

**A STUDY ON CUSTOMER SATISFACTION OF NETFLIX
STREAMING SERVICES IN TAMIL NADU**

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

BACHELOR OF COMMERCE.

SUBMITTED BY

S .Abivarthini	2020A01
S. Arul Jothi	2020A11
M .Hepciba Margrate	2020A29
P .Infantnimisha	2020A30
G .S .Mahalakshmi	2020A44
R .Muthu Mari	2020A46
I .Princy Ancitha	2020A52
B .Priyadharshini	2020A53

Under the guidance of

Dr. SR. BINDU ANTONY, M.Com., M.Phil., PH.D.,

Assistant Professor,

The Research Centre of Commerce,

Fatima College.



FATIMA COLLEGE (AUTONOMOUS)

“College with potential for Excellence”

Re – Accredited with “A++” grade

(CGPA 3.61) NAAC (cycle-IV)

Maryland, MADURAI – 625 018

MARCH - 2023

Dr. SR. BINDU ANTONY, M.com., M.Phil., Ph.D.,
Assistant Professor,
The Research Centre of Commerce,
Fatima College (Autonomous),
Mary Land,
Madurai – 625018.

CERTIFICATE

This is to certify that the project entitled “A STUDY ON CUSTOMER SATISFACTION OF NETFLIX STREAMING SERVICES IN TAMIL NADU” submitted by S. Abivarthini (2020A01), S.Arul Jothi (2020A11), M. Heciba Margrate (2020A29), P. Infantnimisha (2020A30), G.S. Mahalakshmi (2020A44), R. Muthu Mari (2020A46), I. Princy Ancitha (2020A52), B. Priyadharshini (2020A53) for the award for the degree of **BACHELOR OF COMMERCE** is an original work carried out by them during the period 2022 – 2023, under my guidance and supervision and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title of any other.



[Dr.SR. BINDU ANTONY]

Faculty Guide

Place: Madurai

Date: 05.04.2023


EXTERNAL EXAMINER

DECLARATION

I hereby, declare that the project entitled "A STUDY ON CUSTOMER SATISFACTION OF NETFLIX STREAMING SERVICES IN TAMIL NADU" is our original work carried out by us for the award of the degree of **BACHELOR OF COMMERCE** during the year 2022-2023 and done under the guidance and supervision of **Dr. SR. BINDU ANTONY, M.com., M.Phil., Ph.D.**, Assistant Professor, The Research centre of Commerce, Fatima College, Madurai and that is has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title of any other University or Institution.

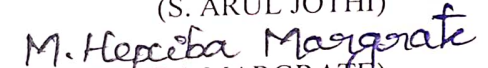
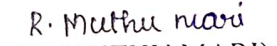
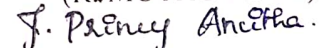
PLACE: Madurai

DATE: 05.04.2023



[Dr. SR. BINDU ANTONY]

Counter signed


(S. ABIVARTHINI)
(S. ARUL JOTHI)
(M. HEPCIBA MARGRATE)
(P. INFANTNIMISHA)
(G.S. MAHALAKSHMI)
(R. MUTHU MARI)
(I. PRINCY ANCITHA)
(B. PRIYADHARSHINI)

Signature of the candidates


[DR. (Mrs). A.I. AUXILIA FELICITAS]

Forwarded

**A STUDY ON IMPACT OF THE INSTAGRAM ON PERSONAL CARE PRODUCTS
IN MADURAI CITY**

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

BACHELOR OF COMMERCE.

SUBMITTED BY

S. Aishwarya	2020A03
A. Arul Julie Praveena	2020A12
S. Beshi Brunny	2020A18
B.K. Divyaharshini	2020A20
P. Gown	2020A26
D. Jenitha Catherin	2020A36
J. Rita Patricia	2020A57
C. Udhayanila	2020A71

Under the guidance of

Dr. P. RUBY LEELA, M.Com., M.Phil., SET., NET., PILD.,

Assistant Professor,

The Research Centre of Commerce,

Fatima College.



