

Judul:

Pengaruh perceived fit, tipe produk, dan brand familiarity terhadap consumer purchase intention dalam konteks caused related marketing = Impact of perceived fit, type of product and brand familiarity towards consumer purchase intention in caused related marketing context / Mila Rachmania

Pengarang/Penulis:

Mila Rachmania, author

Subjek:

Brandt family; Consumer satisfaction

Nomor Panggil:

T53783

Penerbitan:

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