

**“A STUDY ON JOB STRESS OF EMPLOYEES IN PRIVATE
BANKING SECTOR WITH SPECIAL REFERENCE TO THRISSUR
DISTRICT”**

Project Report submitted to

CHRIST COLLEGE (AUTONOMOUS)

In partial fulfilment of the requirement for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

CHRIS JOHN MATHEW

(CCAUBCM262)

Under the supervision of

Mr. LIPINRAJ K



DEPARTMENT OF COMMERCE

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

UNIVERSITY OF CALICUT

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY



DEPARTMENT OF COMMERCE

CERTIFICATE

This is to certify that the project report entitled “**A STUDY ON JOB STRESS OF EMPLOYEES IN PRIVATE BANKING SECTOR WITH SPECIAL REFERENCE TO THRISSUR DISTRICT**” is a bonafide record of project done by **CHRIS JOHN MATHEW**, Reg. No. CCAUBCM262, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Assoc. Prof. P.G THOMAS
Co-ordinator

Mr. LIPINRAJ K
Project Guide



DECLARATION

I, **CHRIS JOHN MATHEW**, hereby declare that the project work entitled “**A STUDY ON JOB STRESS OF EMPLOYEES IN PRIVATE BANKING SECTOR WITH SPECIAL REFERENCE TO THRISSUR DISTRICT**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Mr. Lipinraj K Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

Date: 31-3-23



CHRIS JOHN MATHEW

CCAUBCM262

ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere obligation to Rev. Dr. Jolly Andrews CMI our principal in-Charge, for providing various facilities.

I am thankful to Assoc. Prof. P.G Thomas, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

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TABLES OF CONTENTS

| SL.NO | CONTENTS | PAGE.NO |
|--------------------|---|----------------|
| | LIST OF TABLES | |
| | LIST OF FIGURES | |
| CHAPTER I | INTRODUCTION | 1-8 |
| CHAPTER II | EMPIRICAL REVIEW OF LITERATURE | 9-15 |
| CHAPTER III | CONCEPTUAL REVIEW OF LITERATURE | 16-21 |
| CHAPTER IV | DATA ANALYSIS AND INTERPRETATION | 22-39 |
| CHAPTER V | FINDINGS, SUGGESTIONS & CONCLUSION | 40-42 |
| | BIBLIOGRAPHY | 43-44 |
| | APPENDIX | 45-48 |

**“RELATIONSHIP BETWEEN BRAND AWARENESS AND
REPEATED PURCHASE OF COSMETIC PRODUCTS”**

Project Report submitted to

CHRIST COLLEGE (AUTONOMOUS)

In partial fulfilment of the requirement for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

LEVEENA POLY

(CCAUBCM263)

Under the supervision of

Ms. JISHA C.L



DEPARTMENT OF COMMERCE

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

UNIVERSITY OF CALICUT

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY

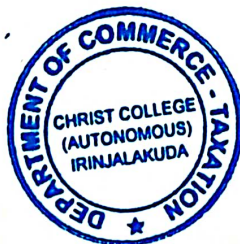


DEPARTMENT OF COMMERCE CERTIFICATE

This is to certify that the project report entitled "A STUDY ON RELATIONSHIP BETWEEN BRAND AWARENESS AND REPEATED PURCHASE OF COSMETIC PRODUCTS" is a bonafide record of project done by LEVEENA POLY, Reg. No. CCAUBCM263, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Assoc.Prof. P.G THOMAS
Co-ordinator

Ms. JISHA C.L
Project Guide



DECLARATION

I, **LEVEENA POLY**, hereby declare that the project work entitled **“A STUDY ON RELATIONSHIP BETWEEN BRAND AWARENESS AND REPEATED PURCHASE”** is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Jisha C.L Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

Date: 31/03/23


LEVEENA POLY

CCAUBCM263

ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere obligation to Rev. Dr. Jolly Andrews CMI our Principal, for providing various facilities.

I am thankful to Assoc.Prof. P.G THOMAS, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms. JISHA C.L, Asst. Professor-On contract, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my preferred gratitude to all the faculties of the department for their interest and cooperation in this regard.

I extend my hearty gratitude to the librarian and other library staffs of my college for their wholehearted cooperation.

I express my sincere thanks to my friends and family for their support in completing this report successfully.

**Place: Irinjalakuda
POLY**

LEVEENA

Date:

TABLES OF CONTENTS

| SL.NO | CONTENTS | PAGE.NO |
|--------------------|---|----------------|
| | LIST OF TABLES | |
| | LIST OF FIGURES | |
| CHAPTER I | INTRODUCTION | 1 - 4 |
| CHAPTER II | REVIEW OF LITERATURE | 5 - 10 |
| CHAPTER III | THEORETICAL FRAMEWORK | 11 - 13 |
| CHAPTER IV | DATA ANALYSIS AND INTERPRETATION | 14 - 33 |
| CHAPTER V | FINDINGS, SUGGESTIONS & CONCLUSION | 34 - 36 |
| | BIBLIOGRAPHY | |
| | ANNEXURE | |

**“A STUDY ON JOB STRESS OF EMPLOYEES IN PRIVATE
BANKING SECTOR WITH SPECIAL REFERENCE TO THRISSUR
DISTRICT”**

Project Report submitted to

CHRIST COLLEGE (AUTONOMOUS)

In partial fulfilment of the requirement for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

ANJALA DEVI A.S

(CCAUBCM266)

Under the supervision of

Mr. LIPINRAJ K



DEPARTMENT OF COMMERCE

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

UNIVERSITY OF CALICUT

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY



**DEPARTMENT OF COMMERCE
CERTIFICATE**

This is to certify that the project report entitled **“A STUDY ON JOB STRESS OF EMPLOYEES IN PRIVATE BANKING SECTOR WITH SPECIAL REFERENCE TO THRISSUR DISTRICT”** is a bonafide record of project done by **ANJALA DEVI A.S**, Reg. No. CCAUBCM266, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.


Assoc. Prof. P.G THOMAS
Co-ordinator




Mr. LIPINRAJ K
Project Guide

DECLARATION

I, ANJALA DEVI A.S, hereby declare that the project work entitled “**A STUDY ON JOB STRESS OF EMPLOYEES IN PRIVATE BANKING SECTOR WITH SPECIAL REFERENCE TO THRISSUR DISTRICT**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Mr. Lipinraj K Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

Date: 31-3-23


ANJALA DEVI A.S

CCAUBCM266

ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

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TABLES OF CONTENTS

| SL.NO | CONTENTS | PAGE.NO |
|--------------------|---|----------------|
| | LIST OF TABLES | |
| | LIST OF FIGURES | |
| CHAPTER I | INTRODUCTION | 1-8 |
| CHAPTER II | EMPIRICAL REVIEW OF LITERATURE | 9-15 |
| CHAPTER III | CONCEPTUAL REVIEW OF LITERATURE | 16-21 |
| CHAPTER IV | DATA ANALYSIS AND INTERPRETATION | 22-39 |
| CHAPTER V | FINDINGS, SUGGESTIONS & CONCLUSION | 40-42 |
| | BIBLIOGRAPHY | 43-44 |
| | APPENDIX | 45-48 |

**“A STUDY ON RELATIONSHIP BETWEEN BRAND
AWARENESS AND REPEATED PURCHASE OF
COSMETIC PRODUCTS”**

Project Report submitted to

CHRIST COLLEGE (AUTONOMOUS)

In partial fulfilment of the requirement for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

ASHIDA A

(CCAUBCM267)

Under the supervision of

Ms. JISHA C.L.



