

**A STUDY ON CUSTOMER SATISFACTION ON CINTHOL SOAP
IN SALEM DISTRICT**

Dissertation submitted to the

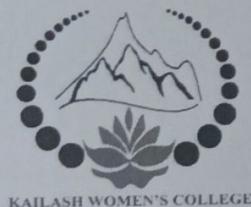
PERIYAR UNIVERSITY, SALEM – 11

**In partial fulfilment of the requirements for the award of the degree of
MASTER OF COMMERCE**

Submitted By

KEERTHIGA S [REG.NO: C21PG173COM004]

Under the supervision of
DR.R.YUVARANI, M.Com.,M.Phil.,Ph.D
Assistant Professor in Commerce



DEPARTMENT OF COMMERCE

KAILASH WOMEN'S COLLEGE

Affiliated to Periyar University
Nangavalli, Salem – 636502

APRIL -2023

CERTIFICATE

This is to certify that the dissertation work entitled "A STUDY ON CUSTOMER SATISFACTION ON CINTHOL SOAP IN SALEM DISTRICT" submitted to Periyar University, in partial fulfilment of the requirements for the award of the degree of MASTER OF COMMERCE is a record of original research work done by **KEERTHIGA [REG.NO: C21PG173COM004]**, during the year 2022-2023 of her study in the Department of Commerce, Kailash Women's College, Nangavalli, Salem, under my supervision and guidance and the dissertation has not formed the basis for the award of any Degree/Diploma/Associateship/Fellowship or other similar title to any candidate of any University.

R. Thurai
Head of the Department
HEAD OF THE DEPARTMENT
DEPARTMENT OF COMMERCE
KAILASH WOMEN'S COLLEGE
NANGAVALLI, SALEM-636 502

R. Thurai
Supervisor and Guide

R. Thurai 27/5/2023
Internal Examiner
Examiner

18/5/2023
External
Examiner

L. J.
PRINCIPAL
KAILASH WOMEN'S COLLEGE
Tharamangalam-Nangavalli Main Road
Periyasorai P.O, Nangavalli,
SALEM-636 502



**A STUDY ON CUSTOMER SATISFACTION TOWARDS CADBURY
PRODUCTS WITH SPECIAL REFERENCE TO SALEM DISTRICT**

Dissertation submitted to the

PERIYAR UNIVERSITY, SALEM – 11

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

MASTER OF COMMERCE

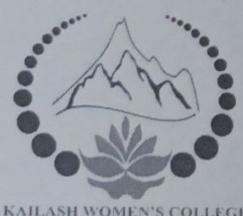
Submitted By

DHARSHINI K [REG.NO: C21PG173COM002]

Under the supervision of

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

Assistant Professor in Commerce



DEPARTMENT OF COMMERCE

KAILASH WOMEN'S COLLEGE

Affiliated to Periyar University

Nangavalli, Salem – 636502

APRIL -2023

CERTIFICATE

This is to certify that the dissertation work entitled "**A STUDY ON CUSTOMER SATISFACTION TOWARDS CADBURY PRODUCTS WITH SPECIAL REFERENCE TO SALEM DISTRICT**" submitted to Periyar University, in partial fulfilment of the requirements for the award of the degree of **MASTER OF COMMERCE** is a record of original research work done by **DHARSHINI K [REG.NO: C21PG173COM002]**, during the year 2022-2023 of her study in the Department of Commerce, Kailash Women's College, Nangavalli, Salem, under my supervision and guidance and the dissertation has not formed the basis for the award of any Degree/Diploma/Associateship/Fellowship or other similar title to any candidate of any University.

R. Yuvai
Head of the Department
HEAD OF THE DEPARTMENT
DEPARTMENT OF COMMERCE
KAILASH WOMEN'S COLLEGE
NANGAVALLI, SALEM-636 502

R. Yuvai
Supervisor and Guide

R. Yuvai 215/2023
Internal Examiner

215/2023
External Examiner



215/22
PRINCIPAL
KAILASH WOMEN'S COLLEGE
Tharamangalam-Nangavalli Main Road
Periyasoragai P.O, Nangavalli.
SALEM-636 502