



Motive and Profile Consumers Survey: Commitments Consumers in Green Purchase Behavior

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Abstract

The research aimed to explore the green consumers motive and profile in Indonesia. This study tested the influence of ecological knowledge and environmental consciousness on green purchase intention. Quantitative research was carried out and the samples were person those making the decision to buy food and has bought food for at least once in a month. The total respondents were 286 with 81,8% female and 18.2% male. Based on the respondent profile, it can be indicated that the decision of buying food material in the family is taken by housewives. Organic product information can come from media, friends or reference, family, doctor or health expert, scientific articles, or company's promotion program that market organic food. The finding of this study showed that the ecological knowledge and environmental consciousness affected the green purchase intention significantly. The idea implied in this research will be much help in resolving problem and decision making, connected to reinforce the green purchase behavior in Indonesia.

Key words: ecological knowledge, environmental consciousness, green purchase behavior.

INTRODUCTION

Environmental awareness started to get serious appreciation in 1979 when the Environmental Impact Assessment (EIA) in the USA enforced the inclusion of environmental cost in any plans that has environmental impacts. In the development, environment has grown to become a big issue for business and the society in 1990s that makes this era, later, called as “the decade of environment” (Fotopoulos & Krystallis, 2002).

Nowadays traders need to put more focus on environmental marketing (Ottman, 1994). The most significant implication for goods and service traders is that consumers act based on their strong buying decision (Dharmmesta, 1997) that makes the consumers play a very essential role.



The role of environmental advocacy group has gone stronger and should be put into serious consideration by traders. Innovations related to physical environment becomes an integrated part of marketing strategy (Coddington, 1993). As a result, green consumerism has become a new trend. It is used to protect consumers' rights, manifested in the dominant growth of buyer power as they have become smarter and earned the power to keep their rights with the use of mass media (Wibowo, 2002). They try to empower consumers to protect themselves and the Earth by buying only green products (Dharmmesta, 1997).

In the new marketing era, products are evaluated not only based on the performance and price, but also the social responsibility. In other words, the value of a product is determined by including the product and its packaging on the environmental impacts. Consumers who want products with minimum impacts to the environment are considered as green consumer. The performance of economists, environmentalists, and environmental economists to eliminate negative externality of human activities towards environment subsistence and support always faces challenges from business actors. The excuse is the rise of the product price to accommodate additional waste management will rise and production cost structure and, then, decrease its ability to compete in the market.

In general, a green or recycle product is usually more expensive, so the segment is limited in the middle to upper classes. However, according to Polonsky (1995), the high price does not result from production cost. Beside pricing, the awareness to market green products in Indonesia is still low as green marketing is basically complex and it still needs to be integrated within the organization area and company activities. This does not only happen in developing countries but also in developed countries in which the consumer awareness towards the environment is already good.

Environmental issues in Indonesia have been experiencing reduction. To solve it, it is necessary to improve the society, in this case consumers, ecological and environmental awareness. Therefore this study focuses on the social environmental aspects where humans relate in a community. With this understanding, Indonesian consumers will be aware of the importance of green products and, hopefully, they are willing to pay extra for the green products.

This study is meant to segmentize green consumers as unaware, aware non-buyers, dan aware buyers. Besides, it also analyses how Indonesian consumers behave towards green products and ecological knowledge that influence their decision in green purchase.



The results of the research hopefully can grow the Indonesian government understanding in the society environmental ethics and the development of green marketing in business society. With this understanding, the government can make environmentally friendly policies which are suitable with the situation in Indonesia. Besides, hopefully this study can enrich the Indonesian literature on local values, especially those which influence the green consumers' actions.

CONCEPTUAL REVIEW

Environmental Friendly Consumers

According to Smith (1998) as cited by Wibowo (2002), green consumers believe that 1) there is a real environmental issue, 2) the problem needs to be addressed seriously and actively, 3) they think they get sufficient information in their daily life, and 4) every individual can and needs to contribute in order to save the earth from a terrifying catastrophe.

