

Judul:

Analaisis peran negative feel towards counterfeits dalam pengaruh brand consciousness terhadap purchase intention original luxury products pada generasi y = The role of negative feel towards counterfeits in the effect of brand consciousness on purchase intention original luxury products in y generation

Pengarang/Penulis:

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Subjek:

Brand loyalty; Luxuries -- Purchasing; Imitation -- Economic aspects

Nomor Panggil:

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Penerbitan:

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