

## DAFTAR PUSTAKA

- Aoun, I. dan Tournois, L. 2015. Building Holistic Brands : an Exploratory Study of Halal Cosmetics. *Journal of Islamic Marketing*, Vol. 6, No. 1, 109-132.
- Chang. 2015. The Influence of Green Viral Communications on Green Purchase Intentions: The Mediating Role of Consumers' Susceptibility to Interpersonal Influences. *Sustainability*, 7, 4829-4849.
- Chaudhary, Richa. 2018. Green Buying Behavior in India : an Empirical Analysis. *Journal of Global Responsibility*.
- Chaudhary, R. dan Bisai, S. 2018. Factors Influencing Green Purchase Behavior of Millennials in India. *Management of Environmental Quality: An International Journal*, Vol. 29 No. 5, 798-812.
- Ferdinand. 2006. *Struktural Equation Modelling Dalam Penelitian Manajemen : Aplikasi Model-model Rumit Dalam Penelitian untuk Tesis Magsiter dan Disertasi Doktor*. Badan Penerbitan Universitas Diponegoro
- Ferdinand. 2014a. *Metode Penelitian bisnis*. Semarang: Seri Pustaka Kunci
- Ghozali. 2014. *Model Persamaan Sktruktural; Konsep dan Aplikasi, dengan program Amos 22.0, Update Bayesian SEM*. Semarang: Badan Penerbit Universitas Diponegoro.
- Graham KA, Dust SB, Ziegert JC. 2018. Supervisor-employee power distance incompatibility, gender similarity, and relationship conflict: a test of interpersonal interaction theory. *J Appl Psychol*, 103, 334–346.

- Han, H., dan Yoon, H., 2015. Hotel Customers' Environmentally Responsible Behavioral Intention: Impact of Key Constructs on Decision in Green Consumerism. *Int. J. Hosp. Manag.* 45, 22-23
- Holden, E., Linnerud, K. dan Banister, D. 2017. The imperatives of sustainable development. *Sustainable Development*, Vol. 25 No. 3, 213-226.
- <http://www.rankingtheBrands.com>. "Ranking The Brand Survey The Body Shop in The World". Diunduh Senin, 7 Desember 2019.
- <http://www.topBrand-award.com> "Jenis Produk The Body Shop yang Mendapat Top Brand". Diunduh Senin, 7 Desember 2019.
- Hu X, Huang Q, Zhong X et al. 2016. The influence of peer characteristics and technical features of a social shopping website on a consumers purchase intention. *Int J Inf Manage*, 36, 1218–1230
- Johnstone, M. L, Tan, L.P. 2015. Exploring The Gap Between Consumers' Green Rhetoric dan Purchasing Behaviour. *J. Bus. Ethics*, 132 (2), 311-328.
- Joshi, Y. dan Rahman, Z. 2015. Factors Affecting Green Purchase Behaviour dan Future Research Directions. *International Strategic Management Review* 3 , 128-143.
- Joshi, Y. dan Rahman, Z. 2016. Predictors of Young Consumer's Green Purchase Behaviour. *Management of Environmental Quality: an International Journal*, Vol. 27 No. 4, 452-472.
- Khan, M.T. dan Sridhar, V. 2018. A Fresh Look at Understanding Green Consumer Behavior Among Young Urban Indian Consumers Through The Lens of Theory of Planned Behavior. *Journal of Cleaner Production*, Vol.183, 46-55.

