

Acceptance Letter

To,
Prabhakar K,

We are pleased to inform you that the research paper / article titled "**ROLE OF FMCG AND BRAND SWITCHING WITH FACTOR INFLUENCING CONSUMERBEHAVIOUR AND PREVENTION REGARDING SWITCHING THE BRANDS**" submitted by you, has been selected for publication in Volume 1 Issue 3 dated 16th March 2022, 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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