

# **Personality and Lifestyle Analysis of Socially Responsible Consumption (survey of Customers of The Face Shop Paris van Java Bandung)**

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**Abstract:** *The growth of cosmetics industry has shown to be improved. It is generally seen from the various types of cosmetics offered. The dominance of foreign products that are green- or environment-friendly in Indonesia is still very strong as seen from the market share which reached 80%, while local products only 20%. This showed not only content and price of the products but also emotional factor of lifestyle and consumption pattern that influence the consumer purchase behavior. The customer personality also influences their purchase which then causes a sense of social responsibility from them toward certain products. Therefore, this study was performed to observe four key issues, e.g., consumer personality, consumer lifestyle, socially responsible consumer consumption, and influence of personality and lifestyle of socially responsible consumption that experienced by the customers of Face Shop mall PVJ-Bandung. It is used descriptive research method or descriptive survey. It aimed to collect 100 respondents from The Face Shop consumer population in the period of one month. It used descriptive survey and explanatory survey as the sampling technique. The data analysis technique is conducted by using path analysis. From the data processing and hypothesis testing, it found a significant result between personality and lifestyle toward the socially responsible consumption that experienced by the customers as 70.5%. It means these three variables have a strong correlation on socially responsible consumption, while 29.5% is influenced by other factors. Therefore, the vendors should provide socialization and education to audience about the importance of green cosmetic products since it has more benefits compared to non-green products. This is important because the price offered by a green cosmetic products are usually higher, so that if the product does not provide the higher benefit, the consumer will not repeat their purchase.*

**Keywords:** Green Products, Green Marketing, Lifestyle, personality, Socially Responsible Consumption

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## INTRODUCTION

Condition of Indonesia's economy has been increased as characterized by the level of Gross Domestic Product (GDP) per capita 2011 of Central Statistics Agency (BPS) that has reached USD 30.8 million than USD 27.1 million in 2010. It ranked Indonesia as a middle income country.

One of the industrial sectors that contribute to the rank is cosmetic industry. Cosmetics industry in 2010 and 2011 has grew by 10% and 15%, respectively. This because the large number of Indonesian population aged 15-64 years is potentially to be cosmetic market in Indonesia. The Indonesian population of women aged 15-64 years in 2010 reached 80.09 million people grew by an average of 1.3% -1.4% per year. In 2011 the number has reached 81.24 million, and it is predicted to reach 85.61 million in 2015. This is illustrated in the Table 1.1 industry market size.

TABLE 1.1  
MARKET SIZE INDUSTRY IN 2011

<i>No</i>	<i>Industri</i>	<i>Market size</i>
<i>1</i>	Food and Beverage	<i>55</i>
<i>2</i>	<i>Gadget</i>	<i>42</i>
<i>3</i>	Telecommunications	<i>27</i>
<i>4</i>	Toiletries	<i>29</i>
<i>5</i>	<i>Motor</i>	<i>29</i>
<i>6</i>	Household Products	<i>16</i>
<i>7</i>	<b>Cosmetics</b>	<b>16</b>
<i>8</i>	Products Child	<i>14</i>
<i>9</i>	Pharmacy	<i>13</i>
<i>10</i>	Finance	<i>13</i>

Source: Processed from Swa Magazine No. 12 / XXVI / 19-12-2011

Based on industry market size rank, cosmetics industry 2011 has ranked seventh out of 10 major high growth industries. It is because the Indonesian customers have been increasingly aware about the importance of cosmetics in their daily life.

In 2011 the national cosmetic turnover has reached USD 7 trillion, while national herbal products turnover reached Rp 11 trillion. These figures were contributed by cosmetics product especially from imported products and foreign brand manufactured locally.

According to Perkosmi (Association of Indonesian Cosmetics) data, the number of registered cosmetics and toiletries in Indonesia is 744 brands. The following is the data cosmetics market growth in Indonesia 2007-2011 as presented in table 1.2.

**Table 1.2**  
**Growth and Export-Import value of Cosmetics Industry 2009-2011 in US \$**

Year	Export	Import
2009	103.071.842	96.150.182
2010	129.502.956	124.537.235
2011	148.885.000	179.500.000

Source: Ministry of industry

The data shows that the Indonesian export-import cosmetics industry has increased annually. That is because the cosmetics have become a need for the Indonesian women community, particularly amongst the middle and upper levels. In addition, there were a new trend of skin care products that increasingly demanded and reached higher consumer awareness e.g. spa products which based from natural ingredients and herbal or popularly known as green cosmetics.

