

Judul:

Pengaruh FOMO (Fear Of Missing Out) terhadap conformity consumption pada culturally associated popular brand: studi pada konsumen McDonald's BTS Meal di Jabodetabek = The effect of FOMO (Fear Of Missing Out) on conformity consumption in culturally associated popular brand: study on consumers of McDonald's BTS Meal in Jabodetabek

Pengarang/Penulis:

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Subjek:

Fear of missing out; Consumption (Economics) -- Social aspects

Nomor Panggil:

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Penerbitan:

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