

DAFTAR PUSTAKA

- Ahmad, Fauziah Sh., Rosli, N.T., Quoquab, Farzana. (2021). “Environmental quality awareness, green trust, green self-efficacy and environmental attitude in influencing green purchase behaviour”. *International Journal of Ethics and Systems* Vol. 38 No. 1, 2022 pp. 68-90 © Emerald Publishing Limited 2514-9369 DOI 10.1108/IJOES-05-2020-0072
- Akehurst, G., Afonso, C., & Martins Gonçalves, H. (2012). Reexamining green purchase behavior and the green consumer profile: New evidences. *Management Decision*, 50(5), 972–988.
- Albayrak, T., Herstein, R., Moutinho, L. (2011), “The influence of skepticism on green purchase behaviour, *International Journal of Business and Social Science* Vol. 2 No. 13 [Special Issue - July 2011]
- Alfonsius, A., & Gilbert, G. (2021). Understanding Green Purchasing Behavior Through Environmental Attitude: An Empirical Study on Innisfree Consumers. Conference Series, 3(2), 160–177. <https://doi.org/10.34306/conferenceseries.v3i2.586>
- Annur, Cindy Mutia. 2020. Indonesia Peringkat ke-4 Negara Berpenduduk Terbanyak Dunia. Tersedia di <https://databoks.katadata.co.id/datapublish/2020/12/15/indonesiaperingkat-ke-4-negara-berpenduduk-terbanyak-dunia> , diakses pada 1 November 2021
- Babu P.R.R., Shanmugam, D., Panneer, S. (2021), “personality trait and environmental attitudes”, *Journal of education : Rabindrabharati University* ISSN : 0972-7175
- Cheah, I., Phau, I. (2011), “Attitudes towards environmentally friendly products The influence of ecoliteracy, interpersonal influence and value orientation”, *Marketing Intelligence & Planning* Vol. 29 No. 5, 2011 pp. 452-472 q Emerald Group Publishing Limited 0263-4503 DOI 10.1108/02634501111153674
- Commission of the European Communities, 2001. Green Paper on Integrated Product Policy. http://eurlex.europa.eu/LexUriServ/site/en/com/2001/com2001_0068en01.pdf. (Accessed 18 January 2019).
- Cooper, D. R., & Schindler, P. S. (2014). Business Research Methods 12th Edition. In *Business Research Methods*.
- Creswell, J. W. (2021). Research Design. Pustaka Pelajar.

- D'Souza, C., Khosla, R., Taghian, M. (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* Vol. 15, 2, 69–78 © 2007 Palgrave Macmillan Ltd 0967-3237
- Frick, J., Kaiser, F.G., Wilson, M. (2004), "Environmental knowledge and conservation behavior: exploring prevalence and structure in a representative sample", *Personality and Individual Differences* 37 (2004) 1597–1613
- Fryxell & Lo (2003), The influence of environmental knowledge and values on managerial behaviors on behalf on the environment: an empirical examination of managers in china; *Journal of business ethics*; 45-59
- Garaika, G., Sugandini, D. (2021), "Knowledge, Self-Image, and Attitude on Pro-Environmental Behavior: An Empirical Study in Indonesia", *Journal of Asian Finance, Economics and Business* Vol 8 No 6 (2021) 0869–0877
- Ghozali, I. (2017). Model Persamaan Struktural Konsep Dan Aplikasi Program AMOS 24. Semarang: Badan Penerbit Universitas Diponegoro.
- Gifford, R., Sussman, R. (2012), "environmental attitudes", *The oxford handbook of environmental and conservation psychology*, *oxford university press*, p65-66
- Globescan 2020. Study finds people want to make healthy and sustainable living choices but do not know where to start. Tersedia di <https://globescan.com/2020/10/07/people-want-healthy-sustainable-living-choices-2020/>, diakses pada 2 November 2021.
- Hair, J.R., Black, W.C., Babin, B.J., Anderson, R & Tatham, R (2010). Multivariate Data Analysis, 7th Edition, Upper Saddle River, NJ, Pearson Prentice Hall
- Hussein, A.S., (2015). Penelitian bisnis dan manajemen menggunakan partial least square (PLS) dengan smart-PLS 3.0. Fakultas ekonomi dan bisnis, Universitas Brawijaya.
- Hustvedt, G., Dickson, M.A. (2009), "Consumer likelihood of purchasing organic cotton apparel Influence of attitudes and self-identity", *Journal of Fashion Marketing and Management* Vol. 13 No. 1, 2009 pp. 49-65 q Emerald Group Publishing Limited 1361-2026 DOI 10.1108/13612020910939879
- Inglehart, R. (1995), "Public support for environmental protection: objective problems and subjective values in 43 societies", *PS: Political Science and Politics*, Vol. 28 No. 1, pp. 57-72.

