



**DEPARTMENT OF MANAGEMENT STUDIES
KONGU ENGINEERING COLLEGE**

(Autonomous)

PERUNDURAI ERODE – 638060


APRIL 2021

BONAFIDE CERTIFICATE

This is to certify that this project report entitled “A STUDY ON PURCHASE INTENTION AND BUYING BEHAVIOUR OF CONSUMERS TOWARDS PERSONAL CARE PRODUCTS” is the bonafide record of project work done by **KARUNYA G (Register No: 19MBR042)** in partial fulfillment of the requirements for the award of the Degree of Master of Business Administration of Anna university Chennai during the year 2019 – 2021.



Mr. L.P. SARAVANAN
ASSISTANT PROFESSOR



Dr. R. SOMASUNDARAM
HEAD OF THE DEPARTMENT

Submitted for the end semester viva voce examination held on 19.04.2021



INTERNAL EXAMINER

EXTERNAL EXAMINER