- Khare, A. 2015. Antecedents to Green Buying Behaviour: a Study on Consumers in an Emerging Economy. *Mark. Intell. Plan*, 33 (3), 309-329.
- Kirmani, M.D. dan Khan, M.N. 2016. Environmental Concern to Attitude Towards Green Products : Evidences From India. *Serbian Journal of Management*, 11 (2), 159-179.
- Kirmani, M.D. dan Khan, M.N. 2018. Decoding Willingness of Indian Consumers to Pay a Premium on Green Products. *South Asian Journal of Business Studies*, Vol. 7, No. 1, 73-90.
- Koning, J.I.J.C.de, Crul, M.R.M., Wever, R. dan Brezet, J.C. 2015. Sustainable Consumption in Vietnam : an Explorative Study Among The Urban Middle Class. *International Journal of Consumer Studies*.
- Konuk, F.A., Rahman, S.U dan Salo, J. 2015. Antecedents of Green Behavioral Intentions: a Cross-Country Study of Turkey, Finland dan Pakistan. *International Journal of Consumer Studies*. 586-596.
- Kotler, P. dan Armstrong, G. 2012. *Principles of Marketing*. New Jersey: Prentice Hall.
- Kotler, Philip. 2012. *Marketing Management*. Edisi 14. New Jersey: Prentice-Hall Published.
- Kumar, P. dan Ghodeswar, B.M. 2015. Factors Affecting Consumers' Green Product Purchase Decisions. *Marketing Intelligence dan Planning*, Vol. 33 No. 3, 330-347.

- Kumar, B., Manrai, A.K. dan Manrai, L.A. 2017. Purchasing Behaviour For Environmentally Sustainable Products: a Conceptual Framework dan Empirical Study. *Journal of Retailing dan Consumer Services*, 34, 1–9.
- Lin, H.Y. dan Hsu, M.H. 2015. Using Social Cognitive Theory to Investigate Green Consumer Behavior. *Business Strategy dan The Environment*, 24, 326-343.
- Liu, Y., Luo, X dan Cao, Y. 2018. Investigating The Influence of Online Interpersonal Interaction on Purchase Intention Based on Stimulus-Organism-Reaction Model. *Hum. Cent. Comput. Inf. Sci.*
- Liu, Y., Segev, S. dan Villar. M.E. 2017. Comparing Two Mechanisms For Green Consumption: Cognitive-Affect Behavior vs Theory of Reasoned Action. *Journal of Consumer Marketing*, 34/5, 442–454.
- Leonidou, L.C., Coudounaris, D.N., Kvasova, O. dan Cyprus, P.C. 2015. Drivers dan Outcomes of Green Tourist Attitudes dan Behavior : Sociodemographic Moderating Effects. *Psychology dan Marketing*, Vol. 32(6), 635–650.
- Mahmoud, T.O. 2018. Impact of Green Marketing Mix on Purchase Intention. *International Journal of Advanced dan Applied Sciences*, 5(2), 127-135.
- Moser, A.K. 2015. Thinking Green, Buying Green? Drivers of Pro-Environmental Purchasing Behavior. *Journal of Consumer Marketing*, 32(3), 167–175.
- Moser, A.K. 2016. Consumers' Purchasing Decisions Regarding Environmentally Friendly Products: an Empirical Analysis of German Consumers. *Journal of Retailing dan Consumer Services*, 31, 389–397.
- Muralidharan, S., Guardi, F.R. dan Xue, F. 2015. Understanding The Green Buying Behavior of Younger Millennials From India dan The United States: a

- Struktural Equation Modeling Approach. *Journal of International Consumer Marketing*, 1-22.
- Narula, S.A. dan Desore, A. 2016. Framing Green Consumer Behaviour Research: Opportunities dan Challenges. *Social Responsibility Journal*. VOL. 12 NO. 1, 1-22.
- Newton, J.D., Tsarenko, Y., Ferraro, C. dan Sdans, S. 2015. Environmental Concern dan Environmental Purchase Intentions : The Mediating Role of Learning Strategy. *Journal of Business Research*.
- Nguyen, T.N., Lobo, A. dan Greenldan, S. 2017. The Influence of Cultural Values on Green Purchase Behaviour. *Marketing Intelligence dan Planning*, Vol. 35 No. 3, 377-396.
- Paul, J., Modi, A. dan Patel, J. 2016. Predicting Green Product Consumption Using Theory of Planned Behavior dan Reasoned Action. *Journal of Retailing dan Consumer Services*, 29, 123-134.
- Prakash, Gyan dan Pramod Pathak. 2016. Intention to Buy Eco-Friendly Packaged Products Among Young Consumers of India: a Study on Developing Nation. *Journal of Cleaner Production*.
- Pudaruth, S., Juwaheer, T.D. dan Seewoo, Y.D. 2015. Gender-Based Differences in Understdaning The Purchasing Patterns of Eco-Friendly Cosmetics dan Beauty Care Products in Mauritius: a Study of Female Customers. *Social Responsibility Journal*, VOL. 11 NO. 1, 179-198.
- Sekaran, U., dan Bougie, R. (2014). *Research Methods For Business Sixth ed.* Chichester: John Wiley dan Sons Ltd.

