

**A STUDY ON PURCHASE BEHAVIOUR OF CUSTOMER  
TOWARDS REDMI MOBILE PHONE**

In partial fulfilment of the requirements for the award of the degree  
**BACHELOR OF BUSINESS ADMINISTRATION**

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)

(Approved by UGC, AICTE, New Delhi & Re- accredited by NAAC)

(An ISO 9001:2015 Certified institution)

Nanjanapuram, Erode - 638 107.

2018-2021

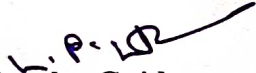


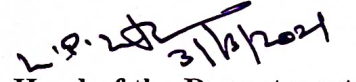
## CERTIFICATE

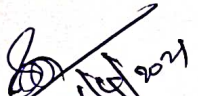
This is to certify that this project report entitled "A STUDY ON PURCHASE BEHAVIOUR OF CUSTOMER TOWARDS REDMI MOBILE PHONE" submitted to KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS), is a record of original project work done by


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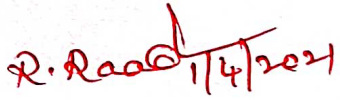
In partial fulfilment of the requirements for the award of the degree **Bachelor of Business Administration**

  
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Internal Examiner

  
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Submitted for the Viva-Voce Examination held on: 01.04.2021

DECLARATION