

Judul:

Analisa pengaruh jenis produk, jenis iklan dan jenis kelamin terhadap attitude toward advertising dan attitude toward brand serta dampaknya bagi purchase intention = Analysis of the effect of product advertising and gender on attitude toward advertising and attitude toward brand and their impacts on purchase intention

Pengarang/Penulis:

Silvy Noviana, author

Subjek:

Television advertising; Attitude (Psychology)

Nomor Panggil:

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