According to Polonsky (1995), the implementation of green marketing known as greening in companies is classified in three stages: greening strategic, strategic quasi, and tactical. In the strategic greening, there is a fundamental and substantial change that takes place in the company's philosophy, while quasi strategic needs a substantial change in the company's business practice. Tactical greening changes the functional activities, such as the methods and approaches in promoting the company's products. The green marketing stages reflects the degree of the company's commitments towards the objectives of their environmental activities.

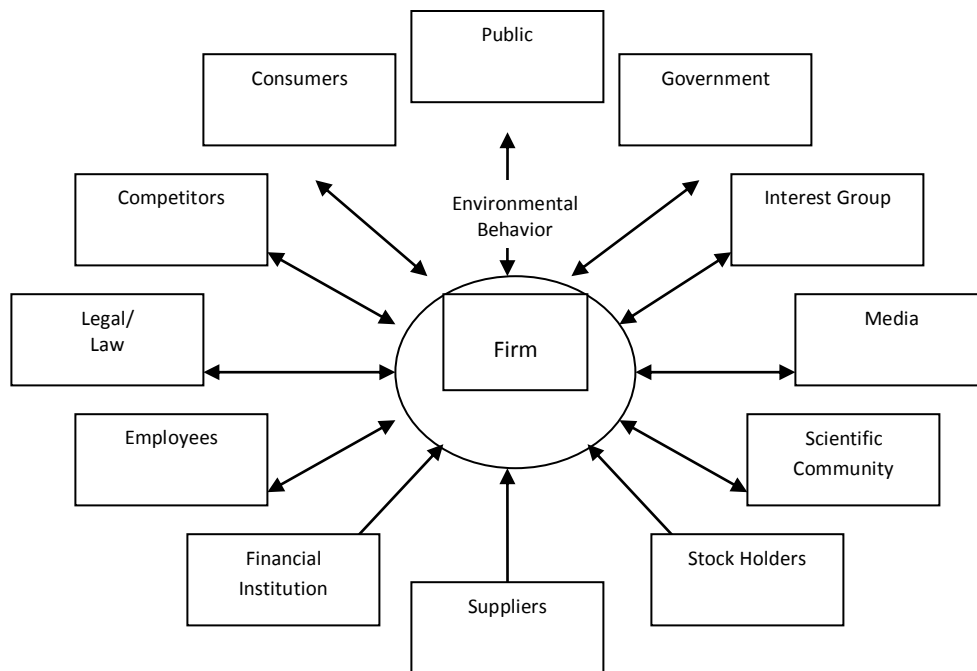
Chan and Lau (2000) state that 30-40% of environment degradation takes place as a result of household consumption activities. Moreover, when a consumer shows a high ecological orientation and green product buying action, it is a high profit-driven enterprise to adopt green marketing concept for their operation. It creates a buyer-seller interaction dynamic that drives into a green revolution in the whole country (Ottman, 1992).

The environmental reductionism in Indonesia takes place as a result of the narrow ecological knowledge as it refers mainly to physical material aspect. The other environmental aspects are relations between human as a member of a community and spiritually ideal environment related with the world idea and awareness. The environment focus is proven by the increasing green awareness in the market. The discussion in this study will focus on the social environment.

A company trying to provide consumers requests and desires needs to strategically plan its environmental marketing. To increase the effectiveness, it can integrate all the stakeholders, which is a complex process, in all the marketing moves (Polonsky, 1995). The hopes of the stakeholders related with the company environment can be seen in Figure 1.

More specifically, in order to understand the swift of a country's environment by looking at the starting point of how a consumer society reflects the behavior towards an issue related to a greener environment.

Figure 1. Stakeholder's hope towards the environment



Source: Polonsky, Michael Jay (1995:39).

The majority of consumers realize that their buying behaviors directly influence ecological problems. Consumers adapt with the situation by considering the environmental issues when shopping and buying (Laroche *et al.*, 2001). The increasing number of consumers who are willing to pay more for green products proves the increase in environmental awareness.



