

DAFTAR PUSTAKA

- Aaker, David A**,1991 “Managing Brand Equity: Capitalizing on the Value of Brand Name”, The Free Press, New York,
- Chandrataruna, Muhammad**, 2012 “47% Masyarakat Pernah Transaksi Online”, diakses pada 27 Maret , dari <http://www.viva.co.id/cangkang/ramadhan2013/news/read/152786-47-masyarakat-pernah-transaksi-online>
- Chen, Chun-An**,2009 “Information-Oriented Online Shopping Behavior in Electric Commerce Environment”, Journal of Software, vol. 4, No. 4,
- Durianto**,2005 “Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek”, PT. Gramedia Pustaka Utama, Jakarta,
- Gehrt dan Shim**, 1998“A shopping Orientation Segmentation of French Consumers: Implications for Catalog Marketing”, Journal of Interactive Marketing, Vol. 12, No.4, Autumn
- Hansen Torben dan Jan Moller Jensen**,2009 “Shopping Orientations and Online Clothing Purchases: The Role of Gender and Purchase Situation”, European Journal of Marketing, Vol. 43, No. 9/10,
- Hassan et al.**,2010“Influence of Shopping Orientation and Store Image of Patronage of Furniture Store”, International Journal of Marketing Studies, Vol.2, No.1,
- Kienan, Brenda**, 2001“Small Bussiness Solutions E-Commerce, E-Commerce untuk Perusahaan Kecil”, Elex Media Komputindo, Jakarta,
- Kim et al.**,2000 “Effects of Consumer Lifestyles on Purchasing Behavior on the Internet: A Conceptual Frameworks and Empirical Validation”, International Association for Information Systems Electronic Library (AISeL), , p. 76
- Kotler, Philip**, 2009“Manajemen Pemasaran”, Edisi 12, Jilid 1, PT. Indeks,
- Kotler dan Armstrong**,2010 “Principles of Marketing”, Pearson Prentice Hall, New York,
- Korgaonkar dan Silverblatt**,2003 “Relationship of Type of Product, Shopping Orientations and Demographics with Preference for Shopping in the Internet”, Journal of Business and Psychology, Vol. 18, No.1,

- Kwek et al.**,2010 “Investigating the Shopping Orientations on Online Purchase Intention in the e-Commerce Environment: A Malaysian Study”, *Journal of Internet Banking and Commerce*, August, Vol.15, No.2,
- Lim et al.**,2010 “Online Search and Buying Behavior: Malaysian Experience”, *Canadian Social Science*, vol. 6, No.4,
- Magie, Anna Ashlock**, 2008 “An Analysis of Lifestyle, Shopping Orientations, Shopping Behaviors and Shopping Involvement Among Teens Aged 13 to 18 in The United States”, *ProQuest Dissertations and Theses*,
- Malhotra, Naresh K.**, 2009“Riset Pemasaran: Pendekatan Terapan”, Edisi keempat, Jilid 1, PT. Indeks,
- Mowen dan Minor**, 2004“Perilaku Konsumen”, Erlangga, Jakarta,
- Prabowo dan Suwarsi**,2009 “Pengaruh Shopping Orientations pada Online Information Search dan Online Purchase”, *Fokus Manajerial*, Vol. 7, No. 2,
- Punj dan Moore**,2009 “Information Search and Consideration Set Formation in A Web-based Store Environment”, *Journal of Business Research*, Vol. 62,
- Relawati dan Sukesu**, 2011 “Konsep dan Aplikasi Penelitian Gender”, CV. Mutiara Indah, Bandung,
- Seock dan Bailey**,2008 “The Influence of College Students’ Shopping Orientations and Gender Differences on Online Information Searches and Purchase Behaviours”, *International Journal of Consumer Studies*, p. 113-121
- Setyowati, Retno**, 2013 “Prospek Belanja Online”, diakses dari <http://tekno.kompas.com/read/2012/10/05/02371027/prospek.belanja.quonlinequot> pada tanggal 21 Agustus 2013
- Sigit, Murwanto**, 2006 “Pengaruh Sikap dan Norma Subyektif terhadap Niat Beli Mahasiswa sebagai Konsumen Potensial Produk Pasta Gigi Close Up”, *Jurnal Siasat Bisnis*, Vol. 11, No. 1, April 2006
- Srinivasan et al.**, 2002 “Customer Loyalty in E-commerce: An Explorations of its Antecedents And Concequences”, *Journal of Retailing* Vol. 78, , p. 41
- Zhang, Bopeng**, 2010 “Shopping Orientations, Retail Attributes and Retail Format Choice among Generation Y Apparel Shoppers”, *Theses and Dissertations, University of South Carolina Scholar Commons, Thesis and Desertations*, , p. 428