

**ROLE OF BRAND EXPERIENCE ON APPAREL
SHOPPING BEHAVIOUR AND PURCHASE
INTENSION OF WOMEN**

A THESIS

Submitted by

**G. AISWARYA
(Reg. No. 2014198101)**

in partial fulfillment for the award of the degree

of

DOCTOR OF PHILOSOPHY



FACULTY OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

JEPPIAAR NAGAR, CHENNAI – 119

DECEMBER 2020