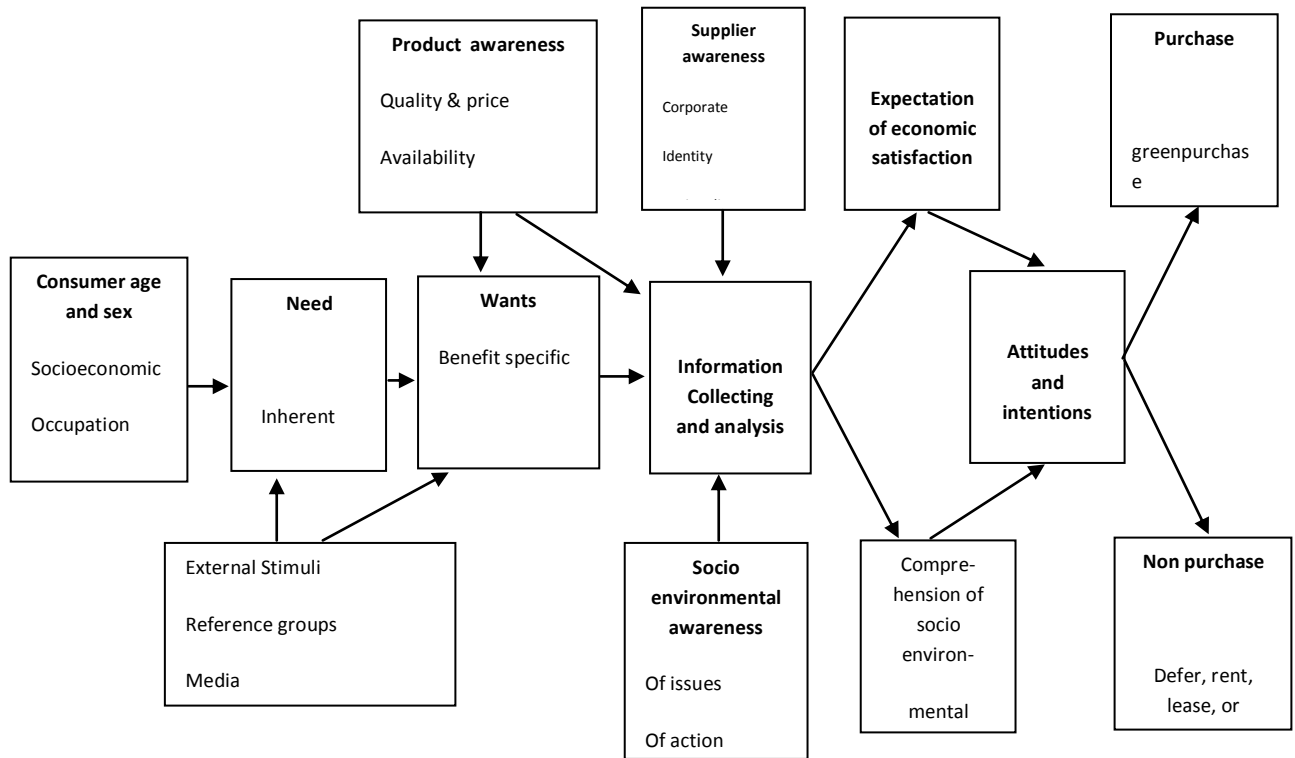
Green Purchase Behavior for the Environment Perspective

Meeting the consumers needs is a challenge faced by every marketer. The existence of an environment crisis requires social responsibility and environmental knowledge for consumers. Therefore, it influences the growth of consumer behavior responsible for the environment and it should become the focus of environmental marketers (Ottman, 1994). The most significant implication of the condition for goods and service marketers is that consumers buying action is based on their values (Dharmmesta, 1997). In this case, the role of consumers is essential.

Consumers deciding to buy a certain product is influenced by a variety of complex factors. In general, an event of consumption is considered as an economic process, while, in reality, the consumption is a social and cultural happening that is indicated through some symbols (Peattie, 1995). In the new marketing era, products are evaluated not only based on the performance and price but also the consumers social responsibility. In other words, it covers the environmental aspects of the products and packaging. Consumers require a product with minimum impacts to the environment.

