

## Daftar Pustaka

- Adkins, S. (2012). *Cause Related Marketing* (5 ed.). Great Britain: Routledge.
- Ali, A., dan Ahmad, I. (2012). Environment Friendly Products: Factors that Influence the Green Purchase Intentions of Pakistani Consumers. *PJETS*, 2(1), 84-117.
- Banerjee, S., Gulas, C. S., dan Iyer, E. (1995). Shades of green: a multidimensional analysis of environmental advertising. *Journal of Advertising*, 24(2), 21-31.
- Barber, N., Taylor, D. C., dan Strick, S. (2010). Selective marketing to environmentally concerned wine consumers: a case for location, gender and age. *Journal of Consumer Marketing*, 27(1), 64-75.
- Beckford, C. L., Jacobs, C., Williams, N., dan Nahdee, R. (2010). Aboriginal Environmental Wisdom, Stewardship, and Sustainability: Lessons From the Walpole Island First Nations, Ontario, Canada. *The journal of environmental education*, 41(4), 239-248.
- Blackwell, dan Engel, J. (2008). Consumer behaviour. *Financial Times*, 978, 0273695790.
- Boztepe, A. (2012). Green Marketing and Its Impact on Consumer Buying Behavior. *European Journal of Economic & Political Studies*, 5(1).
- Bui, M. H. (2005). Environmental marketing: A model of consumer behavior. *Advances in Marketing*, 6(2), 20-28.
- Carvalho, C. A. (2008). Impact of Consumer Attitude in Predicting Purchasing Behaviour. *A paper available at< www. iaso. com. br/.../Impact% 20of% 20Consumer% 20Attitu de% 20in*, 20.
- Chan, R. Y. (2001). Determinants of Chinese consumers' green purchase behavior. *Psychology & Marketing*, 18(4), 389-413.
- Chan, R. Y., dan Lau, L. B. (2002). Explaining green purchasing behavior: A cross-cultural study on American and Chinese consumers. *Journal of international consumer marketing*, 14(2-3), 9-40.
- Cleveland, M., Kalamas, M., dan Laroche, M. (2005). Shades of green: linking environmental locus of control and pro-environmental behaviors. *Journal of Consumer Marketing*, 22(4), 198-212.

- Cooper, D. R., dan Emory, C. (1995). Research methods. *Richard D. Irwin, Inc.: Homewood, IL.*
- Crosby, L. A., Gill, J. D., dan Taylor, J. R. (1981). Consumer/voter behavior in the passage of the Michigan container law. *Journal of marketing, 45*(2).
- D'Souza, C., Taghian, M., dan Khosla, R. (2007). Examination of environmental beliefs and its impact on the influence of price, quality and demographic characteristics with respect to green purchase intention. *Journal of Targeting, Measurement and Analysis for Marketing, 15*(2), 69-78.
- D'Souza, C., Taghian, M., Lamb, P., dan Peretiatkos, R. (2006). Green products and corporate strategy: an empirical investigation. *Society and Business Review, 1*(2), 144-157.
- do Paço, A. M. F., Raposo, M. L. B., dan Leal Filho, W. (2009). Identifying the green consumer: a segmentation study. *Journal of Targeting, Measurement and Analysis for Marketing, 17*(1), 17-25.
- Fairley, J. (2014). CEW awards: The 2014 beauty oscars Retrieved 4 April, 2014, from <http://www.dailymail.co.uk/home/you/article-2615164/CEW-awards-The-2014-beauty-oscars.html>
- Fazio, R. H., Powell, M. C., dan Williams, C. J. (1989). The role of attitude accessibility in the attitude-to-behavior process. *Journal of consumer research, 16*(3), 280.
- Fraj, E., dan Martinez, E. (2006). Environmental values and lifestyles as determining factors of ecological consumer behaviour: an empirical analysis. *Journal of Consumer Marketing, 23*(3), 133-144.
- Fryxell, G. E., dan Lo, C. W. (2003). The influence of environmental knowledge and values on managerial behaviours on behalf of the environment: An empirical examination of managers in China. *Journal of Business Ethics, 46*(1), 45-69.
- Glegg, G., Richards, J., Heard, J., dan Dawson, J. (2005). Barriers to green buying: Household chemicals. *A report for the Clean Water Initiative. Marine and Coastal Policy Research Group, University of Plymouth.*
- Grewal, R., Mehta, R., dan Kardes, F. R. (2000). The role of the social-identity function of attitudes in consumer innovativeness and opinion leadership. *Journal of Economic Psychology, 21*(3), 233-252.

