

***Judul:***

Analisa pengaruh self-image congruity dan bentuk identifikasi terhadap purchase intention produk karakter berlisensi studi kasus: produk figurine hatsune miku = The influence of self image congruity and forms of identification on consumers purchase intention toward character licensed merchandise case hatsune miku figurine product

***Pengarang/Penulis:***

Fawzy Fachrurozy Sujana, author

***Subjek:***

Licensed products

***Nomor Panggil:***

S-Pdf

***Penerbitan:***

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