

**A STUDY ON CONSUMER PREFERENCE TOWARDS
ORGANIC SOAP IN MADURAI CITY**

A Project report submitted to Madurai Kamarajuniversity in Partial fulfilment of the
requirement for the award of the
DEGREE OF MASTER OF COMMERCE

Submitted by

M.ANUJA

2019MCOM01

Under the guidance of

Dr. Mrs. T.JEYANTHI VIJAYA RANI, M.com, Ph.D.

Associate Professor

Research Centre of Commerce



FATIMA COLLEGE (Autonomous)

(College with potential for excellence)

(Re-Accredited with 'A' Grade by NAAC)

MARY LAND,

MADURAI 625018.

April -2021

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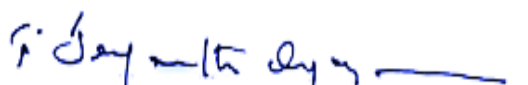
CERTIFICATE

Dr..T.Jeyanthi Vijayarani
Associate Professor
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

Dr.B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by Ms. M.Anuja [2019MCOM01] under my supervision in partial fulfilment of the requirement for the Degree of Master of Commerce during the academic year 2020-2021

Signature of the Supervisor



Date : 31.03.2021

Place: Madurai

Head of the Department



Dr. B. SAHAYARANI FERNANDO
HOD & ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE
FATIMA COLLEGE
MADURAI - 625 018

M.Anuja [2019MCOM01]

The Research Centre of Commerce

Fatima College (Autonomous)

Mary Land

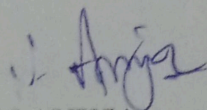
Madurai – 625 018

DECLARATION

I hereby declare that the project entitled “ **A study on Consumer Preference Towards Organic Soap in Madurai City**” is my original work done under the guidance and supervision of **Dr.T.Jeyanthi Vijayarani**, Associate Professor, The Research Centre of Commerce, Fatima College (Autonomous), Madurai – 625 018 and that it has not previously formed the basis for the award of any degree, diploma of any other University or Institution.

Date: 30.03.2021

Place: Madurai



M.ANUJA

A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING IN MADURAI CITY

A Project report submitted to Madurai Kamarajar university in Partial fulfilment of the requirement for the award of the

DEGREE OF MASTER OF COMMERCE

by

S.ARCHANA

2019MCOM02

Under the guidance of

Dr. A. LAUXILIA FELICITAS, M.com, M.Phil., Ph.D.

Associate Professor

Research Centre of Commerce



FATIMA COLLEGE (Autonomous)

(College with potential for excellence)

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MARY LAND,

MADURAI 625018.

April -2021

CERTIFICATE

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Madurai – 625 018

Dr.B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by Ms. S.Archana[2019MCOM02]under my supervision in partial fulfilment of the requirement for the Degree of Master of Commerce during the academic year 2020-2021

Signature of the Supervisor



Date : 31.03.2021

Place: Madurai

Head of the Department



Dr. B. SAHAYARANI FERNANDO
HOD & ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE
FATIMA COLLEGE
MADURAI - 625 018

S.Archana [2019MCOM02]

The Research Centre of Commerce

Fatima College (Autonomous)

Mary Land

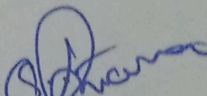
Madurai – 625 018

DECLARATION

I hereby declare that the project entitled “ **A study on Customer Satisfaction Towards Online Shopping in Madurai City**” is my original work done under the guidance and supervision of **Dr.A.I.Auxilia Felicitas**, Associate Professor, The Research Centre of Commerce, Fatima College (Autonomous), Madurai – 625 018 and that it has not previously formed the basis for the award of any degree, diploma of any other University or Institution.

Date: 30.03.2021

Place: Madurai



S.Archana

**“A STUDY ON USAGE OF LOAN APPS IN PANDAMIC TIMES IN
MADURAI CITY”**

Project submitted to Madurai Kamaraj University in partial

Fulfilment for the award of

MASTER OF COMMERCE

Submitted by

J.DEEPIKA

(2019MCOM03)

Under the guidance of

DR.V.SUGANYA, M.Com. M.Phil., Ph.D., NET

Assistant Professor,

Research Centre of commerce



FATIMA COLLEGE (AUTONOMOUS)

(COLLEGE WITH POTENTIAL FOR EXCELLENCE)

RE-ACCREDITED WITH 'A' GRADE BY NAAC)

MARY LAND,

Madurai – 625018.

April 2021

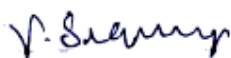
CERTIFICATE

DR.V.SUGANYA, .
Associate Professor
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Dr.B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by Ms.
J.Deepika[2019MCOM03]under my supervision in partial fulfilment of the requirement for
the Degree of Master of Commerce during the academic year 2020-2021

Signature of the Supervisor



Date : 31.03.2021

Place: Madurai

Head of the Department



Dr. B. SAHAYARANI FERNANDO
HOD & ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE
FATIMA COLLEGE
MADURAI - 625 018

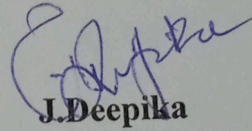
J.Deepika [2019MCOM03]
The Research Centre of Commerce
Fatima College (Autonomous)
Mary Land
Madurai – 625 018

DECLARATION

I hereby declare that the project entitled “ **A study on Usage of Loan Apps in Pandemic Times in Madurai City**” is my original work done under the guidance and supervision of **Dr.V.Suganya**, Assistant Professor, The Research Centre of Commerce, Fatima College (Autonomous), Madurai – 625 018 and that it has not previously formed the basis for the award of any degree, diploma of any other University or Institution.

Date: 30.03.2021

Place: Madurai


J.Deepika

CUSTOMER'S PERCEPTION TOWARDS ORGANIC FOOD PRODUCTS

**Project submitted to Fatima College (Autonomous), Madurai -18
In Partial Fulfilment of the requirements of the Award of The
Degree of Master of Commerce**

Submitted by

S.DHANASRI (2019MCOM04)

Under the guidance of

**Ms. P. KALAI SELVI M.Com.,NET., M.Phil
Assistant Professor**



**The Research Centre of Commerce
Fatima College (Autonomous)
Madurai 625 018
April 2021**

CERTIFICATE

Ms..P.Kalai Selvi.
Associate Professor
The Research Centre of Commerce
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Madurai – 625 018

Dr.B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by
Ms.S.Dhanasri[2019MCOM04]under my supervision in partial fulfilment of the requirement
for the Degree of Master of Commerce during the academic year 2020-2021

Signature of the Supervisor



Date : 31.03.2021

Place: Madurai

Head of the Department



Dr. B. SAHAYARANI FERNANDO
HOD & ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE
FATIMA COLLEGE
MADURAI - 625 018

S.Dhanasri [2019MCOM04]
The Research Centre of Commerce
Fatima College (Autonomous)
Mary Land
Madurai – 625 018

DECLARATION

I hereby declare that the project entitled “ **Customer’s Perception Towards Organic Food Products**” is my original work done under the guidance and supervision of **Ms.P.Kalai Selvi**, Assistant Professor, The Research Centre of Commerce, Fatima College (Autonomous), Madurai – 625 018 and that it has not previously formed the basis for the award of any degree, diploma of any other University or Institution.

