

**“ GREEN CONSUMERISM : A STUDY ON  
SUSTAINABLE PURCHASE BEHAVIOR AMONG  
COLLEGE STUDENTS”**

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

**ANSHAJ SALEEM**

**(CCAVBCM139)**

Under the supervision of

**Ms.REEJA SUSAN ROLY**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled **“GREEN CONSUMERISM: A STUDY ON SUSTAINABLE PURCHASE BEHAVIOUR AMONG COLLEGE STUDENTS”** is a bonafide record of project done by **ANSHAJ SALEEM**, Reg. No. CCAVBCM139, 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.

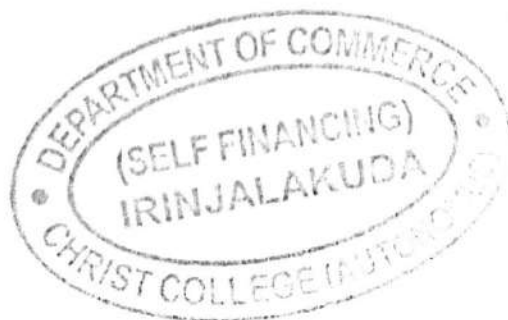
**Assoc.Prof. K.J. Joseph**

**Co-ordinator**

**Ms. REEJA SUSAN ROLY**

**Project Guide**

*Handwritten:*  
Femison  
15/3/20  
Femy O A





## **DECLARATION**

I, **ANSHAJ SALEEM**, hereby declare that the project work entitled **“GREEN CONSUEMRISM : A STUDY ON SUSTAINABLE PURCHASE BEHAVIOUR AMONG COLLEGE STUDENTS ”** is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Reeja susan Roly , Asst. 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:23/02/2024**



**ANSHAJ SALEEM**

**CCAVBCM139**

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**"A STUDY ON CONSUMER PREFERENCE TOWARDS  
DIFFERENT FOOD PRODUCTS IN DIFFERENT AGE  
LIMITS"**

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

**FATHIMA NASRIN O J**

**(CCAVBCM140)**

Under the supervision of

**SANDHYA V**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**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 different food products in different age limits**" is a bonafide record of the project done by **FATHIMA NASRIN O J**, Reg. No. CCAVBCM140, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE and has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

*K.J. Joseph*

**Assoc Prof. K.J. Joseph**  
**Co-Ordinator**

*Sandhya V*

**SANDHYA V**  
**Project Guide**

*Fenny OA*  
*15/3/26*





## **DECLARATION**

**I, FATHIMA NASRIN O J**, hereby declare that the project work entitled "**A STUDY ON CONSUMER PREFERENCE TOWARDS DIFFERENT FOOD PRODUCTS IN DIFFERENT AGE LIMITS**" is a record of

independent and bonafide project work carried out by me under the supervision and guidance of Sandhya V, Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report are 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 NASRIN O J**

**Date: 23.2.2024**

**CCAVBCM140**

## ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all the people who have helped me with sound advice and 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. K.J. Joseph, Co-ordinator of the Department, for providing proper help and encouragement in preparation of this report.

I am thankful to my class teacher, Ms. Teena Thomas, Asst. Professor, for providing proper help and encouragement in preparing this report.

I express my sincere gratitude to Sandhya V, Asst. 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 co-operation in this regard.

I extend my hearty gratitude to the Librarian and other library staff of my college for their wholehearted co-operation.

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

**Place: Irinjalakuda**

**Date: 23.2.2024**

**FATHIMA NASRIN O J**

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**"A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF  
TIPS INDUSTRIES LTD"**

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

**GOUTHAM VT**

**(CCAVBCM142)**

Under the supervision of

**Ms. TEENA THOMAS**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled **"A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF TIPS INDUSTRIES LTD"** is a bonafide record of project done by **GOUTHAM VT**, Reg. No.CCAVBCM142 , 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. K.J. Joseph**  
**Co-ordinator**

**Ms. TEENA THOMAS**  
**Project Guide**

15/8/24  
Fenny OA



## **DECLARATION**

I, **GOUTHAM VT**, hereby declare that the project work entitled “ **A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF TIPS INDUSTRIES LTD** ” is a record of independent and bonafide project work carried out by me under the and guidance of **Ms.Teena Thomas, Asst. 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:23/02/2024**

  
**GOUTHAM VT**  
**CCAVBCM142**

## 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 CMI our Principal, for providing various facilities.

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

I am thankful to my class teacher and Research guide, Ms. Teena Thomas, Asst. Professor, for providing proper help and encouragement in the preparation of this report.

I would like to express my sincere gratitude to all the faculties of the department for their interest and coo-peration in this regard.

I extend my hearty gratitude to the Librarian and other Library staffs of my college for their wholehearted coo-peration.

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

**Place: Irinjalakuda.**

**Date:23/02/2024**

  
**GOUTHAM VT**

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**“A STUDY ON CONSUMER PREFERENCE  
TOWARDS GAMING -AN EARNING SOURCE  
AMONG YOUNGSTERS”**

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

**ABHINAV**

**SURESH**

**(CCAVBCM134)**

Under the supervision of

**Ms. GANGA K.S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**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 gaming -an earning source among youngsters” is a bonafide record of project done by **ABHINAV SURESH**, Reg.No.CCAVBCM134, 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.K.J.Joseph**  
**Co-ordinator**

**Ms.GANGA K.S**  
**Project Guide**






## **DECLARATION**

I, **ABHINAV SURESH**, hereby declare that the project work entitled “**A STUDY ON CONSUMER PREFERENCE TOWARDS GAMING - AN EARNING SOURCE AMONG YOUNGSTERS**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Ganga k.s, Asst. 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: 23.2.2024**

  
**ABHINAV SURESH**

**CCAVBCM134**

## 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.

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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**

**Date: 23.2.2024**

  
**ABHINAV SURESH**

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**"A STUDY ON FINANCIAL PERFORMANCE OF  
CHOCOLATE CONFECTIONERY  
INDUSTRY "**

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

**JEEV PAUL JIBI**

**(CCAVBCM144)**

Under the supervision of

**Ms. TEENA THOMAS**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “A Study on Financial Performance of chocolate confectionery industry” is a bonafide record of project done by **JEEV PAUL JIBI**, Reg. No. CCAVBCM144, 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.

*gkspb*

**Assoc..Prof. K.J. Joseph**  
**Co-ordinator**

*Teena*

**Ms. TEENA THOMAS**  
**Project Guide**

*Emerson*  
*15/3/24*  
*Fenny OA*



## DECLARATION

I, JEEV PAUL JIBI, hereby declare that the project work entitled "A STUDY ON FINANCIAL PERFORMANCE OF CHOCOLATE CONFECTIONERY INDUSTRY " is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Teena Thomas, Asst. 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:23.02.2024



JEEV PAUL JIBI  
CCAVBCM144

## 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 CMI our Principal, for providing various facilities.

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

I am thankful to my class teacher and research guide Ms. Teena Thomas, Asst. Professor, for providing proper help and encouragement in the preparation of this report.

