

Judul:

Pengaruh Green Brand Affect Terhadap Green Purchase Intentions dengan Efek Mediasi dari Green Brand Associations, Green Brand Attitude, dan Green Brand Trust = The Influence of Green Brand Affect towards Green Purchase Intention with the Mediation Effect of Green Brand Association, Green Brand Attitude and Green Brand Trust

Pengarang/Penulis:

Warouw, Jedidiah Patarson, author

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Green; Brand; Affect; Association; Attitude

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