FATIMA COLLEGE (AUTONOMOUS)

"College with potential for Excellence"

Re - Accredited with "A++" grade

(CGPA 3.61) NAAC (cycle-IV)

Maryland, MADURAI - 625 018

MARCH - 2023

Dr. P. Ruby Leela, M.Com., M.Phil., SET., NET., Ph.D.
Assistant Professor,
The Research Centre of Commerce,
Fatima College (Autonomous),
Maryland,
Madurai - 625018

CERTIFICATE

This is to certify that the project entitled "A STUDY ON IMPACT OF THE INSTAGRAM ON PERSONAL CARE PRODUCTS IN MADURAI CITY" submitted by S. Aishwarya (2020A03), A. Arul Julie Praveena (2020A12), S. Beshi Britiny (2020A18), H.K. Divyasharshini (2020A20), P. Gowri (2020A26), D. Jenitha Catherin (2020A36), J. Rita Patricia (2020A57), C. Udhayanila (2020A71) for the award for the degree of BACHELOR OF COMMERCE is an original work carried out by them during the period 2022 - 2023, under my guidance and supervision and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title of any other.

Place: Madurai

Date: 03.04.2023

Dr. P. Ruby Leela
(Dr. P. RUBY LEELA)

Faculty Guide

Joselyn Nithya
10/11/23
EXTERNAL EXAMINAR

DECLARATION

We hereby, declare that the project entitled "A STUDY ON THE IMPACT OF INSTAGRAM ON PERSONAL CARE PRODUCTS" is our original work carried out by us for the award of the degree of BACHELOR OF COMMERCE during the year 2022-2023 and done under the guidance and supervision of Dr. P. RUBY LEELA, M.Com., M.Phil., SET., NET., Ph.D., Assistant professor, The Research Centre of Commerce, Fatima college, Madurai and that has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title of any other University or Institution.

PLACE: Madurai

DATE: 05.04.2023

S. Aishwarya
(S. AISHWARYA)

A. Arul Julie Praveena
(A. ARUL JULIE PRAVEENA)

S. Beshi Britany
(S. BESHI BRITANY)

Divyashankini
(B.K. DIVYAHARSHINI)

P. Gowri
(P. GOWRI)

D. Jenthia Catherin
(D. JENTHA CATHERIN)

J. Rita Patricia
(J. RITA PATRICIA)

C. Udhayanila
(C. UDHAYANILA)

Signature of the candidates

Ruby 04/23
(Dr. P. RUBY LEELA)

Countersigned

A. J. L. M.
(Dr. (Mrs). A.L. AUXILIA FELICITAS)

Forwarded

**A STUDY ON THE ATTITUDE OF WOMEN ARTS COLLEGE STUDENTS
TOWARDS INFLUENCER MARKETING IN MADURAI CITY**

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

BACHELOR OF COMMERCE

SUBMITTED BY

K. Ananda Poornima	2020A04
T. Evangelin Emima	2020A23
K. Ishwarya	2020A32
S. Kokila	2020A42
I. J. Sharli Silviya	2020A61
M. Subhiksha	2020A65
L. Varsha	2020A72

Under the guidance of

Dr. (Mrs.). T. JEYANTHI VIJAYARANI, M.Com.,Ph.D.,

Associate professor,

The Research Centre of Commerce,

Fatima college.



FATIMA COLLEGE (AUTONOMOUS)

“College with potential for Excellence”

Re – Accredited with “A++” grade

(CGPA 3.61) NAAC (cycle-IV)

Maryland, MADURAI – 625 018

MARCH - 2023

Dr. (Mrs). T. JEYANTHI VIJAYARANI, M.com, Ph.D,

Associate professor,

The Research Centre of Commerce,

Fatima College (Autonomous),

Mary Land,

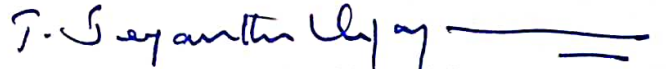
Madurai – 625 018.

