

**A FIELD STUDY REPORT ON CONSUMER PREFERENCE  
TOWARDS "WHIRLPOOL AIR CONDITIONER"**

**(with special reference to Karaikudi town)**

submitted to **ALAGAPPA UNIVERSITY** in the partial fulfillment of  
Requirement for the Degree of

**BACHELOR OF BUSINESS ADMINISTRATION**

submitted by

**R.NISHA**

**[REG NO:1218153006]**

Guided by

**Mrs.N.DHARANI.,M.com,M.phil.,**

Assistant professor



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**SRI SARADA NIKETAN COLLEGE FOR WOMEN**

**AMARAVATHIPUDUR—630 301**

**MARCH-2021**

**A FIELD STUDY REPORT ON CONSUMER PREFERENCE  
TOWARDS "BOOST"**

**(with special reference to Karaikudi town)**

submitted to **ALAGAPPA UNIVERSITY** in partial fulfillment of  
Requirement for the Degree of  
**BACHELOR OF BUSINESS ADMINISTRATION**

submitted by

**K.PRIYANGA**

**[REG NO:1218153009]**

**Guided by**

**Mrs.N.DHARANI.,M.com,M.phil.,**

Assistant professor



**DEPARTMENT OF BUSINESS ADMINISTRATION  
SRI SARADA NIKETAN COLLEGE FOR WOMEN**

**AMARAVATHIPUDUR—630 301**

**MARCH-2021**

**A FIELD STUDY REPORT ON CONSUMER PREFERENCE  
TOWARDS"LG REFRIGERATOR"**

**(with special reference to Karaikudi town)**

submitted to **ALAGAPPA UNIVERSITY** in the partial fulfillment of

Requirement for the Degree of

**BACHELOR OF BUSINESS ADMINISTRATION**

submitted by

**T.PAVITHRA**

**[REG NO:1218153008]**

**Guided by**

**Mrs.N.DEVIKA.,M.Com,M.Phil.,**

Assistant professor



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**SRI SARADA NIKETAN COLLEGE FOR WOMEN**

**AMARAVATHIPUDUR—630 301**

**MARCH-2021**

**A FIELD STUDY REPORT ON CONSUMER PREFERENCE  
TOWARDS "LEVISTA INSTANT COFFEE"  
(with special reference to Karaikudi town)**  
submitted to **ALAGAPPA UNIVERSITY** in the partial fulfillment of  
Requirement for the Degree of  
**BACHELOR OF BUSINESS ADMINISTRATION**

submitted by

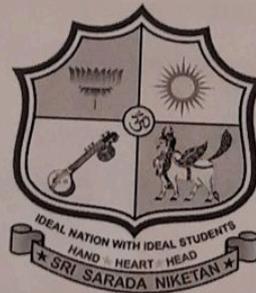
**A.ATCHAYA**

[REG NO:1218153002]

Guided by

**Mrs.N.DEVIKA.,M.com,M.phil.,**

Assistant professor



**DEPARTMENT OF BUSINESS ADMINISTRATION  
SRI SARADA NIKETAN COLLEGE FOR WOMEN  
AMARAVATHIPUDUR—630 301**

**MARCH-2021**

**A FIELD STUDY REPORT ON CONSUMER PREFERENCE  
TOWARDS "REDMI TELEVISION"**

**(With special reference to KARAIKUDITOWN)**

Submitted to **ALAGAPPA UNIVERSITY** in partial fulfillment of  
Requirement for the Degree of

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**A.SHALINI**

[Reg no: 1218153011]

Guided by:

**N.DEVIKA, M.com.,M.phil.,**



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**SRI SARADA NIKETAN COLLEGE FOR WOMEN**

**AMARAVATHIPUDUR – 630301**

**MARCH - 2021**

**A FIELD STUDY REPORT ON CONSUMER PREFERENCE  
TOWARDS 'HONDA ACTIVA6G-SCOOTY''**

**[With Special Reference to Karaikudi town]**

Submitted to **Alagappa University** in partial fulfillment of  
Requirement for the Degree of

