

Judul:

Peran consumer-brand identification sebagai mediator pengaruh underdog brand biography terhadap brand community engagement intention = the mediating role of consumer brand identification in the effects of underdog brand biography on brand community engagement intention

Pengarang/Penulis:

Sinaga, Maria Juanita, author

Subjek:

Branding (Marketing); consumer

Nomor Panggil:

S66129

Penerbitan:

Fakultas Psikologi Universitas Indonesia

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