

THE INFLUENCE OF FOREIGN BRANDING AND BRAND PERSONALITY TOWARDS PERCEIVED PRODUCT ADVANTAGE AND BRAND IMAGE AND ITS IMPLICATION ON LEA JEANS' PURCHASE INTENTION



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Yohanes and Suresh Kumar, S.T., M.Si.

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Jeans' Purchase Intention



2642.2020

ID : 2642-2020

Subject : Consumer Behavior

658.834

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CV. RASI TERBIT

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Published by:

Rasibook

CV. Rasi Terbit

Email : penerbitrasibook@gmail.com

Website : www.rasibook.com

Published: February, 2020

ISBN: 978-623-7214-77-9

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This monograph is studying the impact of foreign branding on purchase intention. Other than foreign branding, this study is also aware the needs of brand personality in purchase intention. It is believed that customers not only buy products because of its usefulness but also its brand since it provides guarantee, comfortability, and security.

This monograph aims at the understanding of purchase intention through foreign branding, brand personality, product advantage, and brand image. It is expected this study would give benefit not only to Lea Jeans but also local players to win the customers. It is also expected the results would give better ideas for local players to play in other industry than fashion.

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