

# **A STUDY ON CONSUMER PREFERENCE TOWARDS ORGANIC FOOD PRODUCTS IN MADURAI CITY**

A project report submitted to Madurai Kamaraj University in partial fulfilment of the  
requirements for the award of degree of

**MASTER OF COMMERCE**

**Submitted By**

**M.ABI ROOPA (2020MCOM01)**

**Under the Guidance of**

**Dr. P. RUBY LEELA, M.Com. M.Phil. SET., NET., Ph.D.**

**Assistant professor, The Research Centre of Commerce**



**FATIMA COLLEGE (AUTONOMOUS)**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**RE-ACCREDITED WITH 'A++' GRADE BY NACC(CYCLE-4)**

**MARY LAND, MADURAI -625018**

**JUNE 2022**



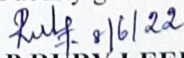
**Dr. P. RUBY LEELA,**  
Assistant professor,  
Research Centre of Commerce

## **CERTIFICATE**

This is to certify that the project titled **A STUDY ON CONSUMER PREFERENCE TOWARDS ORGANIC FOOD PRODUCTS IN MADURAI CITY** submitted by **M.ABI ROOPA (2020MCOM01)** for the award of the Master of Commerce in Fatima College is an original work carried out by her under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any diploma, degree, associateship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.

Place: Madurai

Date: 8/6/2022

Faculty guide  
  
(Dr. P.RUBY LEELA)

## DECLARATION

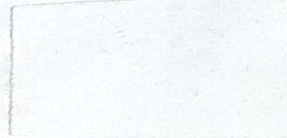
I hereby declare that this project titled **A STUDY ON CONSUMER PREFERENCE TOWARDS ORGANIC FOOD PRODUCTS IN MADURAI CITY** is my original work which does not form part of the award of any other degree or diploma. It is an authentic record of my original work pursued under the guidance of Dr. P. Ruby Leela, Assistant Professor, The research Centre of Commerce, Fatima College, Madurai.


Place: Madurai

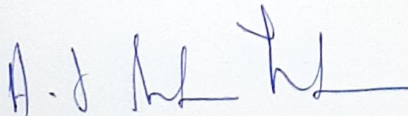
Date: 8/6/2022



Signature of the Candidates



  
Countersigned



Forwarded



## **ACKNOWLEDGEMENT**

First and foremost, I would like to thank God almighty whose blessing made us to complete the project successfully.

It is a great pleasure to acknowledge my sincere thanks to **Dr. Sr.G. Celine Sahaya Mary**, Principal, Fatima college, Madurai for giving this great opportunity to gain practical knowledge about theoretical studies and also for her encouragement to do the project.

I also express my hearty thanks to **Dr. A.J Auxilia Felicitas, M.com, M.Phil., Ph.D., (HOD)** for her support throughout the preparation of this project.

A deep sense of gratitude is due to our faculty guide **Dr. P. Ruby Leela, M.com., M.Phil., SET., NET., Ph.D.** for her help that she rendered to us in every step of our project proceedings and for her constructive suggestion and guidance in the completion of our project. Finally, we are happy to express our gratitude to the entire staff member in the the research centre of commerce studies for their encouragement in completing this project. I thank our teacher, respondents, friends and parents whose moral support made us to perform the project successfully.



**A STUDY ON USAGE OF SOCIAL MEDIA AMONG WOMEN COLLEGE STUDENTS  
DURING PANDEMIC IN MADURAI CITY**

Project submitted to Madurai Kamaraj University in partial fulfilment of the  
requirement for the award of the degree of **MASTER OF COMMERCE**.

**SUBMITTED BY  
K. ABIRAMI– 2020MCOM02**

**Under the guidance of**

**DR. C. LUCIA VANITHA, M. COM., M. PHIL., PH.D.,**

**Assistant Professor**

**Research center of Commerce,**

**Fatima College.**



**FATIMA COLLEGE (AUTONOMOUS)**

Re-Accredited with 'A++' grade  
(CGPA 3.61) by NAAC (cycle-4).

**College with potential for  
Excellence (2004-2019) Mary  
land, MADURAI-625018, Tamil  
Nadu.**



## CERTIFICATE

**MS. C. LUCIA VANITHA, M.COM, M.Phil, Ph.D.**  
**ASSISTANT PROFESSOR**  
**DEPARTMENT OF COMMERCE**  
**FATIMA COLLEGE,**  
**MADURAI-625018**

## CERTIFICATE

This is to certify that the project entitled "A STUDY ON USAGE OF SOCIAL MEDIA AMONG COLLEGE STUDENTS DURING PANDEMIC" submitted by K.ABIRAMI-2020MCOM02 in partial fulfillment for the degree of MASTER OF COMMERCE was done by her during the period of 2020-2022 under my guidance and supervision and that this project or any part thereof has been submitted elsewhere for any degree or other similar titles.

Place : Madurai

Date : 8.06.2022



(C. LUCIA VANITHA)



## DECLARATION

I hereby declare that the project entitled "A STUDY ON USAGE OF SOCIAL MEDIA AMONG WOMEN COLLEGE STUDENTS DURING PANDEMIC IN MADURAI CITY" is

my original work done under the guidance and supervision of Dr. C.LUCIA VANITHA, M.com, M.Phil., PhD, Assistant professor, department of commerce, Fatima college (autonomous), Madurai, and it has not been previously formed on the basis of award of any other Degree, Associate-ship, or other similar titles.

Place: Madurai

Date: 8.06.2022



K. Abirami  
Signature of the candidate  
(K. ABIRAMI)

Counter Signed



Forwarded



**A STUDY ON USAGE AND PERCEPTION OF GOOGLE PAY SERVICES IN  
MADURAI CITY.**

Project submitted total to Madurai Kamaraj university in  
partial fulfillment of the requirement for the award of the degree of  
**MASTER OF COMMERCE.**

**SUBMITTED BY**

**K.E.ANANTHA PRIYA – 2020MCOM03**

**Under the guidance of**

**DR.MS.V.SUGANYA, M.COM., M.PHIL., PH.D.,NET**

**Assistant professor,**

**Research Centre of Commerce,**

**Fatima College**



**FATIMACOLLEGE (AUTONOMOUS)**

Re-Accredited with 'A++' grade (CGPA3.61)

by NAAC (cycle-4).

**College with potential for Excellence (2004-2019)**

**Maryland,MADURAI-625018,TamilNadu.**

DR.MS.V.SUGANYA, M.COM., M.PHIL., PH.D.,NET

Assistant professor,

Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

Madurai - 625 018.

#### **CERTIFICATE**

This is to certify that the dissertation entitled "**A STUDY ON USAGE AND PERCEPTION OF GOOGLE PAY SERVICES IN MADURAI CITY**" submitted by **K.E. ANANTHA PRIYA** for the award of the Degree of Master of Commerce is an original work carried out by her, under my guidance and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title and it represents wholly her independent work.

**Place: Madurai**

**Date: 08.06.2022**



**(Dr.MS. V. SUGANYA)**

Faculty Guide



**K.E.ANANTHA PRIYA, 2020MCOM03**

Research Centre of Commerce,

Fatima College (Autonomous)

Madurai-625 018

**DECLARATION**

I hereby, declare the project entitled "A STUDY ON USAGE AND PERCEPTION OF GOOGLE PAY SERVICES IN MADURAI CITY" has been originally carried out by me for the award of the degree M.COM, is a record of original work done by <sup>me</sup> using during the year 2020-2022. It has not previously formed the basis for the award of any degree, diploma, or other similar titled of any university.

Place: Madurai

Date : 08.06.2022 .

*V. Suganya*

Counter Signed

*K.E. Anantha Priya*  
Signature of the candidate

*A. I. Inf. Ch*

Forwarded

**A STUDY ON CUSTOMER ATTITUDE TOWARDS MEESHO APP 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**

**L. ANURADHA – 2020MCOM05**



Under the guidance of

**Dr. P. RUBY LEELA, M.Com., M.Phil., SET., NET., Ph.D**

Assistant professor

Research centre of commerce

**FATIMA COLLEGE**

(Autonomous)

Re-Accredited with 'A++' by NAAC (cycle-IV)

Mary Land, Madurai-625018, Tamil Nadu



Dr. P. RUBY LEELA, M.Com.,M.Phil., SET.,NET.,Ph.D

Assistant Professor,

Department of Commerce,

Fatima College,


Madurai – 625018.

### CERTIFICATE

This is to certify that the project entitled “A STUDY ON CUSTOMER ATTITUDE TOWARDS MEESHO APP IN MADURAI CITY” submitted by L. ANURADHA-2020MCOM05 in partial fulfillment for the degree of MASTER OF COMMERCE was done by her during the period of 2020 – 2022 under my guidance and supervision and that this project or any part thereof has not been submitted elsewhere for any degree or other similar titles.

Signature of the guide

(L. ANURADHA)

 8/6/22  
Faculty guide

(Dr. P. RUBY LEELA)

Place : Madurai

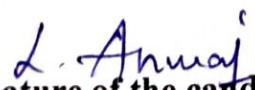
Date : 08.06.2022

## DECLARATION

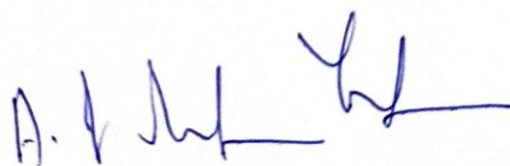
I hereby, declare the project entitled "A STUDY ON CUSTOMER ATTITUDE TOWARDS MEESHO APP IN MADURAI CITY" has been originally carried out by me for the award of the degree of M.Com, is a record of original work done by me during the year 2020-2022. It has not previously formed the basis for the award of any degree, diploma, or other similar titled of any University.