- Jaiswal, D., Kant, R. (2018),” Green purchasing behaviour: A conceptual framework and empirical investigation of Indian consumers”, *Journal of Retailing and Consumer Services* 41 (2018) p:61
- Joshi, (2012), effects of environmental concern and social norms on enviromental friendly behavioral intentions; *Journal Business Intelligence*, vol 5 no 1, 169-175
- Joshi, Y., Rahman, Z. (2015), “Factors Affecting Green Purchase Behaviour and Future Research Directions, *International Strategic Management Review* 3 (2015) 128–143, p:130
- Jumlah Produk Ramah Lingkungan yang Teregister (Produk), 2013-2015. Tersedia di <https://www.bps.go.id/indicator/152/1746/2/jumlah-produk-ramah-lingkungan-yang-teregister.html>, diakses pada 2 November 2021
- Kamboj, S., Matharu, M. (2021), “Modelling the predictors of consumers’ willingness to pay premium price for sustainable products”, VOL. 15 NO. 4 2021 *Journal of Asia Business Studies* p: 563
- Kanchanapibul, M., Lacka, E., Wang, X., Chan, H.K. (2014),” An empirical investigation of green purchase behaviour among the young generation, / *Journal of Cleaner Production* 66 (2014) 528-536, P: 528
- Kaur, P., Singh, R. (2007), “Uncovering retail shopping motives of Indian youth”, VOL. 8 NO. 2 2007, pp. 128-138, Q Emerald Group Publishing Limited, ISSN 1747-3616
- Khare, Arpita. (2014), “Antecedents to green buying behaviour: a study on consumers in an emerging economy”, *Marketing Intelligence & Planning* Vol. 33 No. 3, 2015 pp. 309-329 © Emerald Group Publishing Limited 0263-4503 DOI 10.1108/MIP-05-2014-0083
- Kotler, Philip & Keller, Kevin Lane (2016), “Marketing Management”, 15edn, Pearson Education Limited, England.
- Kumar, B., Manrai A.K., Manrai, L.A. (2017),” Purchasing behaviour for environmentally sustainable products: A conceptual framework and empirical study”, *Journal of Retailing and Consumer Services* 34 (2017) 1–9
- Laroche, M., Toffoli, R., Kim, C., & Muller, T. E. (1996). The influence of culture on pro-environmental knowledge, attitudes, and behavior: A Canadian perspective. *ACR North American Advances*.

