

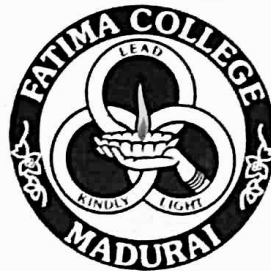
A STUDY ON CUSTOMER PERCEPTION TOWARDS CREDIT CARD USAGE

The project report was submitted in partial fulfilment as the requirement for the
degree of Bachelor of Commerce

SUBMITTED BY

NAME	REGISTER NO.
K . AARTHI	2020AC01
K . HARSHITHA	2020AC16
P . JABA NIBISHA	2020AC17
L . MAHASIVASAKTHI	2020AC24
R . MANISHA	2020AC25
R . MANONMANI	2020AC26

Under the guidance of
Mrs.C. JOSELYN NITHYA M.Com., M.Phil., (Ph.D.)
Assistant Professor,
Department of Commerce with Computer Application
And
Department of Commerce (SF)



FATIMA COLLEGE (AUTONOMOUS)

(College with potential for excellence)

Re – Accredited with “A++” by NAAC

MARYLAND, MADURAI -18

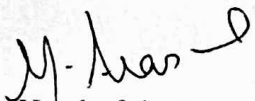
APRIL 2023

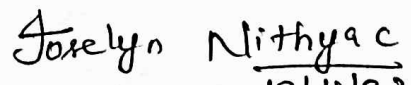
BONAFIDE CERTIFICATE

This is to certify that the project entitled "A STUDY ON CUSTOMER PERCEPTION TOWARDS CREDIT CARD USAGE" is Bonafide record of the project work done by

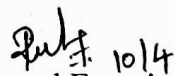
K. AARTHI (2020AC01)
K. HARSHITHA (2020AC16)
P. JABA NIBISHA (2020AC17)
L. MAHASIVASAKTHI (2020AC24)
R. MANISHA (2020AC25)
R. MANONMANI (2020AC26)

In partial fulfilment of the requirements for the award of Bachelor of Commerce degree, in bonafide record of the work under the guidance of Mrs .C.JOSELYNNITHYA M.Com.,M.Phil.,(Ph.D) Assistant Professor, of Department of Commerce with Computer Applications and Department of Commerce (SF).


Head of the Department


Internal Examiner 10/4/23

Submitted viva-voce held on 10/04/2023


External Examiner

DECLARATION

We hereby declare that the project towards work entitled "A STUDY ON CUSTOMER PERCEPTION TOWARDS CREDIT CARD USAGE" submitted to the Fatima College (Autonomous) in partial fulfilment of requirements for the degree of Commerce is a record of work done under the guidance of Mrs.C. JOSELYN NITHYA M.Com.,M.Phil.,(Ph.D) Assistant Professor of. Department of Commerce with Computer Applications and Department of Commerce (SF) in Fatima College, Madurai. It has not been submitted to any university for the award of any degree/diploma.

NAME	SIGNATURE
K. AARTHI (2020AC01)	K. Arthi
K. HARSHITHA (2020AC16)	K. Harshitha.
P. JABA NIBISHA (2020AC17)	P. Jaba
L. MAHASIVASAKTHI (2020AC24)	L. Mahasivasakthi
R. MANISHA (2020AC25)	R. Manisha.
R. MANONMANI (2020AC26)	R. Manonmani

ACKNOWLEDGEMENT

First of all, I thank God almighty for his blessing in completing our project successfully and our beloved parents for their motivation in completing the project.

We would like to express our sincere thanks to our respected principal **Dr. Sr. G. Celine Sahaya Mary, M.B.A.,FDP.,Ph.D.,D.Litt.** for granting permission in preceding the project.

We would like to express my gratitude and our sincere thanks to **Dr.M.Arasammal, M.Com. B.Ed., M.Phil., Ph.D.** Head, Department of Commerce with Computer Applications Department of Commerce (SF), Fatima College (Autonomous),Madurai, for her permission, and support to complete the project.

We would like to express our sincere thanks to **Mrs. C. Joselyn Nithya M.Com.,M.Phil.,(Ph.D)** Assistant Professor of Department of Commerce with Computer Applications and Department of Commerce (SF), Fatima College (Autonomous), Madurai for her wholehearted guidance, continuous supervision and support to complete the project.

