



DAFTAR PUSTAKA

- Abdul Wahid, N., Rahbar E., and Shyan T. (2011). Factors influencing the green purchase behavior of Penang environmental volunteers. *International Business Management*, 5(1), 38-49.
- Bang, H., Ellinger, A. E., Hadjimarcou, J. & Traichal, P. A. (2000). Consumer concern, knowledge, belief, and attitude toward renewable energy: an application of the reasoned action theory. *Psychology and Marketing*, 17(1), 6-26.
- Tan, C.B., Chai, L.T. (2010). Attitude toward the Environment and Green Products: Consumer Perspective. *Management Science and Engineering*, 4(2), 27-39.
- Tan, C.B. (2011).The Roles of Knowledge, Threat, and PCE on Green Purchase Behaviour”, *International Journal of Business and Management* , 6(12).
- Chan, R. Y. K. (2001). Determinants of Chinese consumers’ green purchase behavior. *Psychology & Marketing*, 18(4), 389–413.
- Chen, Y. S. (2008). The driver of green innovatio and green image-green core competence. *Journal of Business Ethics*, 81(3), 531-4
- Chen, Y.-S (2010), The Drivers of Green Brand Equity: Green Brand Image, Green Satisfaction, and Green Trust. *Journal of Business Ethics*, 93, 307-319.
- Grunert, S. (1993) Everybody seems concern about the environment but is this concern reflected in (Danish) consumers' food choice? *European Advances in Consumer Research*, 1, 428-433.



- Ellen, P.S., Wiener, J.L. and Cobb-Walgren, C., 1991. The role of perceived consumer effectiveness in motivating environmentally conscious behaviours. *Journal of Public Policy and Marketing*, 10 (2), 102-117.
- Ghozali, Imam. (2011). Aplikasi Analisis Multivariate dengan program SPSS 19. Edisi 5. Semarang: Badan Penerbit Universitas Diponegoro.
- Hair, J.F.; Bush, R.P. and Ortinau D. J. (2006), *Marketing Research*. 3th ed, New York, McGraw- Hill Companies Inc.
- Hamid, S.A.R, Ghafoor, H.A, Shah, Z.T (2012), Analysis Of Attitude Towards Green Purchase: Pakistan In Context, *International Journal of Business and Social Science*, 2(06).
- Hessami, H.J, Yousefi, P. (2013). Investigation of Major Factors Influencing Green Purchase Behavior: Interactive Approach. *European Online Journal of Natural and Social Science*, 2(4), 584-589.
- Jain, S.K., Kaur, G.(2004). Green Marketing: An attitude and Behavioral Analysis of Indian Consumer. *Global Business Review*, 5(187).
- Jaolis, F. (2011). Profil Green Consumers Indonesia: Identifikasi Segmen dan Faktor-Faktor yang Mempengaruhi Perilaku Pembelian Green Products. *Jurnal Mitra Ekonomi dan Manajemen Bisnis*, 2(1), 18- 39
- Junaedi, S.M.F. (2005). "Pengaruh Kesadaran Lingkungan pada Niat Beli Produk Hijau: Studi Perilaku Konsumen Berwawasan Lingkungan" *Benefit Jurnal Manajemen dan Bisnis*, 9(2), 189-201.
- Kaman Lee, (2008), "Opportunities for green marketing: young consumers", Emerald Group Publishing Limited, 26 (6), 573-586



