

DEPARTMENT OF MANAGEMENT STUDIES

KONGU ENGINEERING COLLEGE

(An Autonomous Institution, Accredited by NAAC with 'A++' Grade)

PERUNDURAI ERODE – 638 060

SEPTEMBER - 2022

BONAFIDE CERTIFICATE

This is to certify that the Project report entitled **A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS RETAIL APPAREL STORE WITH REFERENCE TO ERODE DISTRICT** is the Bonafide record of project work done by **SANGEETHA P.R (Register No: 20MBR091)** in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration of Anna University Chennai during the year 2020 - 2022.



SUPERVISOR

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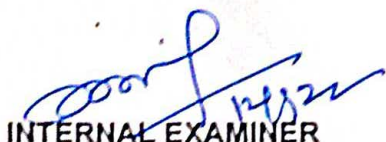
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Date: 09/09/2022

Submitted for the end trimester viva-voce examination to be held on 12/09/2022



INTERNAL EXAMINER



EXTERNAL EXAMINER