We would like to express our sincere thanks to all staff members of the Department of Commerce with Computer Applications for their kind encouragement in completing the project.

Finally, we express our heartfelt appreciation to our family members & friends for their abundant support throughout this study.

BONAFIDE CERTIFICATE

This is to certify that the project entitled "A STUDY ON CUSTOMER SATISFICATION OF ZOMATO IN MADURAI CITY" is a bonafide research work

Done by,

S.No	Name	Register Number
1.	M. ABINAYASARASWATHI	2020AC02
2.	R. AMSA	2020AC06
3.	S. CATHRINE MARY	2020AC11
4.	T. KIRITHIKA	2020AC21
5.	M. NAGA ABIRAMI	2020AC29
6.	T. RAMYA PRIYA	2020AC36

In partial fulfilment of the requirement for the award of the degree of bachelor of commerce of Madurai Kamaraj University, Madurai. Under the Guidance of DR. MRS. T.K. LATHA MAHESHWARI lecturer, Department of commerce (SF).

Submitted for viva voce Examination held on 2023


INTERNAL EXAMINER


EXTERNAL EXAMINER


HEAD OF THE DEPARTMENT

DECLARATION

We, hereby state that the project for the degree of Bachelor of commerce on "**A STUDY ON CUSTOMER SATISFACTION OF ZOMATO IN MADURAI CITY**" for the partial fulfilment of bachelor of commerce Degree course of Madurai Kamaraj University is our original work.

S.No	NAME	SIGNATURE
1.	M. ABINAYASARASWATHI	M. Abinayasaraswathi
2.	R. AMSA	Amsa . R
3.	S. CATHRINE MARY	S. Cathrine Mary
4.	T. KIRITHIKA	T. Kirithika
5.	M. NAGA ABIRAMI	M. Naga Abi
6.	T. RAMYA PRIYA	T. Ramya Priya

Place: Madurai

Date: 2023

A STUDY ON GLOBALISED MARKETING STRATEGIES IN EXPANDING MICRO INDUSTRIES

The project report submitted in Partial fulfillment of the requirements of the award of the
Degree of Bachelor of Commerce

SUBMITTED BY

NAME	REGISTER NO
1. AGALYA. C	2020AC03
2. ANTONY PRINCE. A	2020AC09
3. SANGEETHA. K	2020AC42
4. SHREYA VARTHANE. S	2020AC43
5. SOWMIYA. M	2020AC49
6. TANUJAA RAJ	2020AC54



Under the Guidance of
Dr.M.ARASAMMAL, M.Com. B. Ed., M.Phil., Ph.D.
Department of commerce (SF)

APRIL 2023

BONAFIDE CERTIFICATE

This to certify that the project entitled "A STUDY ON GLOBALISED MARKETING STRATEGIES IN EXPANDING MICRO INDUSTRIES" is a bonafide research work.

DONE BY

S.NO	NAME	REGISTER NO
1.	AGALYA. C	2020AC03
2.	ANTONY PRINCE. A	2020AC09
3.	SANGEETHA. K	2020AC42
4.	SHREYA VARTHANE. S	2020AC43
5.	SOWMIYA. S	2020AC49
6.	TANUJAA RAJ	2020AC54

In partial fulfillment of the requirement for the award of the degree of Bachelor of commerce with computer application of Madurai Kamaraj university, Madurai during December 2022 to February 2023 under the guidance of Dr. M. ARASAMMAL Associate Professor, Dept. of Commerce (SF)

Submitted for viva voce examination held on 13/04/2023



INTERNAL EXAMINER



EXTERNAL EXAMINER



HEAD OF THE DEPARTMENT

DECLARATION

We, hereby state that the project for the degree of Bachelor of commerce (SF) on "A STUDY ON GLOBALIZED MARKETING STRATEGIES ON EXPANDING MICRO INDUSTRIES" from December 2022 to April 2023 for the partial fulfillment of Bachelor of Commerce degree course of Madurai Kamaraj University is our original work.

S.NO	NAME	SIGNATURE
1.	AGALYA. C	C. Agalya.
2.	ANTONY PRINCE. A	A. Antony Prince
3.	SANGEETHA. K	K. Sangeetha
4.	SHREYA VARTHANE. S	S. Shreya Varthane
5.	SOWMIYA. S	M. Sowmya.
6.	TANUJAA RAJ	T. Tanujaa Raj

PLACE : Madurai
DATE : 13/04/2023

ACKNOWLEDGEMENT

The satisfaction and euphoria that accompany the successful completion of any task would be incomplete without made it possible with his showered blessed on us.

