

***Judul:***

Cause related marketing: Peran moral identity centrality, brand social responsibility image, brand emotional attachment, dan brand experience dalam mempengaruhi intensi membeli = Cause related marketing: The role of moral identity centrality, brand social responsibility image, brand emotional attachment, and brand experience in affecting purchase intention

***Pengarang/Penulis:***

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***Subjek:***

Social marketing; Social responsibility of business -- Economic aspects; Brand experience; Moral identity centrality

***Nomor Panggil:***

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***Penerbitan:***

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