

Judul:

Analisis pengaruh environmental knowledge, environmental attitude, government initiative, peer pressure dan eco label terhadap green purchase intention konsumen Indonesia (Studi kasus the Body Shop Indonesia) = Analysis of environmental knowledge environmental attitude government initiative peer pressure and eco label toward green purchase intention Indonesia consumers (Case study in the Body Shop Indonesia)

Pengarang/Penulis:

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Subjek:

Brand name products; Branding (Marketing)

Nomor Panggil:

S58608

Penerbitan:

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