

**A STUDY ON CONSUMER PERCEPTIONS TOWARDS ORGANIC
FOOD PRODUCT WITH SPECIAL REFERENCE TIRUPATTUR
DISTRICT**

A PROJECT REPORT

Submitted to Periyar University, Salem in partial fulfillment of the requirement for
the award of Degree of

BACHELOR OF COMMERCE (ACCOUNTING AND FINANCE)

By

K. SRIMATHI	20UCF1047
D. SUBASHINI	20UCF1048
S. THIKKIYAMMAL	20UCF1050
R. VIJAYALAKSHMI	20UCF1052

Under the guidance of
Mrs. K. SARITHA M.Com., M.Phil.,
Lecturer in Commerce



PG AND RESEARCH DEPARTMENT OF COMMERCE
GOVERNMENT ARTS AND SCIENCE COLLEGE FOR WOMEN,
BARGUR
2020-2023

**A STUDY ON WOMEN CONSUMER BEHAVIOUR TOWARDS DURABLE GOOD
AT BARGUR TOWN**

A PROJECT REPORT

Submitted to periyar university Salem in partial fulfilment of requirements

for the awards of degree of

BACHOLAR OF COMMERCE (CORPORATE SECRETARYNSHIP)

Submitted by

S.AGILA

REG: 20UCY1023

R.ANUPRIYA

REG: 20UCY1025

V.BOOMIKA

REG: 20UCY1028

T.GAYATHRI

REG: 20UCY1030



Under the guidance of

Mrs. SKAVITHA

Lecturer in commerce

**PG AND RESEARCH DEPARTMENT OF COMMERCE
GOVERNMENT ARTS AND SCIENCE COLLEGE FOR WOMEN**

BARUGUR-635 104

2022-2023

CERTIFICATE

This is to certify that the project report entitled "A STUDY ON WOMEN COSUMER BEHAVIOUR TOWARDS DURABLE GOODS AT BARGUR TOWN" is a real record work done by S. AGILA (20UCY1023) , R. ANUPRIYA (20UCY1025), V. BOOMIKA (20UCY1028), T.GAYATHIRI (20UCY1030), under by supervision and submit ted to PERIYAR UNIVERSITY salem in practical fulfilment of the requirement for the award of the degree of BACHOLAR OF COMMERCE (CORPORATE SECRETARYNSHIP).

UNDER THE GUIDENCE

SKAVITHA_M.com.M.phil.

Lecturer in Commerce

Department of Commerce

Govt arts and science collage

For women bargur-635 104

Dr. MRAGURAMIAN_M.com.M.phil.Ph.D.,MIML.DIL.

Head of the department

Department of commerce

Govt arts and science collage

For women bargur-635 104

DATE: 18/04/2023

PLACE: BARGUR

Verified and certified

INTERNAL EXAMINAR

EXTERNAL EXAMINAR

A STUDY ON CUSTOMER SATISFACTION TOWARDS HORLICKS

AT NATTRAMPALLI TALUK

A PROJECT REPORT

Submitted to periyar university, Salem, in partial fulfilment of the requirements for the award of degree of

BACHELOR OF COMMERCE (CORPORATE SECRETARYSHIP)

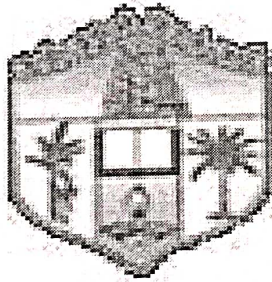
BY

S.BHAVANI	REG: 20UCY1027
J.ISWARYA	REG: 20UCY1032
S.LOKIYA	REG: 20UCY1034
M.REVATHI	REG: 20UCY1036
U.ROGINI	REG: 20UCY1038

Under the guidance of

Mrs.K.PRABHA, M.com. M.Phil. B.Ed., MBA.

Lecturer in commerce



DEPARTMENT OF COMMERCE

GOVERNMENT ARTS AND SCIENCE COLLEGE FOR WOMEN

BARGUR-635104

2022-2023

CERTIFICATE

This is to certify that the project entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS HORLICKS AT NATTRAMPALLI TALUK" is a real record of work done by S.BHAVANI (20UCY1027) J.ISWARYA (20UCY1032) S.LOKIYA (10UCY1034) M.REVATHI (20UCY1036) U.ROGINI (20UCY1038) under my supervision and submitted to PERIYAR UNIVERSITY SALEM in partial fulfilment of requirement for the award of the degree of BACHELOR OF COMMERCE (CORPORATE SECRETARYSHIP)

Under the guidance



Mrs.K.PRABHA, M.COM,

M.Phil, B.Ed., MBA

Lecturer in commerce

Department of commerce

Government arts Science College for

Women Bargur -635104



Dr.M.RAGURAMAN. M.Com. M.Phil.,

Ph.D., MIM. DLL

Head of the Department

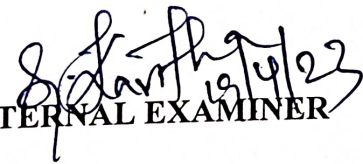
Government arts& Science College for

college for women

Bargur

Date: 19/04/2023

Place: BARUGUR



INTERNAL EXAMINER



EXTERNAL EXAMINER

**A STUDY ON CUSTOMER SATISFACTION TOWARDS HIMALAYA'S COSMETIC
PRODUCTS WITH REFERENCE TO TIRUPATTUR TOWN**

A PROJECT REPORT

Submitted to periyar university selam in partial fulfillment of the requirement for the award of the Degree of Bachelor of Commerce (corporate secretaryship) in Periyar University.

