

**A STUDY ON BRAND LOYALTY AMONG CONSUMERS OF LAKME  
PRODUCTS: A STUDY AT CHAMARAJANAGARA TOWN**

Dissertation submitted to University of Mysore

**DEPARTMENT OF COMMERCE**

**SUBMITTED BY:**

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**UNDER THE GUIDANCE OF:**

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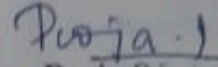
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UNIVERSITY OF MYSORE  
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**CERTIFICATE**

I hereby certify that the Dissertation work entitled "A STUDY ON BRAND LOYALTY AMONG CONSUMERS OF LAKME PRODUCTS: A STUDY AT CHAMARAJANAGARA TOWN" is an authentic record of the bonafide Dissertation work carried out by Mrs. Anusha P (Register No: P01ZW21C0031) a student of IV semester M.Com, under my guidance and supervision for the partial fulfilment of M.Com degree in the Department of Commerce, Dr.B.R.Ambedkar Post Graduate Centre, University of Mysore Suvarnagangotri, Chamarajanagara.

This Dissertation or any part of it has not been previously submitted for the award of any degree or diploma or other similar title to any other university.

  
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