Date: 30.03.2021

Place: Madurai

S.Dhanasri

**A COMPARATIVE STUDY OF HUMAN RESOURCE PRACTICES IN PUBLIC SECTOR
AND PRIVATE SECTOR BANKS IN MADURAI CITY.**

Dissertation submitted to the Madurai Kamaraj University in partial fulfillment of
the requirement for the award of the degree of

MASTER OF COMMERCE

Researcher

K.JANANI B.COM.,

Reg. No: 2019MCOM05

Under the guidance of

Dr. Mrs. C. LUCIA VANITHA M.COM., MPHIL., PHD.

Assistant professor

Research centre of commerce



FATIMA COLLEGE (AUTONOMOUS)

COLLEGE WITH POTENTIAL FOR EXCELLENCE

(Re-Accredited with 'A' Grade by NAAC)

Mary Land,

Madurai-625018

APRIL 2021

CERTIFICATE

Dr.C.Lucia Vanitha ,M.Com.M.Phil,Phd
Associate Professor
The Research Centre of Commerce
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Madurai – 625 018

Dr.B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by
Ms.K.Janani[2019MCOM05]under my supervision in partial fulfilment of the requirement
for the Degree of Master of Commerce during the academic year 2020-2021

Signature of the Supervisor



Date : 31.03.2021

Place: Madurai

Head of the Department



Dr. B. SAHAYARANI FERNANDO
HOD & ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE
FATIMA COLLEGE
MADURAI - 625 018

K.Janani [2019MCOM05]

The Research Centre of Commerce

Fatima College (Autonomous)

Mary Land

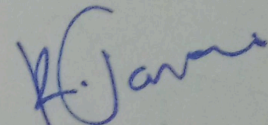
Madurai – 625 018

DECLARATION

I hereby declare that the project entitled “ **A Comparative Study of Human Resource Practices in Public Sector and Private Sector Banks in Madurai City**” is my original work done under the guidance and supervision of **Dr.C.Lucia Vanitha**, Assistant Professor, The Research Centre of Commerce, Fatima College (Autonomous), Madurai – 625 018 and that it has not previously formed the basis for the award of any degree, diploma of any other University or Institution.

Date: 30.03.2021

Place: Madurai


K.Janani

**A STUDY ON CONSUMER ATTITUDE TOWARDS THE PURCHASE OF
CONSUMER ELECTRONICS DURING THE PANDEMIC PERIOD IN
MADURAI CITY**

Dissertation submitted to Madurai Kamaraj University in Partial fulfilment of the
requirement for the award of the

DEGREE OF MASTER OF COMMERCE

Submitted by

R . JAYAPONMATHI

2019MCOM06

Under the guidance of

Dr. Mrs. T. JEYANTHI VIJAYARANI, M.COM, PH.D

Associate Professor

Research Centre of Commerce



FATIMA COLLEGE (Autonomous)

(College with potential for excellence)

(Re-Accredited with 'A' Grade by NAAC)

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Dr.B.Sahayarani Fernando
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The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by
Ms.RJayaPonmathi [2019MCOM06]under my supervision in partial fulfilment of the
requirement for the Degree of Master of Commerce during the academic year 2020-2021

Signature of the Supervisor



Date : 31.03.2021

Place: Madurai

Head of the Department



Dr. B. SAHAYARANI FERNANDO
HOD & ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE
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MADURAI - 625 018

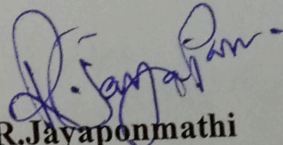
R.Jayaponmathi [2019MCOM06]
The Research Centre of Commerce
Fatima College (Autonomous)
Mary Land
Madurai – 625 018

DECLARATION

I hereby declare that the project entitled “ **A Study on Consumer Attitude Towards the Purchase of Consumer Electronics During the Pandemic Period in in Madurai City**” is my original work done under the guidance and supervision of **Dr.T.Jeyanthi Vijayarani**, Associate Professor, The Research Centre of Commerce, Fatima College (Autonomous), Madurai – 625 018 and that it has not previously formed the basis for the award of any degree, diploma of any other University or Institution.

Date: 30.03.2021

Place: Madurai


R.Jayaponmathi

**“A STUDY ON PERSONAL INVESTMENT AND TAX PLANNING
MEASURES ADOPTED BY COLLEGE TEACHERS”**

Project submitted to Madurai Kamaraj University in partial

Fulfilment for the award of

MASTER OF COMMERCE

Submitted by

M. JAYASRI

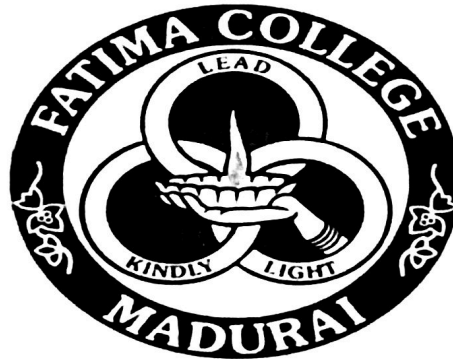
(2019MCOM07)

Under the guidance of

DR.V.SUGANYA, M.Com. M.Phil., Ph.D., NET

Assistant Professor,

Research Centre of commerce



FATIMA COLLEGE (AUTONOMOUS)

(COLLEGE WITH POTENTIAL FOR EXCELLENCE)

RE-ACCREDITED WITH 'A' GRADE BY NAAC)

MARY LAND,

Madurai – 625018.