SUBMITTED BY

R.RUBAVATHI	REG.NO: 20UCY1039
S.SHINEKA	REG.NO: 20UCY1043
K. SOUNTHARYA	REG.NO: 20UCY1044
M.SUJATHA	REG.NO: 20UCY1045
V.TRISHA	REG.NO: 20UCY1047

Under the guidance of

Dr. K. RAVICHANDRAN, M.Com, B.Ed., M. Phil., Ph.d., MBA. D. CO-OP.

Lecturer in commerce




**PG & RESEARCH DEPARTMENT OF COMMERCE
GOVERNMENT ARTS AND SCIENCE COLLEGE FOR WOMEN**


BARGUR - 536 104

2023

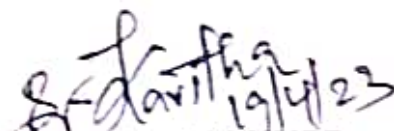
CERTIFICATE

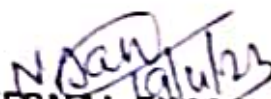
This is to certify that the project Report entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS HIMALAYA'S COSMETIC PRODUCTS WITH REFERENCE TO TIRUPATTUR TOWN" is a real record of work done by R. RUBAVATHI (20UCY1039), S.SHINEKA (20UCY1043), K.SOUNTHARYA (20UCY1044), M.SUJATHA (20UCY1045), V.TRISHA (20UCY1047) under my supervision and submitted to PERIYAR UNIVERSITY, SELAM in partial fulfillment of the requirement for the award of the degree of BACHELOR OF COMMERCE (CORPORATE SECRETARYSHIP).


Dr.M. RAGORAMAN, M.Com., M. Phil., MIM, DLL, ph.D.
Head, PG & Research Department of Commerce,
Govt. Arts and Science College for Women
Bargur-635 104.


Dr.K. RAVICHANDRAN, M.Com., B.Ed., M.Phil., MBA.D.
.co-op.
Lecturer in Commerce
PG & Research Department of Commerce
Govt. Arts and Science College for Women
Bargur -635 104.

Verified & Certified


INTERNAL EXAMINER
19/4/23


EXTERNAL EXAMINER
19/4/23

A STUDY ON CONSUMER SATISFACTION TOWARDS TATA NANO

VELLORE TOWN

Project Report Submitted

To

Periyar University in partial fulfillment of the requirement for the Award of the

Degree of Master of Commerce

Submitted

By

N.ANITHA

REG.NO:C21PG121COM001

Under the Guidance of

Dr.M.RAJMENAKA, M.Com, M.Phil, MBA,Ph.D
Assistant Professor in commerce



PG & RESEARCH DEPARTMENT OF COMMERCE
GOVERNMENT ARTS AND SCIENCE COLLEGE FOR WOMEN
BARGUR

March 2023

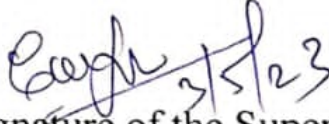
CERTIFICATE

This is certify that the Project Report, entitled "A STUDY ON CONSUMER SATISFACTION TOWARDS TATA NANO VELLORE TOWN" submitted to the Periyar University, Salem in partial fulfillment of the requirement for the award of the degree of **MASTER OF COMMERCE** is a record of bonafide project work carried out by **N.ANITHA (Reg.No:C21PG121COM001)** under my supervision and guidance. No part of this project report work has been submitted for the award of any degree, diploma, associate ship, fellowship or any other similar titles or prizes and that the work has not been published in part or full in any scientific or popular journals or magazines.

Date :

Place: Bargur

Signature of the Head of the Department


Signature of the Supervisor

Date of viva-voce Exam 03:05:2023


Internal Examiner


External Examiner

Dr.R.KUMARESAN, M.Com.,M.Phil.,M.B.A.,Ph.D.
Research Supervisor & Head
PG & Research Dept. of Commerce
Arignar Anna College (Arts & Science)
Krishnagiri - 635 115.

**A STUDY ON CUSTOMER SATISFACTION OF REDMI MOBILES WITH
REFERENCE TO KRISHNAGIRI TOWN**

Project Report Submitted

To

Periyar University in partial fulfillment of the requirement for the Award of
the

Degree of Master of Commerce

Submitted

By

K. ASWINI

REG.NO:C21PG121COM002

Under the Guidance of

Dr. M.RAJMENAKA, M.Com, M.Phil, MBA,Ph., D

Assistant Professor in Commerce



**PG & RESEARCH DEPARTMENT OF COMMERCE
GOVERNMENT ARTS AND SCIENCE COLLEGE FOR WOMEN**

BARGUR

March 2023

CERTIFICATE

This is to certify that the Project Report, entitled "A STUDY ON CUSTOMER SATISFACTION OF REDMI MOBILES WITH REFERENCE TO KRISHNAGIRI TOWN" Submitted to the Periyar University, Salem in partial fulfillment of the requirement for the award of the degree of MASTER OF COMMERCE is a record of bonafide project work carried out by K.ASWINI (RegNo.C21PG121COM002) under my supervision and guidance. NO part of this project report work has been submitted for the award of any degree, diploma, associate ship, fellowship, or any other similar titles or prizes and that the work has not been published in part or full in any scientific or popular journals or magazines.

