## 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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Under the Guidance of

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## KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

(Affiliated to Bharathiar University, Coimbatore)
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March - 2021



## **CERTIFICATE**

This is to certify that this project report entitled "A STUDY ON THE CONSUMERS' ATTITUDE AND PREFERENCE TOWARDS OTTO BRAND SHIRTS IN ERODE CITY" submitted to BHARATHIAR UNIVERSITY in partial fulfillment of the requirements for the award of the Degree of Bachelor of Commerce (Banking & Insurance) is a record of original project work done by HARIPRIYA.M during the period of 2020-2021 of her study in the Department of Commerce at Kongu Arts and Science College (Autonomous), Erode under my supervision and guidance and the project has not formed the basis for the award of Degree / Diploma / Associateship / Fellowship or other similar title to any candidate of any University.

K. Aschoett Signature of the Guide

Submitted for the university Viva -Voce Examination held on 17.03.2011

External Examiner

(Dr-S-MAHEK WWAR