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**

**JEEV PAUL JIBI**

**Date: 23.02.2024**

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**“A STUDY ON INVESTMENT PREFERENCES OF  
INVESTORS TOWARDS VARIOUS INVESTMENT  
AVENUES AMONG INDIVIDUALS IN THRISSUR  
DISTRICT”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS) IRINJALAKUDA**

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

**BACHELOR OF COMMERCE**

Submitted by

**RIYA ANTONY**

**(CCAVBCM145)**

Under the supervision of

**Ms. REEJA SUSAN ROLY**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

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



**DEPARTMENT OF COMMERCE**  
**CERTIFICATE**

This is to certify that the project report entitled **“A STUDY ON INVESTMENT PREFERENCES OF INVESTORS TOWARDS VARIOUS INVESTMENT AVENUES AMONG INDIVIDUALS IN THRISSUR DISTRICT”** is a bonafide record of the project done by **RIYA ANTONY**, Reg.No. CCAVBCM145, 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.K.J.Joseph**  
**Co-ordinator**



**Ms. Reeja Susan Roly**  
**Project Guide**

15/3/24  
Femy 04



## **DECLARATION**

I, RIYA ANTONY, hereby declare that the project work entitled "**A STUDY ON INVESTMENT PREFERENCES OF INVESTORS TOWARDS VARIOUS INVESTMENT AVENUES AMONG INDIVIDUALS IN THRISSUR DISTRICT**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Reeja Susan Roly, Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report are 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: 23-02-2024**



**RIYA ANTONY**

**CCAVBCM145**

## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my sincere gratitude to all the people who have helped me with sound advice and 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.Fr..Dr.JollyAndrews CMI our Principal, for providing various facilities.

I am thankful to Asso. Prof. K.J. Joseph, 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. Teena Thomas, Asst. Professor, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms. Reeja Susan Roly, Asst. 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 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**

**RIYA ANTONY**

**Date: 23-02-2024**

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**“A STUDY ON CUSTOMER SATISFACTION  
TOWARDS NETFLIX”**

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

**SANA BOBAN**

**(CCAVBCM146)**

Under the supervision of

**Ms. SIJI C L**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

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



**DEPARTMENT OF COMMERCE**  
**CERTIFICATE**

This is to certify that the project report entitled “**A study on customer satisfaction towards Netflix**” is a bonafide record of the project done by **SANA BOBAN**, Reg. No. CCAVBCM146, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Assoc Prof. K.J. Joseph**  
**Co-Ordinator**

**Ms. SIJI C.L**  
**Project Guide**

*Joseph*  
15/3/24  
Femey OA



## **DECLARATION**

I, **SANA BOBAN**, hereby declare that the project work entitled "**A STUDY ON CUSTOMER SATISFACTION TOWARDS NETFLIX**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Siji C L, Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report are 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: 23-02-2024**

  
**SANA BOBAN**

**CCAVBCM146**



## ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all the people who have helped me with sound advice and 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. Teena Thomas, Asst. Professor, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms. Siji C.L, Asst. 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 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

Date: 23-02-2024

  
SANA BOBAN

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**“GREEN CONSUMERISM: A STUDY ON  
SUSTAINABLE PURCHASE BEHAVIOR AMONG  
COLLEGE STUDENTS”**

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

**SEJAL P SANTHOSH**

**(CCAVBCM147)**

Under the supervision of

**Ms.REEJA SUSAN ROLY**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

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



**DEPARTMENT OF COMMERCE**  
**CERTIFICATE**

This is to certify that the project report entitled **“GREEN CONSUMERISM: A STUDY ON SUSTAINABLE PURCHASE BEHAVIOUR AMONG COLLEGE STUDENTS”** is a bonafide record of project done by **SEJAL P SANTHOSH**, Reg. No. CCAVBCM147, 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.

*Joseph*

**Assoc.Prof. K.J. Joseph**  
**Co-ordinator**

*Reeja*

**Ms. REEJA SUSAN ROLY**  
**Project Guide**



*Sejal*  
*15/3/24*  
*Ferry OA*

## **DECLARATION**

I, **SEJAL P SANTHOSH**, hereby declare that the project work entitled **“GREEN CONSUMERISM : A STUDY ON SUSTAINABLE PURCHASE BEHAVIOUR AMONG COLLEGE STUDENTS ”** is a record of independent and bonafide project work carried out by me under the supervision and guidance of **Ms.Reeja susan Roly** , Asst. 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: 23.2.2024**

  
**SEJAL P SANTHOSH**

**CCAVBCM147**

## **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.

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**Place: Irinjalakuda**

**SEJAL P SANTHOSH**

**Date: 23.2.2024**

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**“A STUDY ON CONSUMPTION PATTERN OF  
CADBURY DAIRY MILK”**

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

**TINU JOSHY**

**(CCAVBCM148)**

Under the supervision of

**Ms. SIJI CL**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA  
CALICUT UNIVERSITY



DEPARTMENT OF COMMERCE  
CERTIFICATE

This is to certify that the project report entitled "A Study on consumption pattern of Cadbury Dairy milk" is a bonafide record of project done by TINU JOSHY, Reg. No. CCAVBCM148, 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. K.J. Joseph  
Co-ordinator



Ms. SIJI CL  
Project Guide

15/3/24  
Jemyon OA

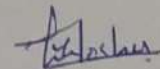
## DECLARATION

I, TINU JOSHY, hereby declare that the project work entitled "A STUDY ON CONSUMPTION PATTERN OF CADBURY DAIRYMILK" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Siji CL, Asst. 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: 27-02-2024



TINU JOSHY

CCAVBCM148

## 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.

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I express my sincere gratitude to Ms. Siji CL, Asst. 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.

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Place: Irinjalakuda

TINU JOSHY

Date:

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**"A STUDY ON THE IMPACT OF KUDUMBASREE  
START-UPS HELPS IN WOMEN EMPOWERMENT"**

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

**AISWARYA JOMON**

**(CCAVBCM149)**

Under the supervision of

**Ms. SANDHYA V**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



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



**DEPARTMENT OF COMMERCE CERTIFICATE**

This is to certify that the project report entitled **"A Study on the impact of Kudumbasree start-ups helps in women empowerment"** is a bonafide record of project done by **AISWARYA JOMON**, Reg. No. CCAVBCM149, 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. K.J. Joseph**  
**Co-Ordinator**

**Ms. SANDHYAV**  
**Project Guide**



15/3/24  
Femmy O A



## **DECLARATION**

I, AISWARYA JOMON, hereby declare that the project work entitled "A STUDY ON THE IMPACT OF KUDUMBASREE START-UPS HELPS IN WOMEN EMPOWERMENT" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Sandhya V, Asst. 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: 23/02/2024**

  
**AISWARYA JOMON**  
**CCAVBCM149**

## 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 CMI our Principal, for providing various facilities.

I am thankful to Asso.Prof. K.J. Joseph, 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. Teena Thomas, Asst. Professor, for providing proper help and encouragement in the preparation of this report.

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I would like to express my sincere 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**

**AISWARYA JOMON**

**Date: 23/02/2024**

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**“A STUDY ON CONSUMER BEHAVIOUR TOWARDS GREEN  
PRODUCTS”**

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

**IVIN JOSHY**

**(CCAVBCM151)**

Under the supervision of

**Ms. REVATHY KRISHNAKUMAR**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**


**CALICUT UNIVERSITY**




**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled **“A Study on consumer behaviour towards green products”** is a bonafide record of project done by **FIYONA ROSE PUAL**, Reg. No. CCAVBCM151, 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. K.J. Joseph**  
**Co-ordinator**

  
**Ms. REVATHY KRISHNAKUMAR**  
**Project Guide**



## **DECLARATION**

I, **IVIN JOSHY**, hereby declare that the project work entitled “**A STUDY ON CONSUMER BEHAVIOUR TOWARDS GREEN PRODUCTS**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Revathy Krishnakumar, Asst. 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: 23.02.2024**

**IVIN JOSHY**

**CCAVBCM151**



## 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 CMI our Principal, for providing various facilities.

I am thankful to Asso.Prof. K.J. Joseph, 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. Teena Thomas, Asst. Professor, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms.Revathy Krishnakumar, Asst. 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**

