

**Judul:**

Effects of animosity and allocentrism toward consumer ethnocentrism in shaping consumers' willingness to purchase: a case study on consumers in greater jakarta (jabodetabek area) in purchasing malaysian products. / Maeyta Selli, Heri Kurniawan

**Pengarang/Penulis:**

Maeyta Selli, author

**Subjek:**

a case study

**Nomor Panggil:**

pdf

**Penerbitan:**

Management Research Center (MRC) Department of Management, Faculty of Economics, University of Indonesia and Philip Kotler Center

**Link Terkait:**

- [Deskripsi Bibliografi](#)
- [Abstrak](#)
- [Dokumen Yang Mirip](#)
- [Universitas Indonesia Library](#)