In such situations it finally comes the term of Green Consumerism. Green Consumerism is a continuation of global consumerism movement that began with the consumer awareness of their rights to obtain a product that is decent, safe, and environment-friendly. It is showed from AC Nielsen survey in the table below.

**Table 1.3**  
**Survey of Indonesian Customer Awareness toward Environmental issues (in %)**

Question Description /	How is your concern level of the environment issues?	How is your awareness level of water issues?	How is your awareness level of water pollution issues?	How is your awareness level of global warming issues?
Very Concerned	66	72	80	69
Concerned	27	20	16	24
Usual	6	7	3	6
not Care	1	1	-	1
Strongly Care	-	1	1	-
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Source: AC Nielsen; 2010

Based on the above survey, actually the Indonesian consumers have considerable attention to environmental issues. The average percentage of Indonesian consumers those focus on environmental issues has reach 90%. Even the AC Nielsen' survey only reported those the majority of Internet users as educated users, but this is the starting point of how Indonesian consumers have awareness about their environment. Despite increased public awareness of the environment but it is not directly proportional to the public awareness for products consumption that is environment-friendly. It can be seen from the high contribution of the environmental destruction. Here's a list of countries contributing to the destruction of the environment, as presented in the table below.

**Table 1.4**  
**The Countries Rating Based On Their Contribution On Environmental Destruction**

Rating	Country Name
1	Brazil
2	United States
3	China
4	Indonesia
5	Japan
6	Mexico
7	India
8	Russia

<b>9</b>	Australia
<b>10</b>	Peru

Source: <http://nasional.vivanews.com/news/read/149597>

Table 1.4 showed that the highest contribution to the environment destruction is done by major countries having massive industries. Indonesia has been ranked as country with 4th highest environmental destruction in the world.

For green consumerism, customers become more aware of using cosmetics made from natural ingredients. In addition to using natural ingredients, such green cosmetics also does not made from araben preservatives, artificial colors, and harmful chemicals such as mercury. Environment-friendly concept also applies to the manufacturing process of cosmetics that does not destroy environment. Some of the major cosmetic companies in Indonesia both local and foreign products are listed in Table 1.4.

**Table 1.4**  
**The Enterprises Cosmetic Industry in Indonesia**

<b>Company</b>	<b>Brand</b>
<b>PT Martina Bento Tbk</b>	Dewi Sri Spa, Biokos, PAC, Caring, Sariayu Marta Tilaar, Belia, Mirabela, Cempaka
<b>PT MustikaratuTbk</b>	MustikaRatukosmetik, Biocel, Putri, Bask, Ratu Mas, Moor
<b>PT Monika Hijau Lestari</b>	The Body Shop Indonesia
<b>PT. Perdana Duta Persada</b>	The Face Shop Indonesia
<b>PT Asia Bandar Alam</b>	L'Occitane Indonesia
<b>PT. Interkos Jaya Bakti</b>	Estee Lauder

Source: Modified from various source (hermagz.com)

Table 1.2 shows the various kinds of cosmetic products which belong to the green cosmetics in Indonesia. The imported products dominated 80% of Indonesian cosmetics market that reaching middle-up consumer segment. While local cosmetics production only reached 20% of domestic market share including production by Indonesian producers e.g. PT MustikaRatuTbk and PT Martina BertoTbk, etc. This is due to the ease granted by

Badan Pengawasan Obat dan Makanan (BPOM) for the foreign cosmetics products for no longer needed sales registration authorization but simply by online notification.

About 30% market share of imported cosmetics in Indonesia has been gained by The Face Shop (TFS). This is an extraordinary number for a relatively import newcomer cosmetics. The Face Shop is 3rd largest Korean cosmetics company with 400 outlets in Korea and 100 world stores including Indonesia. The Face Shop entering Indonesian market in 2005 targeting teenagers, adult women, and men's product. Korean culture has been increasingly trend of today's teenagers, known as the Korean wave that affects the buying behavior of Face Shop products.

With the concept of "natural story" The Face Shop provides quality products from head to toe, both for men and women, and infants aged to adulthood at an affordable price. The Face Shop products consist of many options of attractive packaging and clinically tested. The Face shop products are made from quality natural ingredients and selective for each type of skin besides The Face shop is a Korean cosmetic brand's that is embedded in the public minds.

The face shop also conducts some green programs through the following measures such as green marketing campaign along with coca cola on green tea products in order to maximize the value of product sales by eliminating unnecessary cost. The manufacturer makes the packaging and the products can be recycled, product formulations of unharmed dyes and chemicals, and the Asian brand ambassador Kim Hyun Jun that make donations to non-profit institutions derived from a portion of Face shop sales.

