The influence of fashion involvement, hedonic consumption, and visual merchandising on impulse buying with positive emotion as mediation variables

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Abstract	
Authors	SM Setyawati, S Sumarsono, I Praditya
Journal Name	Jurnal Akuntansi, Manajemen dan Ekonomi 20 (1), 37-47, 2018
Publish Year	2018
Citation	5
Url	https://scholar.google.com/scholar?q=+intitle:"The influence of fashion involvement, hedonic consumption, and visual merchandising on impulse buying with positive emotion as mediation variables"
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