Place: Madurai

Date: 8.6.2022

  
Signature of the candidate  
(L. ANURADHA)

  
Countersigned

  
Forwarded



**A STUDY ON WOMEN CUSTOMER'S PREFERENCE TOWARDS GOLD  
JEWELLERY SAVINGS SCHEMES IN MADURAI DISTRICT**

Project submitted to Madurai Kamaraj University in partial fulfillment of the requirement for the award of the degree **MASTER OF COMMERCE**.

**SUBMITTED BY**

**J. CYNTHIA THERESA 2020MCOM06**

**Under the guidance of**

**Dr. Mrs. B. SAHAYARANI FERNANDO, M. COM., PH.D.**

**Associate professor (retired)**

**Research Centre of Commerce**

**Fatima College**



**FATIMA COLLEGE (AUTONOMOUS)**

**College with potential for Excellence**

Re-Accredited with 'A++' grade

(CGPA3.61) by NAAC (cycle-4).

**(2004-2019) Maryland,**

**MADURAI-625018,**

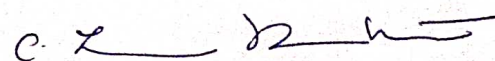
**Tamil Nadu**

**June 2022**

Dr. C. LUCIA VANITHA, MCOM. M.PHIL., PH.D.,  
ASSISTANT PROFESSOR  
DEPARTMENT OF COMMERCE,  
FATIMA COLLEGE,  
MADURAI – 625018.

### CERTIFICATE

This is to certify that the project entitled “A STUDY ON THE CUSTOMERS ATTITUDE TOWARDS E.COMMERCE WEBSITE.” submitted by M.KAMALINI – 2020MCOM36 in partial fulfillment for the degree of MASTER OF COMMERCE was done by her during the period of 2020 – 2022 under my guidance and supervision and that this project or any part thereof has not been submitted elsewhere for any degree or other similar titles.



Dr. C. LUCIA VANITHA

PLACE: Madurai

Date: 08-06-2022

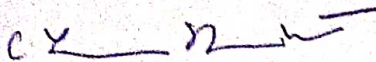


### DECLARATION

I hereby, declare that the project entitled "A STUDY ON THE CUSTOMERS ATTITUDE TOWARDS E.COMMERCE WEBSITE" is my original work done under the guidance and supervision of DR.C.LUCIA VANITHA Assistant professor, department of commerce, Fatima college (autonomous), Madurai, and it has not been previously formed on the basis of award of any other Degree, Associate-ship, or other similar titles.

Place: Madurai

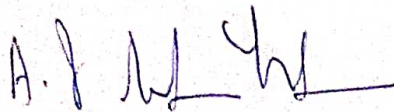
Date: 08.06.2022



Counter Signed

M. Kamalini.

Signature of the candidate



Forwarded !

**A STUDY ON FINANCIAL LITERACY & INVESTMENT  
DECISION MAKING AMONG WORKING INDIVIDUAL IN  
MADURAI CITY .**

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

**MASTER OF COMMERCE.**

**SUBMITTED BY**

**GA.DIVYA PANDIAMMAL– 2020MCOM07**

**Under the guidance of**

**MS.GNANA DEEPAM, M. COM., M. PHIL.,SET**

**Assistant professor, Research Centre of Commerce,**

**Fatima College.**



**FATIMA COLLEGE (AUTONOMOUS)**

Re-Accredited with 'A++' grade

(CGPA 3.61) by NAAC (cycle-4).

**Mary land, MADURAI-625018,**


**Tamil Nadu.**

GNANA DEEPAM, M. COM., M. PHIL., SET  
Assistant Professor,  
Research Centre of Commerce,  
Fatima College (Autonomous),  
Madurai-625 018.

### CERTIFICATE

This is to certify that the dissertation entitled " A STUDY ON FINANCIAL LITERACY & INVESTMENT DECISION MAKING AMONG WORKING INDIVIDUAL IN MADURAI CITY ", submitted by Miss. **GA.DIVYA PANDIAMMAL** (Reg.no.2020MCOM07) in fulfilment for the degree of **MASTER OF COMMERCE** was done by her during the period of 2021-2022 under our guidance and supervision and that this project or any part there of has not been submitted elsewhere for any degree, diploma, associateship, fellowship or other similar titles.

GNANA DEEPAM, M. COM., M. PHIL., SET

  
Faculty guide

Ms F. Gnana Deepam.



Dr. A . I . AUXILIA FELICITAS, M.Com,M.Phil., Ph.D  
Head of the Department

Place-Madurai

Date - 08.06.2022



## DECLARATION


I hereby, declare the project entitled "A STUDY ON FINANCIAL LITERACY & INVESTMENT DECISION MAKING AMONG WORKING INDIVIDUAL IN MADURAI CITY" has been originally carried out by me for the award of the degree of M.Com, is a record of original work done by us during the year 2021-2022. It has not previously formed the basis for the award of any degree, diploma, or other similar titled of any University.

Place : Madurai

Date: 08.06.2022

  
Counter Signed

  
Signature of the candidate  
GIA DIVYA PANDIAMMAL

  
Forwarded

# **A STUDY ON USAGE AND PERCEPTION TOWARDS INSTAGRAM MARKETING IN MADURAI CITY**

Project submitted to Madurai Kamaraj University in partial fulfillment of  
the requirement for the award of the degree of **MASTER OF COMMERCE.**

**SUBMITTED BY**

**V. JENIFER ANANTHI – 2020MCOM09**

**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)**

Re-Accredited with 'A++' grade (CGPA 3.61)  
by NAAC (cycle-4).

**College with potential for Excellence (2004-  
2019) Mary land, MADURAI-625018,**

**Tamil Nadu.**

Dr. Sr. Bindu Antony M.COM., M.PHIL., PH.D

Assistant professor,

Research Centre of commerce,

Fatima College,

Madurai- 625018.

### CERTIFICATE

This is to certify that this dissertation entitled “**A STUDY ON USAGE AND PERCEPTION TOWARDS INSTAGRAM MARKETING**”, submitted by Miss. **V. JENIFER ANANTHI ( 2020MCOM09)** in fulfillment for the Degree of Master of Commerce was done by <sup>Me</sup>~~them~~ during the period 2021-2022, under our guidance and supervision and that this project or any part there of has not been submitted elsewhere for any degree, diploma, associate ship, fellowship or other similar titles.



Faculty Guide



Head of the Department

Place – Madurai

Date - 08. 06. 2022



## DECLARATION

I hereby, declare the project entitled **“USAGE AND PERCEPTION TOWARDS INSTAGRAM MARKETING IN MADURAI CITY”** has been originally carried out by me for the award of the degree of M.Com, is a record of original work done by us during the year 2020-2022. It has not previously formed the basis for the award of any degree, diploma, or other similar titled of any University.

Place: Madurai

Date: 08.06.2022



V. Jenifer Ananthi .  
Signature of the candidate



Forwarded

**A STUDY ON THE SOCIO-ECONOMIC CONDITION OF SLUM  
DWELLERS DURING PANDEMIC IN MUMBAI CITY**

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

**MASTER OF COMMERCE.**

**SUBMITTED BY**

**N. JENOBY (2020MCOM10)**

**Under the guidance of**

**Dr. MRS. T. JEYANTHI VIJAYARANI M.COM., Ph.D.**

Associate professor

Research center of commerce



**FATIMA COLLEGE (AUTONOMOUS)**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

Re-Accredited with 'A++' grade (CGPA 3.61) by NAAC (cycle-4).

**MARY LAND, MADURAI-625 018**

**Dr. (Mrs.) T. JEYANTHI VIJAYARANI M.COM, PH.D.,**

Associate professor

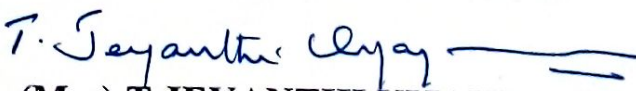
Research center of Commerce,

Fatima College,

Madurai-625 018.

## **CERTIFICATE**

This is to certify that the dissertation entitled "**A STUDY ON THE SOCIO ECONOMIC CONDITION OF SLUM DWELLERS DURING PANDEMIC IN MUMBAI CITY**" submitted by **N. JENOBY (2020MCOM10)** in partial fulfillment for the degree of **MASTER OF COMMERCE** was done by her during the period 2021-2022 under my guidance and supervision and that this study or any part thereof has not been submitted elsewhere for any degree, diploma, associate-ship, fellowship or other similar titles.

  
**Dr.(Mrs) T.JEYANTHI VIJAYRANI**

Place: Madurai

Date: 08-06-2022



N. Jenoby(2020MCOM10)

Research center of Commerce,

Fatima college,

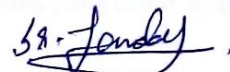
Madurai 625 018.

### DECLARATION

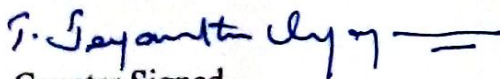
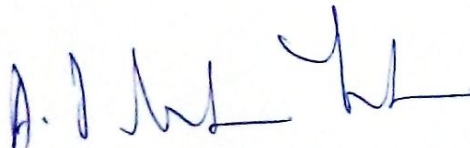
I hereby, declare the project entitled "**A STUDY ON THE SOCIO ECONOMIC CONDITION OF SLUM DWELLERS DURING PANDEMIC IN MUMBAI CITY**" has been originally carried out by me for the award of the degree of M.Com, is a record of original work done by me during the year 2021-2022. It has not previously formed the basis for the award of any degree, diploma, or other similar titled of any University.

Place: Madurai

Date: 08-06-2022



Signature of the candidate

  
Counter Signed

Forwarded

**A STUDY ON SOCIO ECONOMIC BACKGROUND OF AUTO DRIVERS  
DURING PANDEMIC WITH SPECIAL REFERENCE IN  
MADURAI CITY.**

Project submitted total to Madurai Kamaraj University in partial fulfillment of the  
requirement for the award of the degree of  
**MASTER OF COMMERCE.**

**SUBMITTED BY**

**C. KANIMOZHI – 2020MCOM11**

**Under the guidance of**

**MRS. P. KALAI SELVI, M.COM., M.PHIL., CWA-Inter., NET.,  
Assistant Professor, Research Centre of Commerce,  
Fatima College.**



**FATIMA COLLEGE (AUTONOMOUS)**

Re-Accredited with 'A++' grade by NAAC (cycle4).

