DAFTAR PUSTAKA


Cherian, Jacob dan Jolly Jacob 2012, “Green Marketing: A Study of Consumers’ Attitude towards Environment Friendly Product” Asia Social Science; Vol. 8, No. 12

Dahlstrom, Roberts. 2011, “Green Marketing Management”. South-Western CENGAGE Learning. Mason USA

Desliana, Anasti et al. 2013, “Pengaruh Program Green Marketing di Hotel Shangri-La Jakarta Terhadap Green Consumer Behavior” Tourism and Hospitality Essential Anthology (THE Anthology); Edisi 1


Grail Research 2011 “The Green Evolution” LLC


Hussain, Muhammad Azhar, Muhammad Fayyaz Khokhar & Ali Saad 2014, “Green Awareness Effect on Consumers’ Purchasing Desion:
A Case of Pakistan” Global Journal of Management and Business Research E Markteing; Vol. 14 Issue 6
http://anekainfounik.net/2014/05/19/daftar-tempat-ngopi-asyik-dan-enak-di-bandung/alamat-lokasi-gerai-starbucks-di-bandung/
[Januari 2015]
[Januari 2015]
[Juni 2015]
http://ddwikartikasari.blogspot.com/2010/06/green-marketing.html
[Januari 2015]
https://metofficenews.files.wordpress.com/2010/07/graph11.jpg
[Januari 2015]
http://www.starbucks.co.id/responsibility/environment
[Januari-Maret 2015]
Jayanti, Niarie Dwi et. al. 2012, “Analisis Faktor-Faktor yang Mempengaruhi Green Purchasing”
Mohanasundaram, V. 2012, “Green Marketing-Challanges and Opportunities” International Journal of Multidisiplinary Research; Vol. 2 Issue 4
Suki, Norazah Mohd. 2013, “Green Awareness Effect on Consumers’ Purchasing Desicion: Some Insights From Malaysia” IJAPS; Vol. 9, No. 2