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

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Abstract	
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Journal Name	Sustainable Competitive Advantage (SCA) 11 (1), 2022
Publish Year	2022
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"
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