



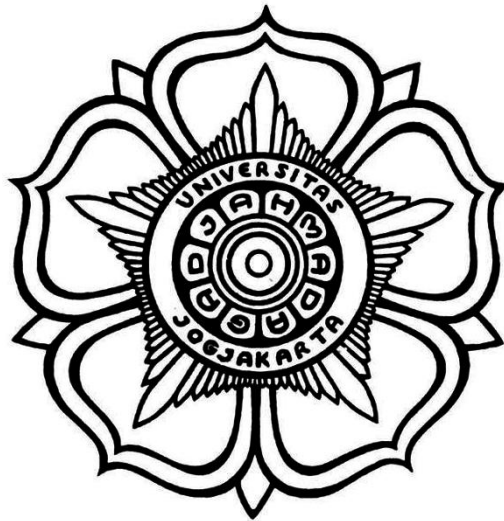
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Universitas Gadjah Mada, 2022 | Diunduh dari <http://etd.repository.ugm.ac.id/>

# **THE EFFECTS OF FEAR OF MISSING OUT (FOMO) AND SALES PROMOTION ON IMPULSIVE BUYING BEHAVIOUR**

**Undergraduate Thesis**

Supervisor: Naila Zulfa, M.A., M.S., PGDip., Ph.D., FHEA.



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**2022**