

DAFTAR PUSTAKA

- Cravens, D.W. & Piercy, N.F. (2009), *Strategic Marketing*, 9th ed. New York: Mc Graw Hill Book Co.
- Cooper, D.R. & Schindler, P.S. (2006), *Business Research Methods*, 9th ed. New York: Mc Graw Hill Book Co.
- Delbert I. Hawkins, David L. Mothersbaugh, Roger J. Best (2007), *Consumer Behavior* 10th ed, New York: McGraw-Hill Higher Education
- Dong Hwan Lee (1990), "Symbolic Interactionism: Some Implications for Consumer Self-Concept and Product Symbolism Research," *Advances in Consumer Research*, Vol 17, pp. 386-393
- Gerard J. Tellis; Eden Yin; Simon Bell (2009), "Global Consumer Innovativeness: Cross-Country Differences and Demographic Commonalities," *Journal of International Marketing*, Vol. 17, No. 2, pp. 1-22
- Kotler, P. & Keller, K.L (2006), *Marketing Management*, 12th ed. Upper Saddle River: Prentice Hall, Inc.
- L. Schiffman & L. Kanuk (2007), *Consumer Behavior* 9th ed, New York: Prentice Hall, Inc
- Peter, J.P. & J.C. Olson (2005), *Consumer Behavior and Marketing Strategy*, 7th ed, New York: Mc Graw Hill Companies, Inc.
- Roberto Luna Arocas (2008), "Self-Discrepancy And Impulse Buying: An Exploratory Study," *International Journal of Organization Theory and Behaviour*, Vol 11, pp. 240-265
- Roger Blackwell, Clare D'Souza, Mehdi Taghian, Paul Miniard, James Angel (2006), *Consumer Behaviour an Asia Pasific Approach*, 1st ed. South Melbourne: Thomson
- Russell W. Belk (1988), "Possessions and the Extended Self," *Journal of Consumer Research*, Vol 15 (September), pp. 139-168



UNIVERSITAS
GADJAH MADA

Pengaruh Karakteristik Demografis dan Psikografis Terhadap Perilaku Berbelanja Pria di Pusat Perbelanjaan di Yogyakarta

UTOMO, SRI HARWINDIARSO (Adv.:Ike Jenita Dewi, Dr., M.B.A.), Ike Jenita Dewi, Dr., M.B.A.
 Universitas Gadjah Mada, 2013 | Diunduh dari <http://etd.repository.ugm.ac.id/>

Santoso, S. (2005) *Menggunakan SPSS untuk Statistik Multivariat*, Jakarta: Elex Media Komputindo

Sim Loo Lee; Muhammad Faishal Ibrahim; Chong Hsueh-Shan (2005), "Shopping-centre attributes affecting male shopping behaviour," *Journal of Retail & Leisure Property*, Vol .4 No.4, pp 324–340

Van Trijp, Hans C.M; Wayne D. Hoyer; Jeffrey Inman (1996), "Why Switch? Product Category – Level Explanations for True Variety Seeking Behavior," *Journal of Marketing Research*, Vol 33 (August), pp. 281-292.