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CERTIFICATE

This is to certify that the thesis titled **“Brand Loyalty and Switching – A study with reference to Young and Adult Mobile Phone users in Chennai city”** is a record of research work done by the candidate **Mrs.S.Uma Sarulatha** during the period of her study at **Queen Mary's College, Chennai – 4**, and that the thesis has not formed the basis for the award to any candidate of any degree, diploma, associateship, fellowship or other similar title. The thesis represents an independent work on the part of the candidate.

Date :

Place : Chennai.

**Dr.N.Premila
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