

**USERS PERCEPTION TOWARDS BRAND SWITCHING -
A SPECIAL REFERENCE TO CELL PHONE USERS IN
T NARASIPURA TOWN**

Project submitted to University of Mysore

DEPARTMENT OF COMMERCE

SUBMITTED BY

Chandana.N

Final Year M.Com

(Register No: CM193412)

UNDER THE GUIDANCE OF

Dr. Mahesha M.B

Guest Faculty

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September 2021

UNIVERSITY OF MYSORE

Dr.B.R AMBEDKAR POST GRADUATE CENTRE

SUVARNAGANGOTRI

CHAMARAJANAGAR-571313

CERTIFICATE

This is to certify that **Ms. Chandana.N** bearing (**Register No: CM193412**), has successfully completed the project work on **“USERS PERCEPTION TOWARDS BRAND SWITCHING – A SPECIAL REFERENCE TO CELL PHONE USERS IN T NARASIPURA TOWN”** under the guidance of **Dr. Mahesha M.B.**

This project report is submitted to the University of Mysore in partial fulfilment of the requirement for the award of **“Master of Commerce”** during 2020-2021.


DIRECTOR

(Prof. Shivabasavaiah)

Dr.B.R.Ambedkar Post Graduate Centre
University of Mysore
Chamarajanagar

Date: 30-09-2021

Place: Chamarajanagar

UNIVERSITY OF MYSORE

Dr.B.R AMBEDKAR POST GRADUATE CENTRE

SUARNAGANGOTRI

CHAMARAJANAGAR-571313

CERTIFICATE

I hereby certify that the project work entitled **“USERS PERCEPTION TOWARDS BRAND SWITCHING – A SPECIAL REFERENCE TO CELL PHONE USERS IN T NARASIPURA TOWN”** is an authentic record of the bonafied project work carried out by **Ms. Chandana.N(Register No: CM193412)** 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, Chamarajanagar.

This project 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.



Dr. Mahesha M.B.

(Guest Faculty)

Dr.B.R. Ambedkar Post Graduate Centre

Suvarnagangotri, Chamarajanagar

Date: 30-09-2021

Place: Chamarajanagar