

***Judul:***

Short brand story: company-generated atau consumer-generated? pengaruh jenis short brand story terhadap intensi membeli produk FMCG = Short Brand Story: Company-generated or Consumer-generated? Effects of Types of Short Brand Stories on Purchase Intention FMCG Products

***Pengarang/Penulis:***

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***Subjek:***

Purchase intention; Short brand story; Consumer behavior

***Nomor Panggil:***

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