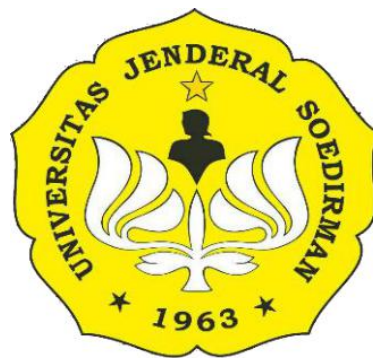


**THESIS**

**THE INFLUENCE OF VIDEO MARKETING INSTAGRAM  
AND PRODUCT INNOVATION ON CONSUMER  
PURCHASING DECISION WITH BRAND IMAGE AS A  
MODERATING VARIABLE  
(Study on Avoskin Consumers)**



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