**Mary land,**


**MADURAI-625018,**

**Tamil Nadu.**

Mrs. P. KALAISELVI., M.com., M.phil., CWA Inter., NET.,  
ASSISTANT PROFESSOR  
DEPARTMENT OF COMMERCE,  
FATIMA COLLEGE,  
MADURAI – 625018.

## CERTIFICATE

This is to certify that the project entitled “A SOCIO ECONOMIC CONDITIONS OF AUTO DRIVERS DURING THE PANDEMIC WITH SPECIAL REFERENCE IN MADURAI CITY” submitted by C. KANIMOZHI – 2020MCOM11 in partial fulfillment for the degree of MASTER OF COMMERCE was done by her during the period of 2020 – 2022 under my guidance and supervision and that this project or any part thereof has not been submitted elsewhere for any degree or other similar titles.



Mrs. P. KALAISELVI

Place: Madurai

Date: 08.6.2022



**C. KANIMOZHI,**  
**(2020MCOM11)**

Department of Commerce,  
Fatima College (Autonomous),  
Mary land,  
Madurai- 625 001.

## **DECLARATION**

I hereby, declare that the project entitled "A STUDY ON SOCIO ECONOMIC BACKGROUND OF AUTO DRIVERS DURING PANDEMIC WITH SPECIAL REFERENCE IN MADURAI CITY" is my original work done under the guidance and supervision of **MRS. P. KALAI SELVI**, Assistant professor, department of commerce, Fatima college (autonomous), Madurai, and it has not been previously formed on the basis of award of any other Degree, Associate-ship, or other similar titles.

Place: Madurai

Date: 8.6.2022

*C. Kanimozhi*

(C. KANIMOZHI)

*P. Kalai Selvi*

Counter Signed

*A. I. Auxilia felicitas*

Forwarded

**DR. A.I. Auxilia felicitas, M.Com., Ph.D.,**

**Associate Professor & Head of the Department of Commerce,**

**The Research Centre of Commerce,**

**Fatima College,**

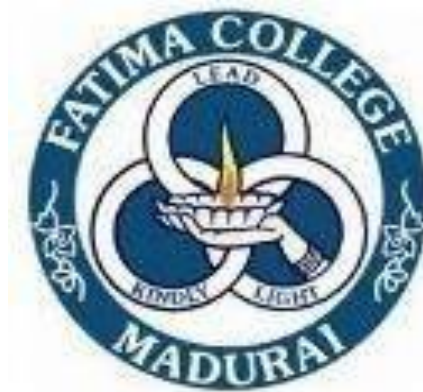
**Madurai - 625018.**

**A STUDY ON BRAND LOYALTY AND BRAND SWITCHING  
BEHAVIOUR OF CONSUMERS WITH REFERENCE TO FAST  
MOVING CONSUMER GOODS IN MADURAI CITY.**

Project submitted to Madurai Kamaraj University in partial fulfilment of the  
requirement for the award of the degree of **MASTER OF COMMERCE.**

**SUBMITTED BY  
NG. KEERTHANA – 2020MCOM12**

**Under the guidance of  
DR. C. LUCIA VANITHA, M. COM., M. PHIL., PH.D.,  
Assistant Professor,  
Research Centre of Commerce,  
Fatima College.**



**FATIMA COLLEGE (AUTONOMOUS)**

Re-Accredited with 'A++' grade  
(CGPA 3.61) by NAAC (cycle-4).

**College with potential for Excellence**

**Mary land, MADURAI-625018.**

**DR. C. LUCIA VANITHA, M. COM., M. PHIL., PH.D.,**  
ASSISTANT PROFESSOR,  
DEPARTMENT OF COMMERCE,  
FATIMA COLLEGE.  
MADURAI-18

### **CERTIFICATE**

This is to certify that the project entitled **“A STUDY ON BRAND LOYALTY AND BRAND SWITCHING BEHAVIOUR OF CONSUMERS WITH REFERENCE TO FAST MOVING CONSUMER GOODS IN MADURAI CITY.”** Submitted by NG. KEERTHANA – 2020MCOM12 in partial fulfillment for the degree of MASTER OF COMMERCE was done by her during the period of 2020-2022 under my guidance and supervision and that this project or any part thereof has not been submitted elsewhere for any degree or other similar titles.



**DR. C. LUCIA VANITHA**

Place: Madurai

Date: 08. 06. 2022



### DECLARATION

I hereby, declare that the project entitled "A STUDY ON BRAND LOYALTY AND BRAND SWITCHING BEHAVIOUR OF CONSUMERS WITH REFERENCE TO FAST MOVING CONSUMER GOOD IN MADURAI CITY" is my original work done under the guidance and supervision of Dr.C.LUCIA VANITHA Assistant professor, department of commerce, Fatima college (autonomous), Madurai, and it has not been previously formed on the basis of award of any other Degree, Associate-ship, or other similar titles.

Place: Madurai

Date: 08.06.2022

C. L. Vanitha

Counter Signed

N.A. Juthane

Signature of the candidate

A. J. Juthane

Forwarded

**A STUDY ON THE LIFE STYLE CHANGES OF DAILY WAGE  
WORKERS DURING THE COVID-19 IN MADURAI CITY**

Project submitted to Madurai Kamaraj University in partial fulfilment of the  
requirement for the award of the degree of MASTER OF COMMERCE.

Submitted By

**M.KOWSALYA (2020MCOM13)**

Under the Guidance of

**Dr. T.JEYANTHI VIJAYARANI, M.Com., Ph.D.**

Assistant professor, Research center of commerce



**FATIMA COLLEGE (AUTONOMOUS)**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**RE-ACCREDITED WITH 'A' GRADE BY NACC**

**74th RANK IN INDIA RANKING 2020 (NIRF) BY MHRD**

**MARY LAND, MADURAI -625018**

**JUNE 2022**

**Dr. T.JEYANTHI VIJAYARANI, M.Com., Ph.D.**

**Assistant professor,**

**Research of commerce,**

**Fatima College,**

**Madurai.**

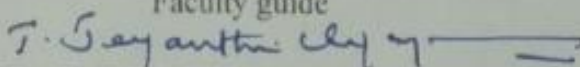
**CERTIFICATE**

This is to certify that the project titled **A STUDY ON THE LIFE STYLE CHANGES OF DAILY WAGE WORKERS DURING THE COVID-19 IN MADURAI CITY** submitted by **M.KOWSALYA (2020MCOM13)** for the award of the Master of commerce in Fatima College is an original work carried out by them under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.

**Place: Madurai**

**Date: 08.06.2022**

Faculty guide

  
(Dr. T. JEYANTHI VIJAYA RANI)



ALKOWSALYA (2020MCOM13)

Department of commerce

Fatima College(Autonomous),

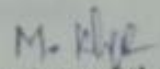
Madurai.

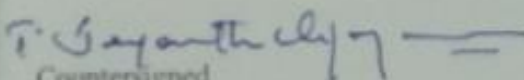
DECLARATION

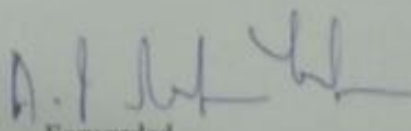
We hereby declare that this project titled **A STUDY ON THE LIFE STYLE CHANGES OF DAILY WAGE WORKERS DURING THE COVID-19 IN MADURAI CITY** is my original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of Dr. **T.JEYANTHI VIJAYA RANI**, Assistant Professor, Department of commerce, Fatima College, Madurai.

Place: Madurai

Date: 08.06.2022

  
Signature of the Candidates

  
Countersigned

  
Forwarded

# **A STUDY ON SCHEMES FOR WOMEN ENTREPRENEURS IN MADURAI CITY**

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

**MASTER OF COMMERCE.**

SUBMITTED BY

**X.LIBINSKA EVANGELINE MARTINA,B.Com,2020MCOM14**

Under the guidance of

**Dr.Mrs.S.Fatima Roseline Mary,M.Com,B.Ed,M.Phil,P.hD,SLET**

**Assistant Professor**

**Research Centre of Commerce,**

**Fatima College.**



**FATIMA COLLEGE (AUTONOMOUS)**

Re-Accredited with 'A++' grade (CGPA 3.61) by

NAAC (cycle-4).

**College with potential for Excellence (20042019)**

**Mary land, MADURAI-625018,**

**TamilNadu.**

**JUNE-2022**

Dr.Mrs.S.Fatima Rosaline Mary,M.Com,B.Ed,M.Phil,Ph.D

Assistant Professor

Research Centre of Commerce

Fatima college (Autonomous)

Madurai

### CERTIFICATE

This is to certify that the project entitled "A STUDY ON SCHEMES FOR WOMEN ENTREPRENEURS IN MADURAI CITY" Submitted by, Miss.X.Libinska Evangeline Martina for the award of Master of Commerce ,Fatima College is an original work carried on by them, under my guidance and supervision that on of it has been presented before for any other degree, diploma, associate ship, fellowship or other similar title and it represents wholly their independent work

Place: Madurai

Date: 08.06.2022

S. Fatima Rosaline Mary.  
Faculty guide



## DECLARATION

We hereby, declare the project entitled "SCHEMES FOR WOMEN ENTREPRENEURS IN MADURAI CITY" is my original work under the guidance of **Dr.Mrs.S.Fatima Roseline Mary,M.Com,B.Ed,M.Phil.,Ph.D.,SLET.Assistant Professor,Research Centre of Commerce, Fatima College,Maryland,Madurai** and no part of this report has been submitted for the award of any other degree,diploma,associate ship,fellowship or other similar title of any university or institution.this project has been developed by me

Date: 08.06.2022

Place: Madurai

X Irbinska Evangelina Martina  
Signature of the candidate

S. Fatima Roseline Mary  
Counter Signed

A. I. M. H.  
Forwarded

**A STUDY ON SCHEME- PRADHAN MANTRI MUDRA YOJANA  
TOWARDS WOMEN ENTREPRENEUR IN MADURAI CITY**

Project submitted to Madurai Kamaraj University in partial fulfillment of the  
requirement for the award of the degree of **MASTER OF COMMERCE**.