This cause the green marketing program has gotten more attention especially after The Face shop is acquired by LG Household & Healthcare Ltd. In 2010 it has increased sales, but it is followed by prices change from low-price into mid-price.

The knowledge level of person's income has affect consumption patterns and lifestyles. A higher level of one's income will change consumption patterns and lifestyles. In Indonesia, the purchase of foreign products or foreign origin is a lifestyle for the middle class and above, since the behavior brings prestigious feeling. Therefore, sales of green products despite good local cosmetics and cheaper but it still not getting a place among the middle and upper.

Nielsen Home Panel survey reported that the household spending on health and lifestyle category has increased since 2009. This is caused by the regular consumption of a product is no longer enough for the upscale consumer. The customers will look for products that give more benefits and added value (value-conscious). The products selection can answer their needs of lifestyle and health.

Another factor affecting the consumption pattern is personality. Mowen (RatihHurriyati, 2008: 89) argues that the personality of a particular pattern of behavior, including thoughts and emotions that characterize each individual adaptation to life situations. Powered by considerable economic conditions, people especially women are now starting to improve their appearance as a complement to their daily needs.

Lifestyle has been a pattern where people live and use their money and time. Lifestyle can affect the person's personality especially on the internal characteristics while describing the person's lifestyle as external behavior.

Even though it is not permanent and may change rapidly and affect the personal consumption patterns. The existence of market dynamics, orientation changes and consumer behavior has made marketers look for new ways to market their product. Claims of environment- friendly is no longer limited to the products composition or characteristics but also the processes and production techniques that meets environmental pressures, environment benefit, corporate image, new markets and opportunities as well as the product value.

Given the personality and lifestyle has caused consumer's responsibility to the consumption values, it is necessary to do research with the title: Analysis of Personality and Lifestyle on Socially Responsible Consumption on the Face Shop consumers in Paris Van Java Bandung.

## **THEORETICAL FRAMEWORK**

The main purpose of the consumer to consume a product is to maximize the total utility. The total utility can be defined as a condition reflecting the needs, desires, and expectations to be fulfilled through the product. If the total customer satisfaction can be maximized then the item has exchange value and high use. That is, if a product can meet the needs, desires, and consumer expectations, the consumer will pay a higher price. In addition they also look for products that provide more benefits and value-conscious.

The existence of market dynamics and changes in orientation and consumer behavior has made marketers look for new ways to market the product. They are now bringing issues of environment- friendly which no longer limited to the products composition or characteristics but also the processes and production techniques in meeting environmental pressures, to the environmental benefit, corporate image, new markets and opportunities, and increased product value to show the consumption responsibility.

One of the factors affecting consumption patterns is personality. Mowen (in Ruth Hurriyati, 2008: 89) argues that the personality as pattern of behavior including thoughts and emotions that characterize each individual adaptation to certain life situations.

Conceptually, personality has many meanings and definitions that occur because of differences in the theory preparation, research and measurement. However personality can be defined as a pattern of behavior and ways of characteristic, which determines a person's adaptation to the environment (Rita and Richard, 1993).

Character personality is a pattern of behavioral tendencies which consistent in long-term. Goldberg (1990) classified personality factors into five stages: openness to experience, conscientiousness, extraversion, agreeableness, neuroticism (emotional stability), (OCEAN).

According to Azoulay Goldberg (2003: 148), the five stages can be explained as follows:

1. Openness to experience is the tendency to explore new experiences and innovative ideas.
2. Conscientiousness is a tendency in the discipline, responsibility, task in achieving the goals themselves.
3. Extraversion is the tendency in the simulation process and gain the benefit from others.
4. Agreeableness is a tendency to accept whatever to happen.
5. Emotional Stability (Neuroticism) is the tendency to accept unpleasant emotions easily.

Lifestyle is a pattern where people live and use the money and time. There is a relationship between the personal lifestyle on personality through internal characteristics while describing the external behavior of person's lifestyle. Although, lifestyle is not permanent and tends to change, but, at the same time, it can affect the personal consumption patterns.

Consumers develop a set of conceptions which minimize incompatibility or inconsistency in value and their lifestyle. People use the conception of such a lifestyle to analyze the events that occur around them and to interpret, and predict events. Conception system is not only personal, but also constantly changing in response to the people need to conceptualize the environment instructions to be consistent with their own values and personality. There are three main dimensions in a lifestyle that is activity, interest and opinion which commonly called AIO.

