

Judul:

Pengaruh Brand Anthropomorphism Terhadap Resistance to Negative Information, Repurchase Intention, dan Brand Defense Di Industri Minuman Boba = The Influence of Brand anthropomorphism on Resistance to negative information, Repurchase intention and Brand Defense In Bubble Tea Industry

Pengarang/Penulis:

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Subjek:

Anthropomorphism; Branding (Marketing)

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