

Judul:

Analisis pengaruh value congruity dan consumer brand identification terhadap brand commitment dan positive word of mouth: studi kasus pada merek Sneakers kasual = The effect of value congruity and consumer brand identification toward brand commitment and positive word of mouth: case study on casual Sneakers brand

Pengarang/Penulis:

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Subjek:

Branding (marketing); Brand loyalty; Customer relations

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