

**A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS  
CINTHOL SOAP IN ERODE.**

**PROJECT REPORT**

*A Project Report submitted to the BHARATHIYAR UNIVERSITY*

*In partial fulfilment of the requirement for the award of the Degree of*

**MASTER OF BUSINESS ADMINISTRATION**

Submitted by

**A. NANTHINI**

**(Reg. No: 19PMBA025)**

*Under the Guidance of*

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**Assistant Professor**

**Department of Management Science**



**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**

**DECEMBER- 2020**



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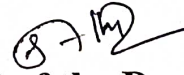
## CERTIFICATE

This is to certify that the project "A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS CINTHOL SOAP IN 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 A. NANTHINI (Reg. No.:19PMBA025) 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**

**(Ms. S. SANKARI)**

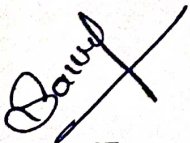


**Head of the Department**

**(Dr. V. G. SUMATHY)**



**PRINCIPAL**



**Internal Examiner**

**External Examiner**

**Date of the Viva Voce Examination** 19-01-2021