

Acceptance Letter

To,
Prabhakar K,

We are pleased to inform you that the research paper / article titled "**ANALYTICAL STUDY ON CONSUMER BEHAVIOUR AND PREFERENCES TOWARDS BRAND SWITCHING, ITS MODELS AND POSITION IN FMCG**" submitted by you, has been selected for publication in Volume 3 Issue 3 dated 15th September 2021, in **Airo International Journal**.

We wish you a bright research and academic prospects ahead.



Swati Gupta
Authorized Signatory
Editorial, Airo Journals

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