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A Brand Awareness Is A Dimension Of Brand Equity That Affects The Decisions Of The Consumer Both At The Affective Level And The Behavior Level. Presumably, Marketers Expect That Brand Awareness Will Keep The Brand In The Consumer's Evoked Set While Consumer Decides About The Brand For Consumption. Brand Aware Apr 4th, 2024.

The Influence Of Brand Awareness, Brand Image, And Brand ...However, Only A Few Of Them Discuss The Café Industry With Young Consumer Respondents (college Students). THEORITICAL REVIEW Brand Awareness, Brand Image, Brand Trust, And Brand Loyalty. According To (Kardes Et Al., 2010), There Are Two Types Of Brand Loyalty Mar 2th, 2024
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