April 2021

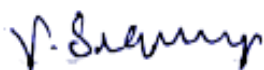
CERTIFICATE

Dr.V.Suganya,
Associate Professor
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Madurai – 625 018

Dr.B.Sahayarani Fernando
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Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by Ms.M.Jeyashri [2019MCOM07] under my supervision in partial fulfilment of the requirement for the Degree of Master of Commerce during the academic year 2020-2021

Signature of the Supervisor



Date : 31.03.2021

Place: Madurai

Head of the Department



Dr. B. SAHAYARANI FERNANDO
HOD & ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE
FATIMA COLLEGE
MADURAI - 625 018

M.Jayasri [2019MCOM07]

The Research Centre of Commerce

Fatima College (Autonomous)

Mary Land

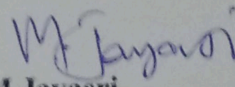
Madurai – 625 018

DECLARATION

I hereby declare that the project entitled “ **A Study on Personal Investment and Tax Planning Measures Adopted by College Teachers**” is my original work done under the guidance and supervision of **Dr..V.Suganya**, Assistant Professor, The Research Centre of Commerce, Fatima College (Autonomous), Madurai – 625 018 and that it has not previously formed the basis for the award of any degree, diploma of any other University or Institution.

Date: 30.03.2021

Place: Madurai


M.Jayasri

**A STUDY ON CONSUMER SATISFACTION TOWARDS FASTRACK WATCHES
IN MADURAI CITY**

A Project report submitted to Madurai Kamaraj university in Partial fulfilment of the
requirement for the award of the

DEGREE OF MASTER OF COMMERCE

Submitted by

K.KARTHIKADEVI

2019MCOM08

Under the guidance of

Dr. A.I. AUXILIA FELICITAS M.com, M.Phil., Ph.D.

Associate Professor

Research Centre of Commerce



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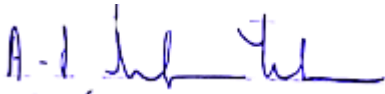
CERTIFICATE

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Madurai – 625 018

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Madurai – 625 018

This is to certify that this project is a record of the work carried out by Ms.K.Karthika Devi[2019MCOM08]under my supervision in partial fulfilment of the requirement for the Degree of Master of Commerce during the academic year 2020-2021

Signature of the Supervisor



Date : 31.03.2021

Place: Madurai

Head of the Department



Dr. B. SAHAYARANI FERNANDO
HOD & ASSOCIATE PROFESSOR
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FATIMA COLLEGE
MADURAI - 625 018

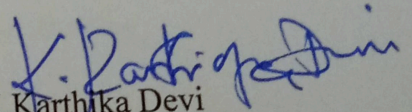
K.Karthika Devi [2019MCOM08]
The Research Centre of Commerce
Fatima College (Autonomous)
Mary Land
Madurai – 625 018

DECLARATION

I hereby declare that the project entitled “ **A Study on Consumer Satisfaction Towards Fast Track Watches in Madurai City** ” is my original work done under the guidance and supervision of **Dr.A.I.Auxilia Felicitas**, Associate Professor, The Research Centre of Commerce, Fatima College (Autonomous), Madurai – 625 018 and that it has not previously formed the basis for the award of any degree, diploma of any other University or Institution.

Date: 30.03.2021

Place: Madurai


K.Karthika Devi

A STUDY ON AWARENESS OF CONSUMER PROTECTION ACT AMONG GENERAL PUBLIC

A Project report submitted to Madurai Kamaraj university in Partial fulfilment of the
requirement for the award of the

DEGREE OF MASTER OF COMMERCE

Submitted by

V.MADHUBALA

2019MCOM09

Under the guidance of

Dr. Mrs. S. FATIMA ROSALINE MARY, M.com, B.Ed., Ph.D.

Associate Professor

Research Centre of Commerce



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MADURAI 625018.

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CERTIFICATE

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Fatima College (Autonomous)
Madurai – 625 018

Dr.B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by
MsV.Madhubala [2019MCOM09] under my supervision in partial fulfilment of the
requirement for the Degree of Master of Commerce during the academic year 2020-2021

Signature of the Supervisor

Head of the Department

S. Fatima Rosaline Mary.

B. Sahaya Rani

Date : 31.03.2021

Place: Madurai

Dr. B. SAHAYARANI FERNANDO
HOD & ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE
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MADURAI - 625 018

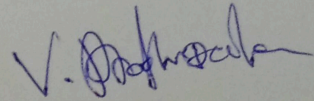
V.Madhubala [2019MCOM09]
The Research Centre of Commerce
Fatima College (Autonomous)
Mary Land
Madurai – 625 018

DECLARATION

I hereby declare that the project entitled “ **A Study on Awareness of Consumer Protection Act Among General Public** ” is my original work done under the guidance and supervision of **Dr.S.Fatima Rosaline Mary**, Associate Professor, The Research Centre of Commerce, Fatima College (Autonomous), Madurai – 625 018 and that it has not previously formed the basis for the award of any degree, diploma of any other University or Institution.

Date: 30.03.2021

Place: Madurai



V.Madhubala

A STUDY ON CONSUMER SATISFACTION TOWARDS ONLINE FOOD ORDERING SERVICE IN MADURAI CITY

A Project report submitted to Madurai Kamarajuniversity in Partial
fulfilment of the requirement for the award of the

DEGREE OF MASTER OF COMMERCE

Submitted by

V.MADHUMIDHA

2019MCOM10

Under the guidance of

Dr. Mrs. A.I. AUXILIA FELICITAS, M.com, M.phil., Ph.D.

Associate Professor

Research Centre of Commerce



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(College with potential for excellence)

(Re-Accredited with 'A' Grade by NAAC)

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MADURAI 625018.

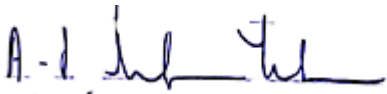
CERTIFICATE

Dr.Mrs.A.I.Auxilia Felicitas
Associate Professor
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Fatima College (Autonomous)
Madurai – 625 018

Dr.B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by
MsV.Madhumidha[2019MCOM10]under my supervision in partial fulfilment of the
requirement for the Degree of Master of Commerce during the academic year 2020-2021

Signature of the Supervisor



Date : 31.03.2021

Place: Madurai

Head of the Department



Dr. B. SAHAYARANI FERNANDO
HOD & ASSOCIATE PROFESSOR
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FATIMA COLLEGE
MADURAI - 625 018

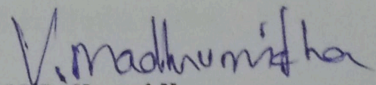
V.Madhumidha [2019MCOM10]
The Research Centre of Commerce
Fatima College (Autonomous)
Mary Land
Madurai – 625 018

DECLARATION

I hereby declare that the project entitled “ **A Study on Consumer Satisfaction Towards Online Food Ordering Service in Madurai City**” is my original work done under the guidance and supervision of **Dr.A.I.Auxilia Felicitas**, Associate Professor, The Research Centre of Commerce, Fatima College (Autonomous), Madurai – 625 018 and that it has not previously formed the basis for the award of any degree, diploma of any other University or Institution.

