

Publication

S. No	Paper Title	Title of Journal	Month and Year of Publication	ISSN No	Link
1.	Customer Satisfaction on ATM Cards of Public and Private sector banks in Tirupur District	Quest International Multidisciplinary research Journal	April, 2015	2278-4497	https://drive.google.com/file/d/1xH_F8OeiyGwiqhiM9ytwrHIIhDjrdt-5/view?usp=sharing
2.	Working Women's Buying Behavior of Ready to Cook Food in Pollachi Taluk	The International journal of analytical and experimental modal analysis	August, 2019	0886-9367	https://drive.google.com/file/d/1KAnrIE03q6_z-SP7AVsMQ0Gw-AOgmI2Z/view?usp=sharing
3.	Consumers Buying Behaviour Of Instant Food Products In Pollachi Taluk	Think India Journal	December 2019	0971-1260	https://drive.google.com/file/d/1-9pUQKJfFv90qIWMcX3n9z-cxt7FdAio/view?usp=sharing
4.	A Study on Preference of Working Women Towards Instant Food Products in Coimbatore District	Industrial Engineering Journal	April, 2023	0970-2555	https://drive.google.com/file/d/1Q9OD3m4cE_4cre-mUgfh16MrJTDIXC2N/view?usp=sharing
5.	A Study on Consumers Behaviors of Women's Towards FMCG Food Product	Journal of the Maharaja Sayajirao University of Baroda	July, 2024	0025-0422	https://drive.google.com/file/d/1GwGAUczrEAFX3Ebla1GE--rpMMFH8_eS/view?usp=sharing

6.	A Study on Consumer Perception Towards Brand Loyalty of FMCG Products	Shodhasamhita : Journal of Fundamental & Comparative Research	August, 2024	2277-7067	https://drive.google.com/file/d/174_bGpdFtXW-pveLz4mLcjvtQT90vTPR/view?usp=sharing
7.	A Study on Consumer Brand Awareness of Fast-Moving Consumer Goods (FMCG)	International Journal of Cultural Studies and Social Sciences	August, 2024	2347-4777	https://drive.google.com/file/d/1_GD5RCgAKTeRhWGKw_G9r0dF9LChNTUp/view?usp=sharing
8.	Study on Customer's Satisfaction Towards FMCG Products	Arthshastra, Indian Journal of Economics and Research,	August, 2024	2278-1811	https://drive.google.com/file/d/1vxfpm55vBH9zY826V2u9yQI8zGEhiWN_/view?usp=sharing
9.	Factors Influencing Working Women's Buying Behaviour to Use Instant Food Products in Coimbatore District	Journal of the School of Language, Literature and Culture Studies	September, 2025	0972-9682	https://drive.google.com/file/d/1zoieBYzXXCz5w4ZUtwd_Ix2S7SHj1Q1a/view?usp=sharing