

**A STUDY ON CONSUMER AWARENESS AND PREFERENCE
TOWARDS HIMALYA COSMETICS PRODUCTS WITH SPECIAL
REFERENCE TO NANJANGUD TOWN**

Dissertation submitted to University of Mysore

DEPARTMENT OF COMMERCE

SUBMITTED BY

Ranjini H. R

Final year M.Com

(Register No: P01ZW21C0055)

UNDER THE GUIDANCE OF

Dr. Mahesha M.B

Guest Faculty

Department of Commerce

Dr. B.R. Ambedkar Post Graduate Centre

University of Mysore

Suvarnangotri, Chamarajanagara- 571313

AUGUST 2023

UNIVERSITY OF MYSORE

**Dr. B.R. AMBEDKAR POST GRADUATE CENTRE
SUVRNAGANGOTRI, CHAMARAJANAGARA-571313**

CERTIFICATE

I hereby certify that Dissertation Work entitled "STUDY ON CONSUMER AWARENESS AND PREFERENCE TOWARDS HIMALYA COSMETICS PRODUCTS WITH SPECIAL REFERENCE TO NANJANGUD TOWN" is an authentic record of the bonafide Dissertation Work carried out by **MS. Ranjini H. R (Register No: P01ZW21C0055)** a student of IV semester **M.Com**, under my guidance and supervision for the partial fulfillment of **M.Com** degree in the **Department of Commerce, Dr. B.R. Ambedkar Post Graduate Centre, University of Mysore, Suvarnangotri, Chamarajanagara**. This dissertation or any of it has not been previously submitted for the award of any degree or diploma or other similar title to any other university.



Dr. Mahesha M.B

Head of the Department

Department of Commerce

**Dr. B. R. Ambedkar Post Graduate C.
University of Mysore
Chamarajenagar**

Date: 31/08/2023

Place: Chamarajanagara