- Singhal, A. dan Malik, G. 2018. The Attitude dan Purchasing of Female Consumers Towards Green Marketing Related to Cosmetic Industry. *Journal of Science dan Technology Policy Management*.
- Soerjanatamihardja, K.A. dan Fachira, I. 2017. Study of Perception dan Attitude Towards Green Marketing of Indonesian Cosmetics Consumers. *Journal of Business dan Management*, 160-172.
- Sugiyono. 2014. *Metode Penelitian Kualitatif, Kuantitatif, R dan D*.
- Suki, N.M. 2016. Green Product Purchase Intention : Impact of Green Brands, Attitude, dan Knowledge. *British Food Journal*, Vol.118.
- Suki, N.M. dan Suki, N.M. 2015. Consumption Values dan Consumer Environmental Concern Regarding Green Products. *International Journal of Sustainable Development dan World Ecology*.
- Tait, P., Saunders, C., Guenther, M. dan Rutherford, P. 2016. Emerging Versus Developed Economy Consumer Willingness To Pay For Environmentally Sustainable Food Production : a Choice Experiment Approach Comparing Indian , Chinese dan United Kingdom Lamb Consumers. *Journal of Cleaner Production*, 1-8.
- Tan, L.P., Johnstone, M.L. dan Yang, L. 2016. Barriers to Green Consumption Behaviours: The Roles of Consumers' Green Perceptions. *Australasian Marketing Journal*, 24, 288–299.
- Uddin, S.M.F. dan Khan, M.N. 2016. Exploring Green Purchasing Behaviour of Young Urban Consumers Empirical. *South Asian Journal of Global Business Research*, Vol. 5, No. 1, 85-103.

- Varshneya, G., Pdaney, S.K. dan Das, G. 2017. Impact of Social Influence dan Green Consumption Values on Purchase Intention of Organic Clothing: a Study on Collectivist Developing Economy.
- Voyer, P.A. dan Ranaweera, C. 2015. The Impact of Word Of Mouth on Service Purchase Decisions: Examining Risk dan The Interaction of Tie Strength dan Involvement. *Journal of Service Theory dan Practice*, Vol. 25, No. 5, 636-656.
- Wagner, S.A. 1997. *Understandinng Green Consumer Behaviour*. Routledge.
- Wang, H., Ma, B. dan Bai, R. 2019. How Does Green Product Knowledge Effectively Promote Green Purchase Intention?. *Sustainability*.
- Wang, X., Pacho, F., Liu, J., Kajungiro, R. 2019. Factors Influencing Organic Food Purchase Intention in Developing Countries dan the Moderating Role of Knowledge. *Sustainability*, 11, 209.
- Wudhikarn, R., Chakpitak, N. dan Neubert, G. 2015. An Analytic Network Process Approach For The Election of Green Marketable Products. *Benchmarking: an International Journal*, Vol. 22, No. 6, 994-1018.
- Wu W, Pirbhulal S, Sangaiah AK, Mukhopadhyay SC, Li G. 2018 Optimization of signal quality over comfortability of textile electrodes for ECG monitoring in fog computing based medical applications. *Future Gener Comput Syst*, 515–526
- Yadav, R. dan Pathak, G.S. 2016. Young Consumers' Intention Towards Buying Green Products in a Developing Nation : Extending The Theory of Planned Behavior. *Journal of Cleaner Production*.

Yadav, R., dan Pathak, G.S. 2017. Determinants of Consumers' Green Purchase Behavior in a Developing Nation: Applying dan Extending The Theory of Planned Behavior. *Ecological Economics*, 134, 114-122.