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DECLARATION BY THE CANDIDATE

I hereby declare that the thesis entitled “**A STUDY ON BRAND EQUITY OF VARIOUS CARS IN FAMILY CAR SEGMENT WITH SPECIAL REFERENCE TO MADURAI DISTRICT** ” for the degree of Doctor of philosophy is my original work done under the guidance and supervision of Dr.C.Chandran , Professor and Head of the Department , Department of Management studies , Madurai Kamaraj University , Madurai-625021 and that is not previously formed the basis for the award of any Degree , Diploma , Associateship , Fellowship or other similar title of any University or Institution.

Place: Madurai

Date :

(R.SUGANYA)

ACKNOWLEDGEMENTS

I am very much grateful to my research supervisor **Dr.C.CHANDRAN**, Professor and Head, Department of Management Studies, Madurai Kamaraj University, Madurai for the invaluable guidance by him at every stage of this research.

I am also grateful to **Dr.M.RAJIAKODI**, Registrar In-charge, Madurai Kamaraj University College, for his consistent support.

I express my heartfelt thanks to **Dr.R. LAKSHMIPATHY**, President of our Institute for allowing me to do my PhD thesis.

My sincere thanks are due to **Dr.R.SRINIVASAN**, Principal, Subbalakshmi Lakshmipathy College of Science, Madurai, for his advice and encouragement.

I am extremely thankful to **Dr.M.D.MANO HARAN**, Professor and Director, RLIMS, Madurai for his timely support for the completion of my research work.

I thank profoundly **Dr.S.SRIRAM**, Deputy Director, RLIMS, Madurai and **Ms.V.MALAR**, Professor and Head, Department of English, Subbalakshmi Lakshmipathy college of Science, Madurai, for their valuable guidance in the Content and language aspect of this work.

I thank my parents, sister and brother for their immense help in completing this research work.

I am grateful to all my colleagues, well-wishers and friends who directly and indirectly contributed their might to making this effort fruitful. I thank the Almighty for this manifold kindness for the successful completion of this research work.

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