

## DAFTAR PUSTAKA

- Ajzen, I. (1985). From intentions to actions: a theory of planned behavior in Kuhl, J. and Beckmann, J. (Eds). *From Cognition to Behavior*, Springer, New York, NY, pp. 11-39.
- Ajzen, I. (1991). The theory of planned behavior. *Organization Behavior and Human Decision Processes*, Vol. 50 No. 2, pp. 179-211.
- Ajzen, I. (2002). Constructing a TPB questionnaires conceptual and methodological considerations. Available at: [http://people.umass.edu/aizen/pdf/tpb\\_measurement.pdf](http://people.umass.edu/aizen/pdf/tpb_measurement.pdf).
- Ajzen, I. (2005). *Attitude, Personality and Behavior*. 2nd ed. Berkshire, New York: Open University Press.
- Badan Pengawas Obat dan Makanan. (2019). No Tittle. Retrieved at <https://cekbpom.pom.go.id/>.
- Basha, M. B., Mason, C., Shamsudin, M. F., Hussain, H. I., & Salem, M. A. (2015). Consumers Attitude Towards Organic Food. *Procedia Economics and Finance*, 31(15), 444–452. [https://doi.org/10.1016/S2212-5671\(15\)01219-8](https://doi.org/10.1016/S2212-5671(15)01219-8)
- Benedetto, et al. (2014). Rebound Effects Due to Economic Choices When Assessing The Environmental Sustainability of Wine. *Journal of Food Policy*, Vol. 49, h.167-173.
- Berardesca, E., Farage, M., & Maibach, H. (2012). Sensitive skin : an overview. 1–7. <https://doi.org/10.1111/j.1468-2494.2012.00754.x>
- Boxall, A., Rudd, M.A., Brooks, B.W., Caldwell, D.J., Choi, K., Hickmann, S., Innes, E., et al.(2012). Pharmaceuticals and personal care products in the environment: what are the big questions? *Environ. Health Perspect.* 120 (9), 1221–1229.
- Carrington, M., Neville, B. and Whitwell, G. (2010). Why Ethical Consumers Don't Walk Their Talk: Towards a Framework for Understanding the Gap Between the Ethical Purchase Intentions and Actual Buying Behaviour of Ethically Minded Consumers. *Journal of Business Ethics*, Vol. 97 No. 1, pp. 139–158.

- Carrington, M. J., Neville, B. A. and Whitwell, G. J. (2014). Lost in translation: Exploring the ethical consumer intention–behavior gap. *Journal of Business Research*, Vol. 67 No. 1, pp. 2759–2767.
- Chan, R.Y. and Lau, L.B. (2001). Explaining green purchasing behavior: a cross-cultural study on American and Chinese consumers. *Journal of International Consumer Marketing*, Vol. 14 Nos 2/3, pp. 9-40.
- Chan, R.Y.K. and Lau, L.B.Y. (2002). Explaining green purchasing behavior: a cross cultural studies on American and chinese consumers. *Journal of International Consumer Marketing*, Vol. 14 Nos 2/3, pp. 9-40.
- Changhyun Nam, Huanjiao Dong, Young-A Lee. 2017. Factors influencing consumers' purchase intention of green sportswear. *Fashion and Textiles* 4:1.
- Chase, D. (1991). The green revolution: P&G gets top marks in AA survey. *Advertising Age*, Vol. 62 No. 5, pp. 8-10.
- Chaudhary, R., & Bisai, S. (2013). Factors influencing green purchase behavior of millennials in India. <https://doi.org/10.1108/MEQ-02-2018-0023>
- Chaudhary, R. (2018). Green buying behavior in India : an. 9(2), 179–192. <https://doi.org/10.1108/JGR-12-2017-0058>
- Chen, M. (2007). Consumer attitudes and purchase intentions in relation to organic foods in Taiwan: moderating effects of food-related personality traits. *Food Quality and Preference*, Vol. 18 No. 7, pp. 1008-21.
- Chen, Y.S. and Chang, C.H. (2012). Enhance green purchase intentions: the roles of green perceived value, green perceived risk and green trust. *Management Decision*, Vol. 50 No. 3, pp. 502-520.
- Chin, T.K. and Harizan, S.H.M. (2017). Factors influencing consumers' purchase intention of cosmetic products in Malaysia. *International Journal of Business and Innovation*, Vol. 3 No. 1, pp. 1-15.
- Chiu, Y.T.H., Lee, W.I. and Chen, T.H. (2014). Environmentally responsible behavior in ecotourism: antecedents and implications. *Tourism Management*, Vol. 40, pp. 321-329.
- Dodds, W.B., Monroe, K.B. and Grewal, D. (1991). Effects of price, Brand, and store information on buyers' product evaluations. *Journal of Marketing Research*, Vol. 28 No. 3, pp. 307-319.

