
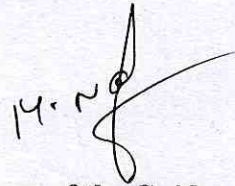


**CERTIFICATE**

This is to certify that the dissertation entitled "A study on consumer behavior towards Ram Ghee Coimbatore" submitted to the Karpagam Academy of Higher Education in partial fulfilment of the requirements for the award of the degree of Bachelor of Business Administration is a bonafide record of original research work done by MANIKANDAN. G during the period 2019-20 of their study in the Department of Management (UG) at Karpagam Academy of Higher Education, Coimbatore, under my supervision and guidance and the dissertation has not formed the basis for the award of any Degree/Diploma/Associate/Fellowship or similar title to any candidate of any University.

**Signature of Head of the Department**

Head of the Department  
Department of Management  
Faculty of Arts, Science and Humanities  
Karpagam Academy of Higher Education  
Coimbatore – 641 021, Tamil Nadu, India

**Signature of the Guide**

Professor  
Department of Management  
Faculty of Arts, Science and Humanities  
Karpagam Academy of Higher Education  
Coimbatore – 641 021, Tamil Nadu, India