AIO is refers to the measurement of activity, interest and opinion. Risyanti and John J (2005: 58) defines :

1. Activity is what is done revealing the consumer, what products are purchased or used, what activities are done in a spare time.
2. Interest to talk about what interests, preferences, interests, and consumer's life priorities.
3. Opinion is revolved around the views and feelings in response to global, local economic and social issues.

Lifestyle is a combined totality of the way, customs procedures, options, and objects that support the value system of a particular belief system. Pailing in AgusSachari (2007: 73) and Kotler& Armstrong (2011: 175) argued that "lifestyle capture something more than the person's social class or personality. It profiles a person's whole pattern of acting and interacting in the world. Customer don't just buy products, they buy the values and lifestyles those product represent."

Lifestyle captures something more than a person's social class which impact to consumers those not only buy the products, but also to buy the values and lifestyle that the products represent.

Bourdieu (1979) introduced the concept of lifestyles and systematicity in which consumption appearing as a result of the interaction between the habitus and fields of action. Desjeux (2006) states that consumers have three levels e.g. macro (the consumption and resulting effects of belonging and social differentiation) Meso (consumption of a system participant action of building a social game of power and power-cons) and micro (reflecting consumption practices and behavior is governed by economic, sociological and psychological factors).

Customer's personality and lifestyle will affect their consumption patterns. This seen from the products they purchase and how they are responsible for the product. Consumers should have the knowledge of how they will be responsible for anything they consume which called socially responsible consumption.

Robert (1993: 140) defines socially responsible consumption as “one who purchases product and services perceived to have a positive (or less negative) influence on the environment or who patronizes business that attempt to effect related positive social change.”

François-Lecompte (2005: 44) divided SRC into five main dimensions as below:

- The firm's behavior that is refusing to buy products from companies that are considered irresponsible behavior.
- Buying-cause related product that is the purchase of the product to see if a portion of the proceeds are allocated to benefit to many people.
- The desire to help small business that is the consumers do not buy everything at the supermarket and allow small shops to survive.
- Taking account of the original of the geographical product (considering the geographical origin of the product) that is a desire to support product of a particular community).
- Reducing the consumption volume that consumers seek to avoid excessive waste and try to buy everything according to the needs.

Based on this conceptual framework, the paradigm in this study are described as follows:

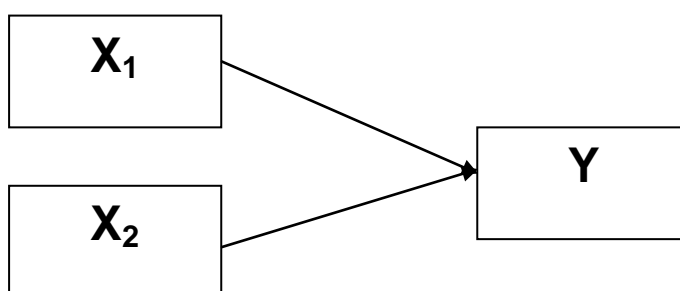


Figure 3  
Research paradigm

where:

X1: Personality (personality)

X2: Lifestyle (Lifestyle)

Y: Socially Responsible Consumption

### **Research Hypothesis**

Based on the description in the framework of thought the hypothesis can be structured as follows:

"There is the influence of personality, lifestyle with Socially Responsible Consumption

### **Research Methods**

The method used in this study is a survey-explanatory approach. The Survey approach means that research was conducted to obtain facts, seek factual particulars and describe the ongoing practice (M.

Nazir, 2006; 65). While the explanatory approach means that the purpose of this study is to explain the causal relationship between hypothesis testing and the studied variables (Singarimbun 2006: 16)

Based on the collected data, the population is 450 customers of The Face Shop those visits in November-December and the collected sample was 100 people which based on Slovin's formula. It used path analysis technique.

### **Research Results**

1. Personality generally refers to how individuals perform and give the impression to other individuals, so as to distinguish individual to individual in a personal, one must have a character as pattern of behavior tendencies that consistent in long-term. The character's personality has several factors as introduced by Goldberg (1990) by classifying it into five stages: openness to experience, conscientiousness, extraversion,

agreeableness, neuroticism (emotional stability), (OCEAN). Judging from the dimensions of the determining factors of consumer behavior that is socially responsible openness, prudence, hospitality, and emotional stability. In this case, openness to experience had the highest score compared to the other dimensions. Mowen (Ruth Hurriyati, 2008: 89) argues that the personality of a particular pattern of behavior, including thoughts and emotions that characterize each individual adaptation to life situations. People with openness will easily accept new things and they are easily adapted and explore something new.