DEPARTMENT OF COMMERCE

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

UNIVERSITY OF CALICUT

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY



DEPARTMENT OF COMMERCE CERTIFICATE

This is to certify that the project report entitled “A STUDY ON RELATIONSHIP BETWEEN BRAND AWARENESS AND REPEATED PURCHASE OF COSMETIC PRODUCTS” is a bonafide record of project done by **ASHIDA A**, Reg. No. CCAUBCM267, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.


Assoc.Prof. P.G THOMAS
Co-ordinator




Ms. JISHA C.L
Project Guide

DECLARATION

I, **ASHIDA A**, hereby declare that the project work entitled “ **A STUDY ON RELATIONSHIP BETWEEN BRAND AWARENESS AND REPEATED PURCHASE** ” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Jisha C.L Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

Date: 31/03/23


ASHIDA A

CCAUBCM267

ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere obligation to Rev. Dr. Jolly Andrews CMI our Principal, for providing various facilities.

I am thankful to Asso.Prof. P.G THOMAS, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

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I extend my hearty gratitude to the librarian and other library staffs of my college for their wholehearted cooperation.

I express my sincere thanks to my friends and family for their support in completing this report successfully.

Place: Irinjalakuda

ASHIDA A

Date: 31/09/23

TABLES OF CONTENTS

| SL.NO | CONTENTS | PAGE.NO |
|--------------------|---|----------------|
| | LIST OF TABLES | |
| | LIST OF FIGURES | |
| CHAPTER I | INTRODUCTION | 1 - 4 |
| CHAPTER II | REVIEW OF LITERATURE | 5 - 10 |
| CHAPTER III | THEORETICAL FRAMEWORK | 11 - 13 |
| CHAPTER IV | DATA ANALYSIS AND INTERPRETATION | 14 - 33 |
| CHAPTER V | FINDINGS, SUGGESTIONS & CONCLUSION | 34 - 36 |
| | BIBLIOGRAPHY | |
| | ANNEXURE | |

**“A STUDY ON INVESTORS BEHAVIOUR TOWARDS
CRYPTOCURRENCIES”**

Project Report submitted to

CHRIST COLLEGE (AUTONOMOUS)

In partial fulfilment of the requirement for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

JEEVAN P JOY

(CCAUBCM271)

Under the supervision of

Ms. JISHA C L



DEPARTMENT OF COMMERCE

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

UNIVERSITY OF CALICUT

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY



DEPARTMENT OF COMMERCE

CERTIFICATE

This is to certify that the project report entitled “**A Study on Investors behavior Towards Cryptocurrencies**” is a bonafide record of project done by **JEEVAN P JOY**, Reg. No. CCAUBCM271, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Assoc.Prof. P.G. THOMAS
Co-ordinator

Ms. JISHA C L
Project Guide

DECLARATION

I, **JEEVAN P JOY**, hereby declare that the project work entitled “**A STUDY ON INVESTORS BEHAVIOUR TOWARDS CRYPTOCURRENCIES**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Jisha C L Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

JEEVAN P JOY

Date:

CCAUBCM271

ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

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I am thankful to my class teacher, Ms. Jisha C L, Asst. Professor-On contract, for providing proper help and encouragement in the preparation of this report.

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Place: Irinjalakuda

JEEVAN P JOY

Date:

TABLES OF CONTENTS

| SL.NO | CONTENTS | PAGE.NO |
|--------------------|---|----------------|
| | LIST OF TABLES | |
| | LIST OF FIGURES | |
| CHAPTER I | INTRODUCTION | |
| CHAPTER II | REVIEW OF LITERATURE | |
| CHAPTER III | THEORETICAL FRAMEWORK | |
| CHAPTER IV | DATA ANALYSIS AND INTERPRETATION | |
| CHAPTER V | FINDINGS, SUGGESTIONS & CONCLUSION | |
| | BIBLIOGRAPHY | |
| | APPENDIX | |

**“A STUDY ON CONSUMER PREFERENCE TOWARDS VIDEO
STREAMING ON OTT PLATFORM”**

Project Report submitted to

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

In partial fulfillment of the requirement for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

NANDANA SREEPATHY

(Reg.No:CCAUBCM272)

Under the supervision of

Ms.PRASSY VISWAMBHARAN



DEPARTMENT OF COMMERCE

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

UNIVERSITY OF CALICUT

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY



DEPARTMENT OF COMMERCE

CERTIFICATE

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Assoc.Prof. P.G THOMAS

Co-ordinator

Ms. PRASSY VISWABHARAN

Project Guide

DECLARATION

I, **NANDANA SREEPATHY**, hereby declare that the project work entitled “**A STUDY ON CONSUMER PREFERENCE TOWARDS VIDEO STREAMING ON OTT PLATFORM**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of **Ms. PRASSY VISWAMBHARAN** Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

NANDANA SREEPATHY

Date:

CCAUBCM272

ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and gratitude to all people who have helped me with sound advice and able guidance.

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I express my sincere gratitude to Ms.PRASSY VISWABHARAN Asst. Professor-On contract, whose guidance and support throughout the training period helped me to complete this work successfully.

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Place: Irinjalakuda

NANDANA SREEPATHY

Date:

TABLES OF CONTENTS

| SL.NO | CONTENTS | PAGE NO: |
|------------------|---|-----------------|
| CHAPTER 1 | INTRODUCTION | 1-4 |
| CHAPTER 2 | REVIEW OF LITERATURE | 5-8 |
| CHAPTER 3 | THEORETICAL FRAMEWORK | 9-13 |
| CHAPTER 4 | DATA ANALYSIS AND INTERPRETATION | 14-35 |
| CHAPTER 5 | FINDINGS, SUGGESTIONS & CONCLUSION | 36-39 |
| | BIBLIOGRAPHY | 40 |
| | APPENDIX | 41-46 |

**“A STUDY ON INVESTORS BEHAVIOUR TOWARDS
CRYPTOCURRENCIES”**

Project Report submitted to

CHRIST COLLEGE (AUTONOMOUS)

In partial fulfilment of the requirement for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

THOMSON SHAJI

(CCAUBCM275)

Under the supervision of

Ms. JISHA C L



DEPARTMENT OF COMMERCE

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

UNIVERSITY OF CALICUT

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY



DEPARTMENT OF COMMERCE

CERTIFICATE

This is to certify that the project report entitled “**A Study on Investors Behavior Towards Cryptocurrencies**” is a bonafide record of project done by **THOMSON SHAJI**, Reg. No. CCAUBCM275, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Assoc.Prof. P.G.Thomas
Co-ordinator

Ms. Jisha C L
Project Guide

DECLARATION

I, **THOMSON SHAJI**, hereby declare that the project work entitled “**A STUDY ON INVESTORS BEHAVIOUR TOWARDS CRYPTOCURRENCIES**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Jisha C L Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

THOMSON SHAJI

Date:

CCAUBCM275

ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

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I express my sincere thanks to my friends and family for their support in completing this report successfully.

