

**IMPACT OF PRODUCT QUALITY ON CUSTOMER BRAND
LOYALTY WITH SPECIAL REFERENCE TO APPLE PRODUCTS
A STUDY IN NANJANGUD TOWN**

Dissertation submitted to University of Mysore

DEPARTMENT OF COMMERCE

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CERTIFICATE

I hereby certify that the Dissertation work entitled "IMPACT OF PRODUCT QUALITY ON CUSTOMER BRAND LOYALTY WITH SPECIAL REFERENCE TO APPLE PRODUCTS - A STUDY IN NANJANGUD TOWN" is an authentic record of the bonafide project work carried out by Ms. Shrungashree M. L. (Register No: P01ZW21C0019) 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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