

# **A STUDY ON CONSUMERS SATISFACTION AND BUYING BEHAVIOUR TOWARDS FAST MOVING CONSUMER GOODS IN MADURAI CITY**

A Dissertation submitted to the Department of Commerce in Partial Fulfillment of  
the Requirement for Degree of Master of Commerce

**Submitted by**

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**21PCO49**

**Under the Supervision and Guidance of**

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**DEPARTMENT OF COMMERCE**

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**Madurai - 625002**

**MAY 2023**

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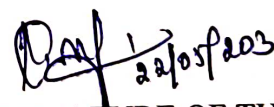
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### **CERTIFICATE**

This is to certify that thus project “A STUDY ON CONSUMERS SATISFACTION AND BUYING BEHAVIOUR TOWARDS FAST MOVING CONSUMER GOODS IN MADURAI CITY” is the original work done by Ms. K.SUBHIKSHA (21PCO49) The American College, Madurai during 2022- 2023 in partial fulfillment of the requirement for the award of the Degree of Master of Commerce and that the project work had not previously formed the basis for the award of any Degree, Diploma, Fellowship or any other similar title.

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### DECLARATION

I, hereby declare that this project entitled “A STUDY ON CONSUMERS SATISFACTION AND BUYING BEHAVIOUR TOWARDS FAST MOVING CONSUMER GOODS IN MADURAI CITY” is submitted for the award of the Degree of Master of Commerce is my original work and no part of this project report has been used for award of any Degree, Diploma, Fellowship or any other similar title.

Place : Madurai

Date :



Signature of the Candidate

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