We are privileged to express our deep sense of gratitude and respect to Dr. Sr. G. Celine Sahaya Mary principal Fatima College, Madurai for giving us the prestigious opportunity of being members in this institution.

We register our sincere gratitude to our Head of the Department, Dr. Mrs. M. Arasammal, M.Com. B. Ed., M.Phil., Ph.D.

Sincerely, we express our profound gratitude to Dr, Mrs. Arasammal Department of Commerce (SF), our internal guide for her valuable advice, kind co-operation, constant encouragement, parental care all through or the successful completion of this project.

Last but not least we thank our parents and our dear friends for their excellent support and constant encouragement to complete this project successfully.

A STUDY ON CONSUMER SATISFACTION TOWARDS PUBLIC DISTRIBUTION SYSTEM WITH SPECIAL REFERENCE TO MADURAI CITY

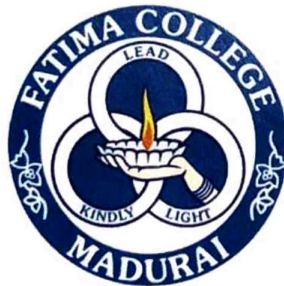
The project report was submitted in partial fulfilment as the requirement for the degree of Bachelor of Commerce.

SUBMITTED BY:

NAME	REGISTER NO.
A.AJEETHA	2020AC04
V.ANANDHI	2020AC07
S.HARINI	2020AC15
G MARIS SWETHA	2020AC27
S.SWETHA	2020AC53
M.VARSHINI	2020AC57

Under the guidance of
Dr. S. P. Savitha, M.com, M.Ed., M.Phil., Ph.D.

Department of Commerce with Computer Applications.
And
Department of Commerce (SF)



FATIMA COLLEGE (AUTONOMOUS)


(College with potential for excellence)
Re – Accredited with “A++” by NAAC (4th cycle)
MARYLAND, MADURAI -18
APRIL 2023


BONAFIDE CERTIFICATE

This is to certify that the project entitled "A STUDY ON CONSUMER SATISFACTION TOWARDS PUBLIC DISTRIBUTION SYSTEM WITH SPECIAL REFERENCE TO MADURAI CITY" is Bonafide record of the project work done by


A. AJEETHA(2020AC04)
V.ANANDHI(2020AC07)
S.HARINI(2020AC15)
G.MARIS SWETHA(2020AC27)
S.SWETHA(2020AC53)
M.VARSHINI(2020AC57)

In partial fulfilment of the requirements for the award of Bachelor of Commerce degree, in bonafide record of the work under the guidance of Dr. S.P Savitha, M.Com, M.Ed.,M.Phil,Ph.D Assistant Professor, Department of Commerce with Computer Applications and Department of Commerce (SF).


Head of the Department


Internal Examiner

Submitted viva-voce held on 10 - 04 - 2023


External Examiner
(P. KALAI SELVI)
Assistant Professor
The Research Centre
of Commerce
Jalime College, Madurai

DECLARATION

We hereby declare that the project towards work entitled "A STUDY ON CONSUMER SATISFACTION TOWARDS PUBLIC DISTRIBUTION SYSTEM WITH SPECIAL REFERENCE TO MADURAI CITY" submitted to the Fatima College (Autonomous) in partial fulfilment of requirements for the degree of Commerce is a record of work done under the guidance of Dr. S. P. SAVITHA, M.com., M.Ed., M.Phil., Ph.D. Department of Commerce with Computer Applications and Department of Commerce (SF) in Fatima College, Madurai. It has not been submitted to any university for the award of any degree/diploma.

NAME

SIGNATURE

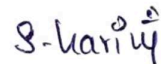
A.AJEETHA (2020AC04)



V.ANANDHI (2020AC07)



S.HARINI (2020AC15)



G.MARIS SWETHA (2020AC27)



S.SWETHA (2020AC53)



M.VARSHINI (2020AC57)



ACKNOWLEDGEMENT

First of all, I thank God almighty for his blessing in completing our project successfully and our beloved parents for their motivation in completing the project.

