

Judul:

Peran Attitude towards Skippable Ads di YouTube pada Brand Awareness dan Purchase Intention = The Role of Attitude towards Skippable Ads on YouTube on Brand Awareness and Purchase Intention

Pengarang/Penulis:

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Subjek:

Consumers preferences ; Advertising ; Brand name products ; YouTube (Electronic resource)

Nomor Panggil:

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Penerbitan:

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