



UNIVERSITAS  
GADJAH MADA

**MARKET SEGMENTATION OF VITAMIN SUPPLEMENT CONSUMERS BRAND IN INDONESIA BASED ON MCGUIRES BEHAVIORAL MOTIVATION THEORY**

ANDIKA ADIKRISHNA G, Dr. Iin Mayasari, MM, M.Si

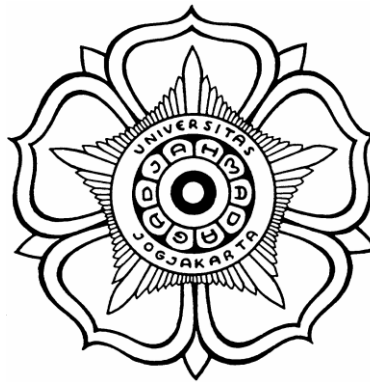
Universitas Gadjah Mada, 2018 | Diunduh dari <http://etd.repository.ugm.ac.id/>

**MARKET SEGMENTATION OF VITAMIN SUPPLEMENT CONSUMERS  
BRAND IN INDONESIA BASED ON MCGUIRE'S BEHAVIORAL  
MOTIVATION THEORY**

**Thesis**

To Fulfill the Requirement to Obtain a Master Degree

Master of Management



Submitted by:

**Andika Adikrishna Gunarjo**

15/391884/PEK/21330

To  
**FACULTY OF ECONOMICS AND BUSINESS  
UNIVERSITAS GADJAH MADA  
2018**