Date: 30.03.2021

Place: Madurai


V.Madhumidha

**A STUDY ON CONSUMER SATISFACTION TOWARDS
AMAZON ONLINE SHOPPING**

A Project report submitted to Madurai Kamaraj university in Partial fulfillment of the
requirement for the award of the

DEGREE OF MASTER OF COMMERCE

Submitted by

S.K.MATHUMITHA

2019MCOM11

Under the guidance of

Dr. Mrs. B. SAHAYARANI FERNADO M.COM., PH.D

Head of the Department

Research Centre of Commerce

Fatima College



FATIMA COLLEGE (Autonomous)

(College with potential for excellence)

(Re-Accredited with 'A' Grade by NAAC)

MARY LAND,

MADURAI - 625018.

April -2021

CERTIFICATE

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Dr.B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by Ms.S.K.Madhumitha [2019MCOM11] under my supervision in partial fulfilment of the requirement for the Degree of Master of Commerce during the academic year 2020-2021

Signature of the Supervisor



Date : 31.03.2021

Place: Madurai

Head of the Department



Dr. B. SAHAYARANI FERNANDO
HOD & ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE
FATIMA COLLEGE
MADURAI - 625 018

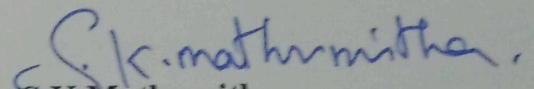
S.K..Mathumitha [2019MCOM11]
The Research Centre of Commerce
Fatima College (Autonomous)
Mary Land
Madurai – 625 018

DECLARATION

I hereby declare that the project entitled “ A study on Customer Satisfaction Towards Amazon Online Shopping” is my original work done under the guidance and supervision of **Dr.B.Sahayarani Fernando**, Associate Professor, The Research Centre of Commerce, Fatima College (Autonomous), Madurai – 625 018 and that it has not previously formed the basis for the award of any degree, diploma of any other University or Institution.

Date: 30.03.2021

Place: Madurai


S.K.Mathumitha

A STUDY ON CONSUMER SATISFACTION TOWARDS VIVO MOBILE PHONES IN MADURAI CITY

A Project report submitted to Madurai Kamaraj university in Partial fulfilment
of the requirement for the award of the Degree of

MASTER OF COMMERCE

submitted by

S.MEENADEVI 2019MCOM12

Under the guidance of

Mrs. P.KALAISELVI,M.COM,M.Phil,NET(Ph.D.)

Associate Professor ,Research Centre of Commerce



DEPARTMENT OF COMMERCE

FATIMA COLLEGE (AUTONOMOUS)

(College with potential for Excellence)

Re-Accredited with 'A Grade' by NAAC (3rd cycle)

74th Rank in india Ranking 2020(NIRF) by MHRD

MARY LAND,MADURAI 625018.

April -2021

CERTIFICATE

Ms.P.KalaiSelvi
Associate Professor
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

Dr.B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by Ms.S..Meenadevi [2019MCOM12] under my supervision in partial fulfilment of the requirement for the Degree of Master of Commerce during the academic year 2020-2021

Signature of the Supervisor



Date : 31.03.2021

Place: Madurai

Head of the Department



Dr. B. SAHAYARANI FERNANDO
HOD & ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE
FATIMA COLLEGE
MADURAI - 625 018

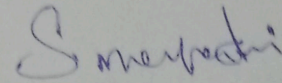
S.Meenadevi [2019MCOM12]
The Research Centre of Commerce
Fatima College (Autonomous)
Mary Land
Madurai – 625 018

DECLARATION

I hereby declare that the project entitled “ **A study on Customer Satisfaction Towards Vivo Mobile Phones in Madurai City**” is my original work done under the guidance and supervision of **Ms.P.Kalai Selvi**, Assistant Professor, The Research Centre of Commerce, Fatima College (Autonomous), Madurai – 625 018 and that it has not previously formed the basis for the award of any degree, diploma of any other University or Institution.

Date: 30.03.2021

Place: Madurai



S.Meenadevi

**A study on customers attitude towards selected
private finance companies in madurai city**

*Dissertation submitted to Madurai Kamaraj University impartial
fulfillment of the requirements for the award of degree of*

"MASTER OF COMMERCE"

Submitted by

P.MOHANEESWARI

(2019MCOM13)

Under the guidance of

MRS.DR.B.SAHAYARANI FERNANDO,M.COM.,P.HD.



Department of commerce

FATIMA COLLEGE(autonomous)

(College with potential for Excellence)

(Re-Accredited with 'A' Grade by NAAC)

Mary land,

Madurai-625 018

2021

CERTIFICATE

Dr.B.Sahayarani Fernando
Associate Professor
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

Dr.B.Sahayarani Fernando
Associate Professor
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by Ms.P.Mohanaaswari
[2019MCOM13] under my supervision in partial fulfilment of the requirement for the Degree
of Master of Commerce during the academic year 2020-2021

Signature of the Supervisor



Date : 31.03.2021
Place: Madurai

Head of the Department



Dr. B. SAHAYARANI FERNANDO
HOD & ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE
FATIMA COLLEGE
MADURAI - 625 018

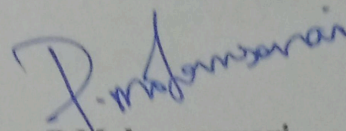
P.Mohaneeswari [2019MCOM13]
The Research Centre of Commerce
Fatima College (Autonomous)
Mary Land
Madurai – 625 018

DECLARATION

I hereby declare that the project entitled " **A study on Customers Attitude Towards Selected Private Finance Companies in Madurai City**" is my original work done under the guidance and supervision of **Dr.B.Sahayarani Fernando**, Associate Professor, The Research Centre of Commerce, Fatima College (Autonomous), Madurai – 625 018 and that it has not previously formed the basis for the award of any degree, diploma of any other University or Institution.