**SUBMITTED BY**

**A. MANOSIKA– 2020MCOM15**

**Under the guidance of**

**Dr. Mrs.S. FATIMA ROSALINE MARY, M.Com.,B.Ed.,M.Phil.,Ph.D.,SLET.,**

**Assistant Professor,**

**Research Centre of Commerce,**

**Fatima College.**



**FATIMA COLLEGE (AUTONOMOUS)**

Re-Accredited with 'A++' grade (CGPA 3.61) by  
NAAC (cycle-4).

**College with potential for Excellence**

**Mary land, MADURAI-625018,**

**Tamil Nadu.**

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

Assistant Professor

Research Centre of Commerce

Fatima College (Autonomous)

Madurai

### **CERTIFICATE**

This is to certify that the project entitled "**A STUDY ON SCHEME- PRADHAN MANTRI MUDRA YOJANA IN MADURAI CITY**" Submitted by, A.Manosika for the award of Master of Commerce, Fatima College is an original work carried on by them, under my guidance and supervision that on of it has been presented before for any other degree, diploma, associate ship, fellowship or other similar title and it represents wholly their independent work.

Place: Madurai

Date: 08.06.2022

*E. Fatima Rosaline M. Y.*

Faculty Guide





## DECLARATION


I hereby, declare the project entitled "A STUDY ON SCHEME- PRADHAN MANTRI MUDRA YOJANA TOWARDS WOMEN ENTREPRENEUR IN MADURAI CITY" has been originally carried out by me for the award of the degree of M.Com, is a record of original work done by me during the year 2021-2022. It has not previously formed the basis for the award of any degree, diploma, or other similar titled of any University.

Place: Madurai

Date: 08.06.2022

  
Signature of the candidate

  
Counter Signed

  
Forwarded

**A STUDY ON CUSTOMER ATTITUDE TOWARDS ONLINE BANKING IN  
MADURAI CITY**

*A project report submitted to Madurai Kamaraj University in partial fulfillment of the  
requirements for the award of degree of*

**MASTER OF COMMERCE**

**Submitted By**

**P. MUTHU LAKSHMI B.com**

**(2020MCOM16)**

**Under the Guidance of**

**Dr.Mrs.A.I. AUXILIA FELICITAS M.Com., M.Phil., Ph.D.**

*Head and Associate Professor,*

*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**

**JUNE 2022**

**Dr.Mrs.A.I. AUXILIA FELICITAS, M.COM., M.Phil., Ph.D.**

**Head and Associate Professor,**

Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

Madurai - 625 018.

### **CERTIFICATE**

This is to certify that the dissertation entitled “**A STUDY ON CUSTOMER ATTITUDE TOWARDS ONLINE BANKING IN MADURAI CITY**” submitted by **P. MUTHU LAKSHMI, B.Com.**, for the award of the Degree of Master of Commerce is an original work carried out by her, under my guidance and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title and it represents wholly her independent work.

**Place: Madurai**

**Date:** 08.06.2022

  
(Dr.Mrs.A.I. AUXILIA FELICITAS)

Faculty Guide

**P. MUTHU LAKSHMI, B.Com.,**

Reg.No. 2020MCOM16

Research Centre of Commerce,

Fatima College (Autonomous),

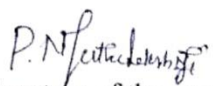
Madurai- 625 018

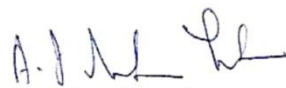
### **DECLARATION**

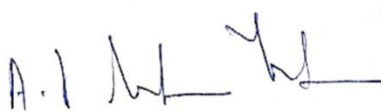
I hereby declare that this project titled **"A STUDY ON CUSTOMER ATTITUDE TOWARDS ONLINE BANKING IN MADURAI CITY"** is my original work which does not form part of the award of any other degree or diploma. It is an authentic record of my original work pursued under the guidance of **Dr.Mrs.A.I. AUXILIA FELICITAS, M.COM., M.Phil., Ph.D.,** Head and Associate Professor, Research Centre of Commerce, Fatima college, Madurai.

Place: Madurai

Date: 08.06.2022

  
Signature of the candidate

  
Counter signed

  
Forwarded



**A STUDY ON THE IMPACT OF USING INSTAGRAM ON STUDENT BEHAVIOR  
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  
**G. NITHYA**

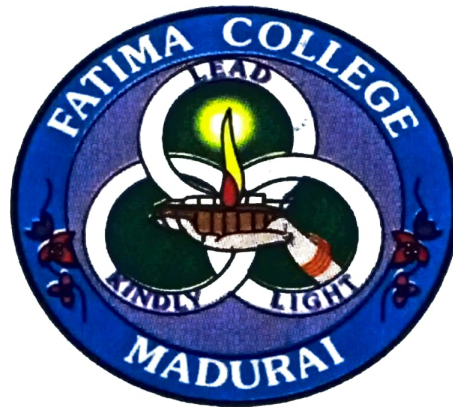
Reg. No. 2020MCOM17

Under the guidance of

**Dr. P. RUBY LEELA, M.Com. M.Phil., SET, NET, Ph.D.**

*Assistant Professor*

*The Research Centre of Commerce*



**FATIMA COLLEGE (Autonomous)**

**Re-Accredited with "A++" by NAAC (Cycle- IV)**

**Mary Land, Madurai- 625018, Tamil Nadu.**

**JUNE -2022**

**Dr. P. RUBY LEELA, M.Com. M.Phil., SET, NET, Ph.D.**

Assistant Professor,

The Research Centre of Commerce,

Fatima College,

Madurai -18.

**CERTIFICATE**

This is to certify that the dissertation titled “A STUDY ON THE IMPACT OF USING INSTAGRAM ON STUDENT BEHAVIOR IN MADURAI CITY ” submitted by, **G. NITHYA (Reg. No. 2020MCOM17)** for the award of Master of Commerce degree in commerce, Fatima College, is an original work carried out by her under my supervision. To best of my knowledge the report is original and has not been copied or submitted anywhere else. It is an independent work done by her. The project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.

Place: Madurai

Date: 8/6/2022

  
**Dr. P. RUBY LEELA**

Faculty guide

G. Nithya

2020MCOM17

**DECLARATION**

I hereby declare that the project titled "**A STUDY ON THE IMPACT OF USING INSTAGRAM ON STUDENT BEHAVIOR IN MADURAI CITY**" submitted for the award of Master of philosophy degree in commerce, Fatima College, is my original work which does not form part of the award of any other degree or diploma. It is an authentic record of my original work pursued under the guidance of **Dr. P. RUBY LEELA, M.com. M.Phil. SET, NET, Ph.D.** Associate Professor, Fatima College, Madurai.

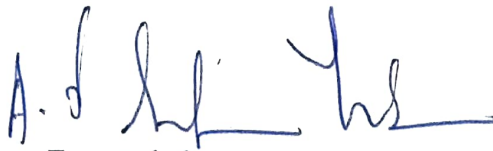
Place: Madurai

(G.NITHYA)

G. Nithya

Date: 8/6/2022

  
Countersigned

  
Forwarded



**A STUDY ON USAGE OF N LIST E RESOURCES BY THE STUDENTS OF FATIMA  
COLLEGE**

Project submitted total to Madurai Kamaraj University in partial fulfilment of the  
requirement for the award of the degree of **MASTER OF COMMERCE**.

**SUBMITTED BY**

**M. PAVITHRA – 2020MCOM18**

**Under the guidance of**

**Dr. B. SAHAYARANI FERNANDO, M.Com., Ph.D.,**

**Associate Professor (Retired),**

**Research Centre of Commerce,**

**Fatima College.**



**FATIMA COLLEGE (AUTONOMOUS)**

Re-Accredited with 'A++' grade (CGPA 3.61) by  
NAAC (cycle-4).

**College with potential for Excellence**

**(2004-2019) Maryland, MADURAI- 625018,**

**Tamil Nadu.**



Dr. Mrs. B. Sahayarani Fernando M.COM., PH.D

Associate professor (Retired),

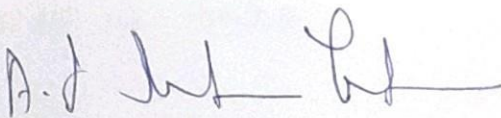
Research Centre of commerce,

Fatima College,

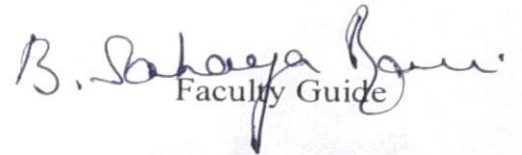
Madurai- 625018.

### CERTIFICATE

This is to certify that this dissertation entitled "**USAGE OF N LIST  
E RESOURCES BY THE STUDENTS OF FATIMA COLLEGE**", submitted by  
Miss. **M. PAVITHRA ( 2020MCOM018)** in fulfillment for the Degree of Master of  
Commerce was done by her during the period 2021-2022, under our guidance and  
supervision and that this project or any part there of has not been submitted elsewhere  
for any degree, diploma, associate ship, fellowship or other similar titles.