We would like to express our sincere thanks to our respected principal Dr. Sr. G. Celine Sahaya Mary, M.B.A ,FDP.,Ph.D.,D.Litt. for granting permission in preceding the project.

We would like to express my gratitude and our sincere thanks to Dr.M.Arasammal, M.Com. B.Ed., M.Phil., Ph.D. Head, Department of Commerce with Computer Applications Department of Commerce (SF), Fatima College (Autonomous),Madurai, for her permission, and support to complete the project.

We would like to express our sincere thanks to Dr. S. P. Savitha, M.com., M.Ed., M.Phil., Ph.D., Department of Commerce with Computer Applications and Department of Commerce (SF), Fatima College (Autonomous), Madurai for her wholehearted guidance, continuous supervision and support to complete the project.

We would like to express our sincere thanks to all staff members of the Department of Commerce with Computer Applications for their kind encouragement in completing the project.

Finally, we express our heartfelt appreciation to our family members & friends for their abundant support throughout this study.

“A STUDY ON SOCIAL MEDIA ISSUES AND SECURITY AWARENESS AMONG THE USERS IN MADURAI CITY”

A project report submitted in partial fulfilment of the award of the degree of **BACHELOR
OF COMMERCE OF MADURAI KAMARAJ UNIVERSITY**

Submitted by,

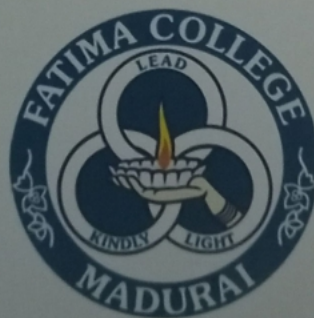
K.AMALA REETA	2020AC05
M. NIVETHA	2020AC31
I. PAVITHRA	2020AC32
P. RENUGA DEVI	2020AC37
A.ROSHNI	2020AC40
A. SHYAMALA DEVI	2020AC44
P. SURIYA DEVI	2020AC50

Under the guidance of,

DR.P. SAKUNTHALA, M.COM., M.PHIL., PGDCA., PHD

Assistant professor in the DEPARTMENT OF COMMERCE with Computer applications,

Fatima college



FATIMA COLLEGE (AUTONOMOUS)

College with potential for excellence

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

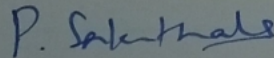
MARY LAND, MADURAI-625 018

BONAFIDE CERTIFICATE

This is to certify that the project entitled "A STUDY ON SOCIAL MEDIA ISSUES AND SECURITY AWARENESS AMONG THE USERS IN MADURAI CITY" is Bonafide record of project work done by,

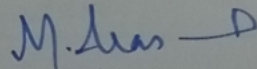
K.AMALA REETA	2020AC05
M. NIVETHA	2020AC31
I. PAVITHRA	2020AC32
P. RENUGA DEVI	2020AC37
A. ROSHNI	2020AC40
A. SHYAMALA DEVI	2020AC44
P. SURIYA DEVI	2020AC50

In partial of the requirement for the award of bachelor of commerce degree, Fatima college, under my guidance and supervision and that no part of it has been presented before for any other degree, diploma, fellowship or other similar titles.



Faculty guide

Dr. P. SAKUNTHALA

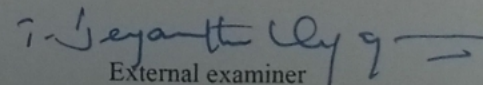


Head of the department

Dr.M.ARASAMMAL

Submitted for viva-voce held on 10.04.2023

Internal examiner


External examiner

DECLARATION

We hereby declare that the project for the Degree of Commerce on "A STUDY ON SOCIAL MEDIA ISSUES AND SECURITY AWARENESS AMONG THE USERS IN MADURAI CITY" is our original work and no part of this project has been submitted for the award of any other similar titles.

