

International Journal of Current Microbiology and Applied Sciences (IJCMAS) NAAS RATING-5.38, ICV-95.39

ISSN: 2319-7692 (Print) ISSN 2319-7706 (Online)

An International, Monthly, Online, Free Access, Peer Reviewed,
Indexed, fast track Scientific Research Journal

Certificate of Publication

This is to certify that the following article reviewed by editorial board and published in International Journal of Current Microbiology and Applied Sciences (IJCMAS) ISSN: 2319-7692 (Print) ISSN 2319-7706 (Online).

Int.J.Curr.Microbiol.App.Sci.2019.8.(12):2448-2457

<https://doi.org/10.20546/ijcmas.2019.812.288>

Study on Consumer Preference and Marketing Strategies of Mango Varieties in Western Zone of Tamil Nadu

M. Kaleeswaran^{1*}, T. Senthivel¹ and M. Soundarapandian²

¹School of Agriculture and Animal Sciences,

²School of Management studies, Gandhigram Rural Institute- Deemed to be University, Gandhigram, India

Dr. M. Prakash
Editor-in-chief

International Journal of Current Microbiology and Applied Sciences

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