

Judul:

Impact of Green Marketing Awareness, Perceived Innovation, and Perceived Price Towards Customer Purchase Intention Mediated by Perceived Value =
Dampak Green Marketing Awareness, Perceived Innovation, dan Perceived Price Terhadap Minat Beli Pelanggan Dimediasi oleh Perceived Value

Pengarang/Penulis:

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Subjek:

Green marketing; Consumer behavior

Nomor Panggil:

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Penerbitan:

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