Head of the Department



B. Sahaya Bani.  
Faculty Guide

Place – Madurai

Date - 08. 06. 2022



## DECLARATION

I hereby declare the project entitled "**USAGE OF N LIST E RESOURCES BY THE STUDENTS OF FATIMA COLLEGE**" has been originally carried out by me for the award of the degree of M.Com, is a record of original work done by me under the guidance of **Dr. Mrs. B. SAHAYARANI FERNANDO, M.Com., Ph.D.**, during the year 2020-2022. It has not previously formed the basis for the award of any degree, diploma, or other similar titled of any University.

Place: Madurai

Date: 08.06.2022

*M. Parithiba*  
Signature of the candidate

*B. Sahaya Rani*  
Counter Signed

*A. I. [Signature]*  
Forwarded

**A STUDY ON USAGE AND PERCEPTION TOWARDS FACEBOOK MARKETING  
IN MADURAI CITY.**

Project submitted to Madurai Kamaraj University in partial fulfilment of the  
requirement for the award of the degree of **MASTER OF COMMERCE.**

**SUBMITTED BY**

**R. PAVITHRA – 2020MCOM19**

**Under the guidance of**

**DR. Sr. Bindu Antony M. COM., M. PHIL., PH.D.,**

**Assistant Professor, Vice principal,**

**Research Centre of Commerce,**

**Fatima College.**



**FATIMA COLLEGE (AUTONOMOUS)**

Re-Accredited with 'A++' grade (CGPA 3.61) by  
NAAC (cycle-4).

**College with potential for Excellence (2004-2019)**

**Mary land, MADURAI-625018, Tamil Nadu.**

Dr. Sr. Bindu Antony M.COM., M.PHIL., PH.D

Assistant professor,

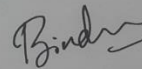
Research Centre of commerce,

Fatima College,

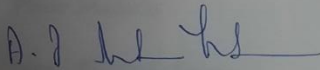
Madurai- 625018.

CERTIFICATE

This is to certify that this dissertation entitled "**A STUDY ON USAGE AND PERCEPTION TOWARDS FACEBOOK MARKETING**", submitted by Miss. **R. PAVITHRA ( 2020MCOM19)** in fulfillment for the Degree of Master of Commerce was done by <sup>her</sup> ~~them~~ during the period 2021-2022, under our guidance and supervision and that this project or any part there of has not been submitted elsewhere for any degree, diploma, associate ship, fellowship or other similar titles.



Faculty Guide



Head of the Department

Place – Madurai

Date - 08/06/22

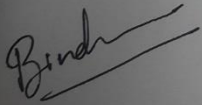


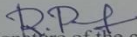
## DECLARATION

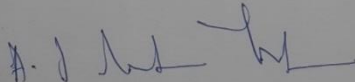
I hereby, declare the project entitled "**USAGE AND PERCEPTION TOWARDS FACEBOOK MARKETING IN MADURAI CITY**" has been originally carried out by me for the award of the degree of M.Com, is a record of original work done by us during the year 2020-2022. It has not previously formed the basis for the award of any degree, diploma, or other similar titled of any University.

Place: Madurai

Date: 08/06/22



  
Signature of the candidate

  
Forwarded

# **A STUDY ON CUSTOMER SATISFACTION TOWARDS AIRTEL 4G SERVICE IN MADURAI CITY**

Project Submitted To Madurai Kamaraj University In Partial Fulfilment Of The  
Requirement For The Award Of The Degree Of **MASTER OF COMMERCE**.

**SUBMITTED BY**

**E.PRABHAVATHY – 2020MCOM20**



**Under the guidance of**

**Mrs. P. KALAISELVI M.Com.,M.Phil.,CWA(Inter).,NET.,**

Assistant professor

Research centre of commerce

**FATIMA COLLEGE**

**(Autonomous)**

**Re-Accredited with 'A++' by NAAC (cycle-IV)**

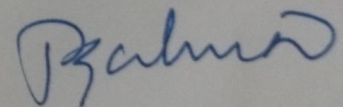
**Mary Land, Madurai-625018, Tamil Nadu**



Mrs. P . KALAISELVI.,M.com.,M.phil.,CWA Inter.,NET.,  
ASSISTANT PROFESSOR  
DEPARTMENT OF COMMERCE,  
FATIMA COLLEGE,  
MADURAI – 625018.

### CERTIFICATE

This is to certify that the project entitled “ A STUDY ON CUSTOMER SATISFACTION TOWARDS AIRTEL 4G SERVICE IN MADURAI CITY” submitted by E.PRABHAVATHY – 2020MCOM20 in partial fulfillment for the degree of MASTER OF COMMERCE was done by her during the period of 2020 – 2022 under my guidance and supervision and that this project or any part thereof has not been submitted elsewhere for any degree or other similar titles.



Mrs. P . KALAISELVI

PLACE: Madurai

Data : 08/06/22



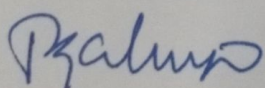
Mrs. P . KALAISELVI.,M.com.,M.phil.,CWA Inter.,NET.,  
ASSISTANT PROFESSOR  
DEPARTMENT OF COMMERCE,  
FATIMA COLLEGE,  
MADURAI – 625018.

### DECLARATION

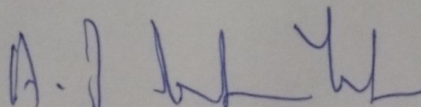
I hereby, declare the project entitled “A STUDY ON CUSTOMER SATISFACTION TOWARDS AIRTEL 4G SERVICE IN MADURAI CITY.” has been originally carried out by me for the award of the degree of M.Com, is a record of original work done by me during the year 2020-2022. It has not previously formed the basis for the award of any degree, diploma, or other similar titled of any University.

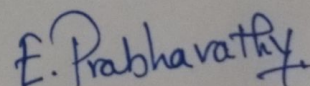
Place: Madurai

Date: 08/06/22



Counter Signed





Signature of the candidate

(E.PRABHAVATHY)

Forwarded

DR. A.J Auxilia felicitas,M.Com.,Ph.D.,

Associate Professor & Head of the Department of Commerce,

The Research Centre of Commerce,

Fatima College,

Madurai - 625018.



**A STUDY ON PERFERENCE FOR MYNTRA APP AMONG WOMEN  
STUDENTS OF SELECTED COLLEGE IN MADURAI CITY.**

*A project report submitted to Madurai Kamaraj University in partial fulfillment of the  
requirements for the award of degree of*

**MASTER OF COMMERCE**

**Submitted By**

**S. RAMYA B.com**

**(2020MCOM23)**

**Under the Guidance of**

**Dr.Mrs.A.I. AUXILIA FELICITAS M.Com., M.Phil., Ph.D.**

*Head and Associate Professor,*

*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**

**JUNE 2022**

**Dr.Mrs.A.I. AUXILIA FELICITAS, M.COM., M.Phil., Ph.D.**

**Head and Associate Professor,**

Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

Madurai - 625 018.

**CERTIFICATE**

This is to certify that the dissertation entitled "**A STUDY ON PREFERENCE FOR MYNTRA APP AMONG WOMEN STUDENTS OF SELECTED COLLEGE IN MADURAI CITY**" submitted by **S. RAMYA, B.Com.**, for the award of the Degree of Master of Commerce is an original work carried out by her, under my guidance and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title and it represents wholly her independent work.

**Place: Madurai**

**Date:** 8. 6. 2022

  
(Dr.Mrs.A.I. AUXILIA FELICITAS)

Faculty Guide

**S. RAMYA, B.Com.,**

Reg. No. 2020MCOM23,

Research Centre of Commerce,

Fatima College (Autonomous),

Madurai- 625 018.

### **DECLARATION**


I hereby declare that this project titled "**A STUDY ON PERFERENCE FOR MYNTRA APP AMONG WOMEN STUDENTS OF SELECTED COLLEGE IN MADURAI CITY**" is my original work which does not form part of the award of any other degree or diploma. It is an authentic record of my original work pursued under the guidance of **Dr.Mrs.A.I. AUXILIA FELICITAS, M.COM., M.Phil., Ph.D.,** Head and Associate Professor, Research Centre of Commerce, Fatima college, Madurai.

Place: Madurai

Date: 8.6.2022

  
Signature of the candidate

  
Counter signed

  
Forwarded

**IMPACT OF ADVERTISEMENTS IN SOCIAL NETWORKING  
SITES ON BUYING BEHAVIOUR OF SNS USERS IN  
MADURAI CITY**

Project submitted to Madurai Kamaraj University in partial fulfillment of the  
requirement for the award of the degree of **MASTER OF COMMERCE**.

**SUBMITTED BY**



**S. M. Sri Mahavarsaa (2020MCOM25)**

*Under the guidance of*

**MS.GNANA DEEPAM, M. COM., M.PHIL., SET**

**Assistant Professor,  
Research Centre of Commerce,  
Fatima College.**



**FATIMA COLLEGE (AUTONOMOUS)**

Re-Accredited with 'A++' grade (CGPA 3.61)  
by NAAC (cycle-4).

**MADURAI-625018,**



**Ms. Gnana Deepam, M.Com., M.Phil., SET**

**Associate professor**

**Research Department of Commerce**

**Fatima College (Autonomous)**

**Madurai-625018**

### **CERTIFICATE**

This is to certify the dissertation entitled **"IMPACT OF ADVERTISEMENTS IN SOCIAL NETWORKING SITES ON BUYING BEHAVIOUR OF SNUSERS IN MADURAI CITY"** submitted by **S.M. SRI MHAVARSAA** for the award of the degree of **MASTER OF COMMERCE** is her original work and that it has not been previously formed on the basis for the award of any degree, diploma, associateship, fellowship or other similar title and it represents wholly her independent work.