**IVIN JOSHY**

**Date:23.02.2024**

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**“A STUDY ON CONSUMER PREFERENCE TOWARDS  
DIFFERENT FOOD PRODUCTS IN DIFFERENT AGE  
LIMITS”**

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

**MOHAMMED FAHAD M A**

**(CCAVBCM182)**

Under the supervision of

**Ms. SANDHYA V**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**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 different food products in different age limits**" is a bonafide record of the project done by **MOHAMMED FAHAD M A**, Reg. No. CCAVBCM182, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

**Assoc Prof. K.J. Joseph**  
**Co-Ordinator**

**Ms. SANDHYA V**  
**Project Guide**

18/3/24  
Fenny O A

## **DECLARATION**

I, **MOHAMMED FAHAD M A**, hereby declare that the project work entitled "**A STUDY ON CONSUMER PREFERENCE TOWARDS DIFFERENT FOOD PRODUCTS IN DIFFERENT AGE LIMITS**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Sandhya V, Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report are 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: 23.2.2024**

  
**MOHAMMED FAHAD M A**

**CCAVBCM182**



## **ACKNOWLEDGEMENT**

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

**Date: 23.2.2024**

**MOHAMMED FAHAD M A**



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**“A STUDY ON EMPLOYEE SATISFACTION IN  
RESTAURANTS AND HOTELS WITHIN  
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

**MOHAMMED SHAHABAS N N**

**(CCAVBCM183)**

\* Under the supervision of

**Ms. REVATHY KRISHNAKUMAR**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled **"A Study on Employee Satisfaction in Restaurants and Hotels Within Thrissur District"** is a bonafide record of project done by **MOHAMMED SHAHABAS N N**, Reg. No. CCAVBCM183, 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. K.J. Joseph**  
**Co-ordinator**

**Ms. REVATHY KRISHNAKUMAR**  
**Project Guide**



*Joseph*  
18/3/24

C 10 A



## DECLARATION

I, **MOHAMMED SHAHABAS N N**, hereby declare that the project work entitled "**A STUDY ON EMPLOYEE SATISFACTION IN RESTAURANTS AND HOTELS WITHIN THRISSUR DISTRICT** " is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Revathy Krishnakumar, Asst. 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: 23.02.2024**



**MOHAMMED SHAHABAS N N**

**CCAVBCM183**

## **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 CMI our Principal, for providing various facilities.

I am thankful to Asso.Prof. K.J. Joseph, 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. Teena Thomas, Asst. Professor, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms.Revathy Krishnakumar, Asst. 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**

**MOHAMMED SHAHABAS N N**

**Date:23.02.2024**



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**“A STUDY ON FINANCIAL PERFORMANCE OF  
CHOCOLATE CONFECTIONERY  
INDUSTRY ”**

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

**JULIYA THERES E J**

**(CCAVBCM152)**

Under the supervision of

**Ms.TEENA THOMAS**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**A Study on Financial Performance of chocolate confectionery industry**” is a bonafide record of project done by **JULIYA THERES E J**, Reg. No. CCAVBCM152, 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.

*gk Joseph*

**Assoc..Prof. K.J. Joseph**  
**Co-ordinator**

*Teena*

**Ms. TEENA THOMAS**  
**Project Guide**

*Jemudon*  
*15/3/24*  
*Fenny OA*





## **DECLARATION**

I, **JULIYA THERES E J**, hereby declare that the project work entitled "**A STUDY ON FINANCIAL PERFORMANCE OF CHOCOLATE CONFECTIONERY INDUSTRY** " is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Teena Thomas, Asst. 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: 23.02.2024**

  
**JULIYA THERES EJ**  
**CCAVBCM152**

## 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 CMI our Principal, for providing various facilities.

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

I am thankful to my class teacher and research guide Ms. Teena Thomas, Asst. Professor, for providing proper help and encouragement in the preparation of this report.

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**

**Date:23.02.2024**



**JULIYA THERES E J**

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**“A STUDY ON FACTORS AFFECTING THE  
ADOPTION OF M-COMMERCE SERVICES”**

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

**RIYA JOSE**

**(CCAVBCM154)**

Under the supervision of

**Ms. SREELAKSHMI K**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY



DEPARTMENT OF COMMERCE  
CERTIFICATE

This is to certify that the project report entitled "A STUDY ON FACTORS AFFECTING THE ADOPTION OF M-COMMERCE SERVICES" is a bonafide record of project done by RIYA JOSE, Reg. No. CCAVBCM154, 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.

*Joseph*

Assoc.Prof. K.J. Joseph  
Co-ordinator

*K. Sreelakshmi*

Ms. Sreelakshmi K  
Project Guide



*Emmy*  
15/3/24  
Emmy O A

## DECLARATION

I, **RIYA JOSE**, hereby declare that the project work entitled "**A STUDY ON FACTORS AFFECTING M-COMMERCE SERVICES**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Sreelakshmi K, Asst. 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:** 23.02.2024



**RIYA JOSE**

**CCAVBCM154**



## 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 CMI our principal, for providing various facilities.

I am thankful to Assoc.Prof. K.J. Joseph, 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.Teena Thomas, Asst. Professor, for providing proper help and encouragement in the preparation of this report.

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

I would like to express my sincere 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

**RIYA JOSE**

**Date:** 23.02.2024

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**“A STUDY ON FACTORS AFFECTING THE  
ADOPTION OF M-COMMERCE SERVICES”**

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

**VIGNESH MENON**

**(CCAVBCM156)**

Under the supervision of

**Ms. SREELAKSHMI K**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “A STUDY ON FACTORS AFFECTING THE ADOPTION OF M-COMMERCE SERVICES” is a bonafide record of project done by **VIGNESH MENON**, Reg. No. CCAVBCM156, 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. K.J. Joseph**  
**Co-ordinator**

**Ms. Sreelakshmi K**  
**Project Guide**



*Demystor*  
16/3/24  
Femy O A



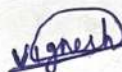
## DECLARATION

I, VIGNESH MENON, hereby declare that the project work entitled "A STUDY ON FACTORS AFFECTING M-COMMERCE SERVICES" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Sreelakshmi K, Asst. 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: 23/2/2024



VIGNESH MENON

CCAVBCM156

## 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.

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

Place: Irinjalakuda

  
VIGNESH MENON

Date: 23-2-2024

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**“A STUDY ON THE IMPACT OF ONLINE  
EDUCATION PLAFORMS AMONG STUDENTS”**

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

**ABIN P J**

**(CCAVBCM158)**

Under the supervision of

**Ms. SWATHY V CHANDRAN**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**




**DEPARTMENT OF COMMERCE**

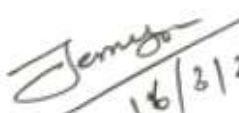
**CERTIFICATE**

This is to certify that the project report entitled **“A study on the impact of online education platforms among students”** is a bonafide record of project done by **ABIN P J**, Reg. No. CCAVBCM158, 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. K.J. Joseph**  
**Co-ordinator**

  
**Ms. Swathy V Chandran**  
**Project Guide**



  
16/3/24  
Femy O A

## **DECLARATION**

I, **ABIN P J**, hereby declare that the project work entitled "**A STUDY ON THE IMPACT OF ONLINE EDUCATION PLAFORMS AMONG STUDENTS**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Swathy V Chandran, Asst. 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: 23/02/2024**

