Impact of Social Media Influencers on Purchase Intention Among Generations Y and Z With Consumer Attitude as Mediation Variable

Title	Impact of Social Media Influencers on Purchase Intention Among Generations Y and Z With Consumer Attitude as Mediation Variable
Abstract	
Authors	A Yuliana, W Novandari, SM Setyawati
Journal Name	Sustainable Competitive Advantage (SCA) 11 (1), 2021
Publish Year	2021
Citation	(not set)
Url	https://scholar.google.com/scholar?q=+intitle:"Impact of Social Media Influencers on Purchase Intention Among Generations Y and Z With Consumer Attitude as Mediation Variable"
Author	Doctor of Philosophy WENI NOVANDARI, S.E., M.M.