

A STUDY ON THE INFLUENCE OF MARKETING MIX ON THE PURCHASE
BEHAVIOUR OF THE CUSTOMERS OF VETERINARY PRODUCTS WITH SPECIAL
REFERENCE TO PET DOG FOODS

THESIS SUBMITTED TO THE BHARATHIAR UNIVERSITY IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF THE DEGREE OF
DOCTOR OF PHILOSOPHY IN MANAGEMENT

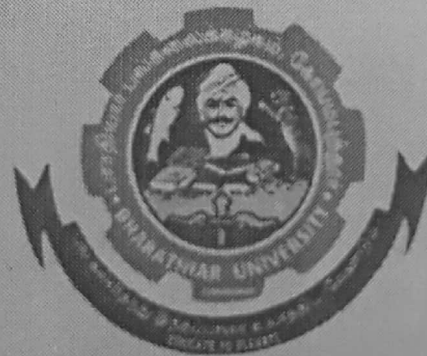
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