**ABIN P J**



**CCAVBCM158**

## 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 CMI our Principal, for providing various facilities.

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ABIN P J

Place: Irinjalakuda

Date: 23/02/2024

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**“A STUDY ON THE EFFECT OF BRANDED SHOES  
ON COLLEGE YOUTH”**

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

**AKHIL MENON**

**(CCAVBCM160)**

Under the supervision of

**Ms.GANGA K.S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

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

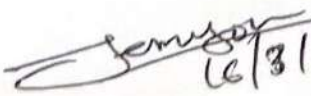


**DEPARTMENT OF COMMERCE CERTIFICATE**

This is to certify that the project report entitled **“A Study on the Effect of Branded Shoes on College Youth”** is a bonafide record of project done by **AKHIL MENON** , Reg. No. CCAVBCM160, 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. K.J. Joseph**  
**Co-ordinator**

  
**Ms. GANGA K.S**  
**Project Guide**

  
16/3/20  
Femys OA



## **DECLARATION**

I, **AKHIL MENON** , hereby declare that the project work entitled “**A STUDY ON THE EFFECT OF BRANDED SHOES ON COLLEGE YOUTH**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Ganga K.S, Asst.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: 23 - 02 - 2024**

  
**AKHIL MENON**

**CCAVBCM160**

## 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.

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**Place:** Irinjalakuda

**AKHIL MENON**

**Date:** 23-02-2024



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**“A STUDY ON THE EFFECT OF BRANDED  
SHOES ON COLLEGE YOUTH”**

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

**ALFID JOSHY**

**(CCAVBCM161)**

Under the supervision of

**Ms.GANGA K.S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**  
**CERTIFICATE**

This is to certify that the project report entitled “**A Study on the Effect of Branded Shoes on College Youth**” is a bonafide record of project done by **ALFID JOSHY**, Reg. No. CCAVBCM161, 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.

*Joseph*  
**Assoc.Prof. K.J. Joseph**  
**Co-ordinator**

*Ganga*  
**Ms. GANGA K.S**  
**Project Guide**



*Fenny*  
*16/3/24*  
*Fenny OA*

## DECLARATION

I, ALFID JOSHLY, hereby declare that the project work entitled "A STUDY ON THE EFFECT OF BRANDED SHOES ON COLLEGE YOUTH" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Ganga K.S, Asst.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: 23/02/2024



ALFID JOSHLY

CCAVBCM161



## 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.

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

Place: Irinjalakuda

ALFID JOSHY

Date: 23/02/2024

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**“A STUDY ON THE IMPACT OF ONLINE  
EDUCATION PLATFORMS AMONG STUDENTS”**

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

**ANAGHA M S**

**(CCAVBCM162)**

Under the supervision of

**Ms. SWATHY V CHANDRAN**



**DEPARTMENT OF COMMERCE**

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

**MARCH 2024**

# CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY



## DEPARTMENT OF COMMERCE CERTIFICATE

This is to certify that the project report entitled **“A study on the impact of online education platforms among students”** is a bonafide record of project done by **ANAGHA M S**, Reg. No. CCAVBCM162, 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.

*Joseph*

**Assoc.Prof. K.J. Joseph**  
**Co-ordinator**

*Swathy V Chandran*

**Ms. Swathy V Chandran**  
**Project Guide**

*Joseph*  
*16/3/24*  
*Fenny O A*





## DECLARATION

I, **ANAGHA M S**, hereby declare that the project work entitled "**A STUDY ON THE IMPACT OF ONLINE EDUCATION PLAFORMS AMONG STUDENTS**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Swathy V Chandran, Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

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**Place: Irinjalakuda**

**Date: 23/02/2024**



**ANAGHA M S**

**CCAVBCM162**

## ACKNOWLEDGEMENT

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**Place: Irinjalakuda**

**ANAGHA M S**

**Date: 23/02/2024**

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**“A STUDY ON FACTORS AFFECTING THE  
ADOPTION OF M-COMMERCE SERVICES”**

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

**ANGEL SHAJU**

**(CCAVBCM165)**

Under the supervision of

**Ms. SREELAKSHMI K**



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

**MARCH 2024**



CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA  
CALICUT UNIVERSITY



DEPARTMENT OF COMMERCE  
CERTIFICATE

This is to certify that the project report entitled "A STUDY ON FACTORS AFFECTING THE ADOPTION OF M-COMMERCE SERVICES" is a bonafide record of project done by ANGEL SHAJU, Reg. No. CCAVBCM165, 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. K.J. Joseph  
Co-ordinator

Ms. Sreelakshmi K  
Project Guide

*Jemudon*  
16/3/24  
Fenny O A



## DECLARATION

**LANGEL SHAJU**, hereby declare that the project work entitled "**A STUDY ON FACTORS AFFECTING M-COMMERCE SERVICES**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Sreelakshmi K, Asst. 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:** 23.02.2024.

  
**ANGEL SHAJU**

**CCAVBCM165**

## ACKNOWLEDGEMENT

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Place: Irinjalakuda

  
ANGEL SHAJU

Date: 23/2/24

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**“A STUDY ON EMPLOYEE SATISFACTION IN  
RESTAURANTS AND HOTELS WITHIN  
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

**ANTONY JAISON K**

**(CCAVBCM167)**

Under the supervision of

**Ms. REVATHY KRISHNAKUMAR**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled "A Study on Employee Satisfaction in Restaurants and Hotels Within Thrissur District" is a bonafide record of project done by **ANTONY JAISON K**, Reg. No. CCAVBCM167, 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.

*K.J. Joseph*

**Assoc.Prof. K.J. Joseph**  
**Co-ordinator**

*Revathy*

**Ms. REVATHY KRISHNAKUMAR**  
**Project Guide**

*Femyon*  
*16/3/24*  
*Femy O A*






## **DECLARATION**

I, **ANTONY JAISON K**, hereby declare that the project work entitled "**A STUDY ON EMPLOYEE SATISFACTION IN RESTAURANTS AND HOTELS WITHIN THRISSUR DISTRICT**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Revathy Krishnakumar, Asst. 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: 23.02.2024**

  
**ANTONY JAISON K**

**CCAVBCM167**

## 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.

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**Place: Irinjalakuda**

**ANTONY JAISON K**

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**A study on “THE SHOPPING HABITS OF  
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*In partial fulfilment of the requirement for the award of the degree of*

**BACHELOR OF COMMERCE**

Submitted by

**ANUGRAH SHAJU**

**(CCAVBCM168)**

Under the supervision of

**Dr.P.L. GEORGE**



**DEPARTMENT OF COMMERCE**

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**MARCH 2024**



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled **“THE SHOPPING HABITS OF BRANDED ITEMS AMONG THE YOUTH”** is a bonafide record of the project work done by **ANUGRAH SHAJU**, Reg. No. CCAVBCM168, 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 the award of any Degree, Diploma and Associateship or Fellowship.

**Assoc. Prof. K.J. Joseph**  
Co-ordinator

**Dr. P.L. GEORGE**  
Project Guide



## **DECLARATION**

I, **ANUGRAH SHAJU**,, hereby declare that the project work entitled **“THE SHOPPING HABITS OF BRANDED ITEMS AMONG THE YOUTH”** is a record of independent and bonafide project work carried out by me under the supervision and guidance of Dr.P.L. George, Assoc. Professor, Department of Commerce, (SF) Christ College (Autonomous), Irinjalakuda.

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**Irinjalakuda.**

**23/02/2024**

**Anugrah shaju**

**CCAVBCM168**

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**23/02/2024**

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# **CHAPTER:1**

## **INTRODUCTION**

## **1.1 Introduction**

In today's world, the shopping habits of branded items among the youth are very popular and reflect a desire for status, self-expression, and affiliation with popular trends. They seek products that align with quality, price, exclusivity, choice, fostering loyalty to specific brands, and constant experience.

