

# **CONSUMER BASED BRAND EQUITY IN FMCG MARKET WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT**

Thesis submitted to the Bharathiar University in partial fulfillment of the requirements  
for the award of the degree of

## **DOCTOR OF PHILOSOPHY IN MANAGEMENT**

by

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2. “Brand Building Blocks in FMCG Market and It’s Outcomes: An Empirical Analysis in Coimbatore City” with Vol. XCII, No. 1 Page No: 119 – 124 and year of publication September (2021) published by The Journal of Oriental Research Madras.

The contents of the publication are incorporated as the part of the results presented in his thesis.

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