

**ANALYSIS OF CONSUMER PREFERENCES IN CHOOSING
LOCAL SNEAKERS BRAND USING CONJOINT**

Proposed as One of the Requirements to Achieve
a Bachelor of Management degree
International ICT Business Study Program

Written by:

MAHESYAH ASMARA PUTRA
(1401170537)



**INTERNATIONAL ICT BUSINESS
SCHOOL OF ECONOMICS AND BUSINESS
TELKOM UNIVERSITY
BANDUNG
2021**