Place: Irinjalakuda

THOMSON SHAJI

Date:

TABLES OF CONTENTS

| SL.NO | CONTENTS | PAGE.NO |
|--------------------|---|----------------|
| | LIST OF TABLES | |
| | LIST OF FIGURES | |
| CHAPTER I | INTRODUCTION | 1-4 |
| CHAPTER II | REVIEW OF LITERATURE | 5-8 |
| CHAPTER III | THEORETICAL FRAMEWORK | 9-13 |
| CHAPTER IV | DATA ANALYSIS AND INTERPRETATION | 14-33 |
| CHAPTER V | FINDINGS, SUGGESTIONS & CONCLUSION | 34-35 |
| | BIBLIOGRAPHY | 36 |
| | APPENDIX | 37-39 |

**“A STUDY ON CONSUMER PREFERENCE TOWARDS VIDEO
STREAMING ON OTT PLATFORM”**

Project Report submitted to

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

In partial fulfillment of the requirement for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

ABIRAM K S

(Reg.No:CCAUBCM276)

Under the supervision of

Ms.PRASSY VISWAMBHARAN



DEPARTMENT OF COMMERCE

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

UNIVERSITY OF CALICUT

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA
CALICUT UNIVERSITY



DEPARTMENT OF COMMERCE

CERTIFICATE

This is to certify that the project report entitled “**A STUDY ON CONSUMER PREFERENCE TOWARDS VIDEO STREAMING ON OTT PLATFORM**” is a bonafide record of project done by **ABIRAM K S**, Reg. No. CCAUBCM276, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.


Assoc.Prof. P.G THOMAS
Co-ordinator


Ms. PRASSY VISWABHARAN
Project Guide



DECLARATION

I, **ABIRAM K S**, hereby declare that the project work entitled “**A STUDY ON CONSUMER PREFERENCE TOWARDS VIDEO STREAMING ON OTT PLATFORM**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of **Ms. PRASSY VISWAMBHARAN** Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

Date: 31/08/23



ABIRAM K S

CCAUBCM276

ACKNOWLEDGEMENT

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Place: Irinjalakuda

Date: 31/03/23



ABIRAM K S

TABLES OF CONTENTS

| SL.NO | CONTENTS | PAGE NO: |
|------------------|--|-----------------|
| CHAPTER 1 | INTRODUCTION | 1-4 |
| CHAPTER 2 | REVIEW OF LITERATURE | 5-8 |
| CHAPTER 3 | THEORETICAL FRAMEWORK | 9-13 |
| CHAPTER4 | DATA ANALYSIS AND INTERPRETATION | 14-35 |
| CHAPTER 5 | FINDINGS, SUGGESTIONS& CONCLUSION | 36-39 |
| | BIBLIOGRAPHY | 40 |
| | APPENDIX | 41-46 |

**“A STUDY ON CUSTOMER AWARENESS OF ELECTRONIC
BANKING WITH SPECIAL REFERENCE TO THRISSUR
DISTRICT”**

Project Report submitted to

CHRIST COLLEGE (AUTONOMOUS)

In partial fulfilment of the requirement for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

AKSHAY JOSE

(CCAUBCM277)

Under the supervision of

Mr. LIPINRAJ K



DEPARTMENT OF COMMERCE

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

UNIVERSITY OF CALICUT

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY



DEPARTMENT OF COMMERCE

CERTIFICATE

This is to certify that the project report entitled "A STUDY ON CUSTOMER AWARENESS OF ELECTRONIC BANKING WITH SPECIAL REFERENCE TO THRISSUR DISTRICT" is a bonafide record of project done by **AKSHAY JOSE**, Reg. No. CCAUBCM277, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.


Assoc. Prof. P.G THOMAS

Co-ordinator

Guide


Mr. LIPINRAJ K

Project



DECLARATION

I, **AKSHAY JOSE**, hereby declare that the project work entitled “**A STUDY ON CUSTOMER AWARENESS OF ELECTRONIC BANKING WITH SPECIAL REFERENCE TO THRISSUR DISTRICT**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Mr. Lipinraj K Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

AKSHAY JOSE

Date:

CCAUBCM277

ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere obligation to Rev. Dr. Jolly Andrews CMI our principal in-Charge, for providing various facilities.

I am thankful to Assoc. Prof. P.G Thomas, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Mr. Lipinraj K, Asst. Professor-On contract, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my preferred gratitude to all the faculties of the department for their interest and cooperation in this regard.

I extend my hearty gratitude to the librarian and other library staffs of my college for their wholehearted cooperation.

I express my sincere thanks to my friends and family for their support in completing this report successfully.

TABLES OF CONTENTS

| SL.NO | CONTENTS | PAGE.NO |
|--------------------|---|----------------|
| | LIST OF TABLES | |
| | LIST OF FIGURES | |
| CHAPTER I | INTRODUCTION | 1-3 |
| CHAPTER II | EMPIRICAL REVIEW OF LITERATURE | 4-8 |
| CHAPTER III | CONCEPTUAL REVIEW OF LITERATURE | 9-17 |
| CHAPTER IV | DATA ANALYSIS AND INTERPRETATION | 18-33 |
| CHAPTER V | FINDINGS, SUGGESTIONS & CONCLUSION | 34-36 |
| | BIBLIOGRAPHY | 37-39 |
| | APPENDIX | 40-43 |

INTRODUCTION

1.1 Introduction

Internet has grown tremendously in both its applications and number of users due to its unique characteristics of flexibility, interactivity and personalization. The internet advertising has given consumers more control in accessing information on product and services. Internet advertising is a form of promotion that uses the internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Examples of internet advertising include contextual ads on search engine results pages, Google search ads, face book ads, twitter ads, email ads, video ads, YouTube ads, Instagram ads, Google display ads. Online video directories for brands are a good example of interactive advertising. Internet advertising is also capable of providing an experiential environment to the consumer through virtual reality interfaces thus allowing the consumer to experience some of the features of products before making the purchase decision. Internet advertising as a new advertising channel the internet and particularly the world wide web (www) portion of the internet, are challenging traditional forms of mass media advertising (**Hoffman and Novak**, 1996; **Hearn, Mandeville and Antony**, 1998). **Meeker** (1998) defines a mass communication medium as the communication from “one person or group of persons through a transmitting device (a medium) to a large audience or market”. The internet offers an interactive alternative to mass media communication through the use of web pages, discussion groups and email (**Hoffman and Novak**, 1996)

Online advertising, also called online marketing or internet advertising or web advertising, is a form marketing and advertising which uses the

internet to deliver promotional marketing messages to consumers. When software is used to do the purchasing, it is known as programmatic advertising. Unlike traditional advertising, internet advertising is increasingly more accessible for every business and enables you to quickly, easily, efficiently and affordably reach your target public. That's why it's gaining more ground among those businesses with an online presence. Internet advertising gets more attention. It includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content. Main benefits of internet advertising are its low cost of electronic communication reduces the cost of displayed online advertisements compared to offline ads. And its measurability, targeting, wide coverage, speed adds more benefits to internet advertising. The inclusion of the internet in the promotional mix will not eliminate the use of mass media advertising channels such as television, radio, newspapers and magazines. However, the internet may reduce the amount of mass media advertising required. Arguably, this will occur because the personal computer with internet access is being utilized frequently by target audience members as an effective communication channel to make both social exchanges using email and commercial exchanges to purchase products on the web. The internet advertising industry is being challenged to create more direct, personal and interactive communication with the target market through the use of the internet. In its 17- year's existence, internet advertising has become the fastest, and one of the most effective advertising mediums in history. Today, it is one of the essential of a

successful business, a media platform that allows interaction with customers in the most creative and interesting ways.

