

Using means-end chain analysis to reveal consumersâ€™ motivation for buying local foods: An exploratory study

Publication Name	Gadjah Mada International Journal of Business
Quartile	3
Creator	Arsil P.
Page	285-300
Issn	14111128
Volume	18
Cover Date	2016-01-01
Cover Display Date	2016
Doi	10.22146/gamaijb.6061
Citedby Count	16
Aggregation Type	Journal
Url	https://www.scopus.com/record/display.uri?eid=2-s2.0-85011115153&origin=resultslist&sort=plf-f
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