

**THE IMPACT OF GREEN ATTITUDE, SUBJECTIVE NORM, AND
PERCEIVED BEHAVIORAL CONTROL TOWARDS GREEN PRODUCTS
PURCHASE INTENTION**

(Study on Unilever's Beauty Product Customers: Love, Beauty, and Planet)



THESIS

Submitted as partial requirements to complete the
Undergraduate Degree (S1) of Management Department of
Faculty of Economics and Business Diponegoro University

Written by:

Nabilla Aurelia Callista

NIM. 12010119190325

**FACULTY OF ECONOMICS AND BUSINESS
DIPONEGORO UNIVERSITY
SEMARANG**

2023