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# REFERENCES: Aaker, D.A. (1991 Managing Brand Equity, Free ...

Premium For Grocery Products: A Conceptual Model Of Customer-based Brand Equity. Journal Of Product & Brand Management, 16(6), 401-414. Kamakura, W.A., & Russell, G.J. (1991). Measuring Consumer Perceptions Of Brand Quality With Scanner Data: Implications For Brand Equity. Marketing Science Institute, Cambridge, MA. 3th, 2024

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