

- Abdul Wahid. N., Rahbar E. & Shyan T. (2011). Factors influencing the green purchase behavior of Penang environmental volunteers. *International Business Management*, Vol. 5 No. 1., pp. 38-49.
- Amrullah, S. R. (2014). Pengaruh Sikap Konsumen untuk Produk Ramah Lingkungan Pada Niat Pembelian Produk Ramah Lingkungan Lampu Led. Skripsi. tidak dipublikasikan. Fakultas Ekonomika dan Bisnis. Universitas Gadjah Mada.
- Cheah, I. & Phau, I. (2011). Attitudes towards environmentally friendly products: The influence of ecoliteracy, interpersonal influence, and value orientation. *Marketing Intelligence & Planning Journal*. Vol. 29 No. 5., pp. 452-472.
- Chen, T. B. & Chai, L. T. (2010). Attitude toward the environment and green products: Consumer Perspective. *Management Science and Engineering*. Vol. 4 No. 2., pp. 27-39.
- Crane, A. (2000). Facing the backlash, green market and strategic reorientation in the 1990's. *Journal of Strategic Marketing*. Vol. 8 No. 3., pp.277-96.
- D'Souza, C., Taghian, M. & Lamb, P. (2006). An empirical study on the influence of environmental labels on consumers. *Corporate Communications: An International Journal*. Vol. 11 No. 2., pp. 162-73.
- Hair, J. F., Anderson, R. E., Tatham, R. L. & Black, W. C. (1998). *Multivariate Data Analysis*. 5th ed. Upper Saddle River, NJ; Prentice Hall.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis*. 7th ed. New Jersey: Pearson Educational.
- Hair, J. F., Bush, R. P. & Ortinau, D. J. (2006). *Marketing Research*. 3th ed. New York. NY: McGraw-Hill.
- Herri., Putri, N. & Kenedi, J. (2006). Analisis persepsi masyarakat terhadap produk hijau: Tinjauan faktor demografi, psikologis, sosial dan budaya. *Jurnal Business & Management*. Vol. 2., No. 1.
- Hui, C.H. & Triandis, H.C. (1986). Individualism-collectivism: a study of cross cultural researchers. *Journal of Cross-Cultural Psychology*. Vol. 17., pp. 225-48.
- Iravani, M. R., Zadeh, M. S., Forozia, A., Shafaruddin, N. & Mahroeian, H. (2012). Study of Factors Affecting Young Consumers to Choose Green Products. *Journal of Basic and Applied Scientific Research*. TextRoad Publication.

- Juwaheer, T. D. Pudaruth, S. & Noyaux, M. M. E. (2012). Analysing the impact of green marketing strategies on consumer purchasing patterns in Mauritius. *World Journal of Entrepreneurship, Management and Sustainable Development*. Vol. 8 No. 1., pp. 36-59.
- Killbourne, W. & Pickett, G. (2008). How materialism affects environmental beliefs, concern, and environmentally responsible behavior. *Journal of Business Research*. Vol. 61., No. 9.
- Kotler, P. (2005). *Manajemen Pemasaran*. Jilid 1. Index Kelompok Gramedia: Jakarta. Hal: 174.
- Kotler, P. & Armstrong, G. (2013). *Principles Of Marketing*. 14th ed. Pearson Education. New Jersey.
- Laroche, M., Bergeron, J. & Forleo, G.B. (2001). Targetting consumers who are willing to pay more for environmentally friendly products. *Journal of Consumer Marketing*. Vol. 18, No. 6., pp. 503-20.
- Laroche, M., Toffoli, R., Chankon, K. & Muller, T. (1996). The influence of culture on pro-environmental knowledge, attitudes and behavior: a Canadian perspective. *Advances in Consumer Research*. Vol. 23., pp. 196-202.
- Lee, K. (2011). The green purchase behaviour of Hong Kong young consumer: The role of peer influence, local environmental involvement, and concrete environmental knowledge. *Journal of International Consumer Marketing*. Vol. 23., pp. 21-44.
- Maharani, P. N. (2010). Faktor-faktor yang mempengaruhi niat konsumen dalam pembelian produk *The Body Shop*. *Jurnal Ekonomi & Bisnis*. Vol. 4, No. 1., Hal. 1-20.
- Manongko, A.CH., Setiawan, M. & Susilowati, C. (2011). *Green marketing dan pengaruhnya terhadap keputusan pembelian melalui minat membeli produk organik*. Publikasi Ilmiah. Universitas Brawijaya Malang.
- McCarty, J.A. & Shrum, L.G. (1994). The recycling of solid wastes: personal values, value orientations and attitude about recycling as antecedents of recycling behavior. *Journal of Business Research*. Vol. 30 No. 1., pp. 53-62.
- Mei, O. J., Ling, K. C. & Piew, T. H. (2012). The antecedents of green purchase intention among Malaysian Consumers. *Asian Social Science*. Vol. 8, No. 13., pp. 248-263.

