

# **A STUDY ON EFFECTIVE OF ADVERTISEMENT ON CONSUMER BRAND PREFERENCE TO NESTLE PRODUCT**

Project report submitted to periyar university.

In partial fulfilment of the requirement 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

ST. JOSEPH'S COLLEGE OF ARTS AND SCIENCE FOR WOMEN

(AFFLITATED TO PERIYAR UNIVERSITY, SALEM)

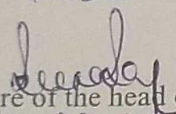
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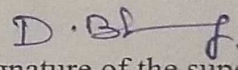
## CERTIFICATE

This is to certify that project report entitled **A STUDY ON EFFECTIVE OF ADVERTISEMENT ON CONSUMER BRAND PREFERENCE TO NESTLE PRODUCT** submitted to the periyar university, Salem in partial fulfilment of requirement for the award of the degree of Bachelor of commerce is a record of bonafied project work carried out by **NANDHANA.K- 20UCM4154, NIRMALA.K - 20UCM4155, SASIREKHA.M - 20UCM4170, SATHYA BANU.S - 20UCM4175, SHOBANA.S - 20UCM4177, SWETHA.P - 20UCM4190** under the supervision and guidance of **Dr. D.BHUVANA M.COM, M.PHIL, B.ED, PH. D.**, No part of this project report work has been submitted for the award of any degree, diploma, fellowship or other similar titles or prizes and that the work has not been published in part or full in any scientific or popular journals or magazines

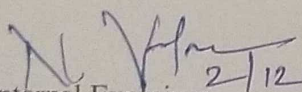
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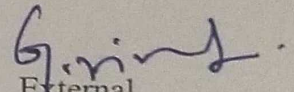
PLACE: HOSUR.

  
Signature of the head of the department  
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signature of the supervisor

Date of Viva – Voce Exam

  
Internal Examiner  
Examiner  
2/12/22

  
External