CERTIFICATE

This is to certify that the project entitled “**A STUDY ON THE ATTITUDE OF WOMEN ARTS COLLEGE STUDENTS TOWARDS INFLUENCER MARKETING IN MADURAI CITY** ” submitted by **K. Ananda Poornima (2020A04), T. Evangelin Emima (2020A23), K. Ishwarya (2020A32), S. Kokila (2020A42), I. J. Sharli Silviya (2020A61), M.Subhiksha (2020A65), L.Varsha (2020A72)** for the award for the degree of **BACHELOR OF COMMERCE** is an original work carried out by them during the period 2022 – 2023, under my guidance and supervision and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title of any other.

Place: Madurai

Date: 5/04/2023


[Dr. T. JEYANTHI VIJAYARANI]

Faculty Guide


EXTERNAL EXAMINER

DECLARATION

I hereby, declare that the project entitled "A STUDY ON ATTITUDE OF WOMEN ARTS COLLEGE STUDENTS TOWARDS INFLUENCER MARKETING IN MADURAI CITY " is our original work carried out by us for the award of the degree of BACHELOR OF COMMERCE during the year 2022-2023 and done under the guidance and supervision of Dr. Mrs. T. JEYANTHI VIJAYARANI, M.com, Ph.D, Associate professor, The Research centre of Commerce, Fatima college ,Madurai and that is has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title of any other University or Institution.

PLACE: Madurai

DATE: 5/04/2023

K. Ananda Poornima

(K. ANANDA POORNIMA)

T. Evangelin Emima

(T. EVANGELIN EMIMA)

K. Ishwarya

(K. ISHWARYA)

S. Kokila

(S. KOKILA)

I. J. Sharli Silviya

(I. J. SHARLI SILVIYA)

M. Subhiksha

(M. SUBHIKSHA)

L. Varsha

(L. VARSHA)

T. Jeyanthi Vijayarani

[Dr. (Mrs). T. JEYANTHI VIJAYARANI]

Counter signed

Signature of the candidates

A. I. Auxilia Felicitas

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

Forwarded

**A STUDY ON VIDEO CONFERENCING MARKET- COMPARISON BETWEEN
GOOGLE MEET AND ZOOM MEETING IN MADURAI CITY**

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

BACHELOR OF COMMERCE.

SUBMITTED BY

S. Anisha	2020A05
M. Arulmary	2020A13
P. Belcia.	2020A17
L. Dolbin Deva Urshika	2020A21
S. Esther Jenifer	2020A22
R. Gayathri	2020A24
V. Iruthaya Nancy	2020A31
L.Thanga Sankari	2020A68

Under the guidance of

Mrs.P.KALAI SELVI, M. Com., M.Phil.,NET(Ph.D.,)

Assistant professor,

The Research Centre of Commerce,

Fatima college.



FATIMA COLLEGE (AUTONOMOUS)

“College with potential for Excellence”

Re – Accredited with “A++” grade

(CGPA 3.61) NAAC (cycle-IV)

Maryland, MADURAI – 625 018

MARCH - 2023

Mrs. P. KALAI SELVI, M. Com., M.Phil.,NET(Ph.D.,)

Assistant professor,

The Research centre of commerce,

Fatima College (Autonomous),

Mary Land,

Madurai – 625 018.

CERTIFICATE


This is to certify that the project entitled “ A STUDY ON VIDEO CONFERENCING MARKET- COMPARISON BETWEEN GOOGLE MEET AND ZOOM MEETING IN MADURAI CITY” submitted by S. Anisha (2020A05), M. Arulmary (2020A13), P. Belcia (2020A17), L. Dolbin Deva Urshika (2020A21), S. Esther Jenifer (2020A22), R. Gayathri (2020A24), V. Iruthaya Nancy (2020A31), L. Thanga Sankari (2020A68) for the award for the degree of BACHELOR OF COMMERCE is an original work carried out by them during the period of 2022 – 2023, under my guidance and supervision and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title of any other.