Based on surveys carried out in England, Scotland, and Wales, green consumers can be classified into light, middle, and heavy consumers. Those who always actively look for green products are mostly women with children, they are influenced more by the quality than the price of products in making buying decision (Davies, Titterington, & Cochrane, 1995). The same finding is stated by Fotopoulos and Krystallis (2002) who carried out the research on organic food in Greece. The majority of green consumers are women who decide to buy food for households with kids. In general, the consumers behavior that is responsible for the environment is shown in Figure 2.

Figure 2. Green Buyer Behavior Perspective



Source: Peattie, Ken (1995:80).

Fotopoulos and Krystallis (2002) state that green consumers are classified as unaware consumers, aware non-buyers, and aware buyers. There is a significant difference between the aware and unaware buyers that is the low education who live in an area which is far from organic production. A significant gap also exists between buyers and non buyers. It is caused by their menu which is not health-oriented. The reason for not buying organic food is the limited supply and the relative high price, while the majority of aware buyers are women with a career, kids, high education and above-average income.

The motive to buy organic food is more because of the environmental and health considerations, and taste. The purchase of organic food is a choice of life style for loyal consumers. People who buy organic food can be classified into (Davies, Titterington, & Cochrane, 1995):

1. environment friendly



2. fear of food with chemical residu
3. supporting humanist farming method
4. Hedonist who is sure that products with premium price is better, important and has better value.

This consumption study focuses on organic food materials or groups related with green products. Some studies that put more stress on consumer behavior towards organic products as green products have been carried out in the USA, England, Holland, Ireland, Germany, Denmark, Sweden, and Italy. While Fotopoulos and Krystallis (2002) did it in Greece. They studied on how consumers seeing organic concepts, decide on issues related with organic food material production requirements, consumer behavior and factors that facilitates consumers acceptance of the natural produce.

RESEARCH METHOD

Sampling Method and Data Collection

The research is designed to observe and explore green consumers motives and profiles in Indonesia. The sampling employed is nonprobability sampling, in which every element in the population does not have the same probability to be samples (Sekaran, 1992; Cooper & Emory, 1995). The non probability sampling employs purposive sampling, where the basic sample taken is balanced to adjust with the research criteria to improve sample precision (Cooper & Emory, 1995). The respondents are those making the decision to buy food and has bought food for at least once in a month. Data are collected by distributing questionnaire in person.

Operational Definition and Research Instrument

1. Environmental Awareness

Consumers social awareness arises when someone considers his/her buying behavior related with pollution that influences the environment. Previous studies show that environmental awareness has a positive correlation with green behavior. Environment awareness estimation instruments are adapted from a study by Roper Organization Inc. (1990) by Juan *et al.* (2001) who identify the social attitude and individual consumer behavior of American towards the environment, such as using unpolluted and non-hazard products as a will to improve the environment. The research instruments are a development from the environmental awareness behavior instrument employed by Vlosky *et al.* (1999). The construct estimation uses 9 items of statements with 5 point scale ranging from Totally Disagree to Totally Agree.



2. Ecological Knowledge

Ecological knowledge or also known as eco literacy is a consumer skill to identify or define a set of symbols, concepts and behaviors related with ecological issues (Laroche *et al.* 1999). The definition of eco literacy according to Chan (1999) is how much an individual understands ecological issues. In developing the objective scale to evaluate and understand environmental awareness, Maloney dan Ward (1973) in Chan dan Lau (2000) conceptualize it as ecological knowledge, ecological affect and ecological intention and ecological behavior towards environmental issues. The study estimation on ecological knowledge of a respondent related with organic food is adapted from Fotopoulos dan Krystallis (2002). The construct estimation on ecological knowledge is on unorganic food compared to organic food as healthier, pesticide free, natural, fresh, pollution free, weight control, better taste, chemical free, nutritious, and important for children development, environment and high quality by using Likert scale ranging from Totally Disagree to Totally Agree.

3. Green Product Buying Intention

The theory of reasoned action indicates that the intention to buy is an indicator to determine behavior. The intention to buy green products is a will or an expression of intention to be committed to environmentally friendly actions (Chan, 1999). The construct estimation employs a set of statements developed by Chan (1999) with the use of 5 point Likert scale.

