

"Kemasan dan Label Produk," <http://matrofungun.wordpress.com/2007/06/25/kemasan-dan-label-produk/> yang direkam pada 22 agustus 2007 16:14:40.

"Ragam Kemasan," *Marketing*, 10/VII/Oktober 2007

Adebanjo, D. (2000). "Identifying problems in forecasting consumer demand in the fast moving consumer goods sector," *Benchmarking: An International Journal*, Vol. 7 No. 3, pp. 223-30

Assael, H. (2004). *Consumer Behavior: A Strategic Approach*, Boston, MA

Baron, Reuben M. and Kenny, David A. (1986). "The Moderator-Mediator Variable Distinction in Social Psychological Research: Conceptual, Strategic, and Statistical Considerations," *Journal of personality and Social Psychology*, Vol. 51, No. 6, pp. 1173-1182

Boddy, C. (2005). "A rose by any other name may smell as sweet but "group discussion" is not another name for a "focus group" nor should it be," *Qualitative Market Research: An International Journal*, Vol. 8 No. 3, pp. 248-255

Boediman, A.S (2004). "Packaging Design. Silent Salesman No More!," <http://andisboediman.blogspot.com/>, diambil pada 30 Agustus 2007, 12:39:37 PM

Cooper and Schindler, 2006). Cooper, D. and P. Schindler (2006). *Business Research Method*, 9th ed. New York, NY: McGraw-Hill Companies

Coulson, N.S. (2000). "An application of the stages of change model to consumer use of food labels," *British Food Journal*, Vol. 102 No. 9, pp. 661-8.

Dholakia, M.U. (2001). "A motivational process model of product involvement and consumer risk perception," *European Journal of marketing*, Vol. 35 Nos 11/12, pp. 1340-60.

Grossman, R.P. and Wisenblit, J.Z. (1999). "What we know about consumers' colour choices," *Journal of Marketing Practice: Applied Marketing Science*, Vol. 5 No. 3, pp. 78-88.

Hair, Joseph F.; R. E. Anderson; R. L. Tatham; and W. C Black. (1998). *Multivariate Data Analysis*, 5th ed. Upper Saddle River. NY: Prentice Hall Inc.

- Iyer, E.S. (1989). "Unplanned Purchasing: Knowledge of Shopping Environment and Time Pressure," *Journal of Retailing*, Vol. 65, pp. 40-57
- Leitão, B. A and Vergueiro, W. "Using the focus group approach for evaluating customers' opinions: the experience of a Brazilian academic library," *New Library World*, Vol. 101 . Number 1154, pp. 60-65
- Livingstone, S. and Sparks, L. (1994). "The new German packaging laws: effects on firms exporting to Germany," *International Journal of Physical Distribution & Logistics Management*, Vol. 24, No. 7, pp. 15-25
- Lockhamy III, A. (1995). "A Conceptual Framework for Assessing Strategic Packaging Decisions," *The International Journal of Logistic Management*, Vol. 6, No. 1, pp. 51-60
- Mitchell, V.W. and Papavassiliou, V. (1999). "Marketing causes and implications of consumer confusion," *Journal of Product & Brand Management*, Vol. 8 No. 4, pp. 319-39.
- Murti, T. W. "Cerita Di Balik Label Makanan," <http://www.indomedia.com/intisari/1998/september/label.htm>, diambil pada 12 Juni 2007, 11:18:48 AM
- Nancarrow, C., Wright, T.L. and Brace, I. (1998). "Gaining competitive advantage from packaging and labeling in marketing communications," *British Food Journal*, Vol. 100 No. 2, pp. 110-8.
- Nickels, W.G. and Jolson, M. A. (1976). "Packaging-the Fifth "P" In the Marketing Mix," *Advanced Management Journal*, Winter, pp. 13-20
- Nugroho, B. T. "Menambah Daya Tarik Melalui Keindahan," <http://mipa.uns.ac.id/~scientia/tutorial.doc.>, diambil pada 16 Oktober 2007, 6:30:31 PM
- Prendergast, P.G. and Marr, N.E. (1997). "Generic products: who buys them and how do they perform relative to each other?," *European Journal of Marketing*, Vol. 31 No. 2, pp. 94-109.
- Prendergast, P.G. and Pitt, L. (1996). "Packaging, marketing, logistics and the environment: Are there trade-offs?," *International Journal of Physical Distribution & Logistics Management*, Vol. 26 No. 6, pp. 60-72.

- Rettie, R. and Brewer, C. (2000). "The verbal and visual components of package design," *Journal of Product & Brand Management*, Vol. 9 No. 1, pp. 56-70.
- Rundh, B. (2005). "The multi-faceted dimension of packaging: Marketing logistic or marketing tool?," *British Food Journal*, Vol. 107 No. 9, 2005, pp. 670-684.
- Ruyter (1996). "Focus versus nominal group interviews: a comparative analysis," *Marketing Intelligence & Planning*, June, pp. 44-50.
- Silayoi, P and Speece, M (2004). "Packaging and purchase decisions : An exploratory study on the impact of involvement level and time pressure," *British Food Journal*, Vol. 106 No. 8, pp. 607-628.
- Underwood, R.L. and Klein, N.M (2002). "Packaging as Brand Communication: Effects of Product Pictures on Consumer Responses to The Package And Brand," *Journal of Marketing*, pp. 58-68.
- Underwood, R.L; Klein N.M; and Burke, R.R. (2001). "Packaging communication: attentional effects of product imagery," *Journal of Product and Brand Management*, Vol. 10 No. 7, pp. 403-22
- Warde, A. (1999). "Convenience food: space and timing," *British Food Journal*, Vol. 101 No. 7, pp. 518-27

www.bcfa.ca

www.euromonitor.com