**Place: Madurai**

**Date: 08. 06. 2022**



**Faculty Guide**

**Ms. F. Gnana Deepam.**

**S.M.SRI MHAVARSAA**

**Reg.No.2020MCOM25**

**Department of Commerce**

**Fatima College (Autonomous)**

**Madurai-625018**

### **DECLARATION**

I hereby, declare the project entitled **"IMPACT OF ADVERTISEMENTS IN SOCIAL NETWORKING SITES ON BUYING BEHAVIOUR OF SNS USERS IN MADURAI CITY"** has been originally carried out by me for the award of the degree of M.Com, is a record of original work done by us during the year 2021-2022. It has not previously formed the basis for the award of any degree, diploma, or other similar titled of any University.

Place: Madurai

Date: 08.06.2022

  
Counter Signed

  
Forwarded



Signature of the candidate  
S. M. SRIMHAVARSAA

# **ATTITUDE OF WORKING AND RETIRED PEOPLE TOWARDS SOVEREIGN GOLD BOND**

Project submitted to Madurai Kamaraj University in partial  
fulfillment of the requirement for the award of the degree of  
**MASTER OF COMMERCE.**

**SUBMITTED BY**

**V. SUBU LAKSHMI – 2020MCOM27**

Under the guidance of

**Dr. Mrs. B. SAHAYARANI FERNANDO, M. COM., PH.D.**

**Associate Professor**

The Research Centre of Commerce  
Fatima College, Madurai



**FATIMA COLLEGE (AUTONOMOUS)**

**Re-Accredited with 'A++' grade**

**(CGPA 3.61) by NAAC (cycle-4).**

**College with potential for Excellence**

**(2004-2019) Maryland, MADURAI-**

**625018, Tamil Nadu**

Dr. Mrs. B. Sahayarani Fernando M.COM., PH.D

Associate professor (Retired),

Research Centre of commerce,

Fatima College,

Madurai- 625018.

### CERTIFICATE

This is to certify that this dissertation entitled "**ATTITUDE OF WORKING AND RETIRED PEOPLE TOWARDS SOVEREIGN GOLD BOND**", submitted by Miss. **V. SUBU LAKSHMI ( 2020MCOM027)** in fulfillment for the Degree of Master of Commerce was done by her during the period 2021-2022, under our guidance and supervision and that this project or any part there of has not been submitted elsewhere for any degree, diploma, associate ship, fellowship or other similar titles.

B. Sahaya Rani  
Faculty Guide

Place – Madurai

Date - 08/06/2022




## DECLARATION

I hereby declare the project entitled "ATTITUDE OF WORKING AND RETIRED PEOPLE TOWARDS SOVEREIGN GOLD BOND" has been originally carried out by me for the award of the degree of M.Com, is a record of original work done by me under the guidance of **Dr. Mrs. B. SAHAYARANI FERNANDO, M.Com., Ph.D.**, during the year 2020-2022. It has not previously formed the basis for the award of any degree, diploma, or other similar titled of any University.

Place: Madurai

Date: 08/06/2022

  
(V. Subu Lakshmi)  
Signature of the candidate

  
Counter Signed



Forwarded

**A STUDY ON CONSUMER ATTITUDES TOWARDS ONLINE  
FOOD DELIVERY WITH REFERENCE TO ZOMATO DURING  
PANDEMIC IN MADURAI CITY.**

**Project submitted to Madurai Kamaraj University in partial fulfilment of the  
requirement for the award of the degree of MASTER OF COMMERCE.**

**SUBMITTED BY**

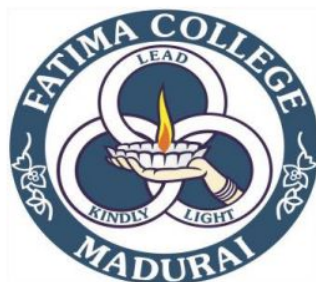
**N.A. SUJEETHA (2020MCOM28)**

**Under the guidance of**

**Dr. MRS. T.JEYANTHI VIJAYARANI M.COM., Ph.D.**

Associate professor

Research center of commerce



**FATIMA COLLEGE (AUTONOMOUS)**

Re-Accredited with 'A++' grade

(CGPA 3.61) by NAAC (cycle-4).

**(College With Potential For Excellence)**

**MARY LAND, MADURAI-625 018**

**Dr. (Mrs.) T. JEYANTHI VIJAYARANI M.COM, PH.D.,**

Associate professor

Research center of Commerce,

Fatima College,

Madurai-625 018.

## **CERTIFICATE**

This is to certify that the dissertation entitled “**A STUDY ON CONSUMER ATTITUDE TOWARDS ONLINE FOOD DELIVERY WITH REFERENCE TO ZOMATO DURING PANDEMIC IN MADURAI CITY**” submitted by **N.A. SUJEETHA (2020MCOM28)** in partial fulfillment for the degree of **MASTER OF COMMERCE** was done by her during the period 2021-2022 under my guidance and supervision and that this study or any part thereof has not been submitted elsewhere for any degree, diploma, associateship, fellowship or other similar titles.

  
**Dr.(Mrs) T.JEYANTHI VIJAYRANI**

Place: Madurai

Date: 08.06.2022

**N.A. SUJEETHA(2020MCOM28)**

Research Center of Commerce,

Fatima College,

Madurai 625 018.

**DECLARATION**

I hereby, declare the project entitled **“A STUDY ON CONSUMER ATTITUDES TOWARDS ONLINE FOOD DELIVERY WITH REFERENCE TO ZOMATO DURING PANDEMIC IN MADURAI CITY”** has been originally carried out by me for the award of the degree of M.Com, is a record of original work done by me during the year 2021-2022. It has not previously formed the basis for the award of any degree, diploma, or other similar titled of any University.

*N.A. sujeetha .*

Signature of the candidate

Place: Madurai

Date: 08.06.2022 .

*P. Geyanthan*  
Counter Signed

*A.P. [Signature]*  
Forwarded

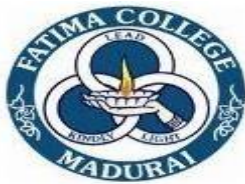


# **A STUDY ON USAGE AND PERCEPTION TOWARDS WHATSAPP MARKETING IN MADURAI CITY**

Project submitted to Madurai Kamaraj University in partial fulfilment of the  
requirement for the award of the degree of **MASTER OF COMMERCE**.

**SUBMITTED BY**  
**V.SWETHA RAM – 2020MCOM29**

**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)**

Re-Accredited with 'A++' grade (CGPA 3.61) by  
NAAC (cycle-4).

**College with potential for Excellence (2004-2019)**  
**Mary land, MADURAI-625018, Tamil Nadu.**



Dr. Sr. Bindu Antony M.COM., M.PHIL., PH.D

Assistant professor,

Research Centre of commerce,

Fatima College,

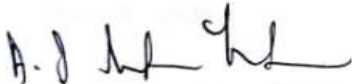
Madurai- 625018.

CERTIFICATE

This is to certify that this dissertation entitled "**A STUDY ON USAGE AND PERCEPTION TOWARDS WHATSAPP MARKETING**", submitted by Miss. **V.SWETHA RAM ( 2020MCOM29)** in fulfillment for the Degree of Master of Commerce was done by <sup>me</sup>~~them~~ during the period 2021-2022, under our guidance and supervision and that this project or any part there of has not been submitted elsewhere for any degree, diploma, associate ship, fellowship or other similar titles.



Faculty Guide



Head of the Department

Place – Madurai

Date - 08-06-2022



# **A STUDY ON CUSTOMER SATISFACTION TOWARDS THE SERVICES OF LIFE INSURANCE CORPORATION OF INDIA AT MADURAI DISTRICT**

A project report submitted to Madurai Kamaraj University in partial fulfillment of the  
requirements for the award of degree of

**MASTER OF COMMERCE**

**Submitted By**

**R. THANGAMATHI B.com**

**(2020MCOM30)**

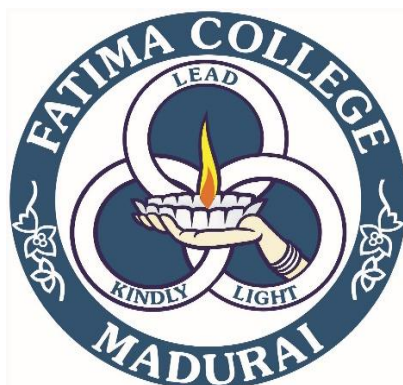
**Under the Guidance of**

**Dr.Mrs.A.I. AUXILIA FELICITAS M.Com., M.Phil., Ph.D.**

Head and Associate Professor,

Research Centre of Commerce,

Fatima College.



**FATIMA COLLEGE (AUTONOMOUS)**

COLLEGE WITH POTENTIAL FOR EXCELLENCE (2004 – 2019)

**RE-ACCREDITED WITH 'A++' GRADE BY NAAC (CYCLE-4)**

**MARY LAND,**

**MADURAI -625018**

**JUNE 2022**

**Dr.Mrs.A.I. AUXILIA FELICITAS, M.COM., M.Phil., Ph.D.**

Head and Associate Professor,  
Research Centre of Commerce,  
Fatima College (Autonomous),  
Mary Land,  
Madurai - 625 018.

### **CERTIFICATE**

This is to certify that this project entitled “A STUDY ON CUSTOMER SATISFACTION TOWARDS THE SERVICES OF LIFE INSURANCE CORPORATION OF INDIA AT MADURAI DISTRICT” submitted by **R. THANGAMATHI, M.Com.**, for the award of the Degree of Master of Commerce is an original work carried out by her, under my guidance and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title and it represents wholly her independent work.

**Place: Madurai**

**Date: 08-06-2022**

  
(Dr.Mrs.A.I. AUXILIA FELICITAS)

**Faculty Guide**

**R. THANGAMATHI, B.Com.,**

Reg.No. 2020MCOM30

Research Centre of Commerce,

Fatima College (Autonomous),

Madurai- 625 018.

