

Judul:

Pengaruh iklan tv hasil crowdsourcing dan co-creation terhadap attitude towards advertisement, attitude towards brand, dan purchase intention serta respon emosinya di masyarakat generasi Y dan generasi Z pada studi kasus Coca-Cola = The Influence of tv ads from crowdsourcing and co creation methods on attitude towards advertisement attitude towards brand and purchase intention and emotional response in Y generation and Z generation on Coca-Cola case study

Pengarang/Penulis:

Fedora, author

Subjek:

Television advertising; Brand loyalty; Consumers' preferences; Coca-Cola Company

Nomor Panggil:

S-Pdf

Penerbitan:

Fakultas Teknik Universitas Indonesia

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