- Hamid, S. A. R., Khan, M. K. N., Kiani, S. T. M., Shah, T. Z., dan Kiani, S. (2014). The Impact of Education as Mediator on Sustainable Consumer Behavior.
- Hawkins, D., dan Mothersbaugh, D. (2010). *Consumer behavior building marketing strategy* (Vol. 11): McGraw-Hill.
- Hrubes, D., Ajzen, I., dan Daigle, J. (2001). Predicting hunting intentions and behavior: An application of the theory of planned behavior. *Leisure Sciences*, 23(3), 165-178.
- Husein, U. (2005). Metode penelitian untuk skripsi dan tesis bisnis. *PT Raja Grafindo Persada*. Jakarta.
- id.oriflame. (2014). Sekilas mengenai Oriflame Retrieved 6 September, 2014, from <http://id.oriflame.com/about-oriflame/>
- Irland, L. C. (1993). Wood producers face green marketing era: Environmentally Sound Products. *Wood Technology*, 120, 34.
- Jain, S. K., dan Kaur, G. (2004). Green marketing: an attitudinal and behavioural analysis of Indian consumers. *Global Business Review*, 5(2), 187-205.
- Juwaher, T. D., Pudaruth, S., dan Noyaux, M. M. E. (2012). Analysing the impact of green marketing strategies on consumer purchasing patterns in Mauritius. *World Journal of Entrepreneurship, Management and Sustainable Development*, 8(1), 36-59. doi: 10.1108/20425961211221615
- Kaufmann, H. R., Panni, M., dan Orphanidou, Y. (2012). Factors affecting consumers' green purchasing behavior: An integrated conceptual framework. *Amfiteatru Economic*, 15(31), 50-69.
- Kazemi, A., Hosseini, S. Y., dan Moradi, M. (2013). An Analysis of Influential Factors of Brand Equity and Its Impact on Consumer Buying Decision-The Selected Branches of Mellat Bank in Bushehr City as Case Study. *International Journal of Academic Research in Business and Social Sciences*, 3(11), 422-432.
- Kotler, P. W., Saunders, V., dan Armstrong, G. (2005). *Principles of Marketing*. : Harlow: Pearson.
- Kuhn, T., dan Pickhardt, M. (2009). Biofuels, Innovations, and Endogenous Growth. *Canter U, Greiner A, Kuhn T, Pyka New Developments in schumpetarian Economics, Cheltenham: Edward Elgar*, 182-196.