1.2 Objectives

1. Establish the reliability of internet advertising
2. Determine the effectiveness of internet advertising on reach and creation of Awareness
3. Determine the relationship between internet advertising and purchase decision

1.3 Statement of the problem

Internet advertising plays a very important role in capturing the attention of the public which promote selling of a products and services. Internet advertising broadly consist of various commercial content formats delivered by video clips, print, and audio; either solicited or unsolicited and includes company web sites, corporate logos, email messages, popups, banner ads, dynamic media, and interactive games.

With the rapid growth in technology, the internet is becoming an important one stop point for consumers in finding most of their needs. Be it communication, entertainment, shopping, information search, internet serves as a panacea for all their Requirements. This has led 70% of the ever users to glue themselves to the internet and access it on a regular basis. The problem is that, volumes of consumers are online every day for their personal work, but do they notice the ads, banners etc. displayed on that

webpage, most important what is their recall/remembrance value. What about the reach of online advertising, is it effective across over all target groups? And awareness about the internet advertising.

1.4 Scope of the study

The scope of internet advertising is growing on daily basis. If you want to be on multiple screens at a single time then you should use internet advertising. So, if you want to be online king then internet advertising is compulsory. Informative advertising promotion that seeks to develop initial demand for a good, service, organization, place, idea, or cause. Persuasive advertising promotion that attempts to increase demand for an existing good, service, etc. Traditionally newspapers, radio, TV were used. Nowadays most of such work is done on internet. If you place online ads certain advantages can be achieved. E.g., they are cost effective, have larger coverage, can be sent anywhere in small span of time. To place online ads, you always do not require latest audio and visual flash to attract customers. Everything depends on your requirement. You should note a few points for better online advertising. Its usage is increasing day by day.

1.5 Research methodology

Internet advertising is an advertising which uses the internet to deliver promotional marketing messages and information to consumers. The study is based on both primary and secondary data. Convenient sampling is used. The primary data is collected from 50 customers from Christ college autonomous Irinjalakuda. Secondary data is collected from different sources like journals, magazines, websites etc. analysis is done by using

various statistical tools like frequencies, percentage etc. graphs and diagrams are also used to explain the data more efficiently.

1.6 Limitations

1. The time allowed for the study is limited.
2. The personal bias of the respondents might have entered into the response.
3. The questionnaire is objective type so could not have provided opportunity for ideas and suggestions.

**“A STUDY ON EFFECTIVENESS OF SOCIAL MEDIA
MARKETING AMONG WOMEN ENTREPRENEUR WITH
SPECIAL REFERENCE TO THRISSUR DISTRICT”**

Project Report submitted to

CHRIST COLLEGE (AUTONOMOUS)

In partial fulfilment of the requirement for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

ALAN M R

(CCAUBCM279)

Under the supervision of

Ms.JISHA CL



DEPARTMENT OF COMMERCE

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

UNIVERSITY OF CALICUT

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY



DEPARTMENT OF COMMERCE

CERTIFICATE

This is to certify that the project report entitled **“A Study on effectiveness of social media marketing among women entrepreneur with special reference to Thrissur district** is a bonafide record of project done by **ALAN M R**, Reg. No. CCAUBCM 279, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Prof. P.G THOMAS

Ms. JISHA CL

Co-ordinator

Project Guide

DECLARATION

I, **ALAN MR**, hereby declare that the project work entitled "**A STUDY ON EFFECTIVENESS OF SOCIAL MEDIA MARKETING AMONG WOMEN ENTREPRENUER WITH SPECIAL REFRENCE TO THRISSUR DISTRICT**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of **Mrs.JISHA CL** Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

ALAN MR

Date:

CCAUBCM279

ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere obligation to Rev. Dr. Jolly Andrews CMI our Principal, for providing various facilities.

I am thankful to Assoc.Prof. P.G THOMAS Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Mrs JISHA CL, for her cordial Support, valuable information and guidance, which helped me in completing the task through various stages.

I express my sincere gratitude to Mrs JISHA CL , Asst. Professor-On contract, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my preferred gratitude to all the faculties of the department for their interest and cooperation in this regard.

I extend my hearty gratitude to the librarian and other library staffs of my college for their wholehearted cooperation.

I express my sincere thanks to my friends and family for their support in completing this report successfully.

Place: Irinjalakuda

ALAN MR

Date:

TABLES OF CONTENTS

| SL.NO | CONTENTS | PAGE.NO |
|--------------------|---|----------------|
| | LIST OF TABLES | |
| | LIST OF FIGURES | |
| CHAPTER I | INTRODUCTION | |
| CHAPTER II | REVIEW OF LITERATURE | |
| CHAPTER III | THEORETICAL FRAMEWORK | |
| CHAPTER IV | DATA ANALYSIS AND INTERPRETATION | |
| CHAPTER V | FINDINGS, SUGGESTIONS & CONCLUSION | |
| | BIBLIOGRAPHY | |
| | APPENDIX | |

**"A STUDY ON JOB STRESS OF CO-OPERATIVE BANK
EMPLOYEES WITH SPECIAL REFERENCE TO
THRISSUR DISTRICT"**

Project report submitted to

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

In partial fulfilment of the requirement for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

**ANU ROSE THEKKANATH
(CCAUBCM281)**

Under the guidance of

MR. LIPINRAJ K



DEPARTMENT OF COMMERCE

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

UNIVERSITY OF CALICUT

MARCH 2023

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA
CALICUT UNIVERSITY**



DEPARTMENT OF COMMERCE

CERTIFICATE

This is to certify that the project report entitled "**A STUDY ON JOB STRESS OF CO-OPERATIVE BANK EMPLOYEES WITH SPECIAL REFERENCE TO THRISSUR DISTRICT**" is a bonafide record of project done by **ANU ROSE THEKKANATH**, Reg. No. CCAUBCM281 under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it hasnot previously formed the basis for any Degree, Diploma and Associate ship or Fellowship.

PROF.P G THOMAS

Co-Ordinator



MR. LIPINRAJ K

Project Guide

DECLARATION

I, ANU ROSE THEKKANATH, hereby declare that the project work entitled "A STUDY ON JOB STRESS AMONG CO-OPERATIVE BANK EMPLOYEES, WITH SPECIAL REFERENCE TO THRISSUR DISTRICT" is a record of independent and bona fide project work carried out by me under the supervision and guidance of Mr. LIPINRAJ K, Department of Commerce, Christ College, Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associate ship or other similar title of any other university or institute.