### **DECLARATION**

I hereby declare that this project titled **“A STUDY ON CUSTOMER SATISFACTION TOWARDS THE SERVICES OF LIFE INSURANCE CORPORATION OF INDIA AT MADURAI DISTRICT”** is my original work which does not form part of the award of any other degree or diploma. It is an authentic record of our original work pursued under the guidance of **Dr.Mrs.A.I. AUXILIA FELICITAS, M.COM., M.Phil., Ph.D.**, Head and Associate Professor, Research Centre of Commerce, Fatima college, Madurai.

Place: Madurai

Date: 08-06-2022 .

*R.Thangamathi*  
Signature of the candidate



Counter signed



Forwarded

**A STUDY ON CONSUMER BEHAVIOUR TOWARDS INSTANT  
FOOD PRODUCTS IN MADURAI CITY**

A project report submitted to Madurai Kamaraj University in partial fulfilment  
of the requirements for the award of degree of

**MASTER OF COMMERCE**

**Submitted By**

**P. VALLIAMMAI**

**Under the Guidance of**

**Dr. P. RUBY LEELA, M.Com. M.Phil. SET., NET., Ph.D.**

**Assistant professor, Research Centre of COMMERCE**



**FATIMA COLLEGE (AUTONOMOUS)**

**RE-ACCREDITED WITH 'A++ GRADE BY NACC  
(Cycle-IV)**

**MARY LAND, MADURAI -625018**

**JUNE 2022**



**Dr. P. Ruby Leela,**

**Assistant professor,**

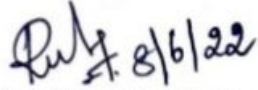
**The Research Centre of Commerce**

**CERTIFICATE**

This is to certify that the project titled **A STUDY ON CONSUMER BEHAVIOUR TOWARDS OF INSTANT FOOD PRODUCTS** submitted by **P. VALLIAMMAI** for the award of **MASTER OF COMMERCE** in Fatima College is an original work carried out by her under my supervision. To the best of my knowledge the report is original and has not been copied or submitted anywhere else. The project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.

Place: Madurai

Date: 8/6/2022

  
(Dr. P.RUBY LEELA)

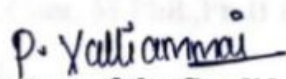
P. VALLIAMMAI

### DECLARATION


I hereby declare that this project titled **A STUDY ON PREFERENCE TOWARDS INSTANT FOOD PRODUCTS** is my original work which does not form part of the award of any other degree or diploma. It is an authentic record of ~~my~~ original work pursued under the guidance of Dr. P. Ruby Leela, Assistant Professor, Research centre of Commerce, Fatima College, Madurai.

Place: Madurai

Date: 8/6/2022

  
Signature of the Candidates

  
Countersigned

  
Forwarded



**A STUDY ON USAGE AND PERCEPTION TOWARDS YOU TUBE MARKETING  
IN MADURAI CITY.**

Project submitted to Madurai Kamaraj University in partial fulfilment of the  
requirement for the award of the degree of **MASTER OF COMMERCE.**

**SUBMITTED BY**

**G. VIJAYALAKSHMI – 2020MCOM32**

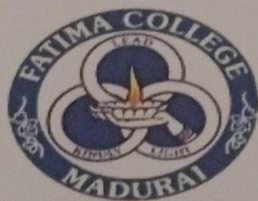
**Under the guidance of**

**DR. MS. V. SUGANYA, M. COM., M. PHIL., PH.D., NET**

**Assistant Professor,**

**Research Centre of Commerce,**

**Fatima College.**



**FATIMA COLLEGE (AUTONOMOUS)**

Re-Accredited with 'A++' grade (CGPA 3.61) by  
NAAC (cycle-4).

**College with potential for Excellence (2004-2019)**

**Mary land, MADURAI-625018, Tamil Nadu.**



DR.MS.V.SUGANYA, M.COM., M.PHIL., PH.D.,NET

Assistant professor,

Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

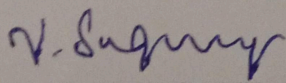
Madurai - 625 018.

### CERTIFICATE

This is to certify that the dissertation entitled "A STUDY ON USAGE AND PERCEPTION TOWARDS YOU TUBE MARKETING IN MADURAI CITY" submitted by G. VIJAYALAKSHMI for the award of the Degree of Master of Commerce is an original work carried out by her, under my guidance and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title and it represents wholly her independent work.

Place: Madurai

Date: 08.06.2022

  
(Dr.MS. V. SUGANYA)

Faculty Guide



G. VIJAYALAKSHMI, DEBBIKUNESS

Research Centre of Commerce,

Fatima College (Autonomous)

Madurai-625 024

# DECLARATION

I hereby, declare the project entitled "USAGE AND PERCEPTION TOWARDS YOUTUBE MARKETING IN MADURAI" has been originally carried out by me for the award of the degree of M.Com. is a record of original work done by me during the year 2020-2022. It has not previously formed the basis for the award of any degree, diploma, or other similar title of any University.

Place: Madurai

Date: 08.06.2022

V. Suganya  
Counter Signed

G. Vijayalakshmi  
Signature of the candidate

A. J. [Signature]

Forwarded

**A STUDY ON CUSTOMERS ATTITUDE TOWARDS ECO-FRIENDLY  
FMCG PRODUCTS IN MADURAI CITY.**

**Project submitted to Madurai Kamaraj University in partial fulfilment  
of the requirement for the award of degree of**

**“MASTER OF  
COMMERCE”  
SUBMITTED  
BY**

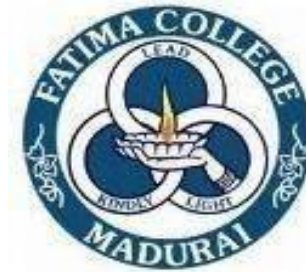
**V.S.ASUVETHAA - 2020MCOM33**

**Under the guidance of**

**MS.F.GNANA DEEPAM, M. COM., M. PHIL.,  
SET**

**Assistant professor, Research Centre of Commerce,**

**Fatima College.**



**FATIMA COLLEGE (AUTONOMOUS)**

**Re-Accredited with ‘A++’**

**grade (CGPA 3.61)**

**by NAAC (cycle-4).**

**Mary land,**

**MADURAI-**

**625018,**

**Tamil Nadu.**



MS.F.GNANA DEEPAM, M.COM., M.Phil., SET

Assistant professor,

Research Centre of Commerce,

Fatima College(Autonomous),

Mary Land,

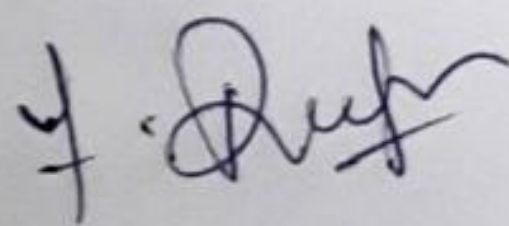
Madurai 625 018.

### CERTIFICATE

This is to certify that the dissertation entitled, "A STUDY ON CUSTOMER ATTITUDE TOWARDS ECO-FRIENDLY FMCG PRODUCT IN MADURAI CITY" submitted by V.S. ASUVETHAA, B.COM., for the award of the Degree of Master of Commerce is an original work carried out by her under my guidance and it is not previously formed the basis of award of any degree, diploma, associateship, fellowship or other similar title and it represents wholly her independent work.

Place: Madurai

Date: 08.06.2022

  
MS. F. GNANA DEEPAM



V.S.Asuvethaa

2020MCOM33,

M.com. Scholar,

Research Centre of Commerce,

Fatima college (Autonomous),

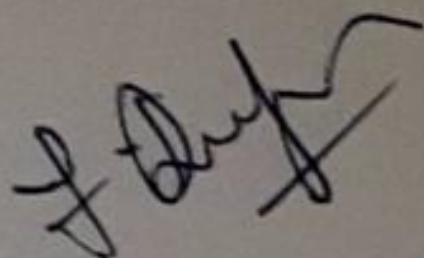
Madurai 625 018.

### DECLARATION

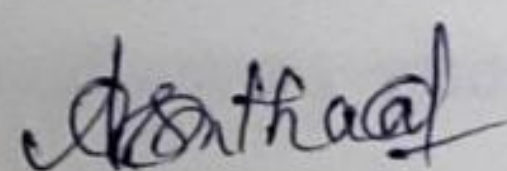
I hereby, declare the project titled, "A STUDY ON CUSTOMER ATTITUDE TOWARDS ECO-FRIENDLY FMCG PRODUCT IN MADURAI CITY" is my original work which does not form part of the award of any other degree or diploma. It is an authentic record of my original work pursued under the guidance of MS.F.GNANA DEEPAM, M.COM., M.Phil., SET, Head of the department of commerce, Fatima college, Madurai.