2. Lifestyle is the frame of reference used by a person in the act and its consequences will form a certain pattern of behavior. This is true especially how they want to be perceived by others, so their lifestyle is very concerned with how they formed the image in the eyes of others, relating to the projected social status. To reflect this image, it takes a certain status symbols, which was instrumental in influencing consumption behavior. There are three Lifestyle factors according to Kotler and Keller (2012: 179) namely Activity, Interest, and opinion. In this case activity has the highest score compared to other factors.
3. Socially Responsible Consumption is a real purchasing products and services that are considered to bring positive (or less negative) impact in a personal purchasing power to express social and environmental concerns (François-Lecompte, 2005: 44). Personality and lifestyle also affect consumption patterns. It makes the customer to be responsible toward the products to purchase and how they are responsible for the consumed product. Consumers have the knowledge of how they are responsible for the product they consume which so-called socially responsible consumption. As noted by Kotler & Armstrong (2011: 175) that "lifestyle capture something more than the person's social class or personality. It profiles a person's whole pattern of acting and

interacting in the world. Customer don't just buy products, they buy the product values and lifestyles that the products represent. "Lifestyle captures something more than a person's social class act and interacts in the world, consumers do not just buy products, they buy the values and lifestyle of the product represent.

Based on the findings above, the authors modify the concept of personality (personality) in Azoulay Goldberg (2003: 148) that personality is composed of openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism (emotional stability), (OCEAN). For lifestyle concept, the authors modified the theory of Kotler& Armstrong (2011: 175) of lifestyle activity, interest, and opinion (AIO). For the conceptual socially responsible consumption (SRC), the authors modify the François-Lecompte' theory (2005: 44) about Firm Behavior, Buying cause-related product, taking account of the geographical origin of the product, reducing volume of consumption.

Based on these findings, it is believed the study result will have a scientific contribution to the development of marketing management, especially on personality and lifestyle as well as constructive feedback and inspiring for The Face shop Indonesia, especially in PVJ Bandung.

## **CONCLUSION**

Based on the study results through descriptive analysis and verification by using path analysis, the study result can be concluded as follows:

1. Personality (X1) according to the study result is in the high category. The highest score of personality variables contributed by the agreeableness sub-variables and the lowest score contributed by the openness to experience.
2. Lifestyle (X2) according to the study result is included in the low and fairly category, thus it can be said that the consumers lifestyle are in the category of Enough. Sub-variables which obtained the highest score are opinion and the lowest score is activity.

3. From the study result, Socially Responsible Consumption (SRC) is quite high, thus it concluded that SRC in The Face Shop customers is in category of enough.
4. Personality (X1) have indirect significant effect on Socially Responsible Consumption (Y) through Lifestyle (X2) is in category of high. It means that the variables bring better effects to Y when exist together.

## **RECOMMENDATION**

Based on above conclusion, then it is suggested that:

1. Personality is one of the factors that can increase consumer awareness and responsibility for their consumption or so-called Socially Responsible Consumption (SRC). Based on the study result, it shows that openness to experience has the lowest response compared to other dimensions. This dimension measures the desire to explore and appreciate new experiences, pleased to know unfamiliar that tend to be imaginative, really sensitive and intellect. Considering these factors, the company can take advantage of their consumers' emotional factors in shopping through the provision of a particular product samples given to visitors to try. In addition, the company can also create demo products campaigns in the form of a sort of beauty makeup class to attract more visitors.
2. Lifestyle is another factor that can increase SRC. Based on the study results above, it revealed that Activity had the lowest response than interest, and Opinion. The conceptual eco-friendly has not been fully accepted and understood by consumers. Lack of socialization is the factor that influences the customer's interest in environment- friendly products. It can be seen from the greater number of non-green product consumption caused by lower and cheaper price. In addition, the company can use media, internet and other media tools to increase consumer interest in

environment- friendly products. Media contributed greatly to the dissemination of eco-friendly awareness. The average person will read and watch the media every day, so that the information provided would be a quick in and accepted by consumers.

3. Socially Responsible Consumption (SRC) is a pattern that related to the awareness of the importance of the SRC that can be informed through the socialization and education to public about the importance and benefits of green cosmetic products compared to non-green products. This is important because the prices offered by the green cosmetic products are usually higher, so if there is no awareness of the consumer and the product does not provide the maximum benefit, the consumers will not re-purchase the product.
4. It I suggested to study further about SRC from various dimensions besides personality and lifestyle. In addition, because the population in this study is so limited it should be carried out another study with a broader population not only PVJ. The study on SRC has used small population numbers so that it needs more research to explore new discoveries to enrich the concept. SRC is potential to be popular in the future, due to increased environmental issues of the other green cosmetic products.

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