

Judul:

Analisis perbedaan smoking intent dan brand likeability antara plain packaging vs existing packaging pada remaja non-perokok = Analysis of differences in smoking intent and brand likeability between plain packaging vs existing packaging among young non smokers

Pengarang/Penulis:

Putri Permata Herman, author

Subjek:

Smoking; Brand choice; Consumers' preferences; Brand name products; Packaging; Brand loyalty

Nomor Panggil:

S67287

Penerbitan:

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