

Judul:

The Implication of Temporary "Pop-up" Retail on Consumer Reaction through the Mediating Roles of Scarcity, Hedonic Shopping Value, and Perceived Uniqueness = Implikasi Temporary "Pop-up" Retail terhadap Reaksi Konsumen melalui Peran Mediasi Scarcity, Hedonic Shopping Value, dan Perceived Uniqueness

Pengarang/Penulis:

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Subjek:

Consumer behavior; Brand loyalty

Nomor Panggil:

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