THE EFFECT OF PERCEIVED PRODUCT-SIMILARITY TOWARDS DECISION MAKING DIFFICULTY WITH CONSUMER INVOLVEMENT AS MODERATION: A STUDY TOWARDS COFFEE CONSUMERS IN BANJARNEGARA

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Abstract	
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Journal Name	ICORE 5 (1), 2020
Publish Year	2020
Citation	(not set)
Url	https://scholar.google.com/scholar?q=+intitle:"THE EFFECT OF PERCEIVED PRODUCT-SIMILARITY TOWARDS DECISION MAKING DIFFICULTY WITH CONSUMER INVOLVEMENT AS MODERATION: A STUDY TOWARDS COFFEE CONSUMERS IN BANJARNEGARA"
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