

## CERTIFICATE

This is to certify that the thesis entitled “**Assessment of Brand Loyalty among Emerging High Networth Individuals on Luxury Segment of Cars**” submitted to Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, in partial fulfilment of the requirements for the award of the **Degree of Doctor of Philosophy in Commerce**, is a record of original research work done by **Femina E P (19PHCOP005)**, during the period of her study in the Department of Commerce at Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, under my Supervision and Guidance and the thesis has not formed the basis for the award of any Degree/ Diploma/ Associateship/ Fellowship or other similar title to any candidate of any University.

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## DECLARATION

I, **Femina E P**, hereby declare that the thesis entitled “**Assessment of Brand Loyalty among Emerging High Networth Individuals on Luxury Segment of Cars**” submitted to Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, in partial fulfilment of the requirements for the award of the **Degree of Doctor of Philosophy in Commerce**, is a record of original research work done by me during the period of my study under the Supervision and Guidance of **Dr. (Mrs) P. Santhi, M.Com., M.Phil., Dip. in Mgt, Ph.D.**, Professor, Department of Commerce and Dean, School of Commerce and Management, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, and it has not formed the basis for the award of any Degree/ Diploma/ Associateship/ Fellowship or other similar title to any candidate of any University.



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