

***Judul:***

Pengaruh Product Knowledge, Perceived Consumer Effectiveness dan Perceived Social Media Marketing terhadap Purchase Intention Studi Kasus Produk Ecofurniture di Indonesia = The Influence of Product Knowledge, Perceived Consumer Effectiveness and Perceived Social Media Marketing towards Purchase Intention The Study of Ecofurniture Products in Indonesia

***Pengarang/Penulis:***

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***Subjek:***

Consumer behavior–Indonesia; Marketing–Social aspects; Sustainable products–Indonesia; Furniture industry and trade

***Nomor Panggil:***

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