

***Judul:***

Pengaruh Palestine Humanity Cause-Related Campaign terhadap niat beli skincare: Apakah emotional arousal berperan bagi Gen Z Muslim di Indonesia? = The Effect of the Palestine Humanity Cause-Related Campaign on skincare purchase intention: Does emotional arousal matter for Gen Z Muslims in Indonesia?

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***Subjek:***

Palestine; Muslims--Indonesia

***Nomor Panggil:***

S-pdf

***Penerbitan:***

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