Place: Irinjalakuda

Date:



ANU ROSE THEKKANATH

CCAUBCM281

ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere obligation to Rev.Dr. Jolly Andrews, Principal in-Charge, Christ College Irinjalakuda for providing various facilities.

I am thankful to Prof. P.G Thomas, Co-Ordinator of B.Com Taxation, for providing proper help and encouragement in the preparation of this report.

I am thankful to Mrs.Jisha C L, Class teacher for her cordial support, valuable information and guidance, which helped me in completing this task through various stages.

I express my sincere gratitude to Mr. Lipinraj K, Assistant Professor, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my gratitude to all the faculties of the Department for their interest and cooperation in this regard.

I extend my hearty gratitude to the librarian and other library staffs of my college for their wholehearted cooperation.

I express my sincere thanks to my friends and family for their support in completing this report successfully.

TABLE OF CONTENTS

| NO | CONTENTS | PAGE NO |
|-------------|---|---------|
| | LIST OF TABLES | |
| | LIST OF FIGURES | |
| CHAPTER I | INTRODUCTION | 1-9 |
| CHAPTER II | EMPIRICAL REVIEW OF LITERATURE | 10-20 |
| CHAPTER III | CONCEPTUAL REVIEW OF LITERATURE | 21-32 |
| CHAPTER IV | DATA ANALYSIS AND INTERPRETATION | 33-56 |
| CHAPTER V | FINDINGS, SUGGESTIONS AND CONCLUSION | 57-60 |
| | BIBLIOGRAPHY | |
| | APPENDIX | |

**“A STUDY ON EFFECTIVENESS OF ONLINE
ADVERTISING ON CONSUMER BEHAVIOUR WITH
SPECIAL REFERENCE TO STUDENTS OF CHRIST
COLLEGE AUTONOMOUS IRINJALAKUDA”**

Project Report submitted to

CHRIST COLLEGE (AUTONOMOUS)

In partial fulfilment of the requirement for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

AYUSHSAGAR M V

(CCAUBCM282)

Under the supervision of

Mr. P.G. THOMAS



DEPARTMENT OF COMMERCE

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

UNIVERSITY OF CALICUT

MARCH 2023

CHRIST COLLEGE(AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY




DEPARTMENT OF COMMERCE

CERTIFICATE

This is to certify that the project report entitled “A Study on Effectiveness of Online Advertising on Consumer Behaviour with Special Reference to Students of Christ College Autonomous Irinjalakuda” is a bonafide record of project done by **AYUSHSAGAR**, Reg. No. CCAUBCM282, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.


Prof. P.G. Thomas
Co-ordinator




Prof. P.G. Thomas
Project Guide

DECLARATION

I, AYUSHSAGAR M V, hereby declare that the project work entitled "A STUDY ON EFFECTIVENESS OF ONLINE ADVERTISING ON CONSUMER BEHAVIOUR WITH SPECIAL REFERENCE TO STUDENTS OF CHRIST COLLEGE AUTONOMOUS IRINJALAKUDA" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Mr. P.G. Thomas, Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

Date: 31/03/23


AYUSHSAGAR M V

CCAUBCM282

ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere obligation to **Rev. Dr. Jolly Andrews CMI** our Principal, for providing various facilities.

I am thankful to Prof. P.G. Thomas, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Ms. Jisha C.L, Asst. Professor-On contract, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Mr. P.G. Thomas, Professor, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my preferred gratitude to all the faculties of the department for their interest and cooperation in this regard.

I extend my hearty gratitude to the librarian and other library staffs of my college for their wholehearted cooperation.

I express my sincere thanks to my friends and family for their support in completing this report successfully.

Place: Irinjalakuda

AYUSHSAGAR M V

Date:31/03/2023

TABLES OF CONTENTS

| SL.NO | CONTENTS |
|--------------------|---|
| | LIST OF TABLES |
| CHAPTER I | INTRODUCTION |
| CHAPTER II | REVIEW OF LITERATURE |
| CHAPTER III | THEORETICAL FRAMEWORK |
| CHAPTER IV | DATA ANALYSIS AND INTERPRETATION |
| CHAPTER V | FINDINGS, SUGGESTIONS & CONCLUSION |
| | BIBLIOGRAPHY |

**“A STUDY ON EFFECTIVENESS OF SOCIAL MEDIA
MARKETING AMONG WOMEN ENTREPRENEUR WITH
SPECIAL REFERENCE TO THRISSUR DISTRICT”**

Project Report submitted to

CHRIST COLLEGE (AUTONOMOUS)

In partial fulfilment of the requirement for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

EILEEN BAIJU

(CCAUBCM283)

Under the supervision of

Ms.JISHA CL



DEPARTMENT OF COMMERCE

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

UNIVERSITY OF CALICUT

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

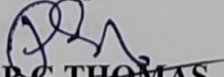
CALICUT UNIVERSITY



DEPARTMENT OF COMMERCE

CERTIFICATE

This is to certify that the project report entitled “**A Study on effectiveness of social media marketing among women entrepreneur with special reference to Thrissur district**” is a bonafide record of project done by **EILEEN BAIJU**, Reg. No. CCAUBCM283, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.


Assos.Prof. P.G THOMAS

Co-ordinator


Ms. JISHA C L

Project Guide



DECLARATION

I, EILEEN BAIJU, hereby declare that the project work entitled "A STUDY ON EFFECTIVENESS OF SOCIAL MEDIA MARKETING AMONG WOMEN ENTREPRENEURS WITH SPECIAL REFERENCE TO THRISSUR DISTRICT" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. JISHA C L Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

Date: 31/03/23



EILEEN BAIJU

CCAUBCM283

ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and gratitude to all people who have helped me with sound advice and able guidance.

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I am thankful to Assoc.Prof. P.G THOMAS Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Ms. JISHA C L, for her cordial Support, valuable information and guidance, which helped me in completing the task through various stages.

I express my sincere gratitude to Ms. JISHA C L , Asst. Professor-On contract, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my preferred gratitude to all the faculties of the department for their interest and cooperation in this regard.

I extend my hearty gratitude to the librarian and other library staffs of my college for their wholehearted cooperation.

I express my sincere thanks to my friends and family for their support in completing this report successfully.

