

**BRAND BUILDING PRACTICES: A STUDY AMONG
COMMERCIAL BANKS IN KERALA**

Thesis submitted to the

UNIVERSITY OF CALICUT

For the award of degree of

DOCTOR OF PHILOSOPHY IN COMMERCE

Under the Faculty of Commerce and Management Studies

By

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Under the Supervision of

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CERTIFICATE

This is to certify that, the thesis entitled '**Brand Building Practices: A Study among Commercial Banks in Kerala**' is a record of the bona-fide research work done by Ms. Sowmia Rajan K., Part-time Research Scholar, under my supervision and guidance.

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I hereby declare that this thesis entitled **Brand Building Practices: A Study among Commercial Banks in Kerala**, submitted to the University of Calicut, for the award of the Degree of Doctor of Philosophy in Commerce, is a record of the bonafide research work done by me under the supervision and guidance of Prof. (Dr.) Biju John M., Professor and Dean, Research Department of Commerce, St. Thomas College (Autonomous) Thrissur. I also declare that, this thesis has not been formed the basis for the award of any degree, diploma, Associateship, fellowship or any other title of recognition from any university or institution and to the best of my knowledge and belief, it contains no material previously published by any other person, except where due references are made in the text of the thesis.



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