

Judul:

Pengaruh Celebrity Endorsement, Product Involvement, dan Need for Cognition terhadap sikap dan minat membeli konsumen = The effects of Celebrity Endorsement, Product Involvement and Need for Cognition to attitude toward the advertisement attitude toward the brand and purchase intention / Aria Cendana Kusuma

Pengarang/Penulis:

Aria Cendana Kusuma, author

Subjek:

Brand choice ; Consumers' preferences

Nomor Panggil:

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Penerbitan:

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