Date: 30.03.2021

Place: Madurai


P.Mohaneeswari

**A STUDY ON THE AWARENESS OF SUKANYA
SAMRIDDHI YOJANA (SSY) IN MADURAI CITY**

Project submitted to Madurai Kamaraj University in partial fulfillment
of the requirements for the award of degree of

“MASTER OF COMMERCE”

Submitted by

S.M. PAVITHRA

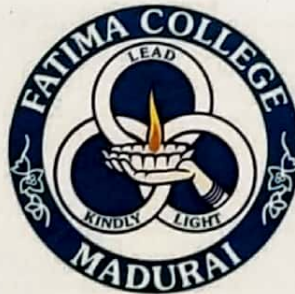
(Reg.no.2019MCOM14)

Under the guidance of

Dr. Sr. BINDU ANTONY, M.com. M.Phil., Ph.D.

Assistant Professor, Research Centre of Commerce,

Fatima College



**FATIMA COLLEGE (AUTONOMOUS) COLLEGE WITH
POTENTIAL FOR EXCELLENCE**

(Re-Accredited with 'A' Grade by NAAC)

MARYLAND,

MADURAI-625018

MARCH 2021.

CERTIFICATE

DrSr.Bindu Antony
Associate Professor
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

Dr.B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by Ms.S.M.Pavithra [2019MCOM14] under my supervision in partial fulfilment of the requirement for the Degree of Master of Commerce during the academic year 2020-2021

Signature of the Supervisor



Date : 31.03.2021

Place: Madurai

Head of the Department



Dr. B. SAHAYARANI FERNANDO
HOD & ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE
FATIMA COLLEGE
MADURAI - 625 018

S.M.Pavithra [2019MCOM14]

The Research Centre of Commerce

Fatima College (Autonomous)

Mary Land

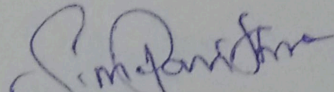
Madurai – 625 018

DECLARATION

I hereby declare that the project entitled “ **A study on the Awareness of Sukanya Samriddhi Yojana [SSY] in Madurai City**” is my original work done under the guidance and supervision of **Dr.Sr.Bindu Antony**, Assistant Professor, The Research Centre of Commerce, Fatima College (Autonomous), Madurai – 625 018 and that it has not previously formed the basis for the award of any degree, diploma of any other University or Institution.

Date: 30.03.2021

Place: Madurai


S.M.Pavithra

"A STUDY ON CONSUMER PREFERENCE ON COSMETIC ITEMS"

Project submitted to Madurai Kamaraj University in partial

Fulfilment for the award of
MASTER OF COMMERCE

Submitted by

P.PRAFINA

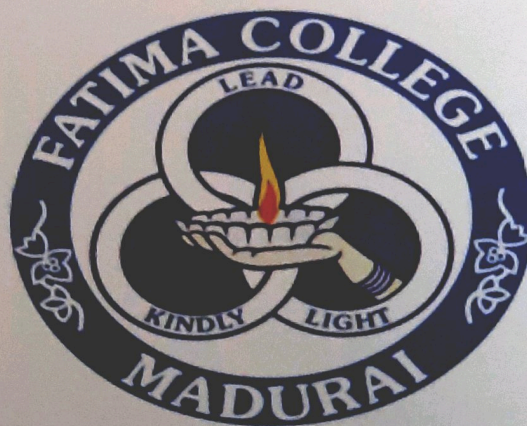
(2019MCOM15)

Under the guidance of

Dr. Sr. BINDU ANTONY, M.Com. M.Phil., Ph.D.

Assistant Professor,

Research Centre of commerce



FATIMA COLLEGE (AUTONOMOUS)

(COLLEGE WITH POTENTIAL FOR EXCELLENCE)

RE-ACCREDITED WITH 'A' GRADE BY NAAC)

MARY LAND,

Madurai – 625018.

April 2021

CERTIFICATE

Dr.Sr.Bindu Antony
Associate Professor
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

Dr.B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by Ms.P.Prafina [2019MCOM15] under my supervision in partial fulfilment of the requirement for the Degree of Master of Commerce during the academic year 2020-2021

Signature of the Supervisor



Date : 31.03.2021

Place: Madurai

Head of the Department



Dr. B. SAHAYARANI FERNANDO
HOD & ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE
FATIMA COLLEGE
MADURAI - 625 018

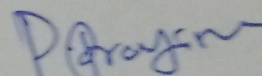
P.Prafina [2019MCOM15]
The Research Centre of Commerce
Fatima College (Autonomous)
Mary Land
Madurai – 625 018

DECLARATION

I hereby declare that the project entitled “ A study on Consumer Preference on Cosmetic Items” is my original work done under the guidance and supervision of Dr.Sr.Bindu Antony, Assistant Professor, The Research Centre of Commerce, Fatima College (Autonomous), Madurai – 625 018 and that it has not previously formed the basis for the award of any degree, diploma of any other University or Institution.

Date: 30.03.2021

Place: Madurai


P.Prafina

**A STUDY ON FINANCIAL PERFORMANCE OF TOP 5 LISTED
PHARMACEUTICAL COMPANIES IN INDIA**

A Project report submitted to Madurai Kamaraj University in Partial fulfilment of the
requirement for the award of the

DEGREE OF MASTER OF COMMERCE

Submitted by

D.PRATHIBA POORNASHRI

2019MCOM16

Under the guidance of

DR. B. SAHAYARANI FERNANDO, M.COM., PH.D.,

Head & Associate Professor

The Research Centre of Commerce



FATIMA COLLEGE (Autonomous)

(College with potential for excellence)

(Re-Accredited with 'A' Grade by NAAC)

MARY LAND,

MADURAI 625018.

April -2021

CERTIFICATE

Dr.B.Sahayarani Fernando
Associate Professor
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

Dr.B.Sahayarani Fernando
Associate Professor
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by Ms. Prathiba Poornashri D [2019MCOM16] under my supervision in partial fulfilment of the requirement for the Degree of Master of Commerce during the academic year 2020-2021

Signature of the Supervisor



Date : 31.03.2021

Place: Madurai

Head of the Department



Dr. B. SAHAYARANI FERNANDO
HOD & ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE
FATIMA COLLEGE
MADURAI - 625 018

D.Prathiba Poornashri [2019MCOM16]

The Research Centre of Commerce

Fatima College (Autonomous)

Mary Land

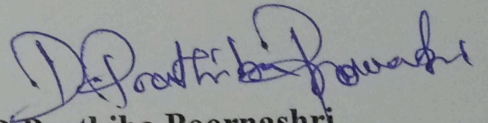
Madurai – 625 018

DECLARATION

I hereby declare that the project entitled “ **A study on Financial Performance of Top Listed Pharmaceutical Companies in India**” is my original work done under the guidance and supervision of **Dr.B.Sahayarani Fernando**, Assistant Professor, The Research Centre of Commerce, Fatima College (Autonomous), Madurai – 625 018 and that it has not previously formed the basis for the award of any degree, diploma of any other University or Institution.

