

Judul:

Pengaruh Brand Name, Product Involvement dan Consumer Ethnocentrism terhadap Purchase Intention pada Strategi Penamaan Merek = The Effect of Brand Name, Product Involvement and Consumer Ethnocentrism towards Purchase Intention on Brand Naming Strategy

Pengarang/Penulis:

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Subjek:

Brand name products; Trademarks; Consumer finance companies; Experimental design

Nomor Panggil:

T-pdf

Penerbitan:

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