

## LIST OF TABLES

<b>Table 1.1 You are my Parle-G Campaign .....</b>	<b>5</b>
<b>Table 2.1 Previous Researches .....</b>	<b>34</b>
<b>Table 2.2 Current Researches .....</b>	<b>37</b>
<b>Table 2.3 Comparison between previous and current researches .....</b>	<b>38</b>
<b>Table 3.1 Elements of Research Design .....</b>	<b>41</b>
<b>Table 3.2 Operational Variables .....</b>	<b>45</b>
<b>Table 4.1 Respondent's Profile Data.....</b>	<b>57</b>

## LIST OF FIGURES

<b>Figure 1.1 Logo of Parle Products .....</b>	<b>1</b>
<b>Figure 1.2 The Iconic Parle-G Wrapper .....</b>	<b>2</b>
<b>Figure 1.3 Parle Legacy (1928 – 30) .....</b>	<b>3</b>
<b>Figure 1.4 Parle Legacy (1946 – 50) .....</b>	<b>3</b>
<b>Figure 1.5 Parle Legacy (1981 - 85) .....</b>	<b>3</b>
<b>Figure 1.6 Parle Legacy (2011 – 2020) .....</b>	<b>4</b>
<b>Figure 2.1 Consumer Buying Behavior Model.....</b>	<b>18</b>
<b>Figure 2.2 Black Box Model .....</b>	<b>19</b>
<b>Figure 2.3 Customer-Based Brand Equity (CBBE) Pyramid .....</b>	<b>24</b>
<b>Figure 2.4 Theoretical Model .....</b>	<b>40</b>
<b>Figure 3.1 Qualitative Data Analysis Model .....</b>	<b>55</b>