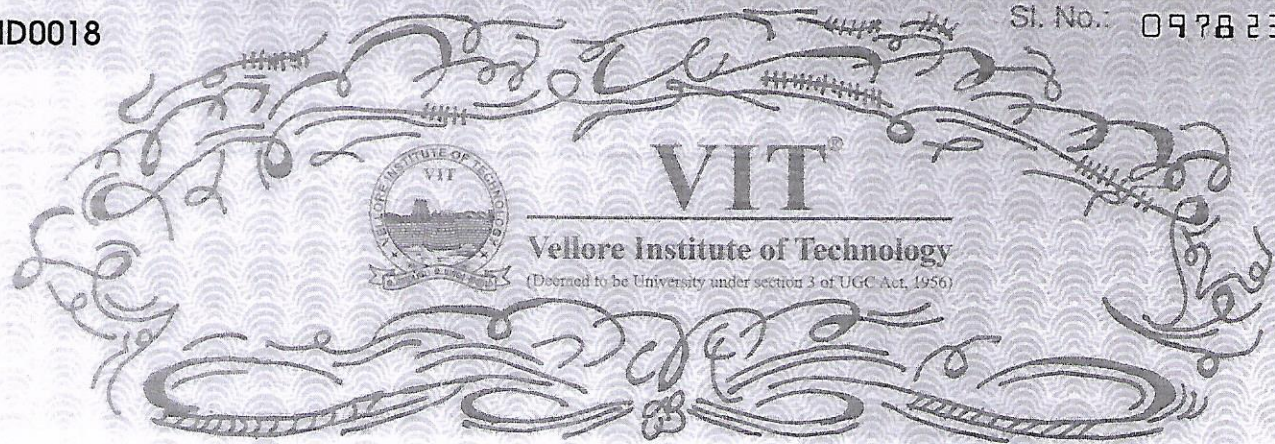




The Board of Management of the
Vellore Institute of Technology (VIT)
hereby confers on



SASIREKHA K

the degree of

DOCTOR OF PHILOSOPHY

in recognition of the research work entitled

**THE EFFECT OF CONSUMER BASED BRAND EQUITY (CBBE) DIMENSIONS ON
PURCHASE INTENTION OF PRIVATE LABEL BRANDS VIS-A-VIS NATIONAL LABEL
BRANDS**

for having fulfilled the prescribed requirements.

*The degree has been awarded in compliance with the
"University Grants Commission, Regulations 2009"*

given this day the 14 December 2018



Given under the seal of this university

A handwritten signature in dark ink, likely of the Vice-Chancellor.

Vice - Chancellor

A handwritten signature in dark ink, likely of the Chancellor.

Chancellor