

***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](#)