

DAFTAR PUSTAKA

- Aprisindo, 2020, *Kemenperind Dorong Pemulihan Industri Alas Kaki dan Kulit Pada Masa Pandemi Covid-19*.
- Besanko, D. A. and Braeutigam, R. R., 2010, *Microeconomics, Economics versus Reality*.
- Bisoyi, B. and Das, B., 2021, A paradigm shift: Nano-sensory nudges stimulating consumer's purchase behaviour for green products driving towards environmental sustainability, *Materials Today: Proceedings*, (xxxx).
- Blom, S. S. A. H., Gillebaart, M., De Boer, F., van der Laan, N. and De Ridder, D. T. D., 2021, Under pressure: Nudging increases healthy food choice in a virtual reality supermarket, irrespective of system 1 reasoning, *Appetite*, **160**(May 2020), 105116.
- Cheng, S. and Lee, C., 2021, Gender Differences in Footwear Visual Perception.
- Habiba, A. N., Djatna, T. and Anggraeni, E., 2018, An affective e-commerce design for SMEs product marketing based on kansei engineering An affective e-commerce design for SMEs product marketing based on kansei engineering.
- Hoenink, J. C., Mackenbach, J. D., Waterlander, W., Lakerveld, J., Van Der Laan, N. and Beulens, J. W. J., 2020, The effects of nudging and pricing on healthy food purchasing behavior in a virtual supermarket setting: A randomized experiment, *International Journal of Behavioral Nutrition and Physical Activity*, **17**(1), 1–12.
- Kraak, V. I., Englund, T., Misyak, S. and Serrano, E. L., 2017, A novel marketing mix and choice architecture framework to nudge restaurant customers toward healthy food environments to reduce obesity in the United States, *Obesity Reviews*, **18**(8), 852–868.
- Lin, Y., Osman, M. and Ashcroft, R., 2017, Nudge: Concept, Effectiveness, and Ethics, *Basic and Applied Social Psychology*, **39**(6), 293–306.
- van der Molen, A. E. H., Hoenink, J. C., Mackenbach, J. D., Waterlander, W., Lakerveld, J. and Beulens, J. W. J., 2021, Are nudging and pricing strategies on food purchasing behaviors equally effective for all? Secondary analyses from the Supreme Nudge virtual supermarket study, *Appetite*, **167**(August), 105655.
- Nagamachi, M., 1995, Kansei engineering: A new consumer-oriented technology for product development, *Occupational Ergonomics: Design and Management of Work Systems*, **15**, 25-1-25–14.
- Nagamachi, M., 1999, Kansei Engineering; the Implication and Applications to Product Development, (February 1999).
- Nagamachi, M., 2008, Perspectives and the new trend of Kansei / affective engineering, (June 2008).
- Noviani, A. D. and Widyanti, A., 2018, INTEGRATING ANTHROPOMETRY APPROACH AND KANSEI ENGINEERING IN THE DESIGN OF, **18**, 295–306.
- Thaler, R. H. and Sunstein, C. R., 2008, *Nudge : improving decisions about health, wealth, and happiness*.

Top Brand, 2020, *TOP Brand Index*.