

**A STUDY ON CONSUMER PERCEPTION ON PURCHASE DECISION
OF MRF TYRE IN PERUNDURAI TALUK**

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

S.S. VAITHEESWARAN

(Reg.No: 18UCBI056)

Under the Guidance of

Mr. P. BASKARAN M.Com (CA), M.Phil., MBA.,

Assistant Professor

DEPARTMENT OF COMMERCE

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

(Affiliated to Bharathiar University, Coimbatore)

Nanjanapuram, Erode – 638 107.



March - 2021

KONGU
Assuring the Best


CERTIFICATE


This is to certify that this project report entitled "A STUDY ON CONSUMER PERCEPTION ON PURCHASE DECISION OF MRF TYRE IN PERUNDURAI TALUK" 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 S.S. VAITHEESWARAN during the period of 2020-2021 of his 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 27/3/21


Internal Examiner


27/03/2021
External Examiner
(Dr. S. MAHESKUMAR)