

**A STUDY ON CONSUMER BEHAVIOR IN MOBILE PHONE WITH SPECIAL
REFERENCE TO SALEM CITY**

Dissertation submitted to the

PERIYAR UNIVERSITY, SALEM – 11

In partial fulfilment of the requirements for the award of the degree of

MASTER OF PHILOSOPHY

Submitted By

K.SANGEETHA PRIYA [C22PM173COM001]

Under the supervision of

DR.R.YUVARANI, M.Com.,M.Phil.,Ph.D

Assistant Professor in Commerce



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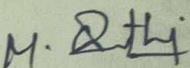
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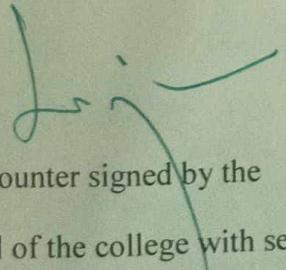
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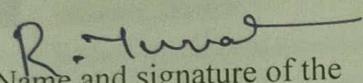

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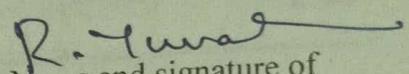
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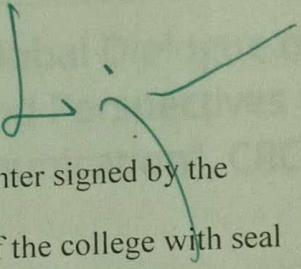

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**A STUDY ON CUSTOMERS BRAND PREFERENCE OF SHAMPOO WITH SPECIAL
REFERENCE TO SALEM DISTRICT**

Project submitted to the

PERIYAR UNIVERSITY, SALEM – 11

**In partial fulfillment of the requirements for the award of the degree of
MASTER OF PHILOSOPHY**

Submitted By

S SWETHA [REG. NO: P19CAD8021]

Under the supervision of

Dr.S.SUMATHI., M .Com.,M.Phil.,Ph.D.

Assistant Professor in Commerce



KAILASH WOMEN'S COLLEGE

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R. Thiruvarasu
Head of the Department

Head of the Department
Department of Commerce (C)
Kailash Women's College
Periyasoragai (P.O)
Nangavalli, Salem-636 502


Supervisor and Guide

Head of the Department
Department of Commerce
Kailash Women's College
Periyasoragai (P.O)
Nangavalli, Salem-636 502



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[S SWETHA]