Cass is in the second rank. Afterwards, we combine with 'controversial advertisement' to connect the result with our study objective. Our search result can be seen in **Table 1**.

In addition to drawing in new clients, advertisements have the power to get a lot of media attention and publicity. Brands can use controversial advertising as a means of making a statement and capturing consumers' attention in the fiercely competitive fashion business^[19]. Furthermore, some firms could see contentious advertising as a means of questioning societal norms and igniting discussion on significant problems. Brands may be able to establish a closer relationship with their audience and engage customers in a more in-depth discussion about social and cultural issues by employing provocative imagery or content. Brands must, however, handle contentious advertising with consideration and tact, since these advertisements have the potential to insult or alienate particular customer segments^[20]. It is crucial for brands to consider the potential impact of their messaging on different audiences, and to take steps to minimize negative effects and maximize positive outcomes. In **Figure 1**, we show this mapping, certain keywords that have been used often in articles about advertisement and purchase intention over the last 10 years are shown together with their connections to other keywords.

Table 1. Research result table.

Citations	Authors	Title	Year	Source	Publisher
806	O’Cass A	An assessment of consumers product, purchase decision, advertising and consumption involvement in fashion clothing	2000	Journal of economic psychology	Elsevier
511	Phillips BJ, McQuarrie EF	Narrative and persuasion in fashion advertising	2010	Journal of Consumer Research	academic.oup.com
142	Chiu CH, Choi TM, Dai X, Shen B, et al.	Optimal advertising budget allocation in luxury fashion markets with social influences: A mean - variance analysis	2018	Production	Wiley Online Library
20	Rehman FU, Al-Ghazali BM	Evaluating the influence of social advertising, individual factors, and brand image on the buying behavior toward fashion clothing brands	2022	Sage Open	journals.sagepub.com
44	Chu SC, Seock YK	The power of social media in fashion advertising	2020	Journal of Interactive Advertising	Taylor & Francis
29	Kwon K, Lee J	Corporate social responsibility advertising in social media: a content analysis of the fashion industry’s CSR advertising on Instagram	2021	Corporate Communications: An International Journal	emerald.com
41	Teona G, Ko E, Kim SJ	Environmental claims in online video advertising: effects for fast-fashion and luxury brands	2020	International Journal of Advertising	Taylor & Francis
52	Kim JE, Lloyd S, AdebeshinK, et al.	Decoding fashion advertising symbolism in masstige and luxury brands	2019	Journal of Fashion	emerald.com
51	Rees-Roberts N	Fashion film: Art and advertising in the digital age	2018		Bloomsbury Publishing
18	Joo BR, Wu J	The impact of inclusive fashion advertising with plus-size models on female consumers: The mediating role of brand warmth	2021	Journal of Global Fashion Marketing	Taylor & Francis

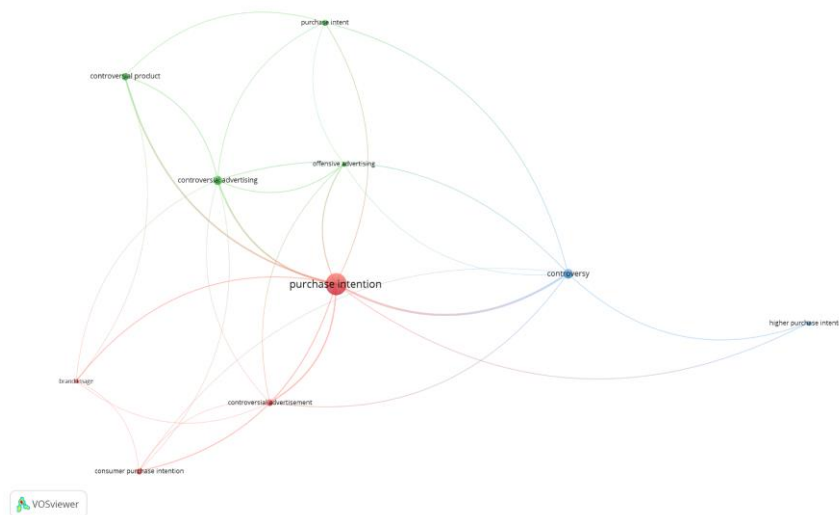


Figure 1. Keywords interconnectedness.