4. Green Product Buyer Behavior

Actual green product buying behavior is operated by 4 questions that show green product buyers and consumers behavior to meet their daily needs as a replacement to unorganic products. The estimation is carried out with the use of 5 point Likert scale.

5. Income Level

Income level is closely related with consistent environment awareness. In general, income is related with environment sensitivity. It justifies that individual with high income will increase the cost in relation with the support for the green environment and purchase for green products. Income can predict environmental awareness. According to Newell and Green (1997) in Straughan and Robert (1999) income moderates the influence of race in forming the environment. The gap in consumers perception on environmental issues between the white and black community decreases as a result of income and education. Another study shows the existence of negative relation between income and environmental awareness.



Income level in demography that indicates a person social class and status can influence the consumption behavior. By using the data from the Indonesia Statistical Bureau (Biro Pusat Statistik, 2001) the different social status and class is determined.

6. Education Level

Green product market can be classified based on the consumers educational background. A person education determines the income and social class. The intellectual level determines the choice of goods, brand, product consumed. High education also has positive correlation with attitude and environmental behavior. Findings on education are more consistent than other demographic variables. However, Samdahl and Roberson (1989) discovers that education has a negative correlation with environmental behavior.

7. Gender

Gender is how society sees roles, function and responsibility that differ between man and woman as a result of social construct. It is a habit that lives and is conformed by the society and it changes by time. Gender is not a fate or God's decision. It is a norm on how man and woman need to behave according to the values, social norms and culture.

Gender difference is an interesting demographic characteristic to learn. The differences of roles, skills, and behaviors influence ecological issues. A research in Singapore shows that female roles in life result in their better understanding about environmental issues (Jiuan *et al.*, 2001). A different opinion is stated by Ling-yee (1997) in his study in Hongkong that indicates male is more concerned about keeping the quality of the environment. In his hypotheses, there is a correlation between green awareness behavior and green buyer commitment which are stronger in male than female. Therefore, there is inconsistency in the findings based on gender (Ling-yee, 1997; Straughan & Robert, 1999).

FINDINGS AND DISCUSSION

Primary data collecting is carried out by distributing questionnaires directly to respondents composed of employees and management staff working on a computer. It is important to sort out unreliable questionnaires which are not complete. There are 300



copies of questionnaire distributed and 289 return, so response rate is 96.33% and 286 of which have complete answers and, therefore, are reliable for analysis.

Respondents' characteristics can illustrate that buying decision for family food is taken by female with average age of 34.54 years old. 150 (52.45%) of which are married with children below five years old. Based on the respondent profile, it indicates that the decision of buying food material in the family is taken by housewives. It supports Davies *et al.* (1995) findings that female of 30-49 years old with children is the future representative of green product consumption as they have a healthy lifestyle for the family, especially children. Details of the respondents characteristics are shown in Table 1.

Table 1. Profile Respondents (N=286)

Information	Respondents	Percentage
Female	234	81.8
Male	52	18.2
Highschools	96	33.6
Diploma	57	19.9
Bachelor Degree	108	37.8
Graduate Degrees	25	8.7
Private employees	70	24.5
Civil Servants	35	12.2
Business Person	65	22.7
Lecturer	20	7.0
Teacher	9	3.1
Housewife	85	29.7
Others	2	0.7
Monthly Family Income:		
▪ Low income level	146	51.0
▪ High income level	140	49.0
Status:		
▪ Married	274	95.8
▪ Single	4	1.4
▪ Widow/widower	8	2.8
No Kid	32	11.2
Toddler	150	52.4
Kid of 5-12 year old	124	43.4
Kid of > 12 year old	66	23.1
Daily length of watching TV:		
3 hours	32	11.2
> 3 hours	142	49.7
< 3 hours	112	39.2
Daily News Access		
Always	82	28.7
Often	68	23.8
Sometimes	112	39.2



Rarely	22	7.7
Never	2	0.7
Magazine Access		
Always	19	6.6
Often	80	28.0
Sometimes	132	46.2
Rarely	48	16.8
Never	7	2.4
Shopping Frequency in Supermarket		
Never		
Weekly	8	2.8
Every two weeks	84	29.4
Monthly	83	29.0
	111	38.8
Organic Food Materials		
Always	17	5.9
Often	50	17.5
Sometimes	87	30.4
Rarely	73	25.5
Never	59	20.6

The results show that natural food frequent buyers process their daily own meals. The frequency is 23.4% of total respondents. However, 20.6% respondents never buy organic food in supermarkets, so only 79.4% have bought organic food. Fotopoulos and Krystallis (2002) state that it means 20.6% are aware buyers, while unaware consumers aware non-buyers of organic product combined are 46.1%.