NAME	REGISTER NO	SIGNATURE
K. AMALA REETA	2020AC05	K. Amala Reeta
M. NIVETHA	2020AC31	M. Nivetha
I. PAVITHRA	2020AC32	I. Pavithra
P. RENUGA DEVI	2020AC37	P. Renuga devi
A. ROSHNI	2020AC40	A. Roshni
A. SHYAMALA DEVI	2020AC44	A. Shyamala Devi
P. SURIYA DEVI	2020AC50	P. Suriyadevi

Place: MADURAI

Date: 10.04.2023

**A STUDY ON CONSUMER PREFERENCE TOWARDS FOOD TRUCK
WITH SPECIAL REFERENCE TO MADURAI CITY**

The project report submitted in partial fulfillment of the requirements of the
award of the Degree of **BACHELOR OF COMMERCE**

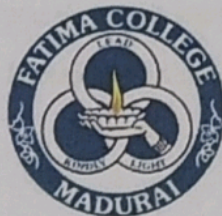
SUBMITTED BY,

- | | |
|----------------------|----------|
| 1. ANJALI. M | 2020AC08 |
| 2. BHARATHI PRIYA. S | 2020AC10 |
| 3. KEERTHANA. R | 2020AC20 |
| 4. PRIYADHARSHNI. S | 2020AC34 |
| 5. YUVETHA. J | 2020AC59 |
| 6. SIVARANJANI. I | 2020AC61 |

Under the Guidance of

Dr. S. MARIA NISHA M. Com, M. Phil, SET, Ph. D

Department of Commerce with Computer Applications



FATIMA COLLEGE (AUTONOMOUS)

(College with potential for excellence)

Re-Accredited with "A++" Grade by NAAC (4th cycle)

Mary Land, Madurai 625 018.

APRIL 2023

BONAFIDE CERTIFICATE

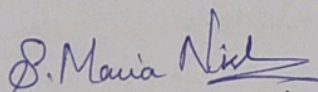
This is to certify that the project entitled "A STUDY ON CONSUMER PREFERENCE TOWARDS FOOD TRUCK WITH SPECIAL REFERENCE TO MADURAI CITY" is a bonafide research work.

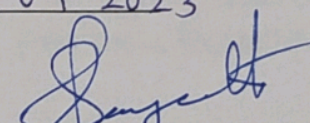
DONE BY

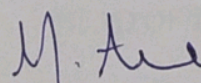
S.NO	NAME	REGISTER NO
1	ANJALI. M	2020AC08
2	BHARATHI PRIYA. S	2020AC10
3	KEERTHANA. R	2020AC20
4	PRIYADHARSHNI. S	2020AC34
5	YUVETHA. J	2020AC59
6	SIVARANJANI. I	2020AC61

In partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce of Madurai Kamaraj University, Madurai under the guidance of Dr. S. MARIA NISHA M.Com, M. Phil, SET, Ph. D Lecturer, Department of Commerce with Computer Applications.

Submitted for viva voce examination held on 10.04.2023


INTERNAL EXAMINER


EXTERNAL EXAMINER


HEAD OF THE DEPARTMENT

DECLARATION

We, hereby state that the project for the degree of Bachelor of Commerce on "A STUDY ON CONSUMER PREFERENCE TOWARDS FOOD TRUCK WITH SPECIAL REFERENCE TO MADURAI CITY" for the partial fulfillment of Bachelor of Commerce degree course of Madurai Kamaraj University is our original work.

NAME	REGISTER NO	SIGNATURE
ANJALI. M	2020AC08	M. Anjali
BHARATHI PRIYA. S	2020AC10	S. Bharathi Priya
KEERTHANA. R	2020AC20	R. Keerthana
PRIYADHARSHNI. S	2020AC34	S. Priyadharsini
YUVETHA. J	2020AC59	J. Yuveetha
SIVARANJANI. I	2020AC61	I. Sivaranjani

PLACE:MADURAI

DATE: 10.04.2023

A STUDY ON CONSUMER ATTITUDE TOWARDS FAST MOVING CONSUMER GOODS IN MADURAI CITY

Project report submitted in partial fulfillment of requirement for the degree of Commerce SF.

SUBMITTED BY

S.DHURGASELVI	-	2020AC12
P.GLORY PRAISE KIRUBA	-	2020AC13
P.MATTUMITHA	-	2020AC28
R. POORANI	-	2020AC33
R. PUVANAMAHADEVI	-	2020AC35
T. SUSI	-	2020AC 51

UNDER THE GUIDANCE OF

Dr. R. KEERTHIGA M.Com., MPhil., SET, Ph.D



FATIMA COLLEGE (AUTONOMOUS)


Re-Accredited With 'A++' Grade By Naac (Cycle IV)


Mary Land, Madurai -625 018. Tamil Nadu

APRIL 2023

BONAFIDE CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CONSUMER ATTITUDE TOWARDS FAST MOVING CONSUMER GOODS IN MADURAI CITY" is submitted to the department of Commerce (SF).FATIMA COLLEGE (AUTONOMOUS) Affiliated to Madurai Kamaraj University, Madurai.In the partial fulfillment for the award of the degree of B.Com during the academic year (2022-2023).


