

**A STUDY ON CONSUMER PREFERENCE AND BUYING
BEHAVIOUR IN MILKY MIST PRODUCTS
(WITH SPECIAL REFERENCE TO ERODE)**

PROJECT REPORT

*A Project Report submitted to the BHARATHIAR UNIVERSITY in
partial fulfilment of the requirements for the award of the Degree of*

MASTER OF BUSINESS ADMINISTRATION

Submitted by

S. MADDHUMITHA

(Reg. No: 19PMBA020)

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

DBT STAR College Scheme

(An ISO 9001:2015 Certified Institution)

Nanjanapuram, Erode – 638107

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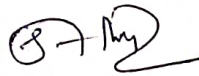
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CERTIFICATE

This is to certify that the project entitled **A STUDY ON CONSUMER PREFERENCE AND BUYING BEHAVIOUR IN MILKY MIST PRODUCTS WITH SPECIAL REFERENCE TO ERODE** submitted to the **BHARATHIAR UNIVERSITY**, Coimbatore in partial fulfilment of the requirement for the award of the degree of **MASTER OF BUSINESS ADMINISTRATION** is a record of original research work done by **S.MADDHUMITHA (Reg. No: 19PMBA020)** during the period 2019-2021 of her study in the Department of Management Science 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 any Degree / Diploma / Associate ship / Fellowship or other similar title to any candidate of any University.


Faculty Guide

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PRINCIPAL


Internal Examiner

External Examiner

Date of the Viva Voce Examination

19/1/2021