- Euromonitor International . (2016). The Beauty and Personal Care Market: Global and Regional Overview. *Euromonitor International*, available at: [www.euromonitor.com](http://www.euromonitor.com).
- Ferdinand, A. (2006). Structural Equation Modelling Dalam Penelitian Manajemen : Aplikasi Model-model Rumit Dalam Penelitian untuk Tesis Magsiter dan Disertasi Doktor. Badan Penerbitan Universitas Diponegoro
- Ferdinand, Augusty. (2014). Metode Penelitian Manajemen. BP Universitas Diponegoro. Semarang.
- Fishbein, M., Ajzen, I. (1975). Belief, Attitude, Intention and Behavior: An Introduction to Theory and Research Reading 6 Addison-Wesley, MA.
- Future Market Insight. (2014). Market An Incisive, In-Depth Analysis On The Asean Organic Cosmetics Market. Available at : <https://www.futuremarketinsights.com/reports/asean-organic-cosmetics-market>.
- Ghazali, E., Chen, P., Mutum, D. S., & Nguyen, B. (2017). Journal of Retailing and Consumer Services Health and cosmetics : Investigating consumers ' values for buying organic personal care products. 39(March), 154–163. <https://doi.org/10.1016/j.jretconser.2017.08.002>
- Ghozali, Imam. (2011). Aplikasi Analisis Multivariate Dengan Program SPSS. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam. (2013). Aplikasi Analisis Multivariate dengan Program IBM SPSS 21 Update PLS Regresi. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam. (2014). Model Persamaan Struktural Konseo dan Aplikasi dengan Program Amos 22.0. Edisi ke-6. Semarang: Badan Penerbit Universitas Diponegoro.
- Grankvist, G. and Biel, A. (2001). The importance of beliefs and purchase criteria in the choice of ecolabeled food products. *Journal of Environmental Psychology*, Vol. 21 No. 4, pp. 405-410.
- Griskevicius, V., Tybur, J. M. and Van den Bergh, B. (2010). Going Green to Be Seen: Status, Reputation, and Conspicuous Conservation. *Journal of Personality & Social Psychology*, Vol. 98 No. 3, pp. 392–404.
- Hair, J. F., Black, W. C., Babin, B. J., And Anderson, R. E. (2014). Multivariate Data Analysis. Prentice-Hall, Inc (Vol. 1).

- Hsu, C., Chang, C., & Yansritakul, C. (2017). crossmark. 34(August 2016), 145–152. <https://doi.org/10.1016/j.jretconser.2016.10.006>
- Hu, H., Parsa, H. and Self, J. (2010). The dynamics of green restaurant patronage. *Cornell Hospitality Quarterly*, Vol. 51 No. 3, pp. 344-362.
- Jaiswal, D., & Kant, R. (2018). Journal of Retailing and Consumer Services Green purchasing behaviour : A conceptual framework and empirical investigation of Indian consumers. *Journal of Retailing and Consumer Services*, 41(August 2017), 60–69. <https://doi.org/10.1016/j.jretconser.2017.11.008>.
- Jang, Y.J., Kim, W.G. and Bonn, M.A. (2011). Generation Y consumers' selection attributes and behavioral intentions concerning green restaurants. *International Journal of Hospitality Management*, Vol. 30 No. 4, pp. 803-811.
- Jansson, J., Marell, A. and Nordlund, A. (2010). Green consumer behavior: Determinants of curtailment and eco-innovation adoption.” *Journal of Consumer Marketing*, Vol. 27 No. 4, pp. 358–370.
- Joshi, Y., Rahman, Z. (2015). Factors affecting green purchase behaviour and future research directions. *International Strategic, Manag. Rev.* 3 (1), 128–143.
- Kangun, L., Carlson, L. and Grove, S. (1991). Environmental advertising claims: a preliminary investigation. *Journal of Public Policy & Marketing*, Vol. 10 No. 2, pp. 47-58.
- Kang, K.H., Stein, L., Heo, C.Y. and Lee, S. (2012). Consumers' willingness to pay for green initiatives of the hotel industry. *International Journal of Hospitality Management*, Vol. 31 No. 2, pp. 564-572.
- Kementerian Perindustrian Republik Indonesia.(2018).Industri Kosmetik Nasional Tumbuh 20%. *Berita Industri*, <https://kemenperin.go.id/artikel/18957/industri-kosmetik-nasional-tumbuh-20%25>
- Kim, H.Y., Chung, J.-E. (2011). Consumer purchase intention for organic personal care products. *J. Consum. Mark.* 28 (1), 40–47.
- Leonidou, C., Katsikeas, C. and Morgan, N. (2013). Greening' the marketing mix: do firms do it and does it.
- Ling, C.Y. (2013). Consumers' purchase intention of green products: an investigation of the drivers and moderating variable. *Elixir Marketing Management*, Vol. 57, pp. 14503-14509.

