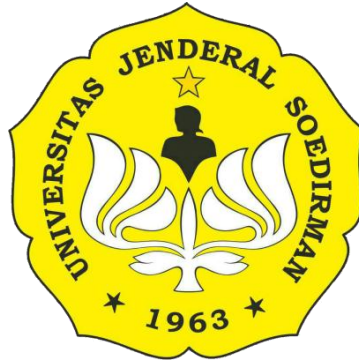


**GREEN MARKETING: GREEN PURCHASING BEHAVIOUR AMONG GEN Y IN
PURWOKERTO
(Study on Philips LED Lamps in Purwokerto)**



THESIS

**By:
MUHAMMAD AINUL YAQIEN
CIK012036**

**MINISTRY OF RESEARCH, TECHNOLOGY AND HIGHER EDUCATION
JENDERAL SOEDIRMAN UNIVERSITY
FACULTY OF ECONOMICS AND BUSINESS
PURWOKERTO
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