- Laroche, M., Bergeron, J., & Barbaro-Forleo, G. (2001). Targeting consumers who are willing to pay more for environmentally friendly products. *The Journal of Consumer Marketing*, 18(6), 503–520.
- Lee, K. (2008). Opportunities for green marketing: young consumers. *Marketing Intelligence & Planning*, 26(6), 573–586.
- Lee, K. (2009). Gender differences in Hong Kong adolescent consumers' green purchasing behavior. *Journal of Consumer Marketing*, 26(2), 87–96.
- Leonidou, C.N., Katsikeas, C.S. and Morgan, N.A. (2013), “‘Greening’ the marketing mix: do firms do it and does it pay off?”, *Journal of Academy of Marketing Science*, Vol. 41 No. 2, pp. 151-170.
- Ljungberg, L.Y. (2007), “Materials selection and design for development of sustainable products”, *Materials and Design*, Vol. 28 No. 2, pp. 466-479.
- Lu, L., Bock, D., Joseph, M. (2013), “Green marketing: what the Millennials buy”, VOL. 34 NO. 6 2013, pp. 3-10, Q Emerald Group Publishing Limited, ISSN 0275-6668 *Journal of Business Strategy*, p: 6
- Martins, Albert. (2021). “Green marketing and perceived SME profitability: the meditating effect of green purchase behaviour “. *Management of Environmental Quality: An International Journal* Vol. 33 No. 2, 2022 pp. 281-299 © Emerald Publishing Limited 1477-7835 DOI 10.1108/MEQ-04-2021-0074
- Mas’od, A. and Chin, T.A. (2014), “Determining socio-demographic, psychographic and religiosity of green hotel consumer in Malaysia”, *Procedia - Social and Behavioral Sciences*, Vol. 130 No. 2014, pp. 479-489.
- Milfont, T. L. (2012). The interplay between knowledge, perceived efficacy, and concern about global warming and climate change: a one-year longitudinal study. *Risk Analysis*, 32(6), 1003–1020
- Moore, marguerite. (2012) “Interactive media usage among millennial consumers”, *Journal of Consumer Marketing* 29/6 (2012) 436–444q Emerald Group Publishing Limited [ISSN 0736-3761] [DOI 10.1108/07363761211259241
- 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.
- Naresh K. Malhotra; DaNiel NuNaN; Birks, D. F. (2016). Marketing research. In *The Marketing Book: Seventh Edition*. <https://doi.org/10.4324/9781315890005>.

- NielseniQ 2021. How health-conscious consumers want to live in a healthy world. Tersedia di <https://nielseniq.com/global/en/insights/analysis/2021/how-health-conscious-consumers-want-to-live-in-a-healthy-world/> , diakses pada 1 November 2021
- NielseniQ 2018. Global consumers seek companies that care about environmental issues. Tersedia di <https://nielseniq.com/global/en/insights/analysis/2018/global-consumers-seek-companies-that-care-about-environmental-issues/>, diakses pada 1 November 2021
- Panda, T.K., Kumar, A., Jakhar, S., Luthra, S., Garza-reyes, J.A., Kazancoglu, I., Nayak, S.S. (2020), “Social and environmental sustainability model on consumers’ altruism, green purchase intention, green brand loyalty and evangelism”, *Journal of Cleaner Production* 243 (2020) 118575
- Papadopoulos, I., Trigkas, M. Karagouni, G., Papadopoulou, A., Moraiti, V., Tripolitsioti, A., Platogianni, E., 2016. Market potential and determinants for eco-smart furniture attending consumer of the third age. *Competitive. Rev.* 26(5), 559-574.
- Parikka-alhola, K. (2008), “Promoting environmentally sound furniture by green public procurement”, *Ecological Economics* 68 (2008) 472 – 485
- Peattie, K. (1995) ‘ Environmental Marketing Management: Meeting the Green Challenge ’, Pitman Publishing, London
- Prakash, G., Pathak, P. (2017), “Intention to buy eco-friendly packaged products among young consumers of India: A study on developing nation”, *Journal of Cleaner Production* 141 (2017) p390
- Senatore, L., Fiorillo, D. (2016), “Self image and environmental attitude behaviour”, Centro di Ricerca Interdipartimentale di Economia del Lavoro e di Politica Economica Università degli Studi di Salerno Via Giovanni Paolo II, 132 - 84084 Fisciano, I- Italy
- Setiawan, Verda Nano 2021. Konsumen makin sadar lingkungan, Nestle bakal daur ulang kemasan 100%. Tersedia di <https://katadata.co.id/yuliawati/ekonomi-hijau/61725d61456fb/konsumen-makin-sadar-lingkungan-nestle-bakal-daur-ulang-kemasan-100>, diakses pada 2 November 2021
- Shahrin, R., Quoquab F., Mohammad,J., Jamil, R. (2020), “Factors affecting consumers’ proenvironmental behaviour in nutricosmetics consumption: the role of perceived environmental responsibility as a mediator”, VOL. 14 NO. 5 2020, pp. 672, © Emerald Publishing Limited, ISSN 1558-7894 *Journal of Asia Business Studies*

