



Hak cipta dan penggunaan kembali:

Lisensi ini mengizinkan setiap orang untuk mengubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

Copyright and reuse:

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

DAFTAR PUSTAKA

- Ahmed, M. (2011). The Impact of Source Credibility on Saudi Consumer's Attitude toward Print Advertisement: The Moderating Role of Brand Familiarity. *International Journal of Marketing Studies*, Vol. 3, No 4; November 2011.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behaviour and Human Decision Processes*, 50, 179-211.
- Alba, J.W. and Hutchinson, J.W. (1987), "Dimensions of consumer expertise", *Journal of Consumer Research*, Vol. 13, March, pp. 411-54.
- Ang, S.H., Cheng, P.S., Lim, E.A.C. and Tambyah, S.K. (2001), "Spot the difference: consumer responses towards counterfeits", *Journal of Consumer Marketing*, Vol. 18 No. 3, pp. 219-35.
- Bandura, A. (1977), "Self-efficacy: toward a unifying theory of behavioral change", *Psychological Review*, Vol. 84, pp. 191-215.
- Bearden, W.O., Netemeyer, R.C. and Teel, J.E. (1989), "Measurement of consumer susceptibility to interpersonal influence", *The Journal of Consumer Research*, Vol. 15 No. 4, pp. 473-81.
- Brucks, M. (1985), "The effects of product knowledge on information search behavior", *Journal of Consumer Research*, Vol. 12 No. 6, pp. 1-16.
- Chan, K. (1999), "Market segmentation of green consumers in Hong Kong", *Journal of International Consumer Marketing*, Vol. 12 No. 2, pp. 7-24.

Cheng, S., Lam, T., & Hsu, C. H. C. (2006). Negative word-of-mouth communication intention: An application of the Theory of Planned Behavior. *Journal of Hospitality and Tourism Research*, 30 (1), 95-116.

Crane, A. (2000), "Facing the backlash, green market and strategic reorientation in the 1990s", *Journal of Strategic Marketing*, Vol. 8 No. 3, pp. 277-96.

Dekape (2013), http://diktantongplastik.info/tahukan-kamu-undang-undang-persampahan/#.U0VER_mSxWU

D'Souza, C., Taghian, M. and 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.

Frick, J., Kaiser, F.G., & Wilson, M. (2006). Environmental knowledge and conservation behavior: exploring prevalence and structure in a representative sample. *Personality and Individual differences*, 37(8), 1597-1613.

Hair *et al.*,(2010), Multivariate Data Analysis Seventh Edition. *Pearson Education, Inc.*, New jersey

Hui, C.H. and Triandis, H.C. (1986), "Individualism-collectivism: a study of cross-cultural researchers", *Journal of Cross-Cultural Psychology*, Vol. 17, pp.225-48.

Irland, L.C. (1993). Wood producers face green marketing era: Environmentally Sound Products. *Wood Technology*, 120, 1-34

Kaiser, G.K., Wölfing, S., & Fuhrer, U. (1999). Environmental attitude and ecological behavior. *Journal of Environmental Psychology*. 19(1), 1-19.

Konsep 5R yang Ramah Lingkungan (2013),
http://2013.indonesiamenanam.com/news/2013/11/konsep-5r-yang-ramah-lingkungan#.U5VIIi_mSzcg

Kotler, P., Armstrong, G. (2012), Principle of Marketing 14th edition. *Pearson Education, Inc.*, New Jersey.

Kurtz, D.L. (2010), Principles of Contemporary Marketing 14th edition. *South Western*, a part of Cengage Learning.

Laroche, M., Toffoli, R., Chankon, K. and 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.

Malhotra, N.K. (2012), Basic Marketing Research. Integration of Social Media. Fourth Edition. *Pearson Education*.

Markus, H. and Kitayama, S. (1990), "Culture and the self: implications for cognition, emotion, and motivation", *Psychological Review*, Vol. 98 No. 2, pp. 224-53.

McCarty, J.A. and Shrum, L.G. (1994), "The recycling of solid wastes: personal values, value orientations and attitudes about recycling as antecedents of recycling behavior", *Journal of Business Research*, Vol. 30 No. 1, pp. 53-62.

Murray, K.B. and Schlacter, J.L. (1990), "The impact of services versus goods on consumer's assessment of perceived risk and variability", *Journal of the Academy of Marketing Science*, Vol. 18 No. 1, pp. 51-65.

Program lingkungan (n.d),
<http://www.unilever.co.id/id/aboutus/yayasanunileverindonesia/programlingkungan/>

Protect the planet (n.d), <http://www.thebodyshop.co.id/ProtectThePlanetPage.html>

Ronald A. C. & Ronald E. G. (2006), "Global innovativeness and consumer susceptibility to interpersonal influence", *Journal of Marketing Theory and Practice*, Vol. 14 No. 4, pp. 275-285.

Schwartz, S.H. (1994), ``Are there universal aspects in the structure and contents of human values?'', *Journal of Social Issues*, Vol. 50 No. 4, pp. 19-45.

Schiffman, L.G., Kanuk, L.L. (2010), Consumer Behavior. Tenth Edition. *Pearson Education, Inc.*, New Jersey.

Sekaran, U., Bougie, R. (2010), Research Methods for Business. A Skill Building Approach. Fifth Edition. *John Wiley & Sons Ltd.*

Sharma, S., Shimp, T.A. and 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.

Sirgy, M. (1982), "Self-image/product image congruity and advertising strategy", in Vinay, K. (Ed.), *Developments in Marketing Science, Proceedings of the Academy of Marketing Science*, Vol. 5, pp. 129-33.

Sirgy, M. (1985), "Self-image/product image congruity and consumer decision making", *International Journal of Marketing*, Vol. 2 No. 4, pp. 49-63.

Sunardi, L. (2012), Ades sasar anak muda lewat kemasan baru.
<http://industri.kontan.co.id/news/ades-sasar-anak-muda-lewat-kemasan-baru>

Triandis, H.C. (1989), "The self and social behavior in differing cultural contexts", *Psychological Review*, Vol. 96 No. 3, pp. 506-20.

Triandis, H.C. (1993), "Collectivism and individualism as cultural syndromes", *Cross-Cultural Research*, Vol. 27 No. 3, pp. 155-80.

Vining, J. and Ebreo, A. (1990), "What makes a recycler? A comparison of recyclers and nonrecyclers", *Environmental Behavior*, Vol. 22, pp. 55-73.

Wijanto, S.H. (2008). Structural Equation Modelling dengan LISREL 8.8. Graha Ilmu.