

Pengaruh kesadaran konsumen ,konsekuensi individual dan lingkungan terhadap niat beli produk pangan organik

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=119329&lokasi=lokal>

Abstrak

This study examined the the causal effect relationship between green purchasing and intention to green purchases. Green purchasing consists of attitudinal and behavioral approaches,psychographic factors,ecological knowledge,environmental consiousness,and price premium....