

SATHYABAMA UNIVERSITY

(Established under section 3 of UGC Act, 1956)

(A CHRISTIAN MINORITY INSTITUTION)

சத்யபாமா பல்கலைக்கழகம்

(பல்கலைக்கழக மானியக் குழு பிரிவு 3, சட்டம் 1956ன் கீழ் நிறுவப்பட்டது)

(கிறித்துவ சிறுபான்மையினர் கல்வி நிறுவனம்)

FACULTY OF BUSINESS ADMINISTRATION



The Board of Management of **Sathyabama University**, hereby makes known that

RANI. J

has been conferred

the **DEGREE OF DOCTOR OF PHILOSOPHY**, having been certified by duly appointed

examiners to be qualified to receive the same in **APRIL 2015** for the thesis entitled

**CONSUMERS' PERCEPTION ON WHITE DURABLE PRODUCTS – A STUDY WITH
REFERENCE TO RETAIL OUTLETS IN CHENNAI**

given under the seal of the university, at chennai this **TWENTY SEVENTH** day of
April 2015

Given under the seal of the University



Registrar

Director

Director

Vice-Chancellor



Date : April 27, 2015



Jeppiaar Nagar, Chennai - 600119,
Tamil Nadu, INDIA.