Date: 02/05/2023

Place: Bargur

Signature of the Head of the Department

Signature of the Supervisor

Date of viva-voce Exam 03/05/2023

Internal Examiner

External Examiner

R. Arun 03/05/23
Dr. R. KUMARESAN, M.Com., M.P.M., M.B.A., Ph.D.,
Research Supervisor & Head
PG & Research Dept. of Commerce
Arignar Anna College (Arts & Science)
Krishnagiri - 635 115.

**A STUDY ON CONSUMER ATTITUDE TOWARDS CINTHOL SOAP
WITH SPECIAL REFERENCE TO NATTAMPALLI TOWN**

Project Report Submitted

To

Periyar University in partial fulfillment of the requirement for the Award of the

Degree of Master of Commerce

Submitted

By

A. DEVISRI

REG.NO:C21PG121COM003

Under the Guidance of

Dr. M. RAGURAMAN, M.Com, M.Phil,MIM,DLL, Ph. D.,

Assistant Professor in Commerce



PG & RESEARCH DEPARTMENT OF COMMERCE

GOVERNMENT ARTS AND SCIENCE COLLEGE FOR WOMEN

BARGUR

March 2023

CERTIFICATE

This is certify that the Project Report, entitled "A STUDY ON CONSUMER ATTITUDE TOWARDS CINTHOL SOAP WITH SAPECIAL REFERENCE TO NATRAMPALLI TOWN" submitted to the Periyar University, Salem in partial fulfillment of the requirement for the award of the degree of **MASTER OF COMMERCE** is a record of bonafide project work carried out by **A.DEVI SRI (Reg.No:C21PG121COM003)** under my supervision and guidance. No part of this project report work has been submitted for the award of any degree, diploma, associate ship, fellowship or any other similar titles or prizes and that the work has not been published in part or full in any scientific or popular journals or magazines.

Date : 02-05- 2023

Place: Bargur

Signature of the Head of the Department

Signature of the Supervisor

Date of viva-voce Exam 03-05-2023

Internal Examiner


External Examiner

Dr.R.KUMARESAN, M.Com.,M.Phil.,M.B.A.,Ph.D.,
Research Supervisor & Head
PG & Research Dept. of Commerce
Arignar Anna College (Arts & Science)
Krishnagiri - 635 115.

**A STUDY ON CUSTOMER SATISFACTION TOWARDS AYURVEDIC
HEALTH CARE PRODUCTS WITH REFERENCE TO
NATTRAMPALLI TOWN**

Project Report Submitted

To

Periyar University in partial fulfillment of the requirement for the Award of the

Degree of Master of Commerce

Submitted

By

L. GAYATHRI

REG.NO:C21PG121COM005

Under the Guidance of

Dr. M. RAGURAMAN, M.Com, M.Phil, MIM., D.L.L., Ph,D

Assistant Professor in Commerce



**PG & RESEARCH DEPARTMENT OF COMMERCE
GOVERNMENT ARTS AND SCIENCE COLLEGE FOR WOMEN**

BARGUR

March 2023

CERTIFICATE

This is certify that the Project Report, entitled "A STUDY ON CUSTOMER SATISFACTION AYURVEDIC HEALTH CARE PRODUCTS WITH REFERENCE TO NATRAMPALLI TOWN" submitted to the Periyar University, Salem in partial fulfillment of the requirement for the award of the degree of **MASTER OF COMMERCE** is a record of bonafide project work carried out by **L.GAYATHRI** (Reg.No:C21PG121COM005) under my supervision and guidance. No part of this project report work has been submitted for the award of any degree, diploma, associate ship, fellowship or any other similar titles or prizes and that the work has not been published in part or full in any scientific or popular journals or magazines.

Date : 28.04.2023

Place: Bargur

Signature of the Head of the Department

Signature of the Supervisor

Date of viva-voce Exam 03.05.2023

Internal Examiner

R. Kumaresan 3/5/23

External Examiner

Dr. R. KUMARESAN, M.Com., M.Phil., M.B.A., Ph.D.,
Research Supervisor & Head
PG & Research Dept. of Commerce
Arignar Anna College (Arts & Science)
Krishnagiri - 635 115.

**A STUDY ON MEASURING THE EFFECTIVENESS OF ONLINE SHOPPING
IN KRISHNAGIRI TOWN**

Project Report Submitted

To

Periyar University in partial fulfillment of the requirement for the Award of
the

Degree of Master of Commerce

Submitted

By

R. GAYATHRI

REG.NO:C21PG121COM006

Under the Guidance of

Dr.M.RAJMENAKA, M.Com, M.Phil, MBA,ph,d

Assistant Professor in Commerce



**PG & RESEARCH DEPARTMENT OF COMMERCE
GOVERNMENT ARTS AND SCIENCE COLLEGE FOR WOMEN**

BARGUR

March 2023

CERTIFICATE

This is certify that the Project Report, entitled "A STUDY ON MEASURING THE EFFECTIVENESS OF ONLINE SHOPPING IN KRISHNAGIRI TOWN" submitted to the Periyar University, Salem in partial fulfillment of the requirement for the award of the degree of **MASTER OF COMMERCE** is a record of bonafide project work carried out by R. GAYATHRI(Reg.No:C21PG121COM006) under my supervision and guidance. No part of this project report work has been submitted for the award of any degree, diploma, associate ship, fellowship or any other similar titles or prizes and that the work has not been published in part or full in any scientific or popular journals or magazines.


