

**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

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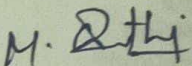
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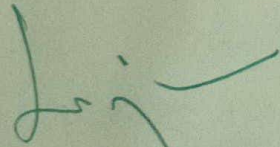
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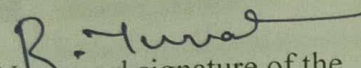

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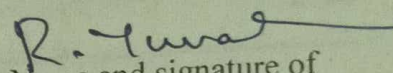
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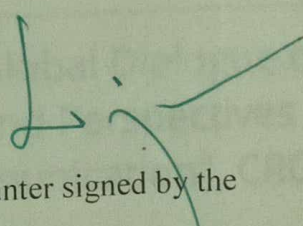

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**A STUDY ON CUSTOMERS BRAND PREFERENCE OF SHAMPOO WITH SPECIAL
REFERENCE TO SALEM DISTRICT**

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

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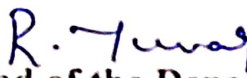
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[S SWETHA]