A brand is a distinctive symbol, name, design, or combination thereof that represents a product or service of a company. Popular branding aims to create unique recognition, build trust, and create competition in the market. The managerial process of deciding a particular name for a given product is called branding. Branding guides the consumer in several ways, including picking out products and the quality assurance associated with a product.

A brand is a unique business identity mixed up with the personalities of consumers, their perceptions, quality, and interest in products. The main purpose of branding is to attract and retain consumers. It also aims to establish a differentiated position in the market for the products or services.

Consumers choose products not only on the basis of product features and benefits but also on the basis of the name of the brand. A product will enhance its image and customer loyalty through its brand. A brand lives in the minds of customers. Understanding the shopping habits of youth when it comes to branded items can lead to a massive change in market strategies and also increase the competition among different brands. That leads to maximum economic growth for the country. Thus, a brand is a living memory of a product. It brings consumers and the market closer.

## **1.2 Statement of the problem**

To investigate the factors affecting the purchasing decisions and preferences of youth when it comes to shopping for branded items. The study is to understand the impact of influencers on youth when purchasing branded items. To examine influencer contents, ideas and creator effects on young shoppers. It can gain insights into it.

## **1.3 Objectives of the study**

- To analyse the preferences, choices and behaviour of the youth customers.
- To analyse the spending habits of the youth.
- To analyse the purchasing decisions including factors such as price, quality and brand reputation.
- To facilitate a comparison between online and offline shopping preferences for branded items among the youth.

## **1.4 Scope of the study**

The study will focus on specific age groups within the youth, such as teenagers and youth adults, to gain their preferences for their shopping behaviour. This study will investigate, branded products that are popular among the youth, which include clothing, electronic gadgets, cosmetics, and accessories. It will also compare the shopping habits of branded items with those of non-branded items. The role of social media platforms in affecting the purchasing habits of brands among youth. Peers have a significant role in recommending branded items among the youth.



## **1.5 Research design**

### **1.5.1 Nature of study**

This study is descriptive in nature.

### **1.5.2 Nature of data**

Primary data is used for this analysis.

### **1.5.3 Source of data**

In this study, primary data is collected. The data collected is selected from surveys, interviews and observations of the young individuals.

## **1.6 Sample design**

### **1.6.1 Nature of population**

In this study, data are collected from primary sources among the youth. In our study, the youth's age is between 18-30.

### **1.6.2 Method of sampling**

Convenience sampling is used for sampling.

## **1.7 Tools for analysis**

Tables, graphs, diagrams and pie charts are used for this study.

## **1.8 Limitations of the study**

There are certain limitations and challenges associated with relying on primary data.

- The size of the study is limited.

- The youth may share similar lifestyles and preferences, which leads to limited diversity in data.
- The participants might be influenced by their peer's opinions and habits.

## **1.9 Chapterization**

- Chapter 1: Introduction
- Chapter 2: Review of literature
- Chapter 3: Theoretical framework
- Chapter 4: Data analysis and interpretation
- Chapter 5: Findings, suggestions and the conclusion

**CHAPTER:2**  
**REVIEW OF LITERATURE**

## **2.1 Introduction**

This chapter focuses on a literature review. A literature review is an evaluation of existing research conducted by experts in a particular field.

## **2.2 Empirical literature**

**Chetna kudshia and Amresh Kumar (2017)**, A study social eWOM: does it affect the brand attitude and purchase intention of brands? This study looks at how brand attitude and product purchases are impacted by user-generated social media (eWOM) on facebook. Due in part to the prominent businesses on the internet, consumer's purchasing habits have been impacted. One type of online product review that influences consumers' attitudes about a brand as well as their purchasing intentions is electronic word-of-mouth (eWOM). An empirical survey study was carried out to investigate the impact of all eWOM on customers' brand attitudes and purchase intentions. The study found that positive electronic word-of-mouth (eWOM) generated by users on facebook has a significant impact on brand attitude and consumer electronics purchase intention.

**Maran Kaliyamoorthy, T. Praveen Kumar, and Jyotsna Badrinarayanan (2017)**, A study on branded apparel customer's purchasing behaviour in India. The purpose of this study is to investigate the impact of perceived quality and emotional worth on buying behaviour towards branded clothes in India. The study is intended to identify the elements that influence Indian consumer's purchase behaviour toward an Indian fashion brand. The study identifies buyer behaviour and perceived value for branded, ready-made clothing. The study examines the relationship between income and purchasing patterns for branded clothing products. Customers put quality as their top priority, followed by colour,



design, comfort and style, and price. There was a positive correlation between expectations and satisfaction for various types of branded clothes.

**B.Sharma, A.M Hyde, M.Tharani (2018)**, A study on the Consumer buying behaviour of branded apparel. The study found that people buy branded apparel based on affordability, brand loyalty, reliability, quality, and status. The study found that students between the ages of 16-25 are the most likely to purchase branded apparel, with a preference for frequent purchases and mall shopping. As the business climate changes, customers are gradually migrating to online purchasing due to technological advancements that eliminate physical obstacles to brand availability.

**Somesh Kumar Sinha and Priyanka Verma (2018)**, A study on the impact of sales promotion's benefits on brand equity: an empirical investigation conducted This study examined how sales promotion's hedonic and utilitarian effects might affect four components of brand equity: brand awareness, brand association, perceived quality, and brand loyalty. A model is given to demonstrate the relationship between the benefits of sales promotion and the components of brand equity. According to the study's findings, the utilitarian advantage of sales promotion has the greatest impact on brand loyalty, while the hedonic benefit has the most impact on brand associations. It demonstrates how to leverage the benefits of sales promotion to build and sustain brand equity.

**Sharma. G and Tiwari.A (2019)**, A study of brand preference and loyalty. This study examined the factors that influence youth brand preference and loyalty, providing valuable insight into their shopping habits. It emphasises the importance of youth to develop effective marketing. They mainly

aimed to provide recommendations for marketers to better cater to the needs and preferences of young customers.

**Kumar.R and Dash.S (2020)**, A study on the impact of brand image on consumer buying behaviour: a study on branded apparel in India. The study focuses on the importance of brand image in the background of branded apparel in India. It aimed to understand how brand image affects the consumer's purchasing behaviour. It found that brand image plays an important role in influencing the customer's behaviour. They mainly focused on factors such as brand reputation, brand identity, brand associations and brand positioning.

**Rahman and Ali. S (2020)**, A study on the impact of branding on youth consumer behaviour. This study examined the impact of customer's behaviour on branding, providing a glimpse into preferences and shopping decisions. They aim to understand why customers choose certain brands over others and how these preferences influence their purchasing decisions. They collected data through surveys and interviews. They contributed so much valuable information to marketers to better understand customer preferences.

