

Judul:

Pengaruh green brand positioning, green brand awareness, green brand image dan attitudes toward green brand terhadap green brand purchase intention: studi kasus ac merek Panasonic = The effect of green brand positioning green brand awareness green brand image and attitudes toward green brand on green brand purchase intention case study of Panasonic air conditioner

Pengarang/Penulis:

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Subjek:

Industrial management -- Environmental aspects; Environmental responsibility

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