

***Judul:***

Analisis Pengaruh Perceived Healthiness, Tastiness, dan Price terhadap Purchase Intention pada Marketing Placebo Effect Produk Berlabel Less-sugar di Indonesia = The Influence of Perceived Healthiness, Tastiness, and Price on Purchase Intention under the Marketing Placebo Effect of Less-sugar Labeled Products in Indonesia

***Pengarang/Penulis:***

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***Subjek:***

Food--Marketing; Consumer behavior--Psychological aspects

***Nomor Panggil:***

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***Penerbitan:***

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