Date: 30.03.2021

Place: Madurai


D.Prathiba Poornashri

**A STUDY ON CONSUMER PREFERENCES ON DIFFERENT
FLAVOURS OF ARUN ICECREAM IN MADURAI CITY**

*Dissertation submitted to madurai kamaraj university in
Partial fulfillment of the requirements for the award of degree of*

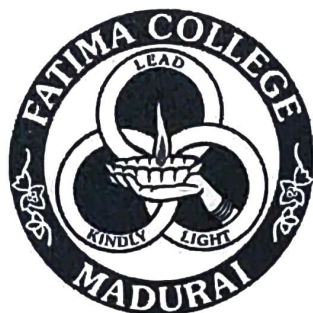
MASTER OF COMMERCE

Submitted by

S.PREETHA KAMALI(2019MCOM17)

Under the guidance of

MRS. DR. B. SAHAYARANI FERNANDO, M.Com., Ph. D.



Department of commerce

FATIMA COLLEGE (Autonomous)

(College With Potential for Excellence)

Re Accredited with 'A' Grade by NAAC

Mary land, Madurai-625018

2021

CERTIFICATE

Dr.B.Sahayarani Fernando
Associate Professor
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

Dr.B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by Ms, S.Preetha Kamali [2019MCOM17] under my supervision in partial fulfilment of the requirement for the Degree of Master of Commerce during the academic year 2020-2021

Signature of the Supervisor



Date : 31.03.2021

Place: Madurai

Head of the Department



Dr. B. SAHAYARANI FERNANDO
HOD & ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE
FATIMA COLLEGE
MADURAI - 625 018

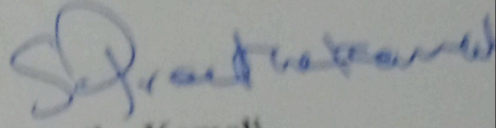
S.Preethe Kamali [2019MCOM17]
The Research Centre of Commerce
Fatima College (Autonomous)
Mary Land
Madurai - 625 018

DECLARATION

I hereby declare that the project entitled " *A study on Consumer Preference on Different Flavours of Arun Ice Creams in Madurai City*" is my original work done under the guidance and supervision of **Dr.B.Sahayarani Fernando**, Assistant Professor, The Research Centre of Commerce, Fatima College (Autonomous), Madurai - 625 018 and that it has not previously formed the basis for the award of any degree, diploma of any other University or Institution.

Date: 30.03.2021

Place: Madurai


S.Preethe Kamali

A STUDY ON AWARENESS OF CONSUMER PROTECTION ACT AMONG GRADUATES IN MADURAI CITY

A Project report submitted to Madurai Kamaraj university in Partial fulfilment of the
requirement for the award of the

DEGREE OF MASTER OF COMMERCE

Submitted by

A.J. PRIYADHARSHINI

2019MCOM18

Under the guidance of

Dr. Mrs. S. FATIMA ROSALINE MARY, M.com, B.Ed., Ph.D.

Associate Professor

Research Centre of Commerce



FATIMA COLLEGE (Autonomous)

(College with potential for excellence)

(Re-Accredited with 'A' Grade by NAAC)

MARY LAND,

MADURAI 625018.

April -2021

CERTIFICATE

Dr.Mrs.S.Fatima Rosaline Mary
Associate Professor
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

Dr.B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by
MS.A.J.Priyadharshini [2019MCOM18] under my supervision in partial fulfilment of the
requirement for the Degree of Master of Commerce during the academic year 2020-2021

Signature of the Supervisor

Head of the Department

S. Fatima Rosaline Mary.

B. Sahaya Rani

Date : 31.03.2021

Place: Madurai

Dr. B. SAHAYARANI FERNANDO
HOD & ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE
FATIMA COLLEGE
MADURAI - 625 018

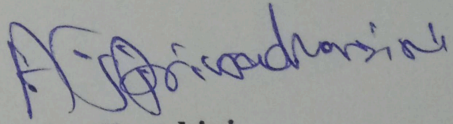
A.J.Priyadharshini [2019MCOM18]
The Research Centre of Commerce
Fatima College (Autonomous)
Mary Land
Madurai – 625 018

DECLARATION

I hereby declare that the project entitled “ **A Study on Awareness of Consumer Protection Act Among Graduates in Madurai City** ” is my original work done under the guidance and supervision of **Dr.S.Fatima Rosaline Mary**, Associate Professor, The Research Centre of Commerce, Fatima College (Autonomous), Madurai – 625 018 and that it has not previously formed the basis for the award of any degree, diploma of any other University or Institution.

Date: 30.03.2021

Place: Madurai


A.J.Priyadharshini

A STUDY ON CONSUMER PREFERENCE FOR ECO-FRIENDLY FOOTWEAR AMONG COLLEGE STUDENTS IN MADURAI CITY

A Project report submitted to Madurai Kamarajuniversity in Partial fulfilment of
the requirement for the award of the Degree of Master of commerce

submitted by

X.REXLIN SHIBI 2019MCOM19

Under the guidance of

Dr.Mrs. T. JEYANTHI VIJAYARANI, M.COM.,PH.D.,

Associate Professor

Research Centre of Commere

Fatima college.



FATIMA COLLEGE (AUTONOMOUS)

MARY LAND,

MADURAI -625018.

April -2021

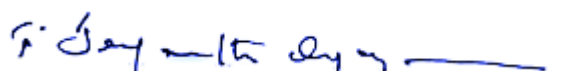
CERTIFICATE

Dr.T.Jeyanthi Vijayarani
Associate Professor
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

Dr.B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by MS.X.RexlinShibi[2019MCOM19]under my supervision in partial fulfilment of the requirement for the Degree of Master of Commerce during the academic year 2020-2021

Signature of the Supervisor



Date : 31.03.2021

Place: Madurai

Head of the Department



Dr. B. SAHAYARANI FERNANDO
HOD & ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE
FATIMA COLLEGE
MADURAI - 625 018

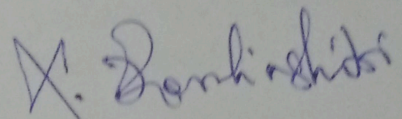
X.Rexlin Shibi [2019MCOM19]
The Research Centre of Commerce
Fatima College (Autonomous)
Mary Land
Madurai – 625 018

DECLARATION

I hereby declare that the project entitled “ **A study on Consumer Preference for Eco-Friendly Footwear Among College Students in Madurai City**” is my original work done under the guidance and supervision of **Dr.T.Jeyanthi Vijayarani**, Associate Professor, The Research Centre of Commerce, Fatima College (Autonomous), Madurai – 625 018 and that it has not previously formed the basis for the award of any degree, diploma of any other University or Institution.

