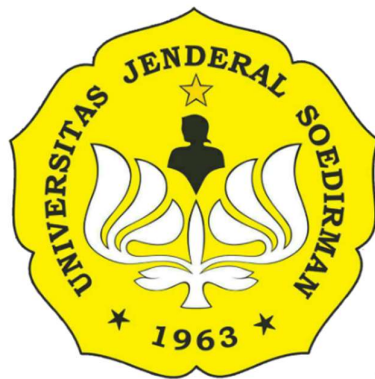


THESIS
DETERMINANTS OF K-POP FANS ON PURCHASING KOREAN POP
(K-POP) ALBUMS



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