Faculty Guide
(Dr.R.Keerthiga)


Head Of The Department
(Dr..M.Arasammal)

Submitted to viva-voce examination held at the Department of Commerce.

FATIMA COLLEGE Madurai on.....

Examiner.


External

DECLARATION

Here we declare that this project on "A STUDY ON CONSUMER ATTITUDE TOWARDS FAST MOVING CONSUMER GOODS IN MADURAI CITY" has been done thoroughly at the outside knowledge and has not been drafted out to any other modes of information. This project has been purely developed by us.

S.No	Name	Signature
1	S.DHURGASELVI	S. Dh
2	P.GLORY PRAISE KIRUBA	P. glory .
3	P.MATTUMITHA	ManM
4	R.POORANI	R. P. P.
5	R.PUVANAMAHADEVI	R. Puvanamahadevi
6	T.SUSI	T. Susi

PLACE : Madurai

Date : 10/04/2023

**A STUDY ON CONSUMER'S BUYING BEHAVIOUR TOWARDS
INSTANT FOOD PRODUCTS WITH SPECIAL REFERENCE TO
MADURAI CITY.**

The project report submitted in partial fulfillment of the requirement for the
award of the degree of Bachelor of Commerce (S.F).

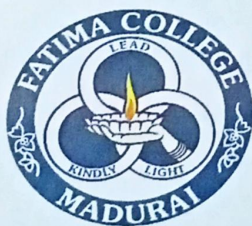
SUBMITTED BY

NAME	REGISTER NUMBER
1. HARINEE A S	2020AC14
2. JULIET PREETHI B	2020AC18
3. KEERTHANA P	2020AC19
4. THEEKSHIDHA R	2020AC56
5. VASIMA BANU S	2020AC58
6. VAISHNAVI V	2020AC62

Under the guidance of

Mrs. M. PRIYA M.Com (CA), M.Phil., B.Ed.

Department of Commerce (SF)



FATIMA COLLEGE (Autonomous)

(College with potential for excellence)

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

Mary Land, Madurai-625018

APRIL 2023

A STUDY ON CONSUMER'S BUYING BEHAVIOUR TOWARDS INSTANT FOOD PRODUCTS WITH SPECIAL REFERENCE TO MADURAI CITY.

The project report submitted in partial fulfillment of the requirement for the
award of the degree of Bachelor of Commerce (S.F).

SUBMITTED BY

NAME	REGISTER NUMBER
1. HARINEE A S	2020AC14
2. JULIET PREETHI B	2020AC18
3. KEERTHANA P	2020AC19
4. THEEKSHIDHA R	2020AC56
5. VASIMA BANU S	2020AC58
6. VAISHNAVI V	2020AC62

Under the guidance of

Mrs. M. PRIYA M.Com (CA)., M.Phil., B.Ed.

Department of Commerce (SF)



FATIMA COLLEGE (Autonomous)

(College with potential for excellence)

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

Mary Land, Madurai-625018

APRIL 2023

BONAFIED CERTIFICATE

This is to certify that the project work entitled, "A STUDY ON CONSUMER'S BUYING BEHAVIOR TOWARDS INSTANT FOOD PRODUCTS WITH SPECIAL REFERENCE TO MADURAI CITY" is a Bonafide research work

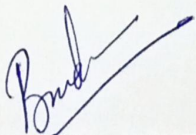
Done by

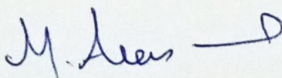
NAME	REGISTER NUMBER
1. HARINEE A S	2020AC14
2. JULIET PREETHI B	2020AC18
3. KEERTHANA P	2020AC19
4. THEEKSHIDHA R	2020AC56
5. VASIMA BANU S	2020AC58
6. VAISHNAVI V	2020AC62

In partial fulfillment of the requirements for the award of the degree of bachelor of commerce of Madurai Kamaraj University, Madurai. Under the guidance of Mrs. Priya M.Com (CA), M. Phil., B.Ed. Department of commerce (SF).

