

SUMMARY

CONSUMER PERCEPTIONS OF NATIONAL, PRIVATE AND GENERIC BRANDS AT GIANT GROCERY STORES

Created by RIZA JAYA AP

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Description :

The basic concept of this research is to determine comparative perceptions of national, generic and private brand in terms of such product attributes and describe present consumer grocery brand purchasing behavior

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Contact Person :

Astrid Chrisafi (mutiaraadinda@yahoo.com)

Thank You,

Astrid (astrid.chrisafi@esaunggul.ac.id)

Supervisor