

**A STUDY ON CONSUMERS BUYING BEHAVIOUR TOWARDS
HINDUSTAN UNILEVER PRODUCTS IN ERODE CITY (WITH
SPECIAL REFERENCE TO PERSONAL CARE PRODUCTS)**

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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(Affiliated to Bharathiar University, Coimbatore)
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March - 2021

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CERTIFICATE

This is to certify that this project report entitled “A STUDY ON CONSUMERS BUYING BEHAVIOUR TOWARDS HINDUSTAN UNILEVER PRODUCTS IN ERODE CITY (WITH SPECIAL REFERENCE TO PERSONAL CARE PRODUCTS)” 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 SUBHIKSHA. R 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.k.l.

Signature of the Guide

Am/Am

Head of the Department

Submitted for the university Viva –Voce Examination held on 27. 03 2021

k.k.l.

Internal Examiner

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27/03/2021

External Examiner

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