

PRIMAX INTERNATIONAL JOURNAL

OF COMMERCE AND MANAGEMENT RESEARCH

Print ISSN: 2321-3604 Online ISSN: 2321-3612



This is to certify that **AISHWARYA B N** has published Research article entitle

"A STUDY ON THE IMPACT OF BRAND PERCEPTION AND CUSTOMER

SERVICE ON BRAND LOYALTY" in Primax International Journal of

Commerce and Management Research Volume No.11, Issue No.3

October – December, 2023

T. Rajosoneis

Di

PROF. T. RAJESWARI

DR. V. SELVARAJ



PRIMAX INTERNATIONAL JOURNAL

OF COMMERCE AND MANAGEMENT RESEARCH

Print ISSN: 2321-3604 Online ISSN: 2321-3612



This is to certify that **DR.ANITHA G H** has published Research article entitle

"A STUDY ON THE IMPACT OF BRAND PERCEPTION AND CUSTOMER

SERVICE ON BRAND LOYALTY" in Primax International Journal of

Commerce and Management Research Volume No.11, Issue No.3

October – December, 2023

T. Rajouneis

Di

PROF. T. RAJESWARI

DR. V. SELVARAJ