Date: 21.05.2023

Place: Bargur

Signature of the Head of the Department
Supervisor


Signature of the

Date of viva-voce Exam 03/05/2023


Internal Examiner


External Examiner

Dr.R.KUMARASAN, M.Com.,M.Phil.,M.B.A.,Ph.D.
Research Supervisor & Head
PG & Research Dept. of Commerce
Arignar Anna College (Arts & Science)
Krishnagiri - 635 115.

A STUDY ON SOCIAL MEDIA MARKETING IN KRISHNAGRI TOWN

Project Report Submitted

To

Periyar University in partial fulfillment of the requirement for the Award of the

Degree of Master of Commerce

Submitted

By

M.KIRUTHIKA

REG.NO:C21PG121COM007

Under the Guidance of

Prof. M. RAJMENAKA, M.Com., M.phil., MBA., PGDCA.,

Assistant Professor in Commerce



PG & RESEARCH DEPARTMENT OF COMMERCE

GOVERNMENT ARTS AND SCIENCE COLLEGE FOR WOMEN

BARGUR

March 2023

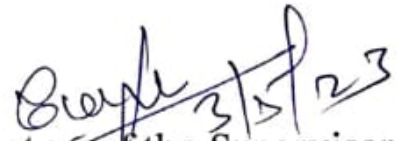
CERTIFICATE

This is certify that the Project Report, entitled "A STUDY ON SOCIAL MEDIA MARKETING IN KRISHNAGRI TOWN" submitted to the Periyar University, Salem in partial fulfillment of the requirement for the award of the degree of MASTER OF COMMERCE is a record of bonafide project work carried out by M.KIRUTHIKA (Reg.No:C21PG121COM007) under my supervision and guidance. No part of this project report work has been submitted for the award of any degree, diploma, associate ship, fellowship or any other similar titles or prizes and that the work has not been published in part or full in any scientific or popular journals or magazines.


Date : 02-05-2023

Place: Bargur

Signature of the Head of the Department


Signature of the Supervisor

Date of viva-voce Exam 03-05-2023


Internal Examiner


External Examiner

Dr.R.KUMARESAN, M.Com.,M.Phil.,M.B.A.,Ph.D.,
Research Supervisor & Head
PG & Research Dept. of Commerce
Arignar Anna College (Arts & Science)
Krishnagiri - 635 116.

**A STUDY ON PROBLEMS AND PROSPECTS OF MANGO PULP
INDUSTRY IN THIRUPATHUR DISTRICT**

Project Report Submitted

To

Periyar University in partial fulfillment of the requirement for the Award of the

Degree of Master of Commerce

Submitted

By

K.PAVITHRA

REG.NO:C21PG121COM008

Under the Guidance of

Mrs. R.RENUGA,,M.COM.M.Phil.,Ph.d.,

Assistant Professor in Commerce



PG & RESEARCH DEPARTMENT OF COMMERCE

GOVERNMENT ARTS AND SCIENCE COLLEGE FOR WOMEN

BARGUR

March 2023

CERTIFICATE


This is certify that the Project Report, entitled "A STUDY ON PROBLEMS AND PROSPECTS OF MANGO PULP INDUSTRY IN THIRUPATHUR DISTRICT " submitted to the Periyar University, Salem in partial fulfillment of the requirement for the award of the degree of MASTER OF COMMERCE is a record of bonafide project work carried out by K.PAVITHRA (Reg.No:C21PG121COM008) under my supervision and guidance. No part of this project report work has been submitted for the award of any degree, diploma, associate ship, fellowship or any other similar titles or prizes and that the work has not been published in part or full in any scientific or popular journals or magazines.

Date : 02-05-2023

Place: Bargur



Signature of the Head of the Department



Signature of the Supervisor

Date of viva-voce Exam 03-05-2023



Internal Examiner



External Examiner

Dr. R. KUMARESAN, M.Com., M.Phil., M.B.A., Ph.D.
Research Supervisor & Head
PG & Research Dept. of Commerce
Ariagar Anna College (Arts & Science)
Krishnagiri - 635 115.

**A STUDY ON THE EFFECT OF BRANDING ON COSMETIC
PRODUCT MARKETING WITH REFERENCE TO
AMBUR TOWN**

Project Report Submitted

To

Periyar University in partial fulfillment of

The requirement for the award of the

Degree of Master of Commerce

Submitted by

P. POONGODI

REG NO: C21PG121COM009

Under the Guidance of

Dr. M. RAJMENAKA, M.Com., M.Phil., MBA., PGDCA.,

Assistant Professor in Commerce



**PG & RESEARCH DEPARTMENT OF COMMERCE
GOVERNMENT ARTS AND SCIENCE COLLEGE FOR WOMEN**

BARGUR-635104

MARCH-2023

Dr. M. RAJMENAKA, M.Com., M.Phil., MBA., PGDCA

Assistant professor in commerce,

PG & Research department of commerce,

Government arts and science college for women,

Bargur-635104.

CERTIFICATE

This is to certify that the Project Report entitled " A STUDY ON THE EFFECT OF BRANDING ON COSMETIC PRODUCT MARKETING " submitted to the Periyar University, Salem in partial fulfillment of the requirement for the award of the degree **MASTER OF COMMERCE** is a record of bonafide project work carried out by **P.POONGODI (REG.NO: C21PG121COM009)** under my supervision and guidance. No part of this project report work has been submitted for the award of any Degree, Diploma, Fellowship or other similar titles or prizes and that the work has not been published in part or full in any scientific or popular journals or magazines.

