

Judul:

Analisis pengaruh brand equity terhadap purchase intention pada produk private label: studi kasus private label Carrefour = The influence of brand equity towards purchase intention on private label products: study case Carrefour private label products

Pengarang/Penulis:

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Subjek:

Branding (marketing); Brand name products; Motivation research (marketing); Consumer behavior

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Penerbitan:

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