Place: Irinjalakuda

EILEEN BAIJU

Date: 31/03/23

TABLES OF CONTENTS

| SL.NO | CONTENTS | PAGE.NO |
|--------------------|---|----------------|
| | LIST OF TABLES | |
| | LIST OF FIGURES | |
| CHAPTER I | INTRODUCTION | |
| CHAPTER II | REVIEW OF LITERATURE | |
| CHAPTER III | THEORETICAL FRAMEWORK | |
| CHAPTER IV | DATA ANALYSIS AND INTERPRETATION | |
| CHAPTER V | FINDINGS, SUGGESTIONS & CONCLUSION | |
| | BIBLIOGRAPHY | |
| | APPENDIX | |

**“A STUDY ON WOMEN EMPOWERMENT THROUGH
KUDUMBASHREE UNIT WITH THE SPECIAL REFERENCE TO
KAIPAMANGALAM GRAMA PANCHAYAT AND VALLACHIRA
GRAMA PANCHAYAT”**

Project Report submitted to

CHRIST COLLEGE (AUTONOMOUS)

In partial fulfilment of the requirement for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

FATHIMA P J

(CCAUBCM284)

Under the supervision of

PRASSY VISWAMBHARAN



DEPARTMENT OF COMMERCE

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

UNIVERSITY OF CALICUT

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA
CALICUT UNIVERSITY



DEPARTMENT OF COMMERCE
CERTIFICATE

This is to certify that the project report entitled **“A Study on women empowerment through kudumbashree unit with the special reference to kaipamangalm grama panchayat and vallachira grama panchayat”** is a bonafide record of project done by **FATHIMA P J** , Reg. No. CCAUBCM284, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Assoc.Prof. P.G Thomas
Co-ordinator

Ms. PRASSY
VISWAMBHARAN
Project guide

DECLARATION

I, **FATHIMA P J**, hereby declare that the project work entitled “**A STUDY ON WOMEN EMPOWERMENT THROUGH KUDUMBASHREE UNIT WITH THE SPECIAL REFERANCE TO KAIPAMANGALAM GRAMA PANCHAYAT AND VALLACHIRA GRAMA PANCHAYAT**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Prassy viswambharan, P. G Thomas Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

FATHIMA P J

Date:

CCAUBCM284

ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

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I am thankful to Assoc.Prof. P.G Thomas, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Ms. Jisha C L, Asst. Professor-On contract, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms.Prassy viswambharan, Asst. Professor-On contract, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my preferred gratitude to all the faculties of the department for their interest and cooperation in this regard.

I extend my hearty gratitude to the librarian and other library staffs of my college for their wholehearted cooperation.

I express my sincere thanks to my friends and family for their support in completing this report successfully.

Place: Irinjalakuda

FATHIMA P J

Date:

TABLES OF CONTENTS

| SL.NO | CONTENTS | PAGE.NO |
|--------------------|---|----------------|
| | LIST OF TABLES | |
| | LIST OF FIGURES | |
| CHAPTER I | INTRODUCTION | 1-5 |
| CHAPTER II | REVIEW OF LITERATURE | 6-7 |
| CHAPTER III | THEORETICAL FRAMEWORK | 9-20 |
| CHAPTER IV | DATA ANALYSIS AND INTERPRETATION | 21-35 |
| CHAPTER V | FINDINGS, SUGGESTIONS & CONCLUSION | 36-39 |
| | BIBLIOGRAPHY | 40 |
| | APPENDIX | 41-43 |

**“A STUDY ON PURCHASE DECISION OF MIDDLE CLASS
CUSTOMERS FOR PASSENGER CARS FROM EDAVILANGU
GRAMA PANCHAYATH”**

Project Report submitted to

CHRIST COLLEGE (AUTONOMOUS)

In partial fulfilment of the requirement for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

FIZA RASHEED

(CCAUBCM285)

Under the supervision of

Ms. JISHA C L



DEPARTMENT OF COMMERCE

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

UNIVERSITY OF CALICUT

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY



DEPARTMENT OF COMMERCE

CERTIFICATE

This is to certify that the project report entitled **“A STUDY ON PURCHASE DECISION OF MIDDLE CLASS CUSTOMERS FOR PASSENGER CARS FROM EDAVILANGU GRAMA PANCHAYATH”** is a bonafide record of project done by **FIZA RASHEED**, Reg. No. CCAUBCM285, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Assoc.Prof. P G THOMAS
Co-ordinator

Ms. JISHA C L
Project Guide

DECLARATION

I, **FIZA RASHEED** hereby declare that the project work entitled “**A STUDY ON PURCHASE DECISION OF MIDDLE CLASS CUSTOMERS FOR PASSENGER CARS FROM EDAVILANGU GRAMA PANCHAYATH**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. JISHA C L Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), Irinjalakuda

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

FIZA RASHEED

Date:

CCAUBCM285

ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and gratitude to all people who have helped me with sound advice and able guidance.

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I am thankful to Assoc.Prof.P.G.Thomas, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I am thankful to my class teacher, Ms. JISHA C L, Asst. Professor-On contract, for providing proper help and encouragement in the preparation of this report.

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I extend my hearty gratitude to the librarian and other library staffs of my college for their wholehearted cooperation.

I express my sincere thanks to my friends and family for their support in completing this report successfully.

Place: Irinjalakuda

FIZA RASHEED

Date:

TABLES OF CONTENTS

| SL.NO | CONTENTS | PAGE NO: |
|------------------|--|-----------------|
| CHAPTER 1 | INTRODUCTION | 1-4 |
| CHAPTER 2 | REVIEW OF LITERATURE | 5-8 |
| CHAPTER 3 | THEORETICAL FRAMEWORK | 9-13 |
| CHAPTER 4 | DATA ANALYSIS AND INTERPRETATION | 14-35 |
| CHAPTER 5 | FINDINGS, SUGGESTIONS, & CONCLUSION | 36-39 |
| | BIBLIOGRAPHY | 40 |
| | APPENDIX | 41-43 |

**“A STUDY OF ATTITUDE OF PEOPLE TOWARDS GREEN
PRODUCTS”**

Project Report submitted to

CHRIST COLLEGE (AUTONOMOUS)

In partial fulfilment of the requirement for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

JESVIN JOY P

(CCAUBCM286)

Under the supervision of

Assoc. Prof. P.G. THOMAS



DEPARTMENT OF COMMERCE

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

UNIVERSITY OF CALICUT

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY



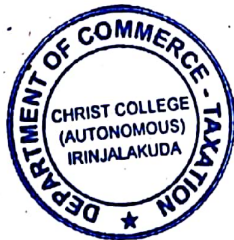
DEPARTMENT OF COMMERCE

CERTIFICATE

This is to certify that the project report entitled "A Study of Attitude of People Towards Green Products" is a bonafide record of project done by **JESVIN JOY P**, Reg. No. CCAUBCM286, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Assoc. Prof. P.G. Thomas
Co-ordinator

Assoc. Prof. P.G. Thomas
Project Guide



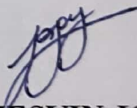
DECLARATION

I, **JESVIN JOY P**, hereby declare that the project work entitled "A STUDY OF ATTITUDE OF PEOPLE TOWARDS GREEN PRODUCTS" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Assoc. Prof. P.G. Thomas, Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

Date: 3/4/2023



JESVIN JOY P

CCAUBCM286

ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere obligation to Rev. Dr. Jolly Andrews CMI our Principal, for providing various facilities.

I am thankful to Assoc. Prof. P.G. Thomas, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

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I extend my hearty gratitude to the librarian and other library staffs of my college for their wholehearted cooperation.

I express my sincere thanks to my friends and family for their support in completing this report successfully.

1.1 Introduction

Green products are those items considered eco-friendly. This means that the manufacturer of the particular product took the proper steps in ensuring that the environment was not harmed during its manufacturing process. The raw materials used in the product were derived from sustainable sources. And the production should have a low impact on the environment regarding waste, carbon emissions, and energy use.

Competition is one of the major challenges that a businessman wants to face in the modern world. Every industry is composed of many firms and each firm provides similar goods and services. Naturally, this situation creates a big chance for competition among these firms. So in order, to become the market leader every business wants to adopt different strategies.

