The Mediating Role Of Trust, Brand Image, And Brand Awareness Of The Effect Of Social Media Marketing On Purchase Intention

Title	The Mediating Role Of Trust, Brand Image, And Brand Awareness Of The Effect Of Social Media Marketing On Purchase Intention
Abstract	
Authors	SA Mukhsoni, NC Afif, L Suwandari
Journal Name	Sustainable Competitive Advantage (SCA) 12 (1), 2022
Publish Year	2022
Citation	(not set)
Url	https://scholar.google.com/scholar?q=+intitle:"The Mediating Role Of Trust, Brand Image, And Brand Awareness Of The Effect Of Social Media Marketing On Purchase Intention"
Author	Dr Doctor of Philosophy LUSI SUWANDARI, M.Si