

A STUDY ON CONSUMER BEHAVIOR TOWARDS MRF TYERS

Project Work Submitted to the University of Mysore

for the Award of the Degree of

MASTERS OF BUSINESS ADMINISTRATION

By

Mr. AKSHAY. M

IV Semester MBA

P01ZW21M0056

Under the Guidance of

Prof. Mahesh R., MBA., Ph.D.,

Department of Business Administration

Dr. B. R. AMBEDKAR POST GRADUATE CENTRE,

SUVARNAGANGOTRI, UNIVERSITY OF MYSORE,

CHAMARAJANAGAR – 571313.

AUGUST 2023

UNIVERSITY OF MYSORE

DEPARTMENT OF BUSINESS ADMINISTRATION

MYSORE - 570 006

Dr. Mahesh R., MBA., Ph.D.,

Professor

CERTIFICATE

I hereby certify that the thesis entitled "*A study on Consumer Behavior Towards MRF Tyers*" is a bonafide record of research work carried out by *Mr. Akshay m.* under my guidance. This project or any part of it has not been submitted to any other University or Institution for the award of any degree or diploma.

Date : 26/08/23


(Dr. Mahesh R)

Place: CHAMARAJANAGAR

Professor & Co-ordinator,

Dr. B.R. Ambedkar Post Graduate

Centre, Suvarnangotri,

Chamarajanagar - 571313