3. Discussion

3.1. Controversial advertisement

The practice of referencing rival products is not new in marketing; advertisers have always made such comparisons. On the other hand, “comparative advertising,” or the use of comparisons in advertisements, has

generated debate in the fields of law, academia, and professional relations. Advertising that mentions one or more identified rivals directly or subtly by utilizing terms like “brand X,” “ordinary brands,” “other brands,” etc. is referred to as “comparative advertising” (CA). In this subject of antecedent identification, the US is considered the pioneer of this advertising strategy. Advertisers began naming their rivals in their advertising as early as the 18th century, which was a potent way to draw attention. Explicit comparisons were practically illegal and unethical before to the 1970s. The controversy surrounding the November 2022 holiday ad campaign by a major fashion brand highlights the significant impact that advertising content can have on public perception and consumer sentiment. The campaign, featuring children styled with bears wearing bondage gear, empty wine glasses, and other disturbing elements, stirred public outrage and brought the brand under intense scrutiny. The perceived inappropriateness and potential implications of the visuals raised concerns about the ethical standards in fashion advertising. One crucial aspect of this controversy is the involvement of three key parties: the luxury fashion brand, the advertising agency North Six, and the photographers Chris Maggio and Gabriele Galimberti. While the exact details of the creation of both campaigns remain undisclosed, the scrutiny extends to all entities associated with the advertisements. The agency, North Six, faced a \$25 million lawsuit filed by the luxury fashion brand on Friday, November 25. The lawsuit specifically targeted North Six for its alleged responsibility in the spring ad featuring Supreme Court documents. Notably, the photographer, Chris Maggio, was not directly implicated in the legal action, raising questions about the allocation of accountability in the creative process.

The legal claim brought by the luxury fashion brand underscores the gravity of the situation, referring to the inclusion of Supreme Court documents in the ad as “malevolent or, at the very least, extraordinarily reckless.” This language suggests a serious breach of ethical standards or, at a minimum, a lack of due diligence in the campaign’s development. The lawsuit prompts a closer examination of the role and responsibilities of advertising agencies in ensuring the appropriateness and ethical integrity of the content they produce for their clients. The controversy serves as a stark reminder of the need for careful oversight and ethical considerations in the creation of advertising campaigns, especially when dealing with sensitive subjects or potentially controversial imagery. It also raises broader questions about industry practices, accountability, and the balance between creative expression and social responsibility in the realm of fashion advertising. The outcome of this legal action may set precedents for future discussions and considerations within the industry, emphasizing the importance of transparency, accountability, and ethical conduct in fashion advertising.

The swift and powerful reaction on social media to the controversial holiday ad campaign by a major fashion brand marked a turning point in the dynamics of modern brand accountability. The controversy escalated rapidly after users on Twitter pointed out the text of the document around November 20, triggering a wave of fury and condemnation. Prominent figures in the fashion industry, including Diet Prada, played a crucial role in amplifying the story, leading to widespread coverage by major media outlets. The public’s response extended beyond the scrutiny of the ad itself, encompassing the actions and statements of individuals associated with the brand, including supermodels like Kim Kardashian and Bella Hadid. The condemnation of these figures reflected the heightened expectations for influencers and celebrities to take a stand against controversial or inappropriate brand practices. The nuanced reactions of figures like Kim Kardashian, who expressed being ‘disgusted and outraged’ on Twitter, raised questions about the complexities of celebrity endorsements and the extent of their responsibility in such situations.

The controversy also shed light on the broader issue of celebrity accountability in the age of social media activism. The call for swift denouncement and dissociation from the brand showcased the influence of public opinion on shaping the actions of high-profile individuals. The expectation for celebrities to align with public sentiment and distance themselves from controversial brands became a focal point of discussions surrounding

the incident. Kim Kardashian's statement, expressing that she was 're-evaluating' her relationship with the brand, added a layer of complexity to the narrative. The indication that a conversation had taken place and the likelihood of her severing ties with the brand being slim suggested a delicate balance between accountability, personal relationships, and the brand's response. The acceptance of the brand's apology and the expectation for improvement highlighted the evolving landscape of brand accountability in the face of public outrage.

In the aftermath of the international uproar and concern for children sparked by the ad, the luxury fashion brand demonstrated an active approach to addressing the controversy. Their commitment to apologizing and acknowledging the gravity of the situation reflected a recognition of the need for responsiveness and accountability. While the incident generated significant backlash, one can hope that the collective outrage and scrutiny prompted by the controversy contribute to fostering increased ethical awareness and responsibility within the fashion industry. The episode serves as a reminder of the power of public opinion in holding brands accountable and shaping the discourse around ethical practices in advertising.

The reaction on social media was swift. After the text of the document was first pointed out by users on Twitter around November 20, fury grew, and fashion industry commentators like Diet Prada quickly picked up the story. From there, it spread to major media outlets. Some even condemned the likes of supermodels such as Kim Kardashian and Bella Hadid who have been strongly associated with the brand as they weren't as quick to denounce the brand as quickly as others were. Kim had issued the statement that she was 'disgusted and outraged' via Twitter but only went as far to claim that she was 're-evaluating' her relationship with them. It seemed in the thread that she had spoken to them and that the chance of her dropping them was pretty slim, rather than their apology was sufficient and she expected them to do better. Ultimately, this luxury fashion brand seems to be active in their apology for the ad that caused international upset and concern for children. One can only hope that some good came out of the uproar.