- Lee, K. (2008). Opportunities for green marketing: young consumers. *Marketing intelligence & planning*, 26(6), 573-586.
- Manafi, M., Hojabri, R., Saedinia, M., Borusan, E., Khatabi, P., dan Khoeravi, B. G. (2011). The Effect of Consumer Perception on Green Purchasing Behavior in Iran. *Interdisciplinary Journal of Contemporary Research in Business*, 3(3), 1070-1076.
- Mostafa, M. M. (2006). Antecedents of Egyptian consumers' green purchase intentions: a hierarchical multivariate regression model. *Journal of international consumer marketing*, 19(2), 97-126.
- . (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.
- Murray, K. B., dan Schlacter, J. L. (1990). The impact of services versus goods on consumers' assessment of perceived risk and variability. *Journal of the Academy of Marketing Science*, 18(1), 51-65.
- Noor, N. A. M., Muhammad, A., Kassim, A., Jamil, C. Z. M., Mat, N., Mat, N., dan Salleh, H. S. (2012). Creating Green Consumers: How Environmental Knowledge and Environmental Attitude Lead to Green Purchase Behaviour? *International Journal of Arts & Sciences*, 5(1), 55-71.
- Ottman, J. A., Stafford, E. R., dan Hartman, C. L. (2006). Avoiding green marketing myopia: ways to improve consumer appeal for environmentally preferable products. *Environment: Science and Policy for Sustainable Development*, 48(5), 22-36.
- Pickett-Baker, J., dan Ozaki, R. (2008). Pro-environmental products: marketing influence on consumer purchase decision. *Journal of Consumer Marketing*, 25(5), 281-293.
- Rashid, N. R. N. A. (2009). Awareness of eco-label in Malaysia's green marketing initiative. *International Journal of Business and Management*, 4(8), P132.
- Rokicka, E., dan Słomczyńska, J. (2002). Attitudes toward natural environment: A study of local community dwellers. *International Journal of Sociology*, 78-90.
- Samarasinghe, R. (2012). A Green Segmentation: Identifying the Green Consumer Demographic Profiles in Sri Lanka. *International Journal of Marketing and Technology*, 2(4), 318-331.

- Sammer, K., dan Wüstenhagen, R. (2006). The influence of eco-labelling on consumer behaviour—Results of a discrete choice analysis for washing machines. *Business Strategy and the Environment*, 15(3), 185-199.
- Schiffman, L. G., dan Kanuk, L. L. (2007). Consumer behavior. *New Delhi: Dorling Kindersley (India) Pvt. Ltd.*
- Shahnaei, S. (2012). The Relationship between Demographic Characteristics and Green Purchasing of Malaysian Consumer. *Interdisciplinary Journal of Contemporary Research in Business*, 4(3), 234-251.
- Singarimbun, M., dan Effendi, S. (1980). *Metode penelitian survei*: Pusat Penelitian dan Studi Kependudukan, Universitas Gadjah Mada.
- Solomon, M. R., Polegato, R., dan Zaichkowsky, J. L. (2009). *Consumer behavior: buying, having, and being* (Vol. 6): Pearson Prentice Hall Upper Saddle River, NJ.
- Spruyt, A., Hermans, D., De Houwer, J., Vandekerckhove, J., dan Eelen, P. (2007). On the predictive validity of indirect attitude measures: Prediction of consumer choice behavior on the basis of affective priming in the picture-picture naming task. *Journal of Experimental Social Psychology*, 43(4), 599-610.
- Straughan, R. D., dan Roberts, J. A. (1999). Environmental segmentation alternatives: a look at green consumer behavior in the new millennium. *Journal of Consumer Marketing*, 16(6), 558-575.
- Sugiyono. (2009). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: CV Alfabeta.
- . (2011). *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, R&D)* (Vol. 12). Bandung: Alfabeta.
- Suki, N. M. (2013). Green Awareness Effects on Consumers' Purchasing Decision: Some Insights from Malaysia. *International Journal of Asia Pacific Studies*, 9(2), 49-63.
- Tsen, C.-H., Phang, G., Hasan, H., dan Buncha, M. R. (2006). Going green: A study of consumers willingness to pay for green products in Kota Kinabalu. *International Journal of Business and Society*, 7(2), 40-54.

- Vilčeková, L., dan Sabo, M. (2013). The influence of demographic factors on attitudes toward brands and brand buying behavior of Slovak consumers. *International Journal of Education and Research*, 1(11), 1-10.
- Walsh, G., Mitchell, V. W., Jackson, P. R., dan Beatty, S. E. (2009). Examining the antecedents and consequences of corporate reputation: a customer perspective. *British Journal of Management*, 20(2), 187-203.
- Zelezny, L. C., dan Schultz, P. W. (2000). Promoting environmentalism. *Journal of Social Issues*, 56(3), 365-372.