

**“ROLE OF BRAND AWARENESS WITH REFERENCE TO BIG BAZAAR,
A STUDY IN CONSUMER PERCEPTION IN MANDYA CITY.”**



A Project submitted to
P.E.S COLLEGE OF SCIENCE ART'S AND COMMERCE
(UNIVERSITY OF MYSORE)

In the partial fulfilment of the requirement for the award of the degree
MASTER OF COMMERCE
2019-2020

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MANDYA-571401

**"A STUDY ON CUSTOMER BUYING BEHAVIOUR TOWARDS MALL OF
MYSORE IN MYSURU CITY."**



A Project submitted to
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**“A STUDY ON IMPACT OF ADVERTISING ON CONSUMER BUYING
BEHAVIOUR WITH REFERENCE TO COSMETIC PRODUCT OF
HIMALAYA”**



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**"A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS KANVA
MART IN MYSORE ."**



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**"A STUDY ON CUSTOMER'S PERCEPTION TOWARDS GOODS AND SERVICES TAX
IN MANDYA CITY."**



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STUDY ON CONSUMER ATTITUDE TOWARDS PATANJALI BRAND IN MANDYA."



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2019-2020

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**“A STUDY ON CUSTOMER AWARENESS TOWARDS MOBILE
BANKING IN MANDYA CITY.”**



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