

Judul:

Peran Congruence, Wishful Identification, dan Parasocial Relationship Terhadap Parasocial Relationship, Purchase Intention, dan Behavior = The Role of Congruence, Wishful Identification, and Source Credibility on Parasocial Relationship, Consumer Purchase Intention, and Behavioral Loyalty on TikTok Live Shopping

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Subjek:

Consumer behavior; Shopping

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