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**K.VAISHNAVI**

**[REG NO;1218153015]**

Guided by

**Mrs.N.DEVIKA,M.Com,M.Phil.,**

Assistant professor



**DEPARTMENT OF BUSINESS ADMINISTRATION  
SRI SARADA NIKETAN COLLEGE FOR WOMEN**

**AMARAVATHIPUDUR-630301**

**MARCH-2021**

**A FIELD STUDY REPORT ON CONSUMER PREFERENCE  
TOWARDS "DARK FANTASY BISCUIT"**

**(with special reference to Devakottai town)**

submitted to **ALAGAPPA UNIVERSITY** in the partial fulfillment of

Requirement for the Degree of

**BACHELOR OF BUSINESS ADMINISTRATION**

submitted by

**S.KARTHIKA**

**[REG NO:1218153005]**

Guided by

**Mrs.N.DEVIKA.,M.com,M.phil.,**

Assistant professor



**DEPARTMENT OF BUSINESS ADMINISTRATION  
SRI SARADA NIKETAN COLLEGE FOR WOMEN  
AMARAVATHIPUDUR—630 301  
MARCH-2021**

**A FIELD STUDY BEFORE ON CONSUMER PREFERENCE  
TOWARDS BUTTERFLY GAS STOVE IN  
KARAIKUDI TOWN**

Submitted to **ALAGAPPAUNIVERSITY** in partial fulfillment of  
Requirements for the degree of

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted By

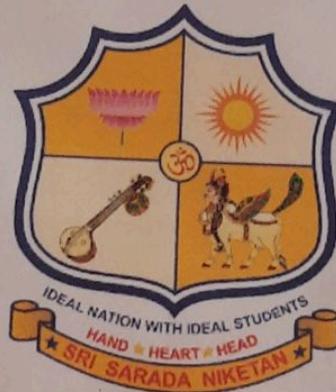
**S.BANUPRIYA**

Reg NO.1218153003

Guided By

**Mrs.N.DHARANI M.Com,M.Phil**

Assistant Professor



**DEPARTMENT OF BUSINESS ADMINISTRATION  
SRI SARATHA NIKETAN COLLEGE FOR WOMEN**

**AMARAVATHIPUDUR-630301**

**2020-2021**

**A FIELD STUDY REPORT ON CONSUMER PREFERENCE TOWARDS  
"LENOVO LAPTOP"**

**(with special reference to Devakotti town)**

submitted to **ALAGAPPA UNIVERSITY** in the partial fulfillment of

Requirement for the Degree of

**BACHELOR OF BUSINESS ADMINISTRATION**

submitted by

**R.SABITHA**

**[REGNO:1218153010]**

**Guided by**

**Mrs.K.MUTHUSANTHI.,MCS.,M.phil.,**

Assistant professor and Head

**DEPARTMENT OF BUSINESS ADMINISTRATION**



**SRI SARADA NIKETAN COLLEGE FOR WOMEN**

**AMARAVATHIPUDUR—630 301**

**MARCH-2021**

**A FIELD STUDY REPORT ON CONSUMER PREFERENCE  
TOWARDS "HP LAPTOP "**

**(With special reference to KARAIKUDI TOWN)**

Submitted to **ALAGAPPA UNIVERSITY** in partial fulfillment of  
Requirement for the Degree of

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**M.DHANALAKSHMI**

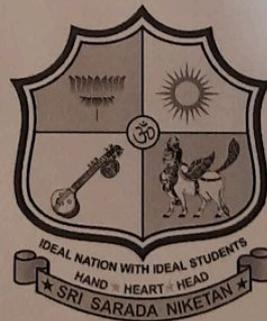
[Reg no: 1218153004]

Guided by:

**Mrs.K.MUTHUSANTHI, MCS., M.Phil.,**

**Assistant professor and Head**

**DEPARTMENT OF BUSINESS ADMINISTRATION**



**SRI SARADA NIKETAN COLLEGE FOR WOMEN**

**AMARAVATHIPUDUR - 630 301**

**MARCH - 2021**

**A FIELD STUDY REPORT ON CONSUMER PREFERENCE  
TOWARDS "HONDA DIO"**  
**(with special reference to Karaikudi town)**  
submitted to **ALAGAPPA UNIVERSITY** in the partial fulfillment of

