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CERTIFICATE

I certify that the thesis entitled “**BRAND SWITCHING BEHAVIOUR OF CUSTOMERS OF MOBILE PHONE SERVICES – A STUDY WITH REFERENCE TO KANCHEEPURAM DISTRICT**” submitted to the University of Madras for the degree of Doctor of Philosophy by **Mr. G. Sivabalan**, is the bonafide record of research work done by him, during the period from 2012 to 2016 under my guidance and supervision and that this work has not formed the basis for the award of any degree, diploma, associateship, fellowship or other titles in this University or any other University or Institution of Higher Learning.

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Head of the Department

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