

Judul:

Studi mengenai brand transgression dan brand relationship closeness serta implikasinya pada brand behavioral intention = The study of brand transgression and brand relationship closeness its impact toward brand behavioral intention

Pengarang/Penulis:

Farida Indriani, author

Subjek:

Brand relationship quality ; Brand choice - Psychological aspects ; Consumer behavior

Nomor Panggil:

D-Pdf

Penerbitan:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

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