



Revealing Consumer Preference through Product Attribute and Consumer Lifestyle: A Study of Lifestyle Shoes

Bachelor Thesis

ERASMUS UNIVERSITY ROTTERDAM

Faculty of Economics of Business Marketing

Supervisor:

Gerhardt Havranek

Name:

Tsamara Fahrana Putrityas

Student Number: 431125

E-mail address: tsamarafahrana@hotmail.com

Study: IBEB / Marketing

Thesis: Bachelor

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