- Kaufmann, H., Ruediger A., Fateh M., & Yianna O. (2012). Factors affecting consumers' green purchasing behavior: An integrated conceptual framework. *Amfiteatru Economic*, 14(31), 50-69.
- Kim, Y. C. and Choi, S. M. (2005) Antecedents of green purchase behavior: An examination of collectivism, environmental concern and PCE. *Advances in Consumer Research*, 32: 592-599.
- Kim, Y. (2011), "Understanding green purchase: the influence of collectivism, personal values and environmental attitudes, and the moderating effect of perceived consumer effectiveness," *Seoul Journal of Business*, 17 (1), 65-92.
- Kinner, T.C., Taylor, J.R., & Ahmed, S.A. (1974). Ecologically Concerned Consumers: Who are they? *Journal of Marketing*, 11, 20-24
- Le Gall-Ely, M. Definition, Measurement and Determinants of the Consumer's Willingness to Pay: a Critical Synthesis and Directions for Further Research. *Recherche et Applications en Marketing*, 2009, 24 (2), 91-113
- Lee, K. (2009). Gender Differences in Hong Kong Adolescent Consumers Green Purchasing Behavior, *Journal of Consumer Marketing*", 26(2), 87-96.
- Lee, Seahee. (2011). Consumers' Value, Environmental Consciousness, and Willingness to Pay more toward Green-Apparel Products, *Journal of Global Fashion Marketing: Bridging Fashion and Marketing*, 2(13), 161-169.
- Ling, C.W.(2009). Consumers' purchase intention of green products: An investigation of the drivers and moderating variable., *Elixir Marketing*



Management, 57A.

- Mostafa, Mohamed M. (2007), "Gender differences in Egyptian consumers" green purchase behaviour: the effects of environmental knowledge, concern and attitude", *International Journal of Consumer Studies* 31, 220-229.
- Peattie, K. (1995). *Environmental Marketing Management: Meeting the Green Challenge*, Pitman, London.
- Phillip, B dan A.O. Dipeolu. Willingness To Pay For Organic Vegetables In Abeokuta, South West Nigeria. *African Journal of Food, Agriculture, Nutrition and Development*, 10(11), 4363-4378
- Pride, W. and Ferrell, O. (1995). *Marketing: Concepts and Strategies*. Houghton Mifflin, 72- 84.
- Ramayah, T., Lee, J. W. C., & Mohamad, O. (2010). Green product purchase intention: Some insights from a developing country. *Resources, Conservation and Recycling*, 54(12), 1419-1427.
- Rezai, G., Mohamed, Z., & Shamsudin, M.N. (2011). Malaysian consumer's perceptive towards purchasing organically produce vegetable. *Proceedings of the 2 nd International Conference on Business and Economic Research*, 1774-1783.
- Sekaran, U. and Bougie, R. (2010), *Research Method for Business: A Skill Building Approach*, 5th ed., United Kingdom: John Wiley and Sons, Inc.
- Smith, S., & Paladino, A. (2010). Eating clean and green? Investigating consumer motivations towards the purchase of organic food. *Australasian Marketing Journal (AMJ)*, 18(2), 93-104.



- Suchard, H.T., and Polonski, M.J. (1991), 'A theory of environmental buyer behaviour and its validity: the environmental action-behaviour model', in Gilly, M.C. et al. (Eds), AMA Summer Educators' Conference Proceedings, American Marketing Association, Chicago, IL, 2, 187-201.
- Tregear A, Dent JB, MCGregor MJ. (1994). The demand for organic grown produce. British food journal 96 (4):21-25
- Vandermerwe, S. and Oliff, M.D. (1990), "Customers Drive Corporations Green", Long Range Planning, 23(6), 10-16.

Referensi situs online:

- Lembar Fakta Deforestasi WWF Indonesia (2009) diakses dari Http://www.wwf.or.id/berita_fakta/lembar_fakta/?10741/Deforestasi
- http://www.portalkbr.com/berita/nasional/3099396_4202.html diakses pada 13 Agustus 2014
- <http://www.satuharapan.com/read-detail/read/walhi-tahun-2013-bencana-akibat-kerusakan-lingkungan-terjadi-di-semua-provinsi> diakses pada 13 Agustus 2014
- Nielsen, AC (2011). Nielsen Sustainability Report August 2011 Final, diakses pada 14 Agustus 2014 dalam www.nielsen.com