- Mowen, J.C. & Minor, M. (2006). *Consumer behavior: A framework*. New Jersey: Prentice Hall.
- Ottman, J.A., *et al.* (2006). Green marketing myopia: Ways to improve consumer appeal for environmentally preferable products. *Environment Journal*. Vol. 48, No. 5., pp.22-36.
- Pickett-Baker, J. & Ozaki, R. (2008). Pro-environmental products: marketing influence on consumer purchase decision. *Journal of Consumer Marketing*. Vol. 25 No. 5., pp. 281-93.
- Polonsky, M.J. & Rosenberger, P.J. III (2001). Reevaluating green marketing: a strategic approach. *Business Horizons*. September/Oktober. pp. 21-30.
- Ratnaningsih, R. Y. (2013). Pengaruh orientasi nilai, pengetahuan ekologis, afek ekologis, locus kendali pada niat beli hijau. Thesis. tidak dipublikasikan. Magister Sains & Doktor. Universitas Gadjah Mada.
- Savale, T. K., Sharma, A. F. & Patil, P. U. (2012). Green marketing: Opportunities and Challenges. *IJCA Proceedings on International Conference in Computational Intelligence (ICCA 2012 on March 2012)*. New York: Foundation of Computer Science
- Schiffman, L.G. & Kanuk, L.L. (2008). *Perilaku Konsumen*. Ed. 7. Hal: 72& 225. New Jersey: Prentice-Hall.
- Schiffman, L.G. & Kanuk, L.L. (2010). *Consumer Behavior*. 7th ed. Prentice Hall International. New Jersey: Prentice-Hall.
- Sekaran, U. (2003). *Research Methods for Business*. 4thed. New York: John Wiley & Sons, Inc.
- Sekaran, U. & Bougie, R. (2010). *Research Method For Business: A Skill Building Approach*. 5th ed. New York: John Wiley & Sons, Inc.
- Sharma, S., Shimp, T.A. & Shin, J. (1995). Consumer ethnocentrism: a test of antecedents and moderators. *Journal of The Academy of Marketing Science*. Vol. 23 No. 1., pp. 26-37.
- Sue. (2003). *Bumi yang Gelisah*. Erlangga: Jakarta. Hal: 43.
- Taghian, M. & D'Souza, C. (2008). It's not easy being green: attracting the environmentally aware consumer. *Deakin Business Review*. Vol. 1 No. 2., pp. 5-13.

Wijaya, T. (2013). Anteseden perilaku beli produk ramah lingkungan: studi perilaku konsumen makanan organik. *Jurnal Ekonomi & Bisnis*. Vol. 7, No. 3., Hal. 149-161.

Wijaya, T. (2014). Nilai dan pengetahuan sebagai prediktor intensi beli makanan organik. *Jurnal Manajemen dan Kewirausahaan*. Vol. 16, No. 1., Hal. 69-82.

[http://www.menlh.go.id/konsumen-dan-produsen-berkelanjutan-siap-masuk-rpjmn-](http://www.menlh.go.id/konsumen-dan-produsen-berkelanjutan-siap-masuk-rpjmn-2015-2019/)

[2015-2019/](http://www.menlh.go.id/konsumen-dan-produsen-berkelanjutan-siap-masuk-rpjmn-2015-2019/) diakses pada 30 Agustus 2015.

<http://geert-hofstede.com/indonesia.html> diakses pada 30 Agustus 2015

Allen, Gary J. dan Albala, Ken, ed. (2007). *The Business of Food: Encyclopedia of the Food and Drink Industries*. ABC-CLIO. p. 288. Diakses tanggal 30 Agustus 2015 dari <http://id.wikipedia.org>.