Date: 05-05-2023

Place: Bargur

Signature of the head of the department
HEAD OF THE DEPARTMENT
DEPARTMENT OF COMMERCE
Govt. Arts & Science College for Women
Date of viva - BARGUR-635 104.

05-05-2023
Internal examiner

05/5/23
signature of the supervisor

05/5/23
external examiner

Dr.R.KUMARESAN, M.Com.,M.Phil.,M.B.A.,Ph.D.,
Research Supervisor & Head
PG & Research Dept. of Commerce
Arignar Anna College (Arts & Science)
Krishnagiri - 635 115.

**A STUDY ON BUYING BEHAVIOUR OF HERBAL COSMETICS
AMONG WOMEN CONSUMERS (AN EMPIRICAL SYUDY
WITH SPECIAL REFERENCES TO KRISHNAGIRI)**

Project Report Submitted

To

Periyar University in partial fulfillment of
The requirement for the award of the
Degree of Master of Commerce

Submitted by

J.K.PRIYA

REG NO: C21PG121COM010

Under the Guidance of

Dr.R.RENUGA, M.COM, M.PHIL.,PH.D.,MBA.,PGDCA.,

Assistant Professor in Commerce



**PG & RESEARCH DEPARTMENT OF COMMERCE
GOVERNMENT ARTS AND SCIENCE COLLEGE FOR WOMEN**

BARGUR-635104

MARCH-2023

CERTIFICATE

This is to certify that the Project Report, entitled "BUYING BEHAVIOUR OF HERBAL COSMETICS AMONG WOMEN CONSUMERS (AN EMPIRICAL STUDY WITH SPECIAL REFERENCES WITH KRISNGIRI)" submitted to the Periyar University, Salem in partial fulfillment of the requirement for the award of the degree of MASTER OF COMMERCE is a record of bonafide project work carried out by J.K. PRIYA (REG.NO.C21PG121COM010) under my supervision and guidance. No part of this project report work has been submitted for the award of any Degree, Diploma, Associate ship, Fellowship or any other similar titles or prizes and that the work has not been published in part or full in any scientific or popular journals or magazines.

Date: 03.05.2023

Place: BARUGUR

Signature of the Head of the Department

Signature of the Supervisor

Date of viva-voce Exam 03.05.2023

Internal examiner


External examiner

Dr. R. KUMARESAN, M.Com., M.Phil., M.B.A., Ph.D.,
Research Supervisor & Head
PG & Research Dept. of Commerce
Arignar Anna College (Arts & Science)
Krishnagiri - 635 115.

**A STUDY ON SELECTED BRAND PREFERENCE OF
MOBILE PHONES IN NATRAMPALLI TOWN**

Project Report Submitted

To

Periyar University in partial fulfillment of the requirement for the Award of the

Degree of Master of Commerce

Submitted

By

N.VAISHNAVI

REG.NO:C21PG121COM022

Under the Guidance of

Dr. R.RENUGA.,M.COM.M.Phil.,Ph.d.,

Assistant Professor in Commerce



**PG & RESEARCH DEPARTMENT OF COMMERCE
GOVERNMENT ARTS AND SCIENCE COLLEGE FOR WOMEN**

BARGUR

March 2023

CERTIFICATE

This is certify that the Project Report, entitled "A STUDY ON SELECTED BRAND PREFERENCE OF MOBILE PHONES IN NATRAMPALLI TOWN", submitted to the Periyar University, Salem in partial fulfillment of the requirement for the award of the degree of **MASTER OF COMMERCE** is a record of bonafide project work carried out by **N.VAISHNAVI (Reg.No:C21PG121COM022)** under my supervision and guidance. No part of this project report work has been submitted for the award of any degree, diploma, associate ship, fellowship or any other similar titles or prizes and that the work has not been published in part or full in any scientific or popular journals or magazines.

Date: 02-05-2023

Place: Bargur

Signature of the Head of the Department

Signature of the Supervisor

Date of viva-voce Exam 03-05-2023

Internal Examiner

External Examiner

Dr.R.KUMARESAN, M.Com.,M.Phil.,M.B.A.,Ph.D.,
Research Supervisor & Head
PG & Research Dept. of Commerce
Arignar Anna College (Arts & Science)
Krishnagiri - 635 115.

**A STUDY ON PROBLEMS IN AGRICULTURAL MARKETING IN
NATRAMPALLI TALUK**

Project Report Submitted

To

Periyar University in partial fulfillment of the requirement for the Award of the

Degree of Master of Commerce

Submitted

By

V.THAMARAI

REG.NO:C21PG121COM021

Under the Guidance of

Dr.R.RENUGA, M.Com, M.Phil, PhD, MBA ,PGDCA

Assistant Professor in Commerce



PG & RESEARCH DEPARTMENT OF COMMERCE

GOVERNMENT ARTS AND SCIENCE COLLEGE FOR WOMEN

BARGUR

MARCH 2023

CERTIFICATE

This is certify that the Project Report, entitled "A STUDY ON PROBLEMS IN AGRICULTURAL MARKETING IN NATRAMPALLI TALUK " submitted to the Periyar University, Salem in partial fulfillment of the requirement for the award of the degree of MASTER OF COMMERCE is a record of bonafide project work carried out by V.THAMARAI (Reg.No:C21PG121COM021) under my supervision and guidance. No part of this project report work has been submitted for the award of any degree, diploma, associate ship, fellowship or any other similar titles or prizes and that the work has not been published in part or full in any scientific or popular journals or magazines.