Besides consuming the existing media, information can drive individuals to be more concerned with their environment. Information can come from media, friends or reference, family, doctor or health expert, scientific articles, or company's promotion program that market organic food. The complete results can be seen in Table 2.



Table 2. Organic Food Product Information Source Respondent Characteristics (%)

INFORMATION	Often	Sometimes	Rarely	Never
Audiovisual Media	18.5	35.0	30.4	16.1
Printed Media	23.8	38.1	19.9	18.2
Friends	16.1	28.3	23.1	32.5
Family	18.9	27.6	21.0	32.5
Doctor/Medical Expert	6.3	20.3	24.5	49.0
Scientific Articles	8.0	24.5	20.3	47.2
Supermarkets	19.6	34.3	23.8	22.4
Company Marketing	3.1	21.7	21.7	53.5

Consumers agree that their information sources on organic products are audio-visual and printed media, friends, family and supermarkets. It is rare that the information comes from doctors or health experts (49%), scientific articles (47.2%) and company marketing (53.5%). What is more important is that 75.6% consumers give more trust to friends and family who later will process the food materials for their daily needs.

There are some reasons why an individual does not buy organic food materials. Among others are because the price of organic food is relatively more expensive compared to unorganic food; it is not easy to get organic food in the market; the appearance is not inviting; the quality is low; or nothing is special about organic food; and they are already satisfied with their food. The complete findings of the research can be seen in Table 3.

Table 3. Reasons for Non-Buyers of Organic Food Material Products

(%)

Information	Totally Disagree	Disagree	Neutral	Agree	Totally Agree
The price is relative high	11.9	9.4	16.8	26.9	35.0
Difficult to get	22.0	16.8	20.6	17.1	23.4
Uninviting Appearance	26.9	20.6	26.9	14.0	11.5
Low Quality	45.8	22.7	22.4	6.6	2.4
Nothing is special	35.3	22.4	29.7	7.0	5.6
Satisfied with the existing food	10.5	14.7	32.5	19.2	23.1
No difference in consumption	23.1	19.6	34.3	10.5	12.6

Consumers believe that organic food is expensive and hard to get answer the statement by stating Totally Disagree to Totally Agree. It might happen because respondents find it hard to understand the meaning of organic food materials and natural produce that they are used to buy from traditional markets nearby. However, they disagree if organic product is considered as having uninviting appearance, low quality, and nothing special about the products. Consumers who are satisfied with the existing food



are 23.1%, while those unsatisfied are 10.5%, and the neutral party is 32.5%. Unsatisfied consumers might try to buy green product in the future.

RESEARCH INSTRUMENT REALIABILITY

Reliability testing is to see the consistence of research instruments. It is measured with the use of Cronbach alpha coefficient from the result factor analysis and confirmatory factor analysis the test shows alpha higher than 0,7 (Sekaran, 1992). As a whole the instruments are reliable. Table 4. shows that all coefficient values α of all constructs are more than 0.7.

Reliability testing is carried out by dividing valid questions into two groups, the odd and even numbers with a Product-Moment formula and then Spearman Brown formula is applied. Reliability can also be measured with cronbach alpha coefficient from the results of factor analysis. The intruments that has alpha higher than 0.7 are considered reliable (Sekaran, 1992). The results of variable reliability testing are presented in Table 4.

Table 4. Results of Intrument Reliability Testing (N=268)

Information	Questionnaire Items	Questionnaire Items in Use	Cronbach Alpha
Ecological knowledge	12	9	0.9234
EnvironmentalConsciousness	12	10	0.8913
Green Purchase Intention	5	5	0.8601
Green Behavior	4	4	0.8107
Total Number	33	28	

RESULTS OF DOUBLE REGRESSION ANALYSIS

The results of double linier regression analysis for testing the influence of eco literacy and ecological awareness variables towards the green buyer intention is presented in Table 5.

