

**CUSTOMER SATISFACTION TOWARDS FMCG PRODUCT USAGE IN
SELECTED VILLAGES IN VILATHIKULAM TALUK**

Major Project Submitted to **Manonmaniam Sundaranar University** in partial fulfilment of the requirements for the award of the degree of

BACHELOR OF COMMERCE

Submitted By

NAME	REG.NO
AKILA PRABHAR	20212041301202
PAKIYALAKSHMI V	20212041301233
PYROSE B	20212041301238.
RENUGA C	20212041301241

Under the Guidance of

Dr.M. PRABHU M.Com., M.Phil., MBA., M. Com (F&C)., Ph.D.,

Assistant Professor of Commerce



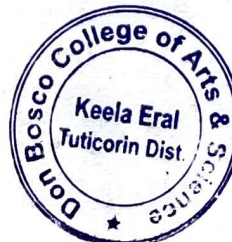
**DEPARTMENT OF COMMERCE
DON BOSCO COLLEGE OF ARTS AND SCIENCE**

Accredited with 'B' Grade by NAAC
(AFFILIATED TO MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI)

Keela Eral.

APRIL 2024


PRINCIPAL
Don Bosco College of Arts & Science
KEELA ERAL



Dr.M. PRABHU A.C. (M.A., M.Phil., M.D.A., M.C. and D.S.C.), Ph.D.

Assistant Professor


Department of Commerce

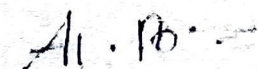
Don Bosco College of Arts and Science

Keela Eral

CERTIFICATE

This is to certify that the project report entitled "CUSTOMER SATISFACTION TOWARDS FMCG PRODUCT USAGE IN SELECTED VILLAGES IN VILATHIKULAM TALUK" is submitted by ARJIA PRABHA R (20212041301202), PARIYALAKSHMI V (20212041301203), PYRUSHEE H (20212041301204), JIJITHA G (20212041301205) in partial fulfillment of the requirement of the degree of Bachelor of Commerce as an independent research work carried out by him during the period of 2023-2024 under my guidance and supervisions and this project or any part thereof has not been submitted elsewhere for any degree.


Guide and Supervisor
(Dr.M.Prabhu)


Head of the Department
(Dr.A.Ponnam)

Internal Examiner

1.


External Examiner

1.




PRINCIPAL
Don Bosco College of Arts & Science
KEELA ERAL

DECLARATION

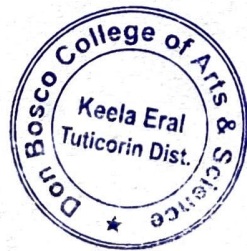
We hereby declare that the MAJOR PROJECT entitled as "CUSTOMER SATISFACTION TOWARDS FMCG PRODUCT USAGE IN SELECTED VILLAGES IN VILATHIKULAM TALUK" submitted for the degree of Bachelor of Commerce is our original work. It has been submitted to any institution for the award of any degree.

Place: Keela Eral

Date:

Signature of Students

1. R. Axilapasha
2. V. Pakiyalakshmi
3. B. Pijose
4. C. Renuja




PRINCIPAL
Don Bosco College of Arts & Science
KEELA ERAL

ACKNOWLEDGEMENT

We thank God the almighty for his blessings showered on us to complete the major project on time.

We extend our heartfelt gratitude to all those who have contributed to the completion of this project report. Their support and guidance have been invaluable throughout this journey

We would like to express our sincere appreciation to **Dr.A. Ponmani**, Head of the Department of Commerce, for their encouragement and support. Their insightful feedback and expert advice have been instrumental in shaping this project.

We are also thankful to **Rev.Fr.Dr. Victor Antonyraj**, the Secretary of Don Bosco College of Arts & Science - Keela Eral, for their administrative assistance and facilitation throughout the project duration.

Our deepest gratitude goes to **Dr. R.D. Thilaga**, the Principal of Don Bosco College of Arts & Science - Keela Eral, for their continuous support and encouragement. Their belief in our abilities has motivated us to strive for excellence in this endeavor.

We would like to acknowledge the guidance provided by **Dr.M.Prabhu**, our project supervisor, whose expertise and mentorship have been indispensable. Their constructive feedback and encouragement have significantly enriched the quality of this report.

We extend our appreciation to all the faculty members of the Commerce department for their valuable insights and contributions during various stages of this project. Their diverse perspectives have enriched our understanding and enhanced the quality of our work.

By

AKILA PRABHA R

PAKIYALAKSHIMI V

PYROSE B

RENUGA C




PRINCIPAL
Don Bosco College of Arts & Science
KEELA ERAL