

***Judul:***

When Cute Meets Shopping: Analisis Symbolic Representation, Self-Image Congruence, dan Emotional Value terhadap Impulse Buying, Attitude dan Dampak pada Purchase Intention (Studi Kasus pada Karakter Klasik Mickey Mouse dan Hello Kitty di UNIQLO) = When Cute Meets Shopping: Analysis of Symbolic Representation, Self-Image Congruence, and Emotional Value on Impulse Buying, Attitude and Impact on Purchase Intention (Case Study on the Classic Characters Mickey Mouse and Hello Kitty at UNIQLO)

***Pengarang/Penulis:***

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***Subjek:***

Impulse buying; Symbolic representation

***Nomor Panggil:***

S-pdf

***Penerbitan:***

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