

**A STUDY ON BRAND LOYALTY AMONG CUSTOMERS TOWARDS LG
PRODUCTS IN HOSUR**

**Project Report Submitted to Periyar University
in partial fulfilment of**

**The requirement for the Award of the
Degree of Master of Commerce**

Submitted by

K. MANJULA

REG.NO: C21PG152COM006

Under the Guidance of

Dr.D. BHUVANA., M.com., M.Phil., B.Ed., Ph.D., B.Lit. (Tamil)

Assistant Professor and Research Supervisor

St. Joseph's College of Arts & Science for Women, Hosur.



DEPARTMENT OF COMMERCE

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

(Affiliated to Periyar University, Salem)

Mookondapalli – SPICOT Hosur 635126.

April- 2023

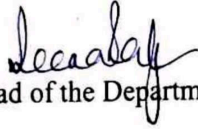
CERTIFICATE

This is to certify that the project report entitled **A STUDY ON BRAND LOYALTY AMONG CUSTOMERS TOWARDS LG PRODUCTS IN HOSUR** submitted to the Periyar University, Salem in partial fulfilment of the requirement for the award of the degree of **MASTER OF COMMERCE** is a record of bonafied project work carried out by **K. MANJULA**, Reg. No. **C21PG152COM006** under my supervision and guidance. No part of this project report work has been submitted for the award of any Degree, Diploma, Fellowship or other similar title or prizes and that the work has not been published in part or full in any scientific or popular journals or magazines.

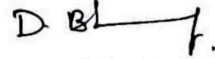
Date: **03-05-2023**

Place: **HOSUR**

Signature of the Head of the Department



Signature of the Supervisor



Date of Viva – Voce Exam: **03-05-2023**

Internal Examiner



External Examiner

