

Judul:

Peran brand affect dalam memengaruhi hubungan antara perceived ethicality dan brand loyalty pada konsumen lanjut usia = The role of brand affect in influencing the relationship between perceived ethicality and brand loyalty in older consumers

Pengarang/Penulis:

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Subjek:

Brand loyalty -- Case studies.; Consumers -- Psychology -- Case studies

Nomor Panggil:

T48420

Penerbitan:

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