Table 5. Results of Regression Analysis on the Influence of Ecological Knowledge and Ecological Consciousness towards Green Purchase Intention

Independent Variable	β	t Value	Significance	R^2



Konstanta	2.752	117.172	.000**	0.441
Ecological Knowledge	0.198	8.400	.000**	
Environmental Consciousness	0.291	12.373	.000**	

* p<0.05

** p< 0.10

The result analysis in Table 5 shows that consumers ecological knowledge and ecological consciousness significantly influence the intention to buy green products on $p \leq 0.001$. Determinant coefficient of 0.441 and statistically significant on $p < 0.001$, meaning that 44.1% variants in green buyer intention is high as a result of the high eco literacy and ecological awareness. Besides, the findings show that the green buyer intention influences significantly to the green buyer behavior. The details can be seen in Table 6.

Table 6. Regression Analysis Results on Green Purchase Intention to Green Behaviors

Independent Variable	β	t Value	Significance	R^2
Constanta	0.049	.295	.768	0.413
Green Buyer Intention	0.837	14.136	.000**	

* p<0.05

** p< 0.10

The determinant coefficient is 0.413 and significant statistic on $p < 0.001$, it means that 41.3% variants in green buyer behavior variables indicates a higher intention to buy green products.

CONCLUSION



Respondent characteristics show that the majority of decision makers in buying food for families are women of 34.54 year-old. The majority has bachelor degree working as employees of private companies, housewives, and business people. It is found that 95.8% are married and have children below 12 years old. Only 5.9% always buy natural food materials. The main reasons for not buying organic food for their daily needs are that the Price is relatively expensive, the supply is limited, and they are already satisfied with the existing daily food.

Ecological knowledge increases consumers intention to consume organic food which is eco-friendly. The knowledge directly increases their intention to buy environmental friendly products. This later also drives them to develop green buyer behavior.

Green consumers who have social awareness try consider his/her buying behavior which influences the environment. Therefore, green consumers believe that the existing environment shows a serious problem faced by people all over the world. This drives them to be willing to buy eco friendly products with higher price and quality (Laroche *et al.*, 2001).

Mass media as a communication and information source on organic products also influence consumers awareness towards their environment, especially printed and audio-visual media. Winarno (2003) writes that supermarkets have become key accounts that distribute organic food, especially in Australia, New Zealand and Japan. It is in accordance with the finding in this study as information on organic food is achieved from supermarkets no matter how limited the socialization is. Therefore, it is suggested that organic food producers and marketers initiate a program to promote the organic food to larger consumers.

MANAGERIAL IMPLICATION

The findings show that housewives are the decision makers in buying food products for their families daily needs. This segment can become a potential market which needs to be touched by messages and company promotion medium. Besides, the short availability of the products and supply chain hinder consumers from consuming the products. Organic food marketer need to expand the distribution chain to good supermarkets in Indonesia. Food producers need to offer variety of organic fruit and vegetables.

In general, the ecological awareness of consumers both from the high income and high education is still relatively low. Therefore, efforts to increase their awareness for



healthy food which is clean and chemical free needs to be encouraged. These efforts can be carried out by producers, marketer or the government in order to promote healthy food as health is everyone's right.

Hopefully, the findings in this research can grow the government understanding on ecological ethics in the society as well as develop environmental marketing for Indonesian companies. The awareness of ecological issues can help the government and entrepreneurs in calculating the cost and benefits when they are making decision on a policy.

Fresh produce offer in Indonesia, such as fruit, vegetables and spices is still low as Indonesia is known as a backward country in developing organic food. Therefore, organic farming still needs to be developed systematically. It is also necessary to develop the legal aspect by issuing a certificate of organic food from an accredited institution. The certification is a key issue in Asia and this aspect is the most needed by farmers nowadays. With the consumers high demand, certification guarantees that the products they buy are genuinely organics.

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