Date: 30.03.2021

Place: Madurai


X.Rexlin Shibi

A STUDY ON CUSTOMER SATISFACTION TOWARDS BIG BAZAAR

Dissertation submitted to Madurai Kamaraj University in partial fulfilment of
the requirements for the award of degree of

MASTER OF COMMERCE

Submitted By

J. ROSELIN JENIFER (2019MCOM20)

Under the guidance of

Mrs. Kalaiselvi, M.com, M.Phil., NET(PH.D.)



DEPARTMENT OF COMMERCE

FATIMA COLLEGE (Autonomous)

(College with potential for Excellence)

Re-Accredited with 'A Grade' by NAAC (3rd cycle)

74th Rank in India Ranking 2020 (NIRF) by MHRD

MARY LAND, MADURAI – 625018

CERTIFICATE

Ms.P.Kalai Selvi
Associate Professor
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

Dr.B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by Ms.J.Roselin Jennifer [2019MCOM20] under my supervision in partial fulfilment of the requirement for the Degree of Master of Commerce during the academic year 2020-2021

Signature of the Supervisor



Date : 31.03.2021

Place: Madurai

Head of the Department



Dr. B. SAHAYARANI FERNANDO
HOD & ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE
FATIMA COLLEGE
MADURAI - 625 018

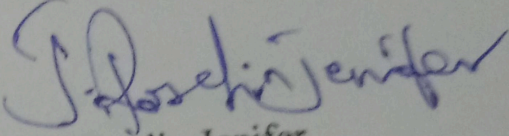
J.Roselin Jenifer [2019MCOM20]
The Research Centre of Commerce
Fatima College (Autonomous)
Mary Land
Madurai – 625 018

DECLARATION

I hereby declare that the project entitled “ A study on Customer Satisfaction Towards **Big Bazar**” is my original work done under the guidance and supervision of Ms.P.Kalai Selvi, Assistant Professor, The Research Centre of Commerce, Fatima College (Autonomous), Madurai – 625 018 and that it has not previously formed the basis for the award of any degree, diploma of any other University or Institution.

Date: 30.03.2021

Place: Madurai


J.Roselin Jenifer

A STUDY ON CONSUMER PREFERENCE TOWARDS SAMSUNG MOBILE PHONES IN MADURAI CITY

*A project submitted in partial fulfillment of the requirement for the award of the
degree of*

Master of commerce

of

Madurai Kamaraj University

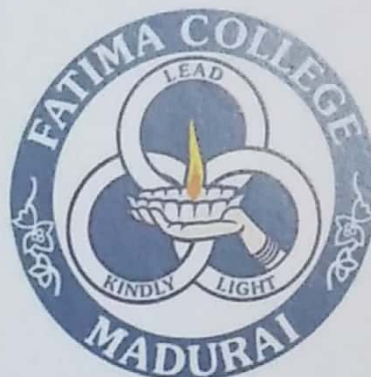
By

SUSAN XAVIER

(2019MCOM24)

Under the guidance of

Dr.V.SUGANYA, M.Com.,M.Phil.,Ph.D



PG AND RESEARCH DEPARTMENT OF COMMERECE

FATIMA COLLEGE (AUTONOMOUS)

(COLLEGE WITH POTENTIAL FOR EXCELLENCE)

RE-ACCERDITTED WITH 'A' GRADE BY NAAC

MARY LAND,

MADURAI-625 018

APRIL 2021

CERTIFICATE

Dr.V.Suganya
Associate Professor
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

Dr.B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by Ms.Susan Xavier [2019MCOM24] under my supervision in partial fulfilment of the requirement for the Degree of Master of Commerce during the academic year 2020-2021

Signature of the Supervisor



Date : 31.03.2021

Place: Madurai

Head of the Department



Dr. B. SAHAYARANI FERNANDO
HOD & ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE
FATIMA COLLEGE
MADURAI - 625 018

Susan Xavier [2019MCOM24]

The Research Centre of Commerce

Fatima College (Autonomous)

Mary Land

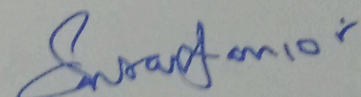
Madurai – 625 018

DECLARATION

I hereby declare that the project entitled “ **A study on Consumer Preference Towards Samsung Mobile Phones in Madurai City**” is my original work done under the guidance and supervision of **Dr.V.Suganya**, Assistant Professor, The Research Centre of Commerce, Fatima College (Autonomous), Madurai – 625 018 and that it has not previously formed the basis for the award of any degree, diploma of any other University or Institution.

Date: 30.03.2021

Place: Madurai


Susan Xavier

A STUDY ON AWARENESS OF CONSUMER PROTECTION ACT AMONG ONLINE BUYERS

**A Project report submitted to Madurai Kamaraj University in Partial fulfillment of the requirement for the
award of the**

DEGREE OF MASTER OF COMMERCE

Submitted by

J. SUSHMITHADEBORAH MARY

2019MCOM25

Under the guidance of

Dr. Mrs. S. FATIMA ROSALINE MARY, M.com, B.Ed., M.Phil., Ph.D.

Associate Professor

Research Centre of Commerce



FATIMA COLLEGE (Autonomous)

(College with potential for excellence)

(Re-Accredited with 'A' Grade by NAAC)

MARY LAND,

MADURAI 625018.

April -2021

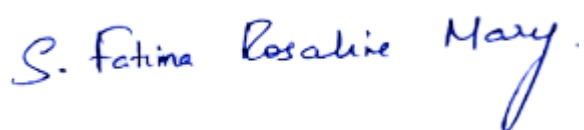
CERTIFICATE

Dr.S.Fatima Rosaline Mary
Associate Professor
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

Dr.B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by Ms. J.Sushmitha Deborah Mary [2019MCOM25] under my supervision in partial fulfilment of the requirement for the Degree of Master of Commerce during the academic year 2020-2021

Signature of the Supervisor



Date : 31.03.2021

Place: Madurai

Head of the Department



Dr. B. SAHAYARANI FERNANDO
HOD & ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE
FATIMA COLLEGE
MADURAI - 625 018

Sushmitha Debora Mary J [2019MCOM25]

The Research Centre of Commerce

Fatima College (Autonomous)

Mary Land

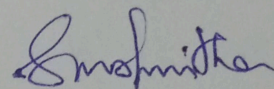
Madurai – 625 018

DECLARATION

I hereby declare that the project entitled “ **A Study on Awareness of Consumer Protection Act Among online Buyers** ” is my original work done under the guidance and supervision of **Dr.S.Fatima Rosaline Mary**, Associate Professor, The Research Centre of Commerce, Fatima College (Autonomous), Madurai – 625 018 and that it has not previously formed the basis for the award of any degree, diploma of any other University or Institution.

