

**A STUDY ON THE CONSUMERS' ATTITUDE AND PREFERENCE  
TOWARDS OTTO BRAND SHIRTS IN ERODE CITY**

Submitted to Kongu Arts and Science College (Autonomous) in partial fulfillment of  
the requirements for the award of the degree of

**BACHELOR OF COMMERCE**

**(Banking & Insurance)**

To be awarded by Bharathiar University, Coimbatore

Submitted by

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