

Judul:

Analisis pengaruh Experiential Marketing dan Electronic Word of Mouth terhadap Brand Awareness dan Purchase Intention: studi kasus pada Keripik Setan (Pedas) Maich logo samping = Analysis the influence of experiential marketing and Electronic Word of Mouth toward Brand Awareness d Purchase intention: case study Keripik Setan (Pedas) Maich Logo Samping

Pengarang/Penulis:

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Subjek:

Branding (Marketing); Consumers preferences

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