3.2. Impact

The repercussions of the scandal surrounding the luxury fashion brand extended far beyond the initial controversy, creating a seismic shift in its market standing and financial performance. The aftermath of the scandal witnessed a notable decline in sales, and the brand experienced a significant blow to its once unassailable reputation. The impact on the luxury fashion brand's financial standing was profound, with sales plummeting and stores becoming targets of vandalism, symbolizing the extent to which the brand had fallen from its previously secure position. The fallout lingered as the brand, which had previously enjoyed an "excellent" year, faced the challenges of a "difficult December" that stretched into the beginning of the new year. The overall performance of the French company, of which the luxury fashion brand is a part, reflected a 7% decline in comparable fourth-quarter revenue, falling to EUR 5.28 billion euros (\$5.67 billion). This figure fell below the EUR 5.48 billion forecasted by analysts, according to a poll compiled by FactSet.

The evident financial impact underscored the direct correlation between the controversy and consumer purchase intentions. The movement to boycott products associated with the luxury fashion brand gained traction, amplifying the intention among consumers to distance themselves from the brand in response to the controversy. This collective expression of discontent manifested in the targeting and vandalism of multiple outlets, compelling the luxury fashion brand to close several stores in the United States. Amid the financial downturn, shareholders of the luxury fashion brand expressed concerns about the potential plummeting prices of multiple products, raising apprehensions about the brand's overall trajectory, including the looming possibility of bankruptcy. The multifaceted fallout highlighted the intricate interplay between brand reputation, consumer sentiment, and financial stability in the aftermath of a high-profile controversy. The repercussions of the scandal served as a cautionary tale for brands, emphasizing the enduring consequences of lapses in

ethical practices and the critical importance of proactive crisis management in safeguarding brand integrity and financial viability.

3.3. Controversial advertisement, brand image and purchase intention

The recent developments surrounding Luxury fashion brand serve as a compelling testament to the substantial impact that controversial advertisements can exert on brand image. The public's response reflects a saturation point in tolerating the brand's longstanding history of controversies, with the latest incident representing a tipping point that exceeded public tolerance. The once prestigious and rivalrous position of Luxury fashion brand among other esteemed luxury brands, including Celine, Prada, and Dior, has been significantly compromised. The brand image, once synonymous with luxury, now finds itself relegated in the hierarchy of luxury brands. The devaluation of the Luxury fashion brand's image has profound consequences, extending beyond the realm of a mere ad campaign misstep. The brand's perceived value has diminished, and the repercussions are palpable. This decline in brand esteem directly influences customer purchase intention, as consumers, especially loyal customers, actively avoid purchasing products associated with Luxury fashion brand as a form of protest and refusal to support the controversial brand.

The implications for Luxury fashion brand's sales forecast a challenging trajectory for the upcoming years, characterized by a drying up of sales opportunities. The severity of the public's reaction reverberates through influencer dynamics, with many influential figures distancing themselves from Luxury fashion brand to evade public condemnation. The absence of promoters willing to associate with the brand further amplifies the challenges faced by Luxury fashion brand in restoring its tarnished image and regaining consumer trust. The multifaceted fallout underscores the enduring consequences of controversial advertising on brand perception, consumer behavior, and market standing. The case of Luxury fashion brand serves as a cautionary tale for brands, emphasizing the pivotal role of ethical advertising practices and crisis management in safeguarding brand reputation and long-term viability in the competitive landscape of the luxury fashion industry.

4. Discussion and conclusion

This research aimed to investigate the impact of advertising controversies on consumers' intentions to purchase fashion items. The findings reveal a nuanced interplay of positive and negative effects on customer behavior arising from advertising controversies. On one hand, such controversies can serve as a double-edged sword, enhancing brand recognition and sales potential by drawing attention to a company and its products. This increased visibility may lead to heightened consumer curiosity and, consequently, a positive influence on sales. Conversely, the flip side of advertising controversy presents a significant risk, as a scandal has the potential to inflict harm on a brand's reputation and subsequently reduce sales. The perception and response of consumers to an advertising scandal are contingent upon various factors, including the gravity of the issue, the brand's adeptness in handling the situation, and the values and beliefs held by the target audience. The severity and nature of the controversy, as well as the brand's responsiveness and accountability, play pivotal roles in shaping consumer perceptions. Consumer reactions to advertising scandals are complex and multifaceted, influenced by individual and contextual factors. The impact on purchase intention is contingent on the intricate interplay of these elements. Therefore, the study underscores the need for brands to carefully navigate advertising controversies, recognizing the potential implications on consumer behavior and tailoring strategies that align with the values and sensibilities of their target audience. A thorough understanding of these dynamics is crucial for brands to effectively manage and mitigate the impact of advertising controversies on their market standing and consumer relationships.

Author Contributions

Conceptualization, MF. and MP.; Methodology, MP.; Software, SS.; Validation, NFAS., MF. and MP.; Formal Analysis, MP.; Investigation, SS.; Resources, SS.; Data Curation, NFAS.; Writing-Original Draft Preparation, NFAS.; Writing-Review & Editing, MP.; Visualization, MP.; Supervision, MF.; Project Administration, SS.; Funding Acquisition, MP. All authors have read and agreed to the published version of the manuscript.

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