Date : 02/05/2023

Place: Bargur

Signature of the Head of the Department


Signature of the Supervisor

Date of viva-voce Exam 03/05/2023


Internal Examiner


External Examiner

Dr.R.KUMARESAN, M.Com.,M.Phil.,M.B.A.,Ph.D.
Research Supervisor & Head
PG & Research Dept. of Commerce
Arignar Anna College (Arts & Science)
Krishnagiri - 635 115.

**A STUDY ON DEMONETIZATION AND ITS IMPACT ON COMMON
PEOPLE IN KRISHNAGIRI TOWN**

Project Report Submitted

To

Periyar University in partial fulfillment of the requirement for the Award of the

Degree of Master of Commerce

Submitted

By

M.SWETHA

REG.NO:C21PG121COM020

Under the Guidance of

Dr.M.RAJMENAKA, M.Com., M.Phil., MBA., Ph.D.,

Assistant Professor in Commerce



**PG & RESEARCH DEPARTMENT OF COMMERCE
GOVERNMENT ARTS AND SCIENCE COLLEGE FOR WOMEN**

BARGUR

March 2023

CERTIFICATE

This is certify that the Project Report, entitled "A STUDY ON DEMONETIZATION AND ITS IMPACT ON COMMON PEOPLE IN KRISHNAGIRI TOWN" submitted to the Periyar University, Salem in partial fulfillment of the requirement for the award of the degree of MASTER OF COMMERCE is a record of bonafide project work carried out by M.SWETHA (Reg.No:C21PG121COM020) under my supervision and guidance. No part of this project report work has been submitted for the award of any degree, diploma, Associateship, fellowship or any other similar titles or prizes and that the work has not been published in part or full in any scientific or popular journals or magazines.

Date : 02-05-2023

Place: Bargur

Signature of the Head of the Department
HEAD OF THE DEPARTMENT
DEPARTMENT OF COMMERCE
Govt. Arts & Science College for Women
BARGUR-635 104.

Signature of the Supervisor

Date of viva-voce Exam 03-05-2023

Internal Examiner

External Examiner

Dr.R.KUMARESAN, M.Com.,M.Phil.,M.B.A.,Ph.
Research Supervisor & Head
PG & Research Dept. of Commerce
Arignar Anna College (Arts & Science
Krishnagiri - 635 115.

**A STUDY ON CONSUMER SATISFACTION TOWARDS PATANJALI
PRODUCT IN KRISHNAGIRI TOWN**

Project Report Submitted

To

Periyar University in partial fulfillment of the requirement for the Award of the

Degree of Master of Commerce

Submitted

By

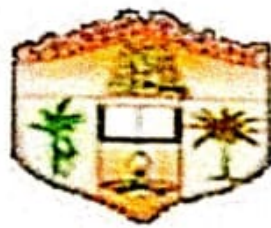
M.SUBHASHINI

REG.NO:C21PG121COM018

Under the Guidance of

Dr.M.RAJMENAKA, M.Com., M.Phil., MBA., Ph.D.,

Assistant Professor in Commerce



PG & RESEARCH DEPARTMENT OF COMMERCE

GOVERNMENT ARTS AND SCIENCE COLLEGE FOR WOMEN

BARGUR

March 2023

CERTIFICATE

This is certify that the Project Report, entitled "A STUDY ON CONSUMER SATISFACTION TOWARDS PATANJALI PRODUCT IN KRISHNAGIRI TOWN" submitted to the Periyar University, Salem in partial fulfillment of the requirement for the award of the degree of **MASTER OF COMMERCE** is a record of bonafide project work carried out by **M.SUBHASHINI (Reg.No:C21PG121COM018)** under my supervision and guidance. No part of this project report work has been submitted for the award of any degree, diploma, associate ship, fellowship or any other similar titles or prizes and that the work has not been published in part or full in any scientific or popular journals or magazines.

Date: 02/05/2023

Place: Bargur

Signature of the Head of the Department

Signature of the Supervisor

Date of viva-voce Exam 03-05-2023

Internal Examiner

External Examiner

Dr.R.KUMARESAN, M.Com.,M.Phil.,M.B.A. Ph.D.
Research Supervisor & Head
PG & Research Dept. of Commerce
Arignar Anna College (Arts & Science)
Krishnagiri - 635 115.

**A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS
BARGUR TEXTILES**

Project Report Submitted

To

Periyar University in partial fulfillment of the requirement for the Award of the

Degree of Master of Commerce

Submitted

By

S.SRIDEVI

REG.NO:C21PG121COM017

Under the Guidance of

Mrs.R.RENUGA, M.Com.M.Phil., Ph.d.,

Assistant Professor in Commerce



PG & RESEARCH DEPARTMENT OF COMMERCE

GOVERNMENT ARTS AND SCIENCE COLLEGE FOR WOMEN

BARGUR

March 2023

CERTIFICATE

This is certify that the Project Report, entitled "A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS BARGUR TEXTILES" submitted to the Periyar University, Salem in partial fulfillment of the requirement for the award of the degree of MASTER OF COMMERCE is a record of bonafide project work carried out by S.SRIDEVI (Reg.No:C21PG121COM017) under my supervision and guidance. No part of this project report work has been submitted for the award of any degree, diploma, associate ship, fellowship or any other similar titles or prizes and that the work has not been published in part or full in any scientific or popular journals or magazines.

