

***Judul:***

Analisis pengaruh elemen-elemen movie marketing mix dan karakter kepribadian extraversion terhadap perilaku konsumen film avengers: infinity war dalam melakukan electronic word of mouth di media sosial =  
Analysing the effect of movie marketing mix elements and extraversion character on consumer behavior of avengers: infinity war movie in doing electronic word of mouth on social media

***Pengarang/Penulis:***

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***Subjek:***

Consumer behavior; Motion pictures -- Marketing; Word-of-mouth advertising; Internet marketing

***Nomor Panggil:***

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