Place: Madurai


[Mrs. P. KALAI SELVI]

Date:

Faculty Guide


EXTERNAL EXAMINER
Assistant professor,

Department of commerce with computer Application,
Fatima college,
madurai - 18.

DECLARATION

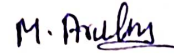
We hereby, declare that the project entitled "A STUDY ON VIDEO CONFERENCING MARKET- COMPARISON BETWEEN GOOGLE MEET AND ZOOM MEETING IN MADURAI CITY" is our original work carried out by us for the award of the degree of BACHELOR OF COMMERCE during the year 2022-2023 and done under the guidance and supervision of (Mrs. P. KALAI SELVI, M. Com., M.Phil.,NET(Ph.D.,)) Assistant professor, The Research centre of Commerce, Fatima college, Madurai and that it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title of any other University or Institution.

PLACE: Madurai

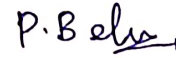
DATE: 05.04.2023



(S. ANISHA)



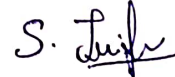
(M. ARULMARY)



(P. BELCIA)



(L. DOLBIN DEVAURSHIKA)



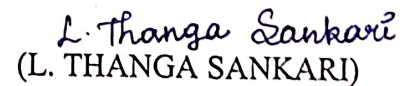
(S. ESTHER JENIFER)



(R. GAYATHRI)



(V. IRUTHAYA NANCY)

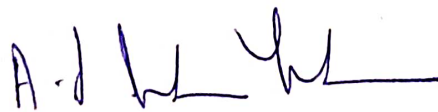


Signature of the candidates



[Mrs. P. KALAI SELVI]

Counter signed



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

Forwarded

A STUDY ON ATTITUDE AND PERCEPTION OF CONSUMERS TOWARDS MOBILE ADVERTISEMENTS

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

BACHELOR OF COMMERCE. SUBMITTED BY

B. Annaimary	2020A06
S. Aparna	2020A09
K. BalaBharathi	2020A16
T. Kaviya	2020A41
S.Merlin Apoorva	2020A45
J.PreethaVarshini	2020A51
R. Priyadharshini	2020A54
J. Swetha Berlin	2020A67

Under the guidance of

Dr. (Mrs.) K.SANGEETHA, M.Com., M.Phil., SET., Ph.D.,

Assistant professor,

The Research Centre of Commerce,

Fatima College.



FATIMA COLLEGE (AUTONOMOUS)

“College with potential for Excellence”

Re – Accredited with “A++” grade

(CGPA 3.61) NAAC (cycle-IV)

Maryland, MADURAI – 625 018

MARCH - 2023

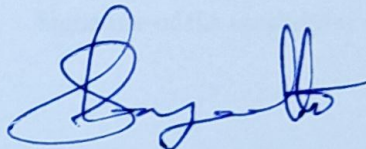
Dr. (Mrs). K.SANGEETHA, M.Com, M.Phil, SET.,Ph.D,
Assistant professor,
The Research Centre of commerce,
Fatima College (Autonomous),
Mary Land,
Madurai – 625018.

CERTIFICATE

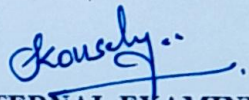
This is to certify that the project entitled “A STUDY ON ATTITUDE AND PERCEPTION OF CONSUMERS TOWARDS MOBILE ADVERTISEMENTS” submitted by **B. Annaimary (2020A06), S.Aparna (2020A09), K. BalaBharathi (2020A16), T. Kaviya (2020A41), S. Merlin Apoorva (2020A45), J. PreethaVarshini (2020A51) , R. Priyadharshini (2020A54), J. Swetha Berlin(2020A67)** for the award for the degree of **BACHELOR OF COMMERCE** is an original work carried out by them during the period of 2022 – 2023, under my guidance and supervision and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title.