**A. Gupta, A. Garg Farhan, R. Jain and S. Kumar (2021)**, A study on the Effect of branding image on consumer buying behaviour. The study aims to assess the impact of brand image on consumer buying behaviour. Branding is an essential marketing concept that has been debated and examined throughout the years. This study was examined to gain a better understanding of brand image and the steps that customers take when purchasing a product. Based on brand image theories, this study examined a variety of studies on the impact of brand image on customer purchasing

behaviour. The study's findings indicate that brand image has a strong and favourable association with customer purchasing behaviour

**Deependra Singh, Naval Bajpai and Kushagra kulshreshtha (2021)**, A study on Factors underlying brand trust for affecting brand love leading to customers' purchase intention in Indian hypermarkets. According to this study, brand managers can impact customers' trust in the brand by utilizing several branding aspects, such as 'brand authenticity, WOM, SMC, CE, and CS' to manage their loving relationship with the hypermarket brand. It contributes to the purchasing intention at the specific hypermarket brand's stores. The study contributes to their understanding of the multidimensional structure of brand trust and its impact on customer's purchase intention in the presence of brand love as a mediator in the setting of hypermarket companies

**Sonkar P. Akhilendra, Muthusamy Aravendan (2023)**, A study on a review of apparel fashion trends, visual merchandising and fashion branding. This study examined apparel fashion trends, visual merchandising, and fashion branding in the fashion apparel business, as well as their relationships. It reveals that visual merchandising and its features (both exterior and interior) have a significant impact on consumer behaviour. Visual merchandising, which has been upgraded to a shop experience, has a strong connection to the store's image, which is an important component of brand equity. Because fashion is an ever-changing phenomenon, visual merchandising must evolve in order to stay current with younger generations. Furthermore, technical advancements are unavoidable in the field of visual merchandising

**CHAPTER:3**  
**THEORETICAL FRAMEWORK**



### **3.1 Branding**

Branding means naming a product for its identification and distinction. It is the practice of giving a name or mark to a product or group of products. It works as a bridge between buyer and seller. It is the most valued possession of a company. Branding is the process of creating and communicating, or spreading, the brand name, its qualities, and personality. It is also the process of creating the brand identity of a company.

The basic branding concepts are as follows:

#### **1. Brand Name**

A brand name is a part of a brand that can include letters, words and numbers. It is the combination of words used to identify a product and differentiate it from other products. Identification and verification are the main purposes of a brand name. A brand owner may seek to protect ownership rights in relation to a brand name through a trademark.

#### **2. Brand identity**

The brand identity branding personality concept of branding focuses on a brand's personality as well as values. It is fundamental to consumers recognition and symbolizes a brand's differentiation from competitors about the product or services provided by the sellers.

#### **3. Brand personality**

Brand personality refers to a set of human characteristics associated with a brand as a way to achieve differentiation. It may include symbolic, self-expressive meanings, seriousness, warmth or imagination. It includes elements like male, female, young and old, as well as qualities such as fresh, smooth, clean or floral.

#### 4. Brand equity/value

Brand equity simply means the value associated with a brand. It measures the total value of the brand to the brand owner. The value is determined by the consumer's experience with a brand. It is the marketing and financial value associated with a brand's strength in the market. Thus, brand equity is an important intangible asset for a company. Brand equity is based on customer loyalty and staff retention benefits.

#### 5. Brand awareness

Brand awareness is a marketing term in which consumers are familiar with a brand and have an opinion about that brand. It may include the positive perceptions of the brand's quality that differentiate the product from its competitors. Social media has become an important tool in brand marketing.

#### 6. Brand association

Brand association refer to the mental links that consumers make between a brand and its key product attributes, such as its logo, tagline etc. With the feelings, beliefs and knowledge that consumers have about brands, companies attempt to create a specific association for their brand with positive consumer emotions.

#### 7. Brand management

Brand management refers to the overall management of a brand. It helps to increase sales and builds an image in the market. The main aim of brand management is to create a positive reputation for the brand. It helps the company to create a unique identity for their product or service in the market.

#### 8. Brand loyalty

Brand loyalty is when a customer buys the same brand's products or services over and over again rather than buying from multiple suppliers or sellers within the same category. Brand loyalty focuses on customer perception. Companies must also ensure that their brands are available in shops to maintain high levels of brand loyalty.

#### 9. Brand mark

A brand mark is a part of a brand that appears in the form of a symbol or design. It helps to recognise a company. It differentiates one seller's goods or services from those of other sellers. A brand mark conveys the message only through an image to the customers.

#### 10. Brand differentiation

Brand differentiation is the process of creating a perceived difference in the minds of consumers. The brand should be differentiated from its competitors. Different consumers have different taste and preferences. It is a crucial issue for customers about the differentiation of brands. Thus, a brand should attract customers in this competitive market

### **3.2 Objectives of branding**

#### 1. To differentiate a firm's product

Brand helps differentiate a firm's product from a competitor's product. Different companies have different brand name and logos for their products or services. So, it makes it easy for the customer to differentiate the product and choose the best brand based on their choice.

## 2. To assist in promotion

Branding helps with promotional activities. When a brand attracts customers from its competitors, it needs to promote the product. Activities such as personal selling, publicity, advertisement, sales promotion etc. are conducted under the brand name.

## 3. To increase prestige and status

Branding helps to increase the status and prestige of manufacturers producers, distributors, workers and customers. It also helps to create goodwill for the company.

## 4. To build values for customers

Branding helps to increase the image, status and standard of living of customers. It affects factors such as price, quality, quantity and advantage of a product. Customers get a variety of choices for different branded items. Thus, branding leads to increased value for customers.

## 5. To develop the market

In marketing, branding can rely on different marketing channels like social media marketing, paid advertising, digital marketing etc. A good brand marketing strategy focuses on creative brand awareness, equity and loyalty.

## 6. To maintain a relationship with customer

Branding leads to a good relationship with customers by providing quality products at a reasonable price and also leads to building a strong brand-customer relationship, whether on social media, e-mail, phone, or in-person interactions that the customer prefers. Thus, it leads to great customer satisfaction.



## 7. To maintain product quality

Product quality earns customer loyalty, helps establish brand recognition, and manages costs. It also helps the companies improve their product reliability, durability and performance. So that a company can achieve its target effectively and efficiently.

### **3.3 Characteristics of a successful brand.**

#### 1. Consistency

Consistency in a brand is about establishing trust, being recognisable and communicating personality. Brand consistency helps to increase customer loyalty and build brand authority. The brand of a product should be unique, so it will stand out from the competition and be recognised among consumers.

#### 2. Uniqueness

There has to be a unique and specific character to the brand that differentiates it from other players in the market. So, it leads to achieving the objectives of the company effectively and efficiently. It also gives it a competitive edge in the market.

#### 3 Competitiveness

There will be tough competition in the market among different brands. So, the brands should have a unique and consistent character. It should also mention what a brand conveys to a customer. If a brand is to be successful, there must be teamwork among the employees and managers.

#### 4. Simple and memorable

A brand name should be simple and memorable for consumers. It may consist of three or four letters with a unique identity. So that consumers can easily recognise the competitive market.

#### 5. Attractive

A brand name should be attractive to the eyes and pleasing to the ears. It should contain letters or symbols that can be easily recognised, providing a convenient message to the consumer. Everyone should understand how to pronounce the brand name.

### **3.4 Types of Brands**

The following are the different types of brands:

#### 1. Manufacturer brands

A manufacturer's brand refers to a brand owned by a company that produces and sells physical goods. These brands are developed and owned by producers, who are usually involved with distribution, promotion and pricing decisions for the brand. It distinguishes products produced by a specific manufacturer from those of other companies. These brands enable the consumer to identify products with their manufacturer at the point of purchase.

E.g., Apple, Samsung and Nike

#### 2. Private distributor brand

A private distributor brand is a product branded with the name of a retailer or distributor rather than a manufacturer. These are the brands initiated and owned by wholesalers or retailers. It is also called dealer brands. Private distributor brands offer retailers the opportunity to provide exclusive

products to their customers, fostering brand loyalty. It includes the ability for retailers to differentiate themselves, potentially offering lower prices or unique features. They are prevalent in various industries, including food, household goods, clothing and electronics.

### 3. Generic brand

A generic brand refers to a product that is not associated with a specific manufacturer or retailer. These brands indicate only the product category and do not include the company name or other identifying terms. Products are plainly packaged and are usually less expensive than other brands. These products are commonly found in supermarkets and drugstores, offering cost-effective options for consumers.

