

**AN EMPIRICAL STUDY ON CUSTOMERS' PERCEPTION
ON SELECTED BRANDED RETAIL OUTLETS IN
COIMBATORE CITY**

Thesis Submitted to Bharathiar University, Coimbatore,
for the award of the Degree of
DOCTOR OF PHILOSOPHY IN MANAGEMENT

By
PRABAKAR K

Under the Supervision of
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DEPARTMENT OF BUSINESS MANAGEMENT
P.S.G.R. KRISHNAMMAL COLLEGE FOR WOMEN
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(An Autonomous Institution - Affiliated to Bharathiar University)
Accredited with "A" Grade by NAAC
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CERTIFICATE

This is to certify that the thesis, entitled “**AN EMPIRICAL STUDY ON CUSTOMERS’ PERCEPTION ON SELECTED BRANDED RETAIL OUTLETS IN COIMBATORE CITY**” submitted to Bharathiar University, in Partial fulfillment of the requirements for the award of the Degree of **DOCTOR OF PHILOSOPHY IN MANAGEMENT** is a record of original research work done by **Mr. PRABAKAR K** during the period April 2007 – March 2013 of his research in the Department of Business Management at P. S. G. R. Krishnammal College for Women 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 of any candidate of any University.

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DECLARATION

I, **PRABAKAR K** hereby declare that the thesis, entitled “**AN EMPIRICAL STUDY ON CUSTOMERS’ PERCEPTION ON SELECTED BRANDED RETAIL OUTLETS IN COIMBATORE CITY**” submitted to Bharathiar University, in partial fulfillment of the requirements for the award of the Degree of **DOCTOR OF PHILOSOPHY IN MANAGEMENT** is a record of original and independent work done by me during the period April 2007 – March 2013 under the Supervision and Guidance of **Dr. (Mrs.) A. KUMUDHA**, Associate Professor, Department of Business Management, P. S. G. R. Krishnammal College for Women and it has not formed the basis for the award of any Degree / Diploma / Associateship / Fellowship or other similar title of any candidate of any University.

Signature of the Candidate

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