Nowadays one of the major strategies adopted by companies to capture the market is the marketing of green products or eco-friendly products. A green product provides a lot of advantages to us. Today people give more attention to the protection of the environment, as they are aware about the appearance of holes in the ozone layer, the destruction of forests etc. Because of these factors, green products get more attention in today's world.

A product is considered earth-friendly if it is biodegradable, meaning that it will pose no threat to the earth and environment, when it is released into the air, water, or earth while in use or when disposed of. These types of products usually decompose much quicker in a landfill, than similar items that are not biodegradable.

Biodegradable household cleaners, soaps, dish and dishwasher detergents, and laundry soaps are just a few examples of this type of green product.

**“A STUDY ON JOB SATISFACTION OF EMPLOYEES IN A
MULTINATIONAL COMPANY WITH SPECIAL REFERENCE TO
LULU GROUP”**

Project Report submitted to

CHRIST COLLEGE (AUTONOMOUS)

In partial fulfilment of the requirement for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

MEGHANA JOSEPH

(CCAUBCM287)

Under the supervision of

Ms. JISHA C L



DEPARTMENT OF COMMERCE

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

UNIVERSITY OF CALICUT

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA


CALICUT UNIVERSITY




DEPARTMENT OF COMMERCE

CERTIFICATE

This is to certify that the project report entitled "A STUDY ON JOB SATISFACTION OF EMPLOYEES IN A MULTINATIONAL COMPANY WITH SPECIAL REFERENCE TO LULU GROUP" is a bonafide record of project done by MEGHANA JOSEPH, Reg. No. CCAUBCM287, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.


Assoc. Prof. P.O. THOMAS
Co-ordinator


Ms. JISHA C L
Project Guide

DECLARATION

I, MEGHANA JOSEPH, hereby declare that the project work entitled "A STUDY ON JOB SATISFACTION OF EMPLOYEES IN A MULTINATIONAL COMPANY WITH SPECIAL REFERENCE TO LULU GROUP" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Jisha C L Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

Date: 31/03/23




MEGHANA JOSEPH

CCAUBCM287

ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere obligation to Rev. Dr. Jolly Andrews CMI our principal in-Charge, for providing various facilities.

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TABLES OF CONTENTS

| SL.NO | CONTENTS | PAGE.NO |
|--------------------|---|----------------|
| | LIST OF TABLES | |
| | LIST OF FIGURES | |
| CHAPTER I | INTRODUCTION | 1-4 |
| CHAPTER II | REVIEW OF LITERATURE | 5-11 |
| CHAPTER III | INDUSTRY AND COMPANY PROFILE | 12-17 |
| CHAPTER IV | DATA ANALYSIS AND INTERPRETATION | 18-39 |
| CHAPTER V | FINDINGS, SUGGESTIONS & CONCLUSION | 40-42 |
| | BIBLIOGRAPHY | 43 |
| | APPENDIX | 44-49 |

**STUDY ON THE CONSUMER PREFERENCE AND
ATTITUDE TOWARDS MENSTRUAL CUPS**

Project Report submitted to

CHRIST COLLEGE (AUTONOMOUS)

In partial fulfillment of the requirement for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

P S RISANA

(CCAUBCM290)

Under the supervision of

Ms. PRASSY VISWAMBHARAN



DEPARTMENT OF COMMERCE

CHRIST COLLEGE (AUTONOMOUS),

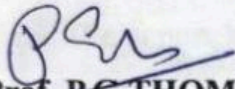
IRINJALAKUDA UNIVERSITY OF CALICUT

MARCH 2023

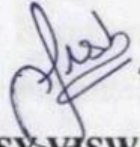
CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CERTIFICATE

This is to certify that the project report entitled “ **STUDY ON THE CONSUMER PREFERENCE AND ATTITUDE TOWARDS MENSTRUAL CUPS**” is a bonafide record of a project done by P S RISANA ,Reg. No. CCAUBCM290, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.



Assoc.Prof. P.G THOMAS



Ms.PRASSY VISWAMBHARAN
Coordinator Project Guide

DECLARATION

I P S RISANA , hereby declare that the project work entitled “**STUDY ON THE CONSUMER PREFERENCE AND ATTITUDE TOWARDS MENSTRUAL CUPS** ” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.PRASSY VISWAMBHARAN Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

Date:31-3-2023



P S RISANA

CCAUBCM290

ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

I would like to express my sincere obligation to Rev. Dr. Jolly Andrews CMI, our Principal, for providing various facilities.

I am thankful to Assoc.Prof. P.G THOMAS, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms. PRASSY VISWAMBHARAN, Asst. Professor-On contract, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my preferred gratitude to all the faculties of the department for their interest and cooperation in this regard.

I extend my hearty gratitude to the librarian and other library staff of my college for their wholehearted cooperation.

I express my sincere thanks to my friends and family for their support in completing this report successfully.

Place: Irinjalakuda

P S RISANA

Date:31-3-2023

CONTENTS

| CHAPTER NO: | TITLE | PAGE NO: |
|-------------|------------------------------------|----------|
| 01 | INTRODUCTION | 1 - 3 |
| 02 | REVIEW OF LITERATURE | 4 - 6 |
| 03 | THEORETICAL FRAMEWORK | 7 - 12 |
| 04 | DATA ANALYSIS AND INTERPRETATION | 13 - 33 |
| 05 | FINDINGS, SUGGESTIONS, CONCLUSIONS | 34 - 35 |
| | BIBLIOGRAPHY | |
| | APPENDIX | |

**“A STUDY ON ATTITUDE OF PEOPLE TOWARDS GREEN
PRODUCTS”**

Project Report submitted to

CHRIST COLLEGE (AUTONOMOUS)

In partial fulfilment of the requirement for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

SARANYA M S

(CCAUBCM294)

Under the supervision of

Asst Prof. P.G. THOMAS



DEPARTMENT OF COMMERCE

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA
UNIVERSITY OF CALICUT**

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY



DEPARTMENT OF COMMERCE CERTIFICATE

This is to certify that the project report entitled “**A Study on Attitude of People Towards Green Products**” is a bonafide record of project done by **SARANYA M S**, Reg. No. CCAUBCM294, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Asst Prof. P.G. Thomas
Co-ordinator

Asst Prof. P.G. Thomas
Project Guide



DECLARATION

I, **SARANYA M S**, hereby declare that the project work entitled "**A STUDY ON ATTITUDE OF PEOPLE TOWARDS GREEN PRODUCTS**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Asst Prof P.G. Thomas, Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

Date: 31/03/23



SARANYA M S

CCAUBCM294

ACKNOWLEDGEMENT

I would like to take the opportunity to express my preferred thanks and gratitude to all people who have helped me with sound advice and able guidance.

Above all, I express my eternal gratitude to the Lord Almighty under whose divine guidance; I have been able to complete this work successfully.

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I am thankful to Assoc. Prof. P.G. Thomas, Co-ordinator of the Department, for providing proper help and encouragement in the preparation of this report.