E.g., unbranded household goods.

### 4. Family brand

A family brand is also known as an umbrella brand. A family brand is a marketing strategy where multiple products or services are marketed under a single brand name. These use a single brand name for the whole line of closely related items. This unity helps create a cohesive image and makes it easier for consumers to recognise and associate brands.

E.g., Amul for milk products.

### 5. Individual brand

An individual brand refers to the unique and distinctive identity associated with a person, reputation, or personal brand. They keep separate names for separate products. It includes characteristics, values, skills, and perceptions that distinguish an individual and contribute to how they are perceived by others. It involves how a person is perceived by others, shaped by their actions, behaviour and public image.

## 6. Licensed brand

Licensed brands are relatively new trend. It involves the licensing of trademarks. A licensed brand refers to a brand that grants permission to another party to use its name, logo, or other intellectual property for specified products or services. Licensing provides a mutually beneficial arrangement where the brand owner and the licensee collaborate to leverage the strengths of an established brand in the market.

E.g.: P&G licensed its Camay brand soap in India to Godrej for a few years.

## 3.5 Advantages of Branding

### 1. Recognition

A strong brand creates immediate recognition among consumers, cultivating trust and loyalty. It helps to differentiate products and facility's easier introduction of new offerings. It helps to increase visibility, making it more likely for consumers to choose and remember it over competitors.

### 2. Credibility

Credibility is crucial in competitive markets, as consumers are more likely to choose a brand they perceive as reliable and authentic. This leads consumers to have confidence in the products or services.

### 3. Premium pricing

Premium pricing is based on the perceived value associated with a well-established and reputable brand. Consumers may be willing to pay a premium for a branded item done to persuade them of the assurance of quality status or a unique brand proposition. This leads to increased profitability and a sustained competitive advantage.



#### 4. Goodwill

A strong brand with a positive image and consumer trust creates goodwill for a product. It can enhance the overall value of a company by influencing consumer choices, forecasting loyalty and creating positive relationships with stakeholders.

#### 5. Price stability

A brand's ability to maintain consistent pricing even in market fluctuations or economic changes. Consumers are ready to pay higher prices for a strong brand because they are getting a higher level of quality and unique attributes associated with their brand.

#### 6. Protection

It involves safeguarding a company's products or services from replication and competition. The uniqueness of a brand acts in the form of intellectual property, protection making it more challenging for others to violate on the brand identity.

#### 7. Risk

Branding involves providing a level of security and stability to a business, so it reduces the risk associated with it. A well-established brand with a positive reputation reduces the uncertainties in the market. So, it contributes to the overall sustainability and endurance of business in an unpredictable marketplace.

#### 8. Cost of distribution

A strong brand can establish a relationship with retailers and distribution networks. This leads to favorable terms such as reduced distribution costs

and better marketing strategies. It ultimately contributes to improving profitability.

### **3.6 Disadvantages of branding**

#### **1. Rigidity**

Established brands may face challenges when trying to adopt to changing market trends, changing consumer preferences, etc. It may be difficult to respond quickly to a shift in the market.

#### **2. Negative publicity**

Negative publicity in branding pertains to the potential harm a brand may experience due to adverse events or disputes. It can adversely affect consumers trust, damage their image, reduce sales, etc.

#### **3. Competitive pressure**

Strong competition in the market may require continuous efforts to differentiate the brand. The competitive pressure in branding arises from increased expectations and challenges a brand may face in a competitive market.

#### **4. Expensive**

The cost of branding includes the cost associated with developing, maintaining and promoting a strong brand. These expenses can be a challenge for small businesses with limited budgets.

## 5. Unfair competition

The situation where brands engage in practices that are considered unethical or harmful to their competitors. It includes aspects like legal conflict, misleading marketing strategies, price manipulation, etc.

**CHAPTER:4**  
**DATAANALYSIS AND INTERPRETATION**



## Data analysis and interpretation

Here a study on shopping habits of branded items among youth are conducted. This study is conducted to know the level of shopping habits of branded items among the youth. Primary data is collected through questionnaire from internet. The population of 50 are collected non-randomly of Thrissur.

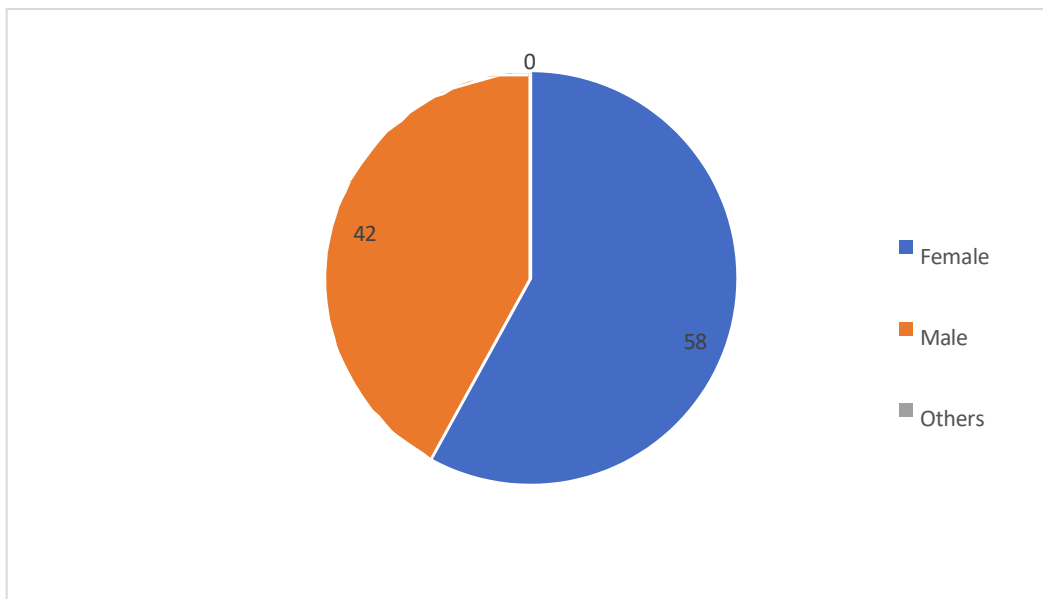
**Table 4.1 Showing the gender- wise classification of respondents**

Options	No. of respondents	Percentages (%)
Male	21	42
Female	29	58
Other	0	0
Total	50	100

(Source: Primary data)

Out of 50 respondents, 21 of the respondents are male and 29 of the respondents are female.