Place: Madurai

Date: 5.4.2023


[Dr.(Mrs). K.SANGEETHA]

Faculty Guide

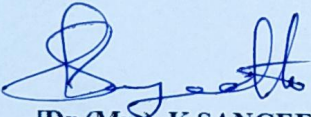

EXTERNAL EXAMINER

DECLARATION

We hereby, declare that the project entitled "A STUDY ON ATTITUDE AND PERCEPTION OF CONSUMERS TOWARDS MOBILE ADVERTISEMENTS" is our original work carried out by them for the award of the degree of **BACHELOR OF COMMERCE** during the year 2022-2023 and done under the guidance and supervision of **Dr. K.SANGEETHA, M.Com, M.Phil, SET.,Ph.D**, Assistant professor, The Research Centre of Commerce, Fatima college ,Madurai and that is has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title of any other University or Institution.

PLACE: Madurai

DATE: 05/04/23.



[Dr.(Mrs). K.SANGEETHA]

Counter signed

B. Annaimary.

(B.ANNAIMARY)

S. Aparna

(S.APARNA)

K. Bala Bharathi

(K.BALABHARATHI)

T. Kaviya.

(T.KAVIYA)

S. Merlin Apoorva.

(S.MERLIN APOORVA)

J. preetha varshini

(J.PREETHAVARSHINI)

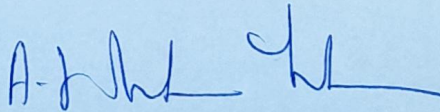
R. Priyadharshini

(R.PRIYADHARSHINI)

J. Swetha Berlin

(J.SWETHA BERLIN)

Signature of the candidates



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

Forwarded

**A STUDY ON CUSTOMER SATISFACTION ON FLIPKART WITH SPECIAL
REFERENCE TO MADURAI CITY**

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

BACHELOR OF COMMERCE.

SUBMITTED BY

P. Annie Angel	2020A07
E. Anro Nisha	2020A08
V. Ashwini	2020A14
T. Lakshmipriya	2020A43
R. Renisha	2020A56
B. Shahana Varshini	2020A60
M. Sowmiya	2020A63
V. Thulasi Brindha	2020A70

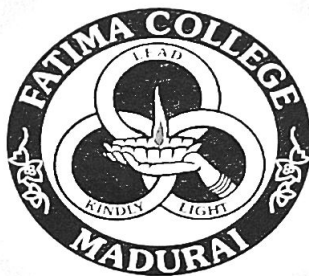
Under the guidance of

Dr. (Ms.). C. LUCIA VANITHA, M.Com.,M.Phil.,Ph.D.,NET.

Assistant Professor,

The Research Centre of Commerce,

Fatima College.



FATIMA COLLEGE (AUTONOMOUS)

“College with potential for Excellence”

Re – Accredited with “A++” grade

(CGPA 3.61) NAAC (cycle-IV)

Maryland, MADURAI – 625 018

Dr.(Ms).C.LUCIA VANITHA,M.Com,M.Phil,Ph.D,NET
Assistant Professor,
The Research Centre of Commerce,
Fatima College(Autonomous),
Mary Land,
Madurai-625 018.

CERTIFICATE

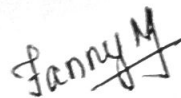
This is to certify that the project entitled " A STUDY ON CUSTOMER SATISFACTION ON FLIPKART WITH SPECIAL REFERENCE TO MADURAI CITY" submitted by P. Annie Angel (2020A07), E. Anro Nisha (2020A08), V. Ashwini (2020A14), T. Lakshmipriya (2020A43), R. Renisha (2020A56), B. Shahana Varshini (2020A60), M. Sowmiya (2020A63), V. Thulasi Brindha (2020A70) for the award for the degree of BACHELOR OF COMMERCE is an original work carried out by them during the period of 2022 – 2023, under my guidance and supervision and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title.

