

Sri Sarada Niketan college for women A.Puducherry

Department of Business Administration

2021 - 2022

S.NO	Student Names	Reg. No	Title
1.	M. Bhuvaneshwari	1219153001	A Field Study report on consumer preference Towards Preethi mixer Grinder.
2.	S. Girija	1219153003	A Field Study report on consumer preference Towards Haier Television.
3.	A. Jeeva	1219153004	A Field Study report on consumer preference Towards Hero cycle.
4.	K. Karpagasari rekha	1219153005	A Field Study report on consumer preference Towards Nippon paint.
5.	B. parvitha	1219153007	A Field Study report on consumer preference Towards Samsung Smart TV.
6.	C. poorani	1219153008	A Field Study report on consumer preference Towards Honda activa.
7.	R. Pradeepa	1219153009	A Field Study report on consumer preference Towards Preethi mixer Grinder.
8.	B. Sathya	1219153011	A Field Study report on consumer preference Towards Royal enfield 350.
9.	M. Selvakumari	1219153012	A field study report on consumer preference Towards whirlpool refrigerator.
10.	S. Tamilasasi	1219153013	A field study report on consumer preference Towards lenova Laptop.
11.	S. Thenammai	1219153014	A field study report on consumer preference Towards Samsung Galaxy A51.



**A FIELD STUDY REPORT ON CONSUMER PREFERENCE  
TOWARDS "HONDA DIO"**

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

Submitted to **ALAGAPPA UNIVERSITY** in partial fulfilment of  
Requirement for the degree of

**BACHELOR OF BUSINESS ADMINISTRATION**

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**SRI SARADA NIKETAN COLLEGE FOR WOMEN**

**AMARAVATHIPUDUR-630 301**

**MAY-2022**

**A FIELD STUDY REPORT ON CONSUMER PREFERENCE**

**TOWARDS "HONDA DIO"**

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**A FIELD STUDY REPORT ON CONSUMER PREFERENCE  
TOWARDS "PREETHI MIXER GRINDER"**

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

Submitted to **ALAGAPPA UNIVERSITY** in partial fulfilment of  
Requirement for the degree of

**BACHELOR OF BUSINESS ADMINISTRATION**

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

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

Submitted to **ALAGAPPA UNIVERSITY** in partial fulfilment of  
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**MAY-2022**

**A FIELD STUDY REPORT ON CONSUMER PREFERENCE  
TOWARDS "ROYAL ENFIELD 350"**

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

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**MAY-2022**

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

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

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

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**MAY-2022**



**A FIELD STUDY REPORT ON CONSUMER PREFERENCE  
TOWARDS "SAMSUNG SMART TV"**

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

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

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**MAY-2022**



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

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

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

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**MAY-2022**



**A FIELD STUDY REPORT ON CONSUMER PREFERENCE  
TOWARDS "SAMSUNG GALAXY A51"**

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

**Submitted to ALAGAPPA UNIVERSITY in partial fulfilment of  
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**A FIELD STUDY REPORT ON CONSUMER PREFERENCE  
TOWARDS "NIPPON PAINT"**

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

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**A FIELD STUDY REPORT ON CONSUMER PREFERENCE  
TOWARDS "HERO CYCLE"**

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

**“LENOVO LAPTOP”**

(with special reference to Devakottai town)

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