

**A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS  
PERSONAL CARE VESTIGE PRODUCTS IN CUDDALORE 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

**RAMYA.D**

**(Reg.No: 18UCBI045)**

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**

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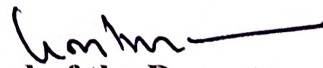


## CERTIFICATE

This is to certify that this project report entitled "A STUDY CONSUMER BUYING BEHAVIOR TOWARDS PERSONAL CARE VESTIGE PRODUCTS IN CUDDALORE 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 RAMYA.D 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.

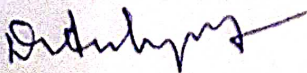


Signature of the Guide

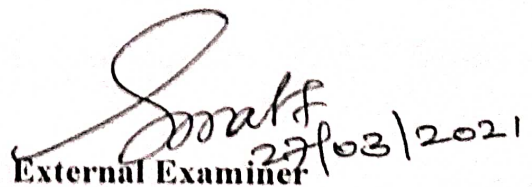


Head of the Department

Submitted for the university Viva -Voce Examination held on 27.03.2021



Internal Examiner



External Examiner

(Dr. S. MAHES KUMAR)