

Judul:

Analisis pengaruh parasocial interaction dengan youtube vloggers terhadap perception dan purchase intention luxury fashion brand = Understanding the influence of parasocial interaction with youtube vloggers on consumers luxury fashion brand perception and purchase intention

Pengarang/Penulis:

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Subjek:

Consumer behavior; Social interactions; Mass media -- Social aspects

Nomor Panggil:

S69696

Penerbitan:

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