

**A STUDY ON CONSUMER BEHAVIOUR TOWARDS MAYBELLINE
PRODUCTS WITH SPECIAL REFERENCE IN MADURAI CITY**

A Project report submitted to the Department of Commerce

In Partial Fulfillment of the Requirement for Degree of

Master of Commerce

Submitted by

G.VARSHINI

21PCO53

Under the guidance of

Dr. R. MANIKANDAN, M.COM, M.Phil, PGDCA, MBA., Ph.D.,



SINCE 1881

THE AMERICAN COLLEGE

(An Autonomous Institution affiliated to Madurai Kamaraj University)

Re-accredited with (3rd cycle) by NAAC with Grade "A" CGPA-3.47 on a 4 POINT SCALE

MADURAI-625002

May - 2023

Dr. R. MANIKANDAN,
ASSISTANT PROFESSOR,
DEPARTMENT OF COMMERCE,
THE AMERICAN COLLEGE,
MADURAI - 625002

CERTIFICATE

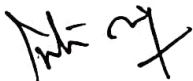
This is to certify that this project entitled "A STUDY ON CONSUMER BEHAVIOUR TOWARDS MAYBELLINE PRODUCTS WITH SPECIALREFERENCE IN MADURAI CITY" submitted by G.VARSHINI (21PCO53) in partial fulfillment of the requirement for the Degree of **MASTER OF COMMERCE**, the American college, Madurai during 2021-23, under my guidance and supervision, and this project or any part thereof has not been submitted elsewhere for any degree or diploma, fellowship or any other similar titles.

PLACE : MADURAI

DATE : 24/5/23


SIGNATURE OF THE GUIDE

(Dr. R. MANIKANDAN)



COUNTER SIGNED BY :

(PROF. J.JUSTIN MANOHAR)

CO-ORDINATOR OF M.COM,
DEPARTMENT OF COMMERCE.

G.VARSHINI

21PCO53

**DEPARTMENT OF COMMERCE,
THE AMERICAN COLLEGE,
MADURAI.**

DECLARATION

I hereby declare that the project report entitled "A STUDY ON CONSUMER BEHAVIOUR TOWARDS MAYBELLINE PRODUCTS WITH SPECIAL REFERENCE IN MADURAI CITY", submitted for the degree of Master of Commerce is my original work under the guidance of **Dr. R. MANIKANDAN** and no part of the project report has been submitted for the award of any other degree, diploma, fellowship or other similar title for any other university or board.

PLACE: MADURAI


SIGNATURE OF THE CANDIDATE

DATE:

G.VARSHINI

(21PCO53)


COUNTERSIGNED BY

(Dr. R. MANIKANDAN)