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Factors Affecting Consumer Preference Of International Brands Over Local Brands Zeenat Ismail<sup>1\*</sup>, Sarah Masood<sup>2</sup> And Zainab Mehmood Tawab<sup>2</sup> <sup>1</sup>Department Of Social Sciences, Institute Of Business Administration - Karachi <sup>2</sup>Students Of Institute Of Business Administration - Karachi Abstract: This Study Was Conducted In Order To Determine The Consumer Preferences Of Global Brands Apr 20th, 2024

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