

## **Certificate of Excellence**

This is to certify that **THRUPTHI.K** 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. Rajoswali.

## **PROF. T. RAJESWARI**

**DR. V. SELVARAJ** 



## **Certificate of Excellence**

This is to certify that **DR. V CHANDRASEKHAR RAO** 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. Rajosunei.

**PROF. T. RAJESWARI** 

DR. V. SELVARAJ