- Lin, J., Lobo, A., Leckie, C., (2017). The role of benefits and transparency in shaping consumers' green perceived value, self-brand connection and brand loyalty. *J. Retail. Consum. Serv.* 35, 133–141.
- Lusk, J., & Hudson, D. (2004). Willingness-to-Pay and Their Relevance to Agribusiness Decision Making. *Journal Review of Agricultural Economics*, Vol. 26, No. 2, h. 152-169.
- Manaktola, K. and Jauhari, V. (2007) Exploring consumer attitude and behaviour towards green practices in the lodging industry in India. *International Journal of Contemporary Hospitality Management*, Vol. 19 No. 5, pp. 364-377.
- Martin, B. and Simintiras, A. (1995). The impact of green product lines on the environment. *Marketing Intelligence & Planning*, Vol. 13 No. 4, pp. 16-23.
- Moraes, C., Carrigan, M. and Szmigin, I. (2012). The coherence of inconsistencies: Attitude– behaviour gaps and new consumption communities. *Journal of Marketing Management*, Vol. 28 No. 1/2, pp. 103–128.
- Moisander, J. (2007). Motivational complexity of green consumerism. *International Journal of Consumer Studies*, Vol. 31 No. 4, pp. 404-9.
- Mostafa, M. (2007). A hierarchical analysis of the green consciousness of the Egyptian consumer. *Psychology and Marketing*, Vol. 24 No. 5, pp. 445-456.
- Nielsen. (2017). Mahal, Alasan Orang Tak Mau Beli Produk Ramah Lingkungan. Available at : <https://www.viva.co.id/gaya-hidup/inspirasi-unik/957916-mahal-alasan-orang-tak-mau-beli-produk-ramah-lingkungan>.
- Nimse, P., Vijayan, A., Kumar, A. and Varadarajan, C. (2007). A review of green product databases. *American Institute of Chemical Engineers*, Vol. 26 No. 2, pp. 131-7.
- Nasir, V.A. and Karakaya, F. (2014). Consumer segments in organic foods market. *Journal of Consumer Marketing*, Vol. 31 No. 4, pp. 263-277.
- Olsen, J., Thach, L., Hemphill, L.(2012). The impact of environmental protection and hedonistic values on organic wine purchases in the US. *Int. J. Wine Bus. Res.* 24 (1), 47–67.
- Organic Monitor. (2009). Asia Companies Turning to Natural & Organic Cosmetic Standards. available at: <http://www.organicmonitor.com/r0910.htm>.
- Padel, S. and Foster, C. (2005), Exploring the gap between attitudes and behaviour: understanding why consumers buy or do not buy organic food. *British Food Journal*, Vol. 107 No. 8, pp. 606-25.

