

Analisis pengaruh kemasan terhadap minat beli konsumen (studi kasus di Perumahan Taman Alfa Indah jakarta Barat)

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Abstrak

Product differentiation are important, given consumers more critical and becomes selective Packaging is often referred to as "the five - second ads". In the beverage industry, there are many brands, varieties and taste in which consumers cannot often explain the difference between one brand from another....