

Judul:

Pengaruh country image terhadap purchase intention produk skin care Korea Selatan di Indonesia = The influence of country image on the purchase intention of South Korean skin care products in Indonesia

Pengarang/Penulis:

Fitri Nurandianti, author

Subjek:

Consumer behavior; Consumer knowledge; Consumers' preferences; Purchasing; Skin -- Care and hygiene -- Korea

Nomor Panggil:

S-pdf

Penerbitan:

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