Place: Madurai

Date: 5.04.2023


[Dr. C. LUCIA VANITHA]

Faculty Guide



EXTERNAL EXAMINER

DECLARATION

We hereby, declare that the project entitled "A STUDY ON CUSTOMER SATISFACTION ON FLIPKART WITH SPECIAL REFERENCE TO MADURAI CITY " is our original work carried out by us for the award of the degree of **BACHELOR OF COMMERCE** during the year 2022-2023 and done under the guidance and supervision of Dr. Ms. C. LUCIA VANITHA, M.Com, M.Phil, Ph.D, NET Assistant Professor, The Research Centre of Commerce, Fatima College ,Madurai and that is has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title of any other University or Institution.

PLACE: Madurai

DATE: 5.04.2023

Annie Angel P
(P. ANNIE ANGEL)

Anro Nisha E
(E. ANRO NISHA)

V. Ashwini
(V. ASHWINI)

T. Lakshmi Priya
(T. LAKSHMIPRIYA)

R. Renisha
(R. RENISHA)

B. Shahana Varshini
(B. SHAHANA VARSHINI)

M. Sowmiya
(M. SOWMIYA)

V. Thulasi Brindha
(V. THULASI BRINDHA)

C. Lucia Vanitha

[Dr. (Ms). C. LUCIA VANITHA]

Counter signed

Signature of the candidates

A. I. Auxilia Felicitas

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

Forwarded

**A STUDY ON CUSTOMERS ATTITUDE TOWARDS SOCIAL MEDIA
ADVERTISING WITH SPECIAL REFERENCE TO MADURAI CITY**

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

BACHELOR OF COMMERCE.

SUBMITTED BY

M. Divyabharathi	2020A19
M. Harini	2020A28
X. Jene Blessy	2020A35
H. Jesundra	2020A37
S. Jeya Mistika	2020A38
S. Judy Infanta	2020A40
R. Nandhini Priya	2020A47

Under the guidance of

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

Associate professor,

The Research Centre of Commerce,

Fatima College.



FATIMA COLLEGE (AUTONOMOUS)

“College with potential for Excellence”

Re – Accredited with “A++” grade

(CGPA 3.61) NAAC (cycle-IV)

Maryland, MADURAI – 625 018

MARCH - 2023

Dr. (Mrs). S. FATIMA ROSALINE MARY, M.Com., B.Ed., M.phil., Ph.D, SLET.
Associate professor,
The Research centre of commerce,
Fatima College (Autonomous),
Mary Land,
Madurai - 625018.

CERTIFICATE

This is to certify that the project entitled **"A STUDY ON CUSTOMERS ATTITUDE TOWARDS SOCIAL MEDIA ADVERTISING WITH SPECIAL REFERENCE TO MADURAI CITY"** submitted by **M. Divyabharathi (2020A19), M. Harini (2020A28), X. Jene Blessy (2020A35), H. Jesundra (2020A37), S. Jeya Mistika (2020A38), S. Judy Infanta (2020A40), R. Nandhini Priya (2020A47)** for the award for the degree of **BACHELOR OF COMMERCE** is an original work carried out by them during the period **2022 – 2023**, under my guidance and supervision and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title of any other.

Place: Madurai

Date: 11-04-2023


[Dr.(Mrs). S. FATIMA ROSALINE MARY]

Faculty Guide


EXTERNAL EXAMINER

DECLARATION

We hereby, declare that the the project entitled "A STUDY ON CUSTOMERS ATTITUDE TOWARDS SOCIAL MEDIA ADVERTISING WITH SPECIAL REFERENCE TO MADURAI CITY" is our original work carried out by us for the award of the degree of **BACHELOR OF COMMERCE** during the year 2022-2023 and done under the guidance and supervision of Dr. Mrs. S. FATIMA ROSALINE MARY, M.Com., B.Ed., M.Phil., Ph.D , SLET. Associate professor, The Research centre of Commerce, Fatima college, Madurai and that it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title of any other University or Institution.

