



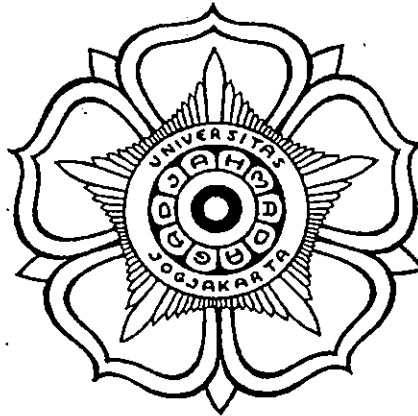
Consumers' perception on brand personality of non-Asian Brands, Asian Brands, and the effect on intention to buy

**CONSUMERS' PERCEPTION ON BRAND PERSONALITY  
OF NON-ASIAN BRANDS, ASIAN BRANDS, AND  
THE EFFECT ON INTENTION TO BUY**

Thesis

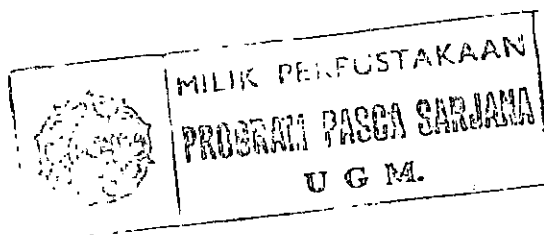
As a partial fulfillment to achieve a Master Degree

Study Program in Master of Management (Magister-Manajemen)  
Department of Social Sciences



Submitted by  
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8429/PS/MM/01

to  
**THE GRADUATE PROGRAM  
GADJAH MADA UNIVERSITY  
2003**





UNIVERSITAS  
GADJAH MADA

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Universitas Gadjah Mada, 2003 | Diunduh dari <http://etd.repository.ugm.ac.id/>

2123 MILIK PERPUSTAKAAN PASCASARJANA UGM
INV : 2695/H/2003
LABEL : MM 69.186 Mah C
SUBJ: Persepsi Persepsi - Kepribadian merk -ada & non ada

XII, 72



## AUTHORIZATION

# CONSUMERS' PERCEPTION ON BRAND PERSONALITY OF NON-ASIAN BRANDS, ASIAN BRANDS, AND THE EFFECT ON INTENTION TO BUY

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8429/PS/MM/01  
has been defended before the Board of Examiners  
on June 12, 2003  
and has been declared to fulfill all requirements

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