Submitted for viva voce examination held on 10-04-2023


INTERNAL EXAMINER


EXTERNAL EXAMINER


HEAD OF THE DEPARTMENT

DECLARATION

We hereby state that the project for the degree of bachelor of commerce on “A STUDY ON CONSUMER’S BUYING BEHAVIOR TOWARDS INSTANT FOOD PRODUCTS WITH SPECIAL REFERENCE TO MADURAI CITY” for the partial fulfillment of bachelor of commerce degree course of Madurai Kamaraj University is our original work.

S. No	NAME	SIGNATURE
1.	HARINEE A S	Harinee AS
2.	JULIET PREETHI B	B. Juli Preethi
3.	KEERTHANA P	Keerthana P
4.	THEEKSHIDHA R	Theekshidha R
5.	VASIMA BANU S	Dr. Vasima Banu
6.	VAISHNAVI V	V. Vaishnavi

PLACE: MADURAI

DATE: 10.04.2023

**A STUDY ON CUSTOMERS PERCEPTION TOWARDS ONLINE SHOPPING WITH
SPECIAL REFERENCE TO MADURAI CITY**

The project report submitted in partial fulfillment of the requirement for the award of the degree of
Bachelor of commerce (S.F).

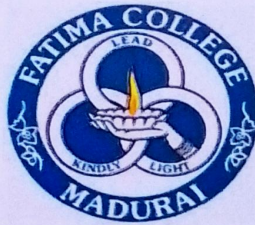
SUBMITTED BY

NAME	REGISTER NO.
LAKSHMI NARASU R	2020AC22
NIROSHINI K	2020AC30
ROSHINI M B	2020AC39
SINDHUJA A	2020AC46
SNEHA P	2020AC47
SARUPRABHA R	2020AC63

Under the guidance of

Mrs. R. KOUSALYA M.COM., (NET)., B.Ed.(Ph.D.)

Department of Commerce (SF)



FATIMA COLLEGE (AUTONOMOUS)

(College with potential for excellence)

Re – Accredited with “A++” by NAAC

Madurai-625 018

APRIL 2023

BONAFIDE CERTIFICATE

This is to certify that the project work entitled, "A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO MADURAI CITY" is a Bonafide research done by,

LAKSHMI NARASU R (2020AC22)

NIROSHINI K (2020AC30)

ROSHINI M B (2020AC39)

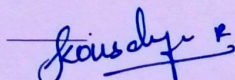
SINDHUJA A (2020AC46)

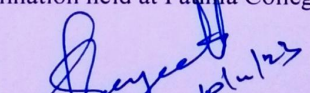
SNEHA P (2020AC47)

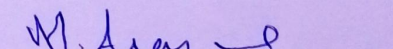
SARU PRABHA R (2020AC63)

In partial fulfillment of the requirement for the award of Bachelor of Commerce Degree, Fatima College, under my guidance and supervision and that no part of it has been presented before for any other degree, diploma, fellowship or other similar title.

Submitted for Viva-Voce examination held at Fatima College, Madurai - 625 018, on


FACULTY GUIDE


EXTERNAL EXAMINER


HEAD OF THE DEPARTMENT

(Mrs. KOUSALYA R)

(Dr. Mrs. ARASAMMAL M)

DECLARATION

We, the under signed students pursuing Bachelor of Commerce (S.F) at Fatima College (Autonomous) affiliated to Madurai Kamaraj University declared that this project report entitled, "A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO MADURAI CITY" is our original work and no part has been submitted for the award of any similar titles.

NAME		SIGNATURE
LAKSHMI NARASU R	(2020AC22)	R. Lakshmi Narasu
NIROSHINI K	(2020AC30)	K. Niros <u>hini</u> .
ROSHINI M B	(2020AC39)	M. B Ros <u>hini</u>
SINDHUJA A	(2020AC46)	A. Sindhu <u>ja</u>
SNEHA P	(2020AC47)	P. Sneha
SARUPRABHA R	(2020AC63)	R. Saru <u>prabha</u>

Place: Madurai Date: 10/04/2023

ACKNOWLEDGEMENT

First and foremost we thank god Almighty we creator and sole provider of the universe, without him our work could not have been a success.