PLACE: Madurai

DATE: 11.04.2023

M. Divyabharathi
(M.DIVYABHARATHI)

M. Harini
(M.HARINI)

X. Jene Blessy
(X.JENE BLESSY)

H. Jesundra
(H.JESUNDRA)

S. Jeja Mistika
(S.JEYA MISTIKA)

S. Judy Infanta
(S. JUDY INFANTA)

R. Nandhini Priya
(R.NANDHINI PRIYA)

Signature of the candidates

Dr. S. Fatima Rosaline Mary
[Dr. (Mrs). S. FATIMA ROSALINE MARY]

Counter signed

A.I. Auxilia Felicitas
[Dr. (Mrs). A.I. AUXILIA FELICITAS]

Forwarded

**A STUDY ON EFFECT OF NEUROMARKETING ON IMITATION JEWELLERY
AMONG COLLEGE STUDENTS IN MADURAI CITY**

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

BACHELOR OF COMMERCE

SUBMITTED BY

A. GEETHA JACKULIEN PRINCY	2020A25
T. ISHWARYARANI	2020A33
S. JASMINE SUSANNAL	2020A34
M. POOMIKA	2020A50
J. REKSY	2020A55
W. SALINI PRIYA	2020A58
M. STEPHINA	2020A64
S. THOORIKA	2020A69

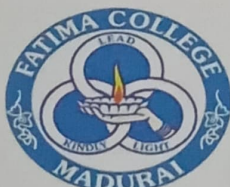
Under the guidance of

Dr. (Ms.) V. SUGANYA, M.Com., M.Phil., Ph.D., NET.

Assistant Professor,

The Research Centre of Commerce,

Fatima College.



FATIMA COLLEGE (AUTONOMOUS)

“College with potential for Excellence”

Re-Accredited with “A⁺⁺” grade

(CGPA 3.61) NAAC (cycle-IV)

Maryland, MADURAI – 625 018

MARCH – 2023

Dr. (Ms.) V. SUGANYA, M.Com., M.Phil., Ph.D., NET.

Assistant professor,

The Research Centre of Commerce,

Fatima College (Autonomous) ,

Mary land,

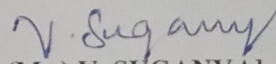
Madurai – 625018.

CERTIFICATE

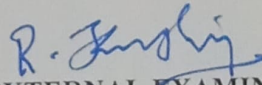
This is to certify that the project entitled "A STUDY ON EFFECT OF NEUROMARKETING ON IMITATION JEWELLERY AMONG COLLEGE STUDENTS IN MADURAI CITY" submitted by A. GEETHA JACKULIEN PRINCY (2020A25), T. ISHWARYARANI (2020A33), S. JASMINE SUSANNAL (2020A34), M. POOMIKA (2020A50), J. REKSY (2020A55), W. SALINI PRIYA (2020A58), M. STEPHINA (2020A64), S. THOORIKA (2020A69) for the award for the degree of BACHELOR OF COMMERCE is an original work carried out by them during the period of 2022 - 2023, under my guidance and supervision and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title of any other.

Place: Madurai

Date: 05.04.2023


[Dr. (Ms.) V. SUGANYA]

Faculty Guide


EXTERNAL EXAMINER

DECLARATION

We hereby, declare that the project entitled “ A STUDY ON EFFECT OF NEUROMARKETING ON IMITATION JEWELLERY AMONG COLLEGE STUDENTS IN MADURAI CITY” is our original work carried out by us for the award of the degree of **BACHELOR OF COMMERCE** during the year 2022-2023 and done under the guidance and supervision of Dr . Ms. V. SUGANYA, M.Com., M.Phil., Ph.D., NET, Assistant Professor, The Research Centre of Commerce, Fatima college, Madurai and that it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title of any other University or Institution.