Place: Madurai

Date: 08-06-2022

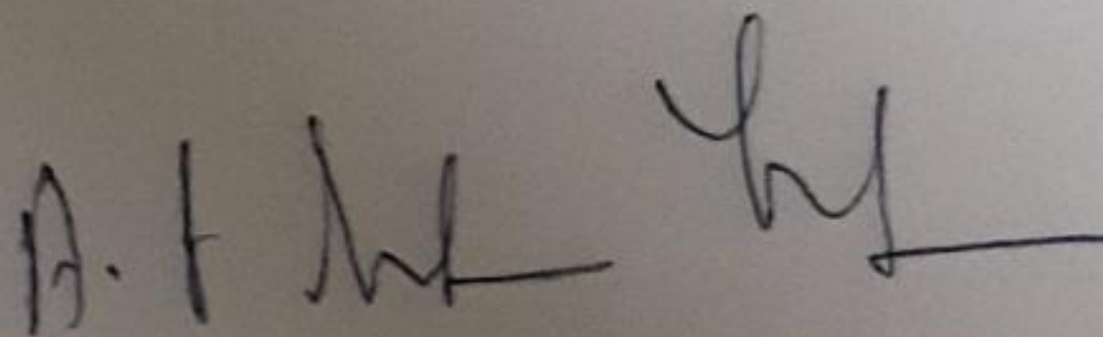


Counter Signed



Signature of the candidate

V.S. Asuvethaa



Forwarded

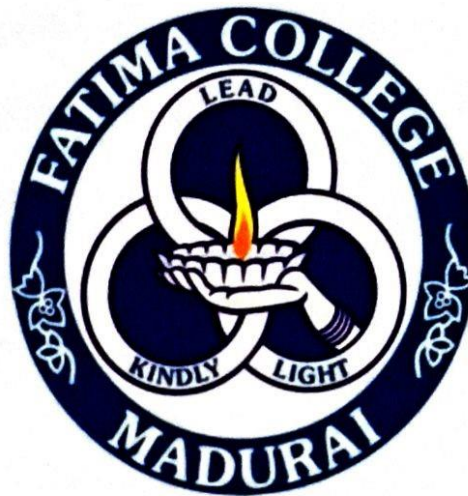


**A STUDY ON GOVERNMENT SCHEME - NEW SWARNIMA SCHEME  
TOWARDS WOMEN ENTREPRENEURS.**

Project submitted total to Madurai Kamaraj University partial  
fulfillment of the requirement for the award of the degree of  
**MASTER OF COMMERCE.**

**SUBMITTED BY  
J. JOSEPHINE LEEMA ROSE - 2020MCOM34**

**Under the guidance of  
Dr . Mrs. S. Fatima Rosaline Mary, M.Com., M.Phil., Phd., SLET.  
Assistant Professor,  
Research Centre of Commerce,  
Fatima college**



**FATIMA COLLEGE(AUTONOMOUS)**  
Re - Accredited with 'A++' grade (CGPA 3.61) by  
NAAC (cycle-4).

College with potential for Excellence  
Mary land, MADURAI - 625018, Tamil Nadu.

**DR.Mrs.S.FATIMA ROSELINE MARY.,M.com.,M.phil.,PHD.,SLET.**

**ASSISTANT PROFESSOR**

**DEPARTMENT OF COMMERCE,**

**FATIMA COLLEGE,**

**MADURAI – 625018.**

**CERTIFICATE**

This is to certify that the project entitled **"A STUDY ON GOVERNMENT SCHEME-NEW SWARNIMA SCHEME TOWARDS WOMEN ENTREPRENEURS."** submitted by **J.JOSEPHINE LEEMA ROSE – 2020MCOM34** in partial fulfillment for the degree of **MASTER OF COMMERCE** was done by her during the period of **2020 – 2022** under my guidance and supervision and that this project or any part thereof has not been submitted elsewhere for any degree or other similar titles.

*E. Fatima Roseline Mary.*

**Dr.Mrs. S.Fatima Roseline Mary.**

**PLACE: Madurai**

**Data : 08-06-2022**



## ACKNOWLEDGEMENT

## DECLARATION

I hereby, declare the project entitled "A STUDY ON GOVERNMENT SCHEME - NEW SWARNIMA SCHEME TOWARDS WOMEN ENTREPRENEURS" has been originally carried out by me for the award of the degree of M.Com, is a record of original work done by me doing the year 2020 - 2022. It has not previously formed the basis for the award of my degree, diploma or other similar titled of any University.

on the project work in the College.

I express my thanks to Dr. A. Purnima, M.Com, Ph.D., Head of the department of Commerce for her words of encouragement in this project work.

I am a profound debt of gratitude to Dr. Mrs. S. Fatima Rose, M.A., M.Phil., Ph.D., SLET, Assistant Professor, Department of Commerce, for their keen interest, suggestions, encouragement, and constant help with contributed immensely for the successful completion of the project.

I express my grateful thanks to the entire Faculty Members, Department of Commerce for their encouragement.

Place : Madurai

Date : 08-06-2022

I would like to express our heartfelt thanks to our friends for their response and co-operation.

J. Josephine Leema rose

Signature of the candidate

(J. JOSEPHINE LEEMA ROSE)

C. Fatima Rose M.T.

Counter Signed

A. P. M. Hs

forwarded

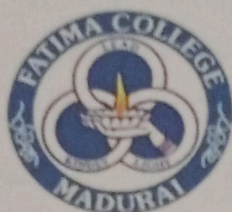


**A SOCIO ECONOMIC CONDITIONS OF STREET  
VEGETABLE VENDORS DURING THE COVID-19 PERIOD  
WITH SPECIAL REFERENCE IN MADURAI CITY.**

Project Submitted To Madurai Kamaraj University In Partial Fulfillment Of The  
Requirement For The Award Of The Degree Of **MASTER OF COMMERCE.**

**SUBMITTED BY**

**K. VEERAMANIMEGALAI – 2020MCOM35**



**Under the guidance of**

**Mrs. P. KALAISELVI M.Com.,M.Phil.,CWA(Inter),,NET.,**

**Assistant professor**

**Research Centre of commerce**

**FATIMA COLLEGE**

**(Autonomous)**

**Re-Accredited with 'A++' by NAAC (cycle-IV)**

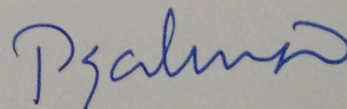
**Mary Land, Madurai-625018, Tamil Nadu**



Mrs. P . KALAISELVI.,M.com.,M.phil.,CWA Inter.,NET.,  
ASSISTANT PROFESSOR  
DEPARTMENT OF COMMERCE,  
FATIMA COLLEGE,  
MADURAI – 625018.

### CERTIFICATE

This is to certify that the project entitled “A SOCIO ECONOMIC CONDITIONS OF STREET VEGETABLE VENDORS DURING THE COVID-19 PERIOD WITH SPECIAL REFERENCE IN MADURAI CITY” submitted by K.VEERAMANIMEGALAI – 2020MCOM35 in partial fulfillment for the degree of MASTER OF COMMERCE was done by her during the period of 2020 – 2022 under my guidance and supervision and that this project or any part thereof has not been submitted elsewhere for any degree or other similar titles.



Mrs. P . KALAISELVI

PLACE: Madurai

Date : 08/06/2022



## DECLARATION

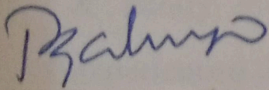
I hereby, declare the project entitled "A SOCIO ECONOMIC CONDITIONS OF STREET VEGETABLE VENDORS DURING THE COVID-19 PERIOD WITH SPECIAL REFERENCE IN MADURAI CITY." has been originally carried out by me for the award of the degree of M.Com, is a record of original work done by me during the year 2020-2022. It has not previously formed the basis for the award of any degree, diploma, or other similar titled of any University.

Place: Madurai

Date: 08/06/2022

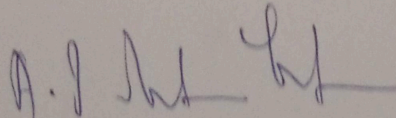
K. Veeramanimagalai

Signature of the candidate



Counter Signed

(K.VEERAMANIMEGALAI)



Forwarded

DR. A.I. Auxilia felicitas, M.Com., Ph.D.,

Associate Professor & Head of the Department of Commerce,

The Research Centre of Commerce,

Fatima College,

Madurai - 625018.



**A STUDY ON THE CUSTOMERS ATTITUDE TOWARDS  
E.COMMERCE WEBSITE**

Project submitted to Madurai Kamaraj University in partial fulfillment of the requirement  
for the award of the degree of **MASTER OF COMMERCE**.

**SUBMITTED BY**

**M.KAMALINI-2020MCOM36**

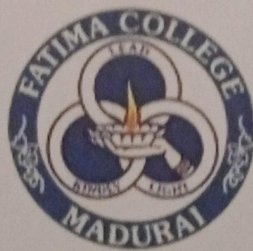
**Under the guidance of**

**DR.C. LUCIA VANITHA, M.COM., M.PHIL., PH.D.,**

**Assistant Professor,**

**Research Centre of Commerce,**

**Fatima College.**



**FATIMA COLLEGE (AUTONOMOUS)**

Re-Accredited with 'A++' grade (CGPA 3.61) by

NAAC (cycle-4).

**College with potential for Excellence (2004-2019)**

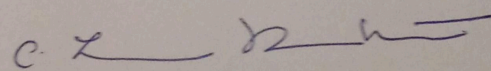
**Mary land, MADURAI-625018, Tamil Nadu.**



Dr. C. LUCIA VANITHA, MCOM. M.PHIL., PH.D.,  
ASSISTANT PROFESSOR  
DEPARTMENT OF COMMERCE,  
FATIMA COLLEGE,  
MADURAI – 625018.

### CERTIFICATE

This is to certify that the project entitled “A STUDY ON THE CUSTOMERS ATTITUDE TOWARDS E.COMMERCE WEBSITE.” submitted by M.KAMALINI – 2020MCOM36 in partial fulfillment for the degree of MASTER OF COMMERCE was done by her during the period of 2020 – 2022 under my guidance and supervision and that this project or any part thereof has not been submitted elsewhere for any degree or other similar titles.



Dr. C. LUCIA VANITHA

PLACE: Madurai

Date: 08-06-2022

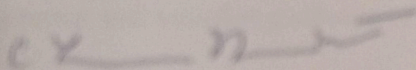


### DECLARATION

I hereby, declare that the project entitled "A STUDY ON THE CUSTOMERS ATTITUDE TOWARDS E.COMMERCE WEBSITE" is my original work done under the guidance and supervision of DR.C.LUCIA VANITHA Assistant professor, department of commerce, Fatima college (autonomous), Madurai, and it has not been previously formed on the basis of award of any other Degree, Associate-ship, or other similar titles.

Place: Madurai

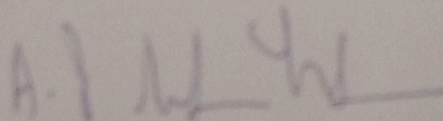
Date: 08.06.2022



M. Karmalini

Counter Signed

Signature of the candidate



Forwarded !