- Smith, K.T. (2010), “An examination of marketing techniques that influence Millennials’ perceptions of whether a product is environmentally friendly”, *Journal of Strategic Marketing*, Vol. 18 No. 6, pp. 437-450.
- Soomro, R.B., Mirani, I.A., Ali, M.S., Marvi, S. (2020). “Exploring the green purchasing behavior of young generation in Pakistan: opportunities for green entrepreneurship”, *Asia Pacific Journal of Innovation and Entrepreneurship* Vol. 14 No. 3, 2020 pp. 289-302 Emerald Publishing Limited e-ISSN: 2398-7812 p-ISSN: 2071-1395 DOI 10.1108/APJIE-12-2019-0093
- Straughan, R.D. and Roberts, J.A. (1999), “Environmental segmentation alternatives: a look at green consumer behavior in the new millennium”, *Journal of Consumer Marketing*, Vol. 16 No. 6, pp. 558-575.
- Suki, Norazah Mohd & Suki, Norbayah Modh. (2019). Examination of peer influence as a moderator and predictor in explaining green purchase behaviour in a developing country. *Journal of cleaner production* 228 (2019) 833-844
- Teng, Y., Wu, K., Liu, H. (2015), “Integrating altruism and the theory of planned behaviour to predict patronage intention of a green hotel”, *Journal of Hospitality & Tourism Research*, Vol. 39, No. 3, August 2015, 299-315 DOI: 10.1177/1096348012471383 © 2012 International Council on Hotel, Restaurant and Institutional Education
- Tilikidou, I. (2007). The effects of knowledge and attitudes upon Greeks’ pro-environmental purchasing behaviour. *Corporate Social Responsibility and Environmental Management*, 14(3), 121–134
- Uddin, S. F., & Khan, M. N. (2016b). Green purchasing behaviour of young Indian consumers: An exploratory study. *Global Business Review*, 17(6), 1469–1479.
- Uddin, Fatah S.M & Khan, Mohammed Naved (2018). Young consumer’s green purchasing behaviour: opportunities for green marketing. , *Journal of Global Marketing*, DOI: 10.1080/08911762.2017.1407982
- Vania, Hanna Farah 2020. Konsumen Bijak Dorong Pertumbuhan Produk Berkelanjutan. Tersedia di <https://katadata.co.id/ariemega/berita/5fe180e55f950/konsumen-bijak-dorong-pertumbuhan-produk-berkelanjutan>, diakses pada 2 November 2021
- Wang, L., Wong, P.P.W., Alagas, E.N. (2020), “Antecedents of green purchase behaviour: an examination of altruism and environmental knowledge”,

VOL. 14 NO. 1 2020 *International Journal of Culture Tourism and Hospitality Research* p:75

World Economic Forum's Global Shapers Survery. (2017). Generasi Milenial Lebih Peduli Terhadap Isu Lingkungan Seperti Isu Perubahan Iklim Daripada Isu Dunia Lainnya."

Xiong, X., Ma, Q., Yuan, Y., Wu, Z., Zhang, M. (2020), "Current situation and key manufacturing considerations of green furniture in China: A review", *Journal of Cleaner Production* 267 (2020) 121957

Xu, Xiaoping, Wang, Shanyong, Yu, Yugang. (2019), "Consumer's intention to purchase green furniture: Do health consciousness and environmental awareness matter?", *Science of the total environment* 704 (2020) 135275

Yadav, R. (2016). Altruistic or egoistic: Which value promotes organic food consumption among young consumers? A study in the context of a developing nation. *Journal of Retailing and Consumer Services*, 33, 92–97.

Zelezny, L. C., Chua, P. P., & Aldrich, C. (2000). New ways of thinking about environmentalism: Elaborating on gender differences in environmentalism. *Journal of Social Issues*, 56(3), 443–457

Zhao, H.H., Gao, Q., Wu, Y.P., Wang, Y., Zhu, X.D. (2014), "What affects green consumer behavior in China? A case study from Qingdao", *Journal of Cleaner Production* 63 (2014) 143-151

Zsoka, A., Szerenyi, Z.M., Szechy, A., Kocsis, T. (2013), "Greening due to environmental education? Environmental knowledge, attitudes, consumer behavior and everyday pro-environmental activities of Hungarian high school and university students", *Journal of Cleaner Production* 48 (2013) 126-138