We wish to to acknowledge our sincere gratitude and thanks to our principal **Rev. Dr. Sr. G. Celine Sahaya Mary, M.B.A., FDP., Ph.D.**, for having extended all facilities in the college towards the completion of our course,

We extend our sincere gratitude to **Dr.M.Arasammal, M. Com., B.Ed., M.Phil., Ph.D.** the Head of the Department Commerce with computer application and Commerce (sf) for her encouragement throughout the preparation of this project.

We owe our special time to **Mrs. R. Kousalya M.com (NET)., B.Ed.(Phd)** for guidance and encouragement during the preparation till the completion of this research.

Finally, we express our heartfelt appreciation to our family members & friends for their abundant support throughout this study.

A STUDY ON CUSTOMER SATISFACTION TOWARDS BRITANNIA BISCUITS WITH SPECIAL REFERENCE TO MADURAI CITY

The project report submitted in partial fulfilment of the requirement for the award of the degree of bachelor of commerce with computer applications

Submitted by

NAME	REGISTER NUMBER
1. N. MADHU PREETHA	2020AC23
2. C. SIBERLA	2020AC45
3. C. SOBANA DEVI	2020AC48
4. R. SWETHA	2020AC52
5. P. THAVASAKTHI	2020AC55
6. M. DHARSHINI NANTHITHA	2020AC60

Under the Guidance of

Mrs. M. Fanny. M.Com., M.Phil., D.FOM., NET, SET, (Ph.D.)

Assistant Professor

Department of Commerce (S.F)



Fatima College (Autonomous)

Madurai-625018

APRIL 2023

**FATIMA COLLEGE
(AUTONOMOUS)
MARYLAND
MADURAI-625018**

BONAFIDE CERTIFICATE

This is to certify that the project research entitled, **"A STUDY ON CUSTOMER SATISFICATION TOWARDS BRINTANNIA BISCUITS WITH SPECIAL REFERENCE TO MADURAI CTY"** is a Bonafide research work.

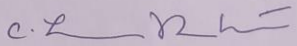
Done by

NAME	REGISTER NUMBER
N. MADHU PREETHA	(2020AC23)
C.SIBERLA	(2020AC45)
C. SOBANA DEVI	(2020AC48)
R. SWETHA	(2020AC52)
P. THAVASAKTHI	(2020AC55)
M. DHARSHINI NANTHITHA	(2020AC60)

In partial fulfilment of the requirement for the award of the degree of bachelor of commerce of Madurai Kamaraj University, Madurai under the guidance of **Mrs. M. Fanny M.Com., M.Phil., D.FOM., NET, SET, (Ph.D.)**, Department of Commerce (SF).

Submitted for viva voce examination held on 10/04/2023


INTERNAL EXAMINER


EXTERNAL EXAMINER


HEAD OF THE DEPARTMENT

DECLARATION

We, the under signed students pursuing Bachelor of Commerce at Fatima College (Autonomous) affiliated to Madurai Kamaraj University declare that this project report entitled "A STUDY ON CUSTOMER PREFERENCE TOWARDS BRINTANNIA BISCUITS WITH SPECIAL REFERENCE TO MADURAI CITY" is our original work and no part has been submitted for the award of any similar titles.

NAME	SIGNATURE
1. N. MADHU PREETHA (2020AC23)	N. Madhu
2. C. SIBERLA(2020AC45)	C. Siberla
3. C. SOBANA DEVI(2020AC48)	S.D.
4. R. SWETHA(2020AC52)	R. Swetha
5. P. THAVASAKTHI(2020AC55)	P. Thavasakthi
6. M. DHARSHINI NANTHITHA (2020AC60)	M. Dharshini Nanthitha

Place: Madurai

Date: 10/04/2023

ACKNOWLEDGEMENT

First and foremost we thank God almighty the creator and soul provider of the universe, without him our work could not have been a success.

We wish to acknowledge our sincere gratitude and thanks to our principal Rev. Dr. Sr. G. CELINE SAHAYA MARY, M.B.A., FDP., Ph.D., for having extended all facilities in the college towards the completion of our course,

We extend our sincere gratitude to Dr. M. Arasammal, M.Com., B.ED., M.Phil., Ph.D. the Head of the Department Commerce with Computer Application for her encouragement throughout the preparation of this project.

We owe our special thanks to Mrs. M. Fanny, M.Com., M.Phil., D.FOM., NET., SET, (Ph.D. for guidance and encouragement during the preparation till the completion of this research.

Deepest appreciation to all our friends, thank you for being there for us always.

