

## PUBLICATION

S.No	Date	Title of the Publication
1	April, 2015	Customer Satisfaction on ATM Cards of Public and Private Sector Banks in Tirupur District- Quest International Multidisciplinary Research Journal
2	September, 2015	College Students' Choice for Mobile Phones in Coimbatore District - Global Academic Research Journal
3	August, 2019	Working Women's Buying Behavior of Ready to Cook Food in Pollachi - Taluk The International journal of analytical and experimental modal analysis
4	December, 2019	Consumers Buying Behaviour Of Instant Food Products In Pollachi Taluk - Think India Journal
5	April, 2023	A Study On Preference of Working Women Towards Instant Food Products In Coimbatore District Industrial Engineering Journal
6	July, 2024	A Study on Consumer Brand Awareness of Fast-Moving Consumer Goods (FMCG) - International Journal of Cultural Studies and Social Sciences
7	July, 2024	A Study on Consumer Perception towards Brand Loyalty of FMCG Products - Shodhasamhita : Journal of Fundamental & Comparative Research
8	July, 2024	Study on Customer's Satisfaction Towards FMCG Products - Arthshastra, Indian Journal of Economics and Research
9	August, 2024	A Study on Consumers Behaviors of Women's Towards FMCG Food Product - Journal of the Maharaja Sayajirao University of Baroda