

***Judul:***

Pengaruh product-self image congruence, celebrity endorser attractiveness dan public-self consciousness terhadap purchase intention atau repurchase intention dengan variabel moderasi stereotype : (studi kasus pada produk perawatan kulit pria) = The effects of product self image congruence celebrity endorser attractiveness and public self consciousness on purchase intention or repurchase intention with moderating variable stereotype case study product skincare for men

***Pengarang/Penulis:***

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***Subjek:***

Skin -- Care and hygiene; Skin; Marketing Strategy & Planning, Inc.

***Nomor Panggil:***

T-Pdf

***Penerbitan:***

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