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A study of the comparative brand popularity amongst the teenage segment with special reference to hair cleansing products

(A Study conducted at RAJKOT Gujrat with Special reference to Sunsilk)

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Abstract : *Brand popularity is an element under the domain of Brand Management & explicitly reveals the popularity standards of a given brand within a specified target audience segment. This study aims at deriving such information*

bases, which would reveal the reasons & extent of brand popularity standards concerning a specific category of consumer non-durables within contemporary competitive market conditions.

Keywords : *Comparative Market Standing, Brand Popularity, Hair Care Products and Teenage Segment.*