- Paul, J., Modi, A. and Patel, J. (2016). Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of Retailing and Consumer Services*, Vol. 29, pp. 123-134.
- Prakash, G. and Pathak, P. (2017). Intention to buy eco-friendly packaged products among young consumers of India: a study on developing nation. *Journal of Cleaner Production*, Vol. 141, pp. 385-393.
- Powell, S. M. (2011). The nexus between ethical corporate marketing, ethical corporate identity and corporate social responsibility. An internal organisational perspective. *European Journal of Marketing*, Vol. 45 No. 9/10, pp. 1365–1379.
- Raghavan, L., and Vahanti, G.(2009). Going Green in India. Landor, pp. 1–5.
- Ramya, N. (2017). *Factors affecting consumer buying behavior Factors affecting consumer buying behavior*. (September 2016).
- Riduwan. (2013).Skala Pengukuran Vaiabel-variabel Penelitian.Bandung:Alfabeta
- Rindell, A., Strandvik, T. and Wilen, K. (2014). Ethical consumers' brand avoidance. *Journal of Product & Brand Management*, Vol. 23 No. 2, pp. 114–120.
- Science Art Community. (2019). Pasar Produk Perawatan Kulit Punya Potensi Berkembang. Available at: <https://amp.kontan.co.id/news/pasar-produk-perawatan-kulit-punya-potensi-berkembang>.
- Salazar, H., Oerlemans, L. A. G. and Van Stroe, S. (2013). Social influence on sustainable consumption: Evidence from a behavioural experiment. *International Journal of Consumer Studies*, Vol. 37 No. 2, pp. 172–180.
- Schlegelmilch, B., Bohlen, G. and Diamantopoulos, A. (1996). The link between green purchasing decisions and measures of environmental consciousness. *European Journal of Marketing*, Vol. 30 No. 5, pp. 35-55.
- Sandhu, S., Ozanne, L. K., Smallman, C. and Cullen, R. (2010). Consumer driven corporate environmentalism: Fact or fiction?. *Business Strategy & the Environment (John Wiley & Sons, Inc)*, Vol. 19 No. 6, pp. 356–366.
- Sugiyono. (2007). Metodologi Penelitian Bisnis. Bandung : Alfabeta.
- Sugiyono. (2008). Metode Penelitian Kuantitatif Kualitatif dan R&D. Bandung Alfabeta.

- Sugiyono. (2009). *Metode Penelitian Kuantitatif Kualitatif dan R & D*. Bandung: Alfabeta.
- Sugiyono. (2014). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Penerbit Alfabeta.
- Sweeney, J.C. and Soutar, G.N. (2001). Consumer perceived value: the development of a multiple item scale. *Journal of Retailing*, Vol. 77 No. 2, pp. 203-20.
- Todd, A.M. (2004). The aesthetic turn in green marketing. *Ethics & the Environment*, Vol. 9 No. 2, pp. 86-102.
- UNEP. (2005). Talk the walk: advancing sustainable lifestyles through marketing and communications. *UN Global Compact*.
- Uma Sekaran. (2009). *Research Methods For Business (Metodologi Penelitian untuk Bisnis)*. Jakarta: Salemba Empat.
- Van Loo, E.J., Diem, M.N.H., Pieniak, Z., Verbeke, W.(2013). Consumer attitudes, knowledge, and consumption of organic yogurt. *J. Dairy Sci.* 96 (4), 2118–2129.
- Vermeir, I., &Verbeke, W. (2004). Sustainable food consumption: Exploring the consumer attitude-behaviour gap. Ghent University, WP, 4, 268.
- Wan, C., Cheung, R. and Shen, G.Q. (2012). Recycling attitude and behaviour in university campus: a case study in Hong Kong. *Facilities*, Vol. 30 Nos 13/14, pp. 630-646.
- Wu and Chen. (2014). The Impact of Green Marketing and Perceived Innovation on Purchase Intention for Green Products. *International Journal of Marketing Studies*, Vol. 6, No. 5, h. 81-108.
- Yadav, R. and Pathak, G.S. (2017). Determinants of consumers green purchase behavior in a developing nation: Applying and extending the theory of planned behavior. *Ecological Economics*, Vol. 134, pp. 114-122.
- Zammit-Lucia, J. (2013). Why green brands are failing to capture public attention. *The Guardian*.
- Zanoli, R. and Naspetti, S. (2002). Consumer motivations in the purchase of organic food: a means-end approach. *British Food Journal*, Vol. 104 No. 8, pp. 643-53.

Zhou, Y., Thøgersen, J., Ruan, Y., Huang, G. (2013). The moderating role of human values in planned behavior: the case of Chinese consumers' intention to buy organic food. *J. Consum. Mark.* 30 (4), 335–344.

Zhuang, W., Cumiskey, K.J., Xiao, Q. and Alford, B.L. (2010). The impact of perceived value on behavior intention: an empirical study. *Journal of Global Business Research*, Vol. 6 No. 2, pp. 1-7.