## BRAND NAME AND MILLENNIAL GENERATION ON CUSTOMER PREFERENCES THEIR IMPACT ON BRAND LOYALTY IN MSMEs

Title	BRAND NAME AND MILLENNIAL GENERATION ON CUSTOMER PREFERENCES THEIR IMPACT ON BRAND LOYALTY IN MSMEs
Abstract	
Authors	E Sulaiman, W Novandari
Journal Name	International Journal of Economics, Business and Accounting Research (IJEBARÂ …, 2022
Publish Year	2022
Citation	(not set)
Url	https://scholar.google.com/scholar?q=+intitle:"BRAND NAME AND MILLENNIAL GENERATION ON CUSTOMER PREFERENCES THEIR IMPACT ON BRAND LOYALTY IN MSMEs"
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