

**A STUDY ON CONSUMERS BUYING BEHAVIOUR AND BRAND
PREFERENCE TOWARDS UNIBIC BISCUITS IN ERODE TOWN**

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

RAGAVI.U

(Reg.No: 18UCBI043)

Under the Guidance of

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**KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)**

**(Affiliated to Bharathiar University, Coimbatore)
Nanjanapuram, Erode – 638 107.**



March - 2021

KONGU
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CERTIFICATE

This is to certify that this project report entitled "A STUDY ON CONSUMERS BUYING BEHAVIOUR AND BRAND PREFERENCE TOWARDS UNIBIC BISCUITS IN ERODE TOWN" 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 RAGAVI. U 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.

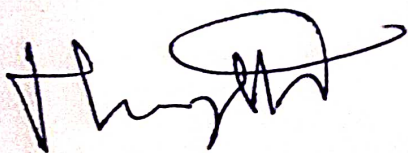


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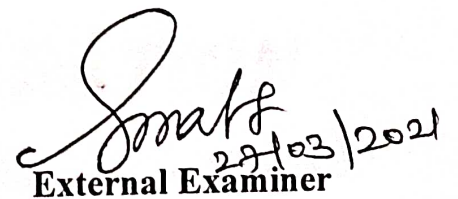


Head of the Department

Submitted for the university Viva -Voce Examination held on 27.03.2021



Internal Examiner



27/03/2021
External Examiner

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