ANALYSING THE IMPACT OF GREEN MARKETING STRATEGIES TOWARDS CUSTOMERS PURCHASE INTENTION WITH ENVIRONMENTAL ATTITUDE AS A MODERATOR VARIABLE

(Study on Curtin University Australia Students)



THESIS

Submitted as one of the requirements for completion of the Undergraduate Programme (S1) in the Faculty of Economics and Business, Diponegoro University

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DEPARTMENT OF MANAGEMENT FACULTY OF ECONOMICS AND BUSINESS DIPONEGORO UNIVERSITY SEMARANG 2023