Date : 02-05-2023


Place: Bargur

Signature of the Head of the Department

Signature of the Supervisor

Date of viva-voce Exam 03-05-2023

Internal Examiner


External Examiner
Dr. R. KUMARESAN, M.Com., M.Phil., M.B.A.
Research Supervisor & Head
PG & Research Dept. of Commerce
Arignar Anna College (Arts & Science)
Krishnagiri - 635 115.

**A STUDY ON CUSTOMER SATISFACTION TOWARDS AAVIN MILK
USERS SPECIAL REFERENCE TO THIRUPATHUR TOWN**

Project Report Submitted

To

Periyar University in partial fulfillment of the requirement for the Award of the

Degree of Master of Commerce

Submitted

By

A.SOWMIYA

REG.NO:C21PG121COM016

Under the Guidance of

Dr.M.RAGURAMAN,M.com., M.Phil., MIM., D.L.L.,Ph.D.,

Assistant Professor in Commerce



**PG & RESEARCH DEPARTMENT OF COMMERCE
GOVERNMENT ARTS AND SCIENCE COLLEGE FOR WOMEN**

BARGUR

March 2023

CERTIFICATE

This is to certify that the Project Report, entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS AAVIN MILK USERS SPECIAL REFERENCE TO THIRUPATHUR TOWN" submitted to the Periyar University, Salem in partial fulfillment of the requirement for the award of the degree of MASTER OF COMMERCE is a record of bonafide project work carried out by A.SOWMIYA (Reg.No:C21PG121COM016) under my supervision and guidance. No part of this project report work has been submitted for the award of any degree, diploma, associate ship, fellowship or any other similar titles or prizes and that the work has not been published in part or full in any scientific or popular journals or magazines.

Date : 02.05.2023


Place: Bargur

Signature of the Head of the Department

Signature of the Supervisor

Date of viva-voce Exam 03.05.2023

Internal Examiner


External Examiner
Dr. R. KUMARESAN, M.Com., M.Phil., M.B.A., Ph.D.,
Research Supervisor & Head
PG & Research Dept. of Commerce
Arignar Anna College (Arts & Science)
Krishnagiri - 635 115.

**A STUDY ON CUSTOMER SATISFACTION OF RELIANCE JIO SIM CARD
WITH SPECIAL REFERENCE TO BARGUR TOWN**

Project Report Submitted

To

Periyar University in partial fulfillment of the requirement for the Award of
the

Degree of Master of Commerce

Submitted

By

S. SNEHA

REG.NO:C21PG121COM015

Under the Guidance of

Dr. M. RAGURAMAN, M.Com, M.Phil, MIM, D.L.L,Ph. D.,

Assistant Professor in Commerce



**PG & RESEARCH DEPARTMENT OF COMMERCE
GOVERNMENT ARTS AND SCIENCE COLLEGE FOR WOMEN
BARGUR**

March 2023

CERTIFICATE

This is certify that the Project Report, entitled "A STUDY ON CUSTOMER SATISFACTION OF RELIANCE JIO SIM CARD WITH SPECIAL REFERENCE TO BARGUR TOWN" Submitted to the Periyar University, Salem in partial fulfillment of the requirement for the award of the degree of **MASTER OF COMMERCE** is a record of bonafide project work carried out by S. SNEHA (Reg.No:C21PG121COM015) under my supervision and guidance. No part of this project report work has been submitted for the award of any degree, diploma, associate ship, fellowship or any other similar titles or prizes and that the work has not been published in part or full in any scientific or popular journals or magazines.

Date : 2-5, 2023

Place: Bargur

Signature of the Head of the Department

Signature of the Supervisor

Date of viva-voce Exam 3, 5, 2023

Internal Examiner


External Examiner
Dr. R. KUMARESAN, M.Com., M.Phil., M.B.A., Ph.D.,
Research Supervisor & Head
PG & Research Dept. of Commerce
Arignar Anna College (Arts & Science)
Krishnagiri - 635 115.

**A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS
BATH SOAPS IN VANIYAMBADI TOWN**

Project Report Submitted

To

Periyar University in partial fulfillment of the requirement for the Award of the

Degree of Master of Commerce

Submitted

By

B. SNEGHA

REG.NO:C21PG121COM014

Under the Guidance of

Dr. M. RAGURAMAN, M. Com, M. Phil, MIM, D. LL., Ph. D.,

Assistant Professor in Commerce



**PG & RESEARCH DEPARTMENT OF COMMERCE
GOVERNMENT ARTS AND SCIENCE COLLEGE FOR WOMEN**

BARGUR

March 2023

CERTIFICATE

This is to certify that the Project Report, entitled "A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS BATH SOAPS IN VANIYAMBADI TOWN" submitted to the Periyar University, Salem in partial fulfillment of the requirement for the award of the degree of **MASTER OF COMMERCE** is a record of bonafide project work carried out by **B.SNEGHA** (Reg.No:C21PG121COM014) under my supervision and guidance. No part of this project report work has been submitted for the award of any degree, diploma, associate ship, fellowship or any other similar titles or prizes and that the work has not been published in part or full in any scientific or popular journals or magazines.

Signature of the Head of the Department
HEAD OF THE DEPARTMENT
DEPARTMENT OF COMMERCE
Govt. Arts & Science College for Women
BARGUR-635 104.

Signature of the Supervisor

Date of viva-voce Exam 03-05-2023

Internal Examiner

R. Arignar 3/7/23
External Examiner

Dr.R.KUMARESAN, M.Com, M.Phil, M.B.A., Ph.D.,
Research Supervisor in Charge
PG & Research Dept. of Commerce
Arignar Anna College (Arts & Science)
Krishnagiri - 635 115.