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TABLE OF CONTENTS

| SI.NO | CONTENTS | PAGE NO: |
|-----------|--------------------------------------|----------|
| | LIST OF TABLES | |
| | LIST OF FIGURES | |
| CHAPTER 1 | INTRODUCTION | 1-6 |
| CHAPTER 2 | REVIEW OF LITERATURE | 7-10 |
| CHAPTER 3 | THEORETICAL FRAMEWORK | 11-18 |
| CHAPTER 4 | DATA ANALYSIS AND INTERPRETATION | 19-38 |
| CHAPTER 5 | FINDINGS, SUGGESTIONS AND CONCLUSION | 39-41 |
| | BIBLIOGRAPHY | 42 |
| | APPENDIX | 43-47 |

**“A STUDY ON JOB SATISFACTION OF EMPLOYEES IN A
MULTINATIONAL COMPANY WITH SPECIAL
REFERENCE TO LULU GROUP”**

Project Report submitted to

CHRIST COLLEGE (AUTONOMOUS)

In partial fulfilment of the requirement for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

SHAHABAZ USAF

(CCAUBCM295)

Under the supervision of

Ms. JISHA C L



DEPARTMENT OF COMMERCE

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

UNIVERSITY OF CALICUT

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA


CALICUT UNIVERSITY

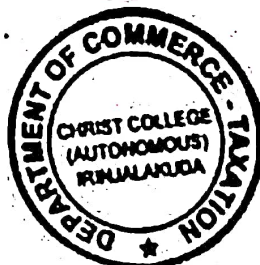


DEPARTMENT OF COMMERCE

CERTIFICATE

This is to certify that the project report entitled "A STUDY ON JOB SATISFACTION OF EMPLOYEES IN A MULTINATIONAL COMPANY WITH SPECIAL REFERENCE TO LULU GROUP" is a bonafide record of project done by SHAHABAZ USAF, Reg. No. CCAUBCM295, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.


Assoc.Prof. P.G THOMAS
Co-ordinator




Ms. JISHA C L
Project Guide

DECLARATION

I, SHAHABAZ USAF, hereby declare that the project work entitled "A STUDY ON JOB SATISFACTION OF EMPLOYEES IN A MULTINATIONAL COMPANY WITH SPECIAL REFERENCE TO LULU GROUP" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Jisha C L Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

Date: 31/02/23



SHAHABAZ USAF

CCAUBCM295

ACKNOWLEDGEMENT

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TABLES OF CONTENTS

| SL.NO | CONTENTS | PAGE.NO |
|--------------------|---|----------------|
| | LIST OF TABLES | |
| | LIST OF FIGURES | |
| CHAPTER I | INTRODUCTION | 1-4 |
| CHAPTER II | REVIEW OF LITERATURE | 5-11 |
| CHAPTER III | INDUSTRY AND COMPANY PROFILE | 12-17 |
| CHAPTER IV | DATA ANALYSIS AND INTERPRETATION | 18-39 |
| CHAPTER V | FINDINGS, SUGGESTIONS & CONCLUSION | 40-42 |
| | BIBLIOGRAPHY | 43 |
| | APPENDIX | 44-49 |

**CONSUMER PREFERENCE AND ATTITUDE TOWARDS
MENSTRUAL CUPS**

Project Report submitted to

CHRIST COLLEGE (AUTONOMOUS)

In partial fulfillment of the requirement for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

UNNIMAYA M N

(CCAUBCM296)

Under the supervision of

Ms. PRESSY VISWAMBHARAN



DEPARTMENT OF COMMERCE

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

UNIVERSITY OF CALICUT


MARCH 2023

CERTIFICATE

This is to certify that the project report entitled "**CONSUMER PREFERENCE AND ATTITUDE TOWARDS MENSTRUAL CUPS**" is a bonafide record of a project done by **UNNIMAYA M N** ,Reg. No. **CCAUBCM296**, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for any Degree, Diploma and Associate ship or Fellowship.



Assoc.Prof.
P.G THOMAS
Co-ordinator



PRASSY VISWAMBHARAN
Project Guide




DECLARATION

I UNNIMAYA M N, hereby declare that the project work entitled “**CONSUMER PREFERENCE AND ATTITUDE TOWARDS MENSTRUAL CUPS** ” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.PRESSY VISWAMBHARAN Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

Date: 31-3-2023



UNNIMAYA M N

CCAUBCM296

ACKNOWLEDGEMENT

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Place: Irinjalakuda

UNNIMAYA M N

Date:31-3-2023

CONTENTS

| CHAPTER NO | TITLE | |
|-------------------|---|--------------|
| CHAPTER 1 | INTRODUCTION | 1-4 |
| CHAPTER 2 | REVIEW OF LITERATURE | 5-8 |
| CHAPTER 3 | THEORETICAL FRAMEWORK | 9-17 |
| CHAPTER 4 | DATA ANALYSIS AND INTERPRETATION | 18-38 |
| CHAPTER 5 | FINDINGS, SUGGESTIONS & CONCLUSION | 39-41 |
| | BIBLIOGRAPHY | |
| | APPENDIX | |

**“A STUDY ON PURCHASE DECISION OF MIDDLE CLASS
CUSTOMERS FOR PASSENGER CARS FROM EDAVILANGU
GRAMA PANCHAYATH”**

Project Report submitted to

CHRIST COLLEGE (AUTONOMOUS)

In partial fulfilment of the requirement for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

SREEHARI V S

(CCAUBCM297)

Under the supervision of

Ms. JISHA C L



DEPARTMENT OF COMMERCE

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

UNIVERSITY OF CALICUT

MARCH 2023

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY



DEPARTMENT OF COMMERCE

CERTIFICATE

This is to certify that the project report entitled “**A STUDY ON PURCHASE DECISION OF MIDDLE CLASS CUSTOMERS FOR PASSENGER CARS FROM EDAVILANGU GRAMA PANCHAYATH**” is a bonafide record of project done by **SREEHARI V.S**, Reg. No. CCAUBCM297, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

Assoc.Prof. P G THOMAS
Co-ordinator

Ms. JISHA C L
Project Guide



DECLARATION

I, **SREEHARI V.S.** hereby declare that the project work entitled “**A STUDY ON PURCHASE DECISION OF MIDDLE CLASS CUSTOMERS FOR PASSENGER CARS FROM EDAVILANGU GRAMA PANCHAYATH**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. JISHA C L Asst. Professor-On contract, Department of Commerce, Christ College (Autonomous), Irinjalakuda

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: Irinjalakuda

SREEHARI V.S.

Date:

CCAUBCM297

ACKNOWLEDGEMENT

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Place: Irinjalakuda

SREEHARI V.S.

Date:

TABLES OF CONTENTS

| SL.NO | CONTENTS | PAGE NO: |
|------------------|--|-----------------|
| CHAPTER 1 | INTRODUCTION | 1-4 |
| CHAPTER 2 | REVIEW OF LITERATURE | 5-8 |
| CHAPTER 3 | THEORETICAL FRAMEWORK | 9-13 |
| CHAPTER 4 | DATA ANALYSIS AND INTERPRETATION | 14-35 |
| CHAPTER 5 | FINDINGS, SUGGESTIONS, & CONCLUSION | 36-39 |
| | BIBLIOGRAPHY | 40 |
| | APPENDIX | 41-43 |