Requirement for the Degree of

**BACHELOR OF BUSINESS ADMINISTRATION**

submitted by

**T.THANALAKSHMI**

**[Reg No:1218153014]**

Guided by

**Mrs.K.MUTHUSANTHI.,MCS.,M.phil.,**

Assistant professor and Head

**DEPARTMENT OF BUSINESS ADMINISTRATION**



**SRI SARADA NIKETAN COLLEGE FOR WOMEN**

**AMARAVATHIPUDUR—630 301**

**MARCH-2021**

**A FIELD STUDY REPORT ON CONSUMER PREFERENCE  
TOWARDS “SAMSUNG PHONE ”**

**(With special reference to DEVAKOTTAI TOWN)**

Submitted to **ALAGAPPA UNIVERSITY** in partial fulfillment of

Requirement for the Degree of

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

**M.NIVETHA**

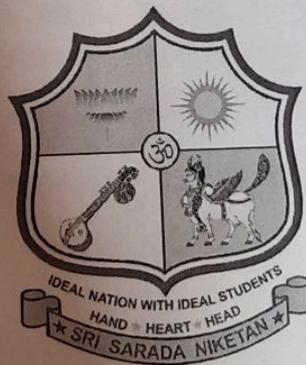
[Reg no: 1218153007]

Guided by:

**Mrs.K.MUTHUSANTHI, MCS., M.Phil.,**

Assistant professor and Head

**DEPARTMENT OF BUSINESS ADMINISTRATION**



**SRI SARADA NIKETAN COLLEGE FOR WOMEN**

**AMARAVATHIPUDUR – 630 301**

**MARCH - 2021**

**FIELD STUDY REPORT ON CONSUMER PREFERENCE TOWARDS  
"ROYAL ENFIELD"**

**(with special reference to Karaikudi town)**

submitted to **ALAGAPPA UNIVERSITY** in the partial fulfillment of

Requirement for the Degree of

**BACHELOR OF BUSINESS ADMINISTRATION**

submitted by

**S.AARTHI**

**[REGNO:1218153001]**

**Guided by**

**Mrs.K.MUTHUSANTHI.,MCS.,M.phil.,**

Assistant professor and Head

**DEPARTMENT OF BUSINESS ADMINISTRATION**



**SRI SARADA NIKETAN COLLEGE FOR WOMEN**

**AMARAVATHIPUDUR—630 301**

**MARCH-2021**

**A FIELD STUDY REPORT ON CONSUMER PREFERENCE  
TOWARDS "MICROMAX PHONE"**

**(With special reference to DEVAKOTTAI TOWN)**

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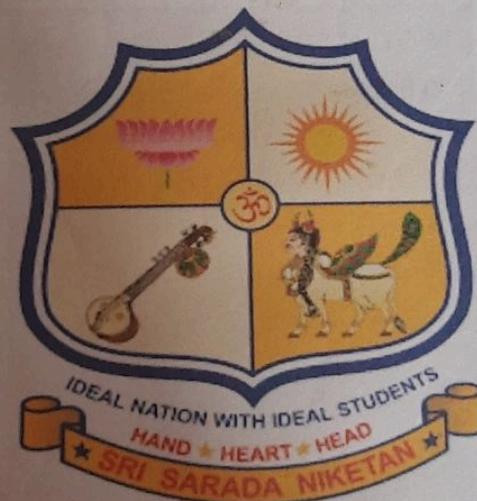
Submitted

**D.VALARMATHI**

**Reg.no.1218153016**

Guided by:

**MRS.N.THARANI,M.Com.,M.Phil.,**



**Assistant professor**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**SRI SARADA NIKETAN COLLEGE FOR WOMEN**

**AMARAVATHIPUDR --- 630 305**

**MARCH -- 2021**

**A FIELD STUDY REPORT ON CONSUMER PREFERENCE  
TOWARDS "NIPPON PAINT"**

**(with special reference to Karaikudi town)**

submitted to **ALAGAPPA UNIVERSITY** in partial fulfillment of

Requirement for the Degree of

**BACHELOR OF BUSINESS ADMINISTRATION**

submitted by

**C.SNEHA**

**[REG NO:1218153012]**

Guided by

**Mrs.N.DHARANI.,M.com,M.phil.,**

Assistant professor



**DEPARTMENT OF BUSINESS ADMINISTRATION  
SRI SARADA NIKETAN COLLEGE FOR WOMEN**

**AMARAVATHIPUDUR—630 301**

**MARCH-2021**