Date: 30.03.2021

Place: Madurai



Sushmitha Debora Mary J

**A STUDY ON WORK LIFE BALANCE AMONG COLLEGE
TEACHERS IN MADURAI DISTRICT**

A Project report submitted to Madurai Kamaraj University in Partial
fulfillment of the requirement for the award of the

DEGREE OF MASTER OF COMMERCE

Submitted by

K.THAMJITH NIHAR

2019MCOM26

Under the guidance of

Dr. Ms. C. LUCIA VANITHA, M.com.,M.Phil.,Ph.D.

Assistant Professor

Research Centre of Commerce



FATIMA COLLEGE (Autonomous)

(College with potential for excellence)

(Re-Accredited with 'A' Grade by NAAC)

MARY LAND,

MADURAI 625018.

April -2021

CERTIFICATE

Dr.C.Lucia Vanitha
Associate Professor
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

Dr.B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by Ms. Thamjith Nihar K [2019MCOM26] under my supervision in partial fulfilment of the requirement for the Degree of Master of Commerce during the academic year 2020-2021

Signature of the Supervisor



Date : 31.03.2021

Place: Madurai

Head of the Department



Dr. B. SAHAYARANI FERNANDO
HOD & ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE
FATIMA COLLEGE
MADURAI - 625 018

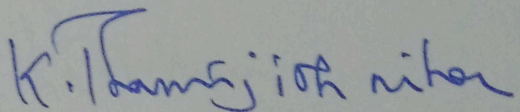
K..Thamjith Nihar [2019MCOM26]
The Research Centre of Commerce
Fatima College (Autonomous)
Mary Land
Madurai – 625 018

DECLARATION

I hereby declare that the project entitled “ **A Study on Work Life Balance Among College Teachers in Madurai District**” is my original work done under the guidance and supervision of **Dr.C.Lucia Vanitha**, Assistant Professor, The Research Centre of Commerce, Fatima College (Autonomous), Madurai – 625 018 and that it has not previously formed the basis for the award of any degree, diploma of any other University or Institution.

Date: 30.03.2021

Place: Madurai


K..Thamjith Nihar

A STUDY ON SALES PROMOTION STRATEGY IN FMCG

A Project report submitted to Madurai Kamarajar university in Partial fulfilment of the
requirement for the award of the

DEGREE OF MASTER OF COMMERCE

by

R.MOHANA

2019MCOM27

Under the guidance of

Dr.Ms.C.LUCIA VANITHA, M.com, M.Phil., Ph.D.NET.,

Associate Professor

Research Centre of Commerce



FATIMA COLLEGE (Autonomous)

(College with potential for excellence)

(Re-Accredited with 'A' Grade by NAAC)

MARY LAND,

MADURAI 625018.

April -2021

CERTIFICATE

Dr.C.Lucia Vanitha
Associate Professor
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

Dr.B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by Ms.R.Mohana
[2019MCOM27] under my supervision in partial fulfilment of the requirement for the Degree
of Master of Commerce during the academic year 2020-2021

Signature of the Supervisor



Date : 31.03.2021
Place: Madurai

Head of the Department



Dr. B. SAHAYARANI FERNANDO
HOD & ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE
FATIMA COLLEGE
MADURAI - 625 018

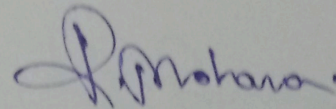
R.Mohana [2019MCOM27]
The Research Centre of Commerce
Fatima College (Autonomous)
Mary Land
Madurai – 625 018

DECLARATION

I hereby declare that the project entitled “ **A Study on Sales Promotion Strategy in FMCG**” is my original work done under the guidance and supervision of **Dr.C.Lucia Vanitha**, Assistant Professor, The Research Centre of Commerce, Fatima College (Autonomous), Madurai – 625 018 and that it has not previously formed the basis for the award of any degree, diploma of any other University or Institution.

Date: 30.03.2021

Place: Madurai



R.Mohana

CONSUMER SATISFACTION TOWARDS ONLINE BANKING

A Project report submitted to Madurai Kamaraj university in Partial fulfilment
of the requirement for the award of the Degree of

MASTER OF COMMERCE

submitted by

R.P.RAMYA (2019MCOM29)

Under the guidance of

DR.Sr.BINDU ANTONY M.COM.,M.Phil.,Ph.D.,

Associate Professor ,Research Centre of Commerce



DEPARTMENT OF COMMERCE

FATIMA COLLEGE (AUTONOMOUS)

(College with potential for Excellence)

Re-Accredited with 'A Grade' by NAAC (3rd cycle)

74th Rank in india Ranking 2020(NIRF) by MHRD

MARY LAND,MADURAI 625018.

April -2021

CERTIFICATE

Dr.Sr.Bindu Antony
Associate Professor
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

Dr.B.Sahayarani Fernando
Associate Professor & Head
The Research Centre of Commerce
Fatima College (Autonomous)
Madurai – 625 018

This is to certify that this project is a record of the work carried out by Ms.R.P.Ramya [2019MCOM29] under my supervision in partial fulfilment of the requirement for the Degree of Master of Commerce during the academic year 2020-2021

Signature of the Supervisor



Date : 31.03.2021

Place: Madurai

Head of the Department



Dr. B. SAHAYARANI FERNANDO
HOD & ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE
FATIMA COLLEGE
MADURAI - 625 018

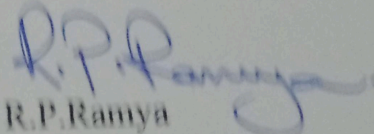
R.P.Ramya [2019MCOM 29]
The Research Centre of Commerce
Fatima College (Autonomous)
Mary Land
Madurai – 625 018

DECLARATION

I hereby declare that the project entitled " **Consumer Satisfaction Towards Online Banking**" is my original work done under the guidance and supervision of **Dr.Sr.Bindu Antony**, Assistant Professor, The Research Centre of Commerce, Fatima College (Autonomous), Madurai – 625 018 and that it has not previously formed the basis for the award of any degree, diploma of any other University or Institution.

Date: 30.03.2021

Place: Madurai


R.P.Ramya