

Judul:

Pengaruh Self-Image Congruence, Product Quality dan Image Fit Terhadap Purchase Intention Melalui Mediasi Brand Attachment, Product Category Involvement dan Attitude Terhadap Co-Branding : Studi Generasi Z dan Milenial di Jabodetabek Terhadap Co-Branding = The Influence of Self-Image Congruence, Product Quality and Image Fit on Purchase Intention Through the Mediation of Brand Attachment, Product Category Involvement and Attitudes towards Co-branding: A Study of Generation Z and Millennials in Jabodetabek

Pengarang/Penulis:

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Brand name products; Consumer behavior; Millennials; Generation Z

Nomor Panggil:

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