

DETAILS REQUIRED FOR UPLOADING THESIS IN SHODHGANGA

Department	:	Commerce
Guide	:	Dr. P. Santhi
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DEGREE DETAILS	:	Ph. D in Commerce
Registration Date	:	29-07-2019
Completed Date	:	28-10-2024
Awarded Date	:	24-01-2025
THESIS DETAILS		
Title	:	Assessment of Brand Loyalty among Emerging High Networth Individuals on Luxury Segment of Cars
Alternative Title (or Subtitle)	:	
Abstract (Enclosed)	:	
Note	:	
Keywords	:	Brand Image, Brand Experience, Perceived Value, Product Differentiation, Brand Positioning, Brand Loyalty, Attitudinal Loyalty, Behavioural Loyalty
Language	:	English
Coverage (e.g. English Literature)	:	
Citation Reference (No. of Reference / Bibliographic Records)	:	397
SUBMISSION DETAILS		
Size	:	A4
Dimension (e.g. 35cm)	:	210 X 297 mm
Accompanying Material (e.g. CD/DVD/None)	:	CD