

**IMPACT OF GREEN MARKETING ON
CUSTOMER PURCHASE INTENTION USING
CUSTOMER CONCERN AND BELIEFS AND
GREEN BRAND KNOWLEDGE AS THE
INTERVENING VARIABLES
(Study on Unilever Customers in Indonesia)**



BACHELOR THESIS

Proposed as one of the requirements to complete the
bachelor degree program in the Faculty of Economics and Business
Diponegoro University

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**FACULTY OF BUSINESS AND ECONOMICS
DIPONEGORO UNIVERSITY
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