**A STUDY ON "IMPACT OF TELEVISION ADVERTISING ON
CONSUMER BEHAVIOUR IN COSMETIC PRODUCT" WITH
REFERENCE TO NATRAMPALLI TOWN**

Project Report Submitted

To

Periyar University in partial fulfilment of the requirement for the Award of the

Degree of Master of Commerce

Submitted

By

R. SANTHIYA

REG.NO:C21PG121COM013

Under the Guidance

Dr. M. RAGURAMAN, M.Com, M.Phil, MIM, D.L.L., Ph.D.,

Assistant Professor in Commerce



**PG & RESEARCH DEPARTMENT OF COMMERCE
GOVERNMENT ARTS AND SCIENCE COLLEGE FOR WOMEN**

BARGUR

March 2023

CERTIFICATE

This is certify that the Project Report, entitled **A STUDY ON IMPACT OF TELEVISION ADVERTISING ON CONSUMER BEHAVIOUR IN COSMETIC PRODUCT WITH REFERENCE TO NATRAMPALLI TOWN** submitted to the Periyar University, Salem in partial fulfilment of the requirement for the award of the degree of **MASTER OF COMMERCE** is a record of bonafide project work carried out by **R. SANTHIYA (REG.NO:C21PG121COM013)** under my supervision and guidance. No part of this project report work has been submitted for the award of any degree, diploma, associate ship, fellowship or any other similar titles or prizes and that the work has not been published in part or full in any scientific or popular journals or magazines.

Date : 02 . 05 : 2023

Place: Bargur

Signature of the Head of the Department

Signature of the Supervisor

Date of viva-voce Exam 03.05.2023

Internal Examiner

R. Kumaresan 2/5/23
External Examines
Dr.R.KUMARESAN, M.Com., M.Phil., M.B.A., Ph.D.
Research Supervisor & Head
PG & Research Dept. of Commerce
Arignar Anna College (Arts & Science)
Krishnagiri - 635 115.

**A STUDY ON CUSTOMER SATISFACTION TOWARDS HIMALAYA'S
COSMETIC PRODUCT WITH REFERENCE TO
NATRAMPALLI TOWN**

Project Report Submitted

To

Periyar University in partial fulfillment of the requirement for the Award of the

Degree of Master of Commerce

Submitted

By

J SANGEETHA

REG.NO:C21PG121COM012

Under the Guidance of

Dr.RENUGA, M.Com., M.Phil., MBA., PGDCA., Ph.D

Assistant Professor in Commerce



PG & RESEARCH DEPARTMENT OF COMMERCE

GOVERNMENT ARTS AND SCIENCE COLLEGE FOR WOMEN

BARGUR – 635 104

March 2023

CERTIFICATE

This is certify that the Project Report, entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS HIMALAYA'S COSMETIC PRODUCT WITH REFERENCE TO NATTARAMPALLI TOWN" submitted to the Periyar University, Salem in partial fulfillment of the requirement for the award of the degree of MASTER OF COMMERCE is a record of bonafide project work carried out by J. SANGEETHA (Reg.No:C21PG121COM012) under my supervision and guidance. No part of this project report work has been submitted for the award of any degree, diploma, associate ship, fellowship or any other similar titles or prizes and that the work has not been published in part or full in any scientific or popular journals or magazines.

Signature of the Head of the Department

Signature of the Supervisor 02/05/23

Date of viva-voce Exam 03-05-2023

Internal Examiner 02/05/23

External Examiner 31/5/23

Dr.R.KUMARESAN, M.Com.,M.Phil.,M.B.A.,Ph.D.,
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PG & Research Dept. of Commerce
Arignar Anna College (Arts & Science)
Krishnagiri - 635 116.

**A STUDY ON EFFECT OF ADVERTISEMENT ON CONSUMER
BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO
VANIYAMBADI TOWN**

Project Report Submitted

To

Periyar University in partial fulfillment of the requirement for the Award of the

Degree of Master of Commerce

Submitted

By

R.SANDHIYA

REG.NO:C21PG121COM011

Under the Guidance of

Mrs.R.RENUGA, M.Com.M.Phil., Ph.d.,

Assistant Professor in Commerce



**PG & RESEARCH DEPARTMENT OF COMMERCE
GOVERNMENT ARTS AND SCIENCE COLLEGE FOR WOMEN**

BARGUR

March 2023

CERTIFICATE

This is certify that the Project Report, entitled "A STUDY ON THE EFFECT OF ADVERTISEMENT ON CONSUMER BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO VANIYAMBADI TOWN" submitted to the Periyar University, Salem in partial fulfillment of the requirement for the award of the degree of MASTER OF COMMERCE is a record of bonafide project work carried out by R.SANDHIYA(Reg.No:C21PG121COM011) under my supervision and guidance. No part of this project report work has been submitted for the award of any degree, diploma, associate ship, fellowship or any other similar titles or prizes and that the work has not been published in part or full in any scientific or popular journals or magazines.

Date : 02-05-2023

Place: Bargur

Signature of the Head of the Department

Signature of the Supervisor

Date of viva-voce Exam 03-05-2023

Internal Examiner

External Examiner
Dr. R. KUMARESAN, M.Com., M.Phil., M.B.A., Ph.D.,
Research Supervisor & Head
PG & Research Dept. of Commerce
Arignar Anna College (Arts & Science)
Krishnagiri - 635 115.