

**A STUDY ON CONSUMER'S BRAND PREFERENCE TOWARDS LED TV
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

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Under the Guidance of

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

Accredited with 'B' Grade by NAAC

(AFFILIATED TO MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI)

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APRIL 2024




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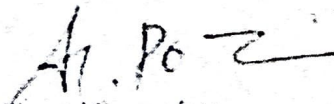
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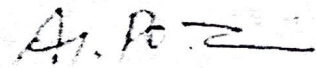
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CERTIFICATE

This is to certify that the project report entitled "A STUDY ON CONSUMER'S BRAND PREFERENCE TOWARDS LED TV IN VILATHIKULAM TALUK" is submitted by INFANT SNOWLIN A (20212041301216), MARIA GRACY JACKSIYA J (20212041301226), MUTHU PRIYADHARSHINI N (20212041301229), PRASANTIYA P (20212041301236), SNOW RAMYAD (20212041301256) in partial fulfillment of the requirement of the degree of Bachelor of commerce is an independent research work carried out by him during the period of 2023-2024 under my guidance and supervisions and this project or my part thereof has not been submitted elsewhere for any degree


Guide and Supervisor
(Dr.A. Ponmani)


Head of the Department
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Internal Examiner


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DECLARATION

We hereby declare that the MAJOR PROJECT entitled as "A STUDY ON CONSUMER'S BRAND PREFERENCE TOWARDS LED TV 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: 02/05/2024

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By

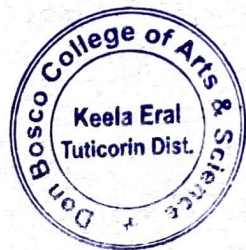
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