PLACE: Madurai

DATE: 05.04.2023

A. Geetha Jackulien Princy
(A.GEETHA JACKULIEN PRINCY)

T. Ishwaryarani
(T. ISHWARYARANI)

S. Jasmine Susannal
(S. JASMINE SUSANNAL)

M. Poomika
(M. POOMIKA)

J. Reksy
(J. REKSY)

Salini Priya
(W. SALINI PRIYA)

M. Stephina
(M. STEPHINA)

S. Thoorika
(S. THOORIKA)

Signature of the candidates

V. Suganya
[Dr. (Ms.) V. SUGANYA]
Counter signed

A.I. Auxilia Felicitas
[Dr. (Mrs). A.I. AUXILIA FELICITAS]
Forwarded

A STUDY ON THE IMPACT OF SEO ON AMAZON

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

BACHELOR OF COMMERCE

SUBMITTED BY

S. Hari Priya	2020A27
S.J. Jeyashree	2020A39
P. Nithya Shree	2020A48
T. Padmaja	2020A49
R.V. Sandhiya	2020A59
M. Shri magha	2020A62
J. Vinnarasi Sangeetha	2020A73

Under the guidance of

Dr. (Mrs.) A.I.AUXILIA FELICITAS, M.Com. M.Phil., PH.D.,

Head and Associate Professor,

The Research Centre of Commerce,

Fatima College.



FATIMA COLLEGE (AUTONOMOUS)

“College with potential for Excellence”

Re – Accredited with “A++” grade

(CGPA 3.61) NAAC (cycle-IV)

Maryland, MADURAI – 625 018

MARCH - 2023

Dr. (Mrs). A.I. AUXILIA FELICITAS, M.com, M.phil, Ph.D.,
Head and Associate professor,
The Research centre of commerce,
Fatima College (Autonomous),
Mary Land,
Madurai – 625018.

CERTIFICATE


This is to certify that the project entitled “A STUDY ON THE IMPACT OF SEO ON AMAZON” submitted by S. Hari Priya (2020A27), S.J. Jeyashree (2020A39), P. Nithya Shree(2020A48), T. Padmaja (2020A49), R.V. Sandhiya (2020A59), M. Shri magha (2020A62), J. Vinnarasi Sangeetha (2020A73) for the award for the degree of BACHELOR OF COMMERCE is an original work carried out by them during the period 2022 – 2023, under my guidance and supervision and it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title of any other.

Place: Madurai

Date: 05-04-2023


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

Faculty Guide


EXTERNAL EXAMINER

DECLARATION

We hereby, declare that the the project entitled "A STUDY ON THE IMPACT OF SEO ON AMAZON" is our original work carried out by us for the award of the degree of BACHELOR OF COMMERCE during the year 2022-2023 and done under the guidance and supervision of Dr. Mrs. A.I. AUXILIA FELICITAS, M.Com, M.Phil., Ph.D., Head and Associate Professor, The Research centre of Commerce, Fatima College, Madurai and that it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title of any other University or Institution.

PLACE: Madurai

DATE: 05.04.2023

S. Hari Priya
(S. HARI PRIYA)

S.J. Jeyashree
(S.J. JEYASHREE)

P. Nithya Shree
(P. NITHYA SHREE)

T. Padmaja
(T. PADMAJA)

R.V. Sandhya
(R.V. SANDHIYA)

M. Shri Magha
(M. SHRI MAGHA)

A.I. Auxilia Felicita
[Dr. (Mrs). A.I. AUXILIA FELICITAS]

Counter signed

J. Vinnarasi Sangeetha
(J. VINNARASI SANGEETHA)

Signature of the candidates

A.I. Auxilia Felicita
[Dr. (Mrs). A.I. AUXILIA FELICITAS]

Forwarded