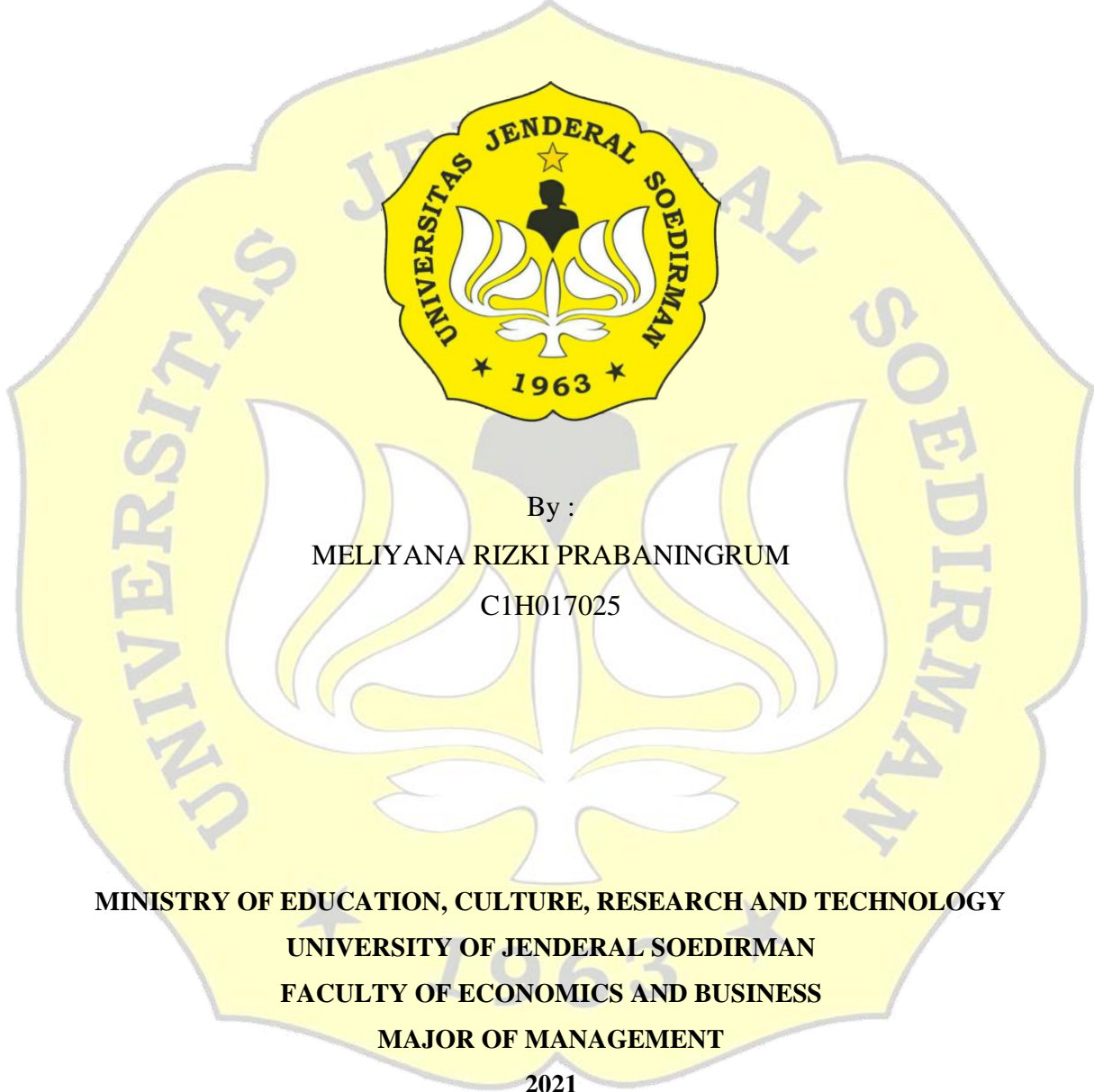


THESIS

**THE EFFECT OF GREEN TRUST, BRAND IMAGE AND PRODUCT KNOWLEDGE
ON PURCHASE DECISION WITH GREEN PRICE AS MODERATING VARIABLE**

(Study of The Body Shop consumers in Indonesia)



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