



THE EFFECT OF GENDER CONGRUITY AND EXPERTISE OF ENDORSER ON CONSUMERS' ATTITUDE
TOWARDS THE AD AND
BRAND EXPERIMENTAL STUDY OF AN ENDORSEMENT

RAHMA MAULIDA, B.M Purwanto, Dr., M.B.A.,

Universitas Gadjah Mada, 2020 | Diunduh dari <http://etd.repository.ugm.ac.id/>

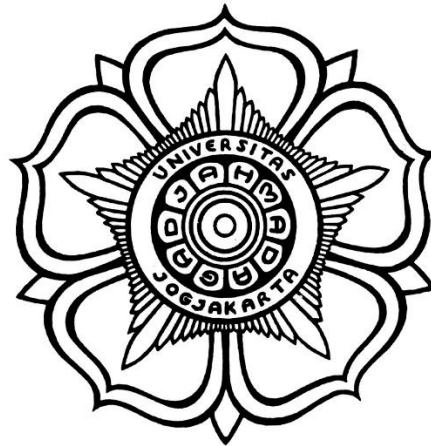
THE EFFECT OF GENDER CONGRUITY AND EXPERTISE OF ENDORSER ON CONSUMERS' ATTITUDE TOWARDS THE AD AND BRAND

Experimental Study of an Endorsement

Thesis

As a partial fulfilment to achieve a Master Degree

Study Program in Master of Management



Submitted by

Rahma Maulida

18/432676/PEK/23942

to

FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITAS GADJAH MADA

2020