

DISSERTATION ON
"A STUDY ON CONSUMER BEHAVIOUR TOWARDS
NESTLE PRODUCTS"

A DISSERTATION SUBMITTED TO THE
UNIVERSITY OF MYSORE FOR THE PARTIAL
FULFILLMENT OF MASTER OF BUSINESS ADMINISTRATION IN
AGRI-BUSINESS

Submitted By

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Reg. No: P01ZZ21M0170

4th Semester,

MBA Agri-Business Management

Under The Guidance of

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September - 2023



Declaration

I MR Karthik N.S, do here by declare that the Dissertation entitled "**A STUDY ON CONSUMER BEHAVIOUR TOWARDS NESTLE PRODUCTS**" The Dissertation Complied by me under the guidance of **Dr.V.K MANU** Guest faculty, MBA Agri-Business Management at Institute of Development Studies, University of Mysore, Mysore -570006.

I further declare that this Dissertation work is original one and has not been reproduced or submitted to this or any other University before for award of any Degree or Diploma.


(Mr.Karthik N.S)

Candidate

Place: Mysuru

Date: 19-09-2023


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This is to certify that the Dissertation entitled "**A study on consumer behavior towards nestle products**" has been prepared by **Mr. Karthik N.S**, in fulfillment of the requirement for the award of Degree of MBA in Agri- Business Management in Institute of Development Studies, University of Mysore, Mysore under my guidance and Supervision, and I am satisfied with his earnest endeavors in preparing this Dissertation Report.

Date : 19-09-2023


Dr. V. K MANU
(Guide)

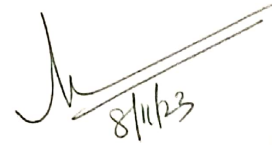
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This is to certify that **Karthik N.S**, bearing Roll. No **P01ZZ21M0170** has successfully completed the Dissertation on "**A study on consumer behavior towards Nestle products**" Under the guidance of **Dr.V.K MANU** Guest faculty, MBA Agri-Business Management at Institute of Development Studies, University of Mysore, Mysore -570006.

This Dissertation is submitted to the University of Mysore in partial fulfillment of the requirement for the award of MBA in Agri-Business Management during 2023.



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