

Judul:

Analisis pengaruh green brand positioning, green brand knowledge, dan attitude toward green brand terhadap green product purchase intention = Analysis of the influence of green brand positioning green brand knowledge and attitude toward green brand to green product purchase intention

Pengarang/Penulis:

Lendy Aulina, author

Subjek:

Green products; Cosmetics -- Branding

Nomor Panggil:

S67622

Penerbitan:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

Link Terkait:

- [Deskripsi Bibliografi](#)
- [Abstrak](#)
- [Dokumen Yang Mirip](#)
- [Universitas Indonesia Library](#)