**Figure 4.1 Showing the gender- wise classification of respondents**



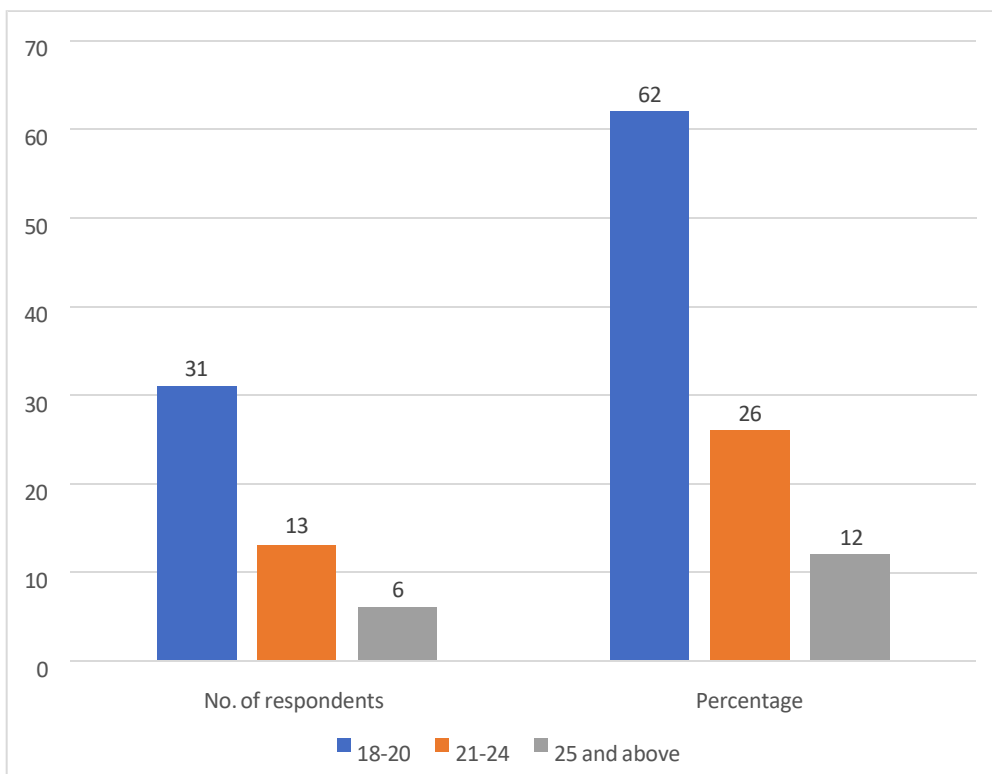
**Table 4.2 Showing the age- wise classification of the respondents**

Age group	No. of respondents	Percentage (%)
18-20	31	62
21-24	13	26
25 and above	6	12
Total	50	100

(Source: primary data)

Out of 50 respondents, 31 respondents belong to the age group 18-20, 13 respondents belong to the age group 21-24 and 6 respondents belong to the age group 25 and above.

**Figure 4.2 Showing the age- wise classification of the respondents**



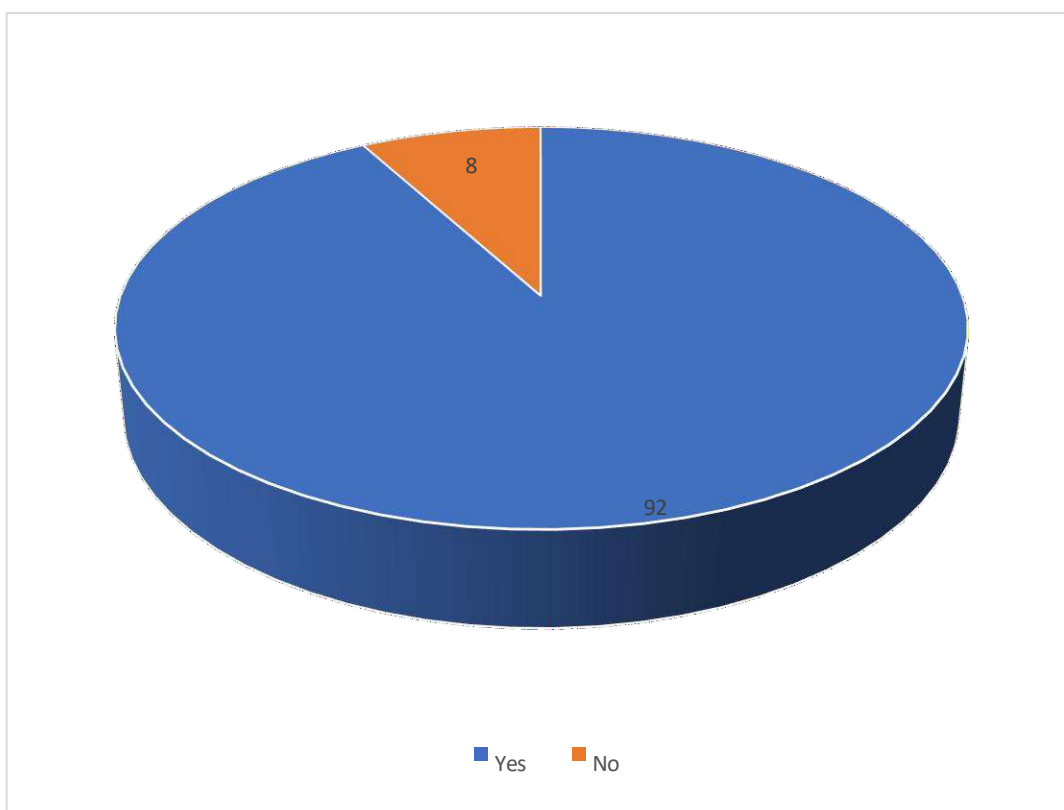
**Table 4.3 Showing the opinions of customers about their preference for branded items**

Options	No. of respondents	Percentage (%)
Yes	46	92
No	4	8
Total	50	100

(Source: Primary data)

Out of 50 respondents, 46 agreed that they prefer branded items whereas 4 respondents disagreed.

**Figure 4.3 Showing the opinions of customers about their preference for branded items**



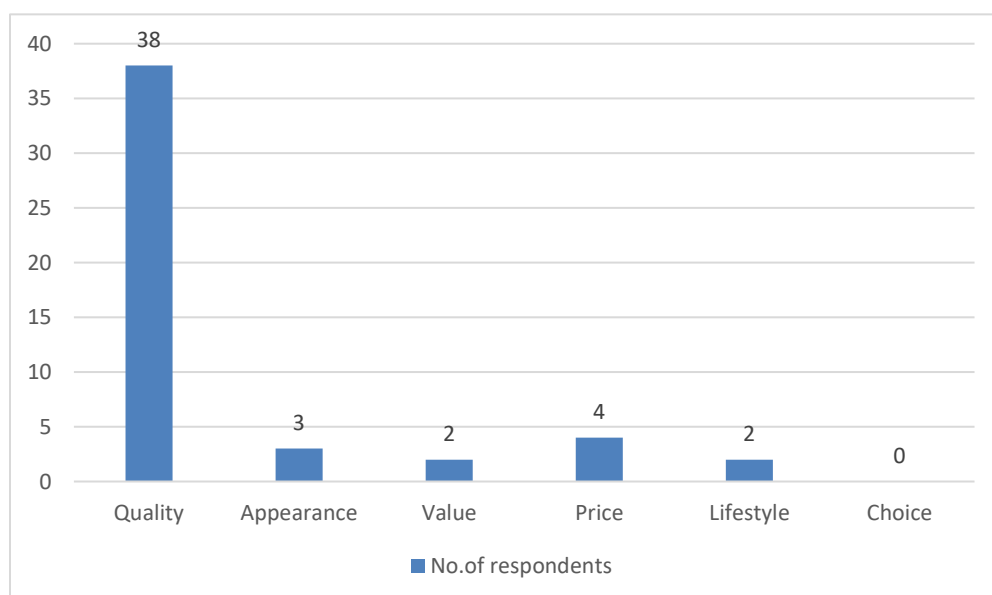
**Table 4.4 Showing the factors that influence customers to buy branded items during sales events.**

Options	No. of respondents	Percentage (%)
Quality	38	76
Appearance	4	8
Value	2	4
Price	4	8
Lifestyle	2	4
Choice	0	0
Total	50	100

(Source: Primary data)

Out of 50 respondents, 38 agreed that quality influences buying branded items during sales events, 4 others are influenced by price and appearance, and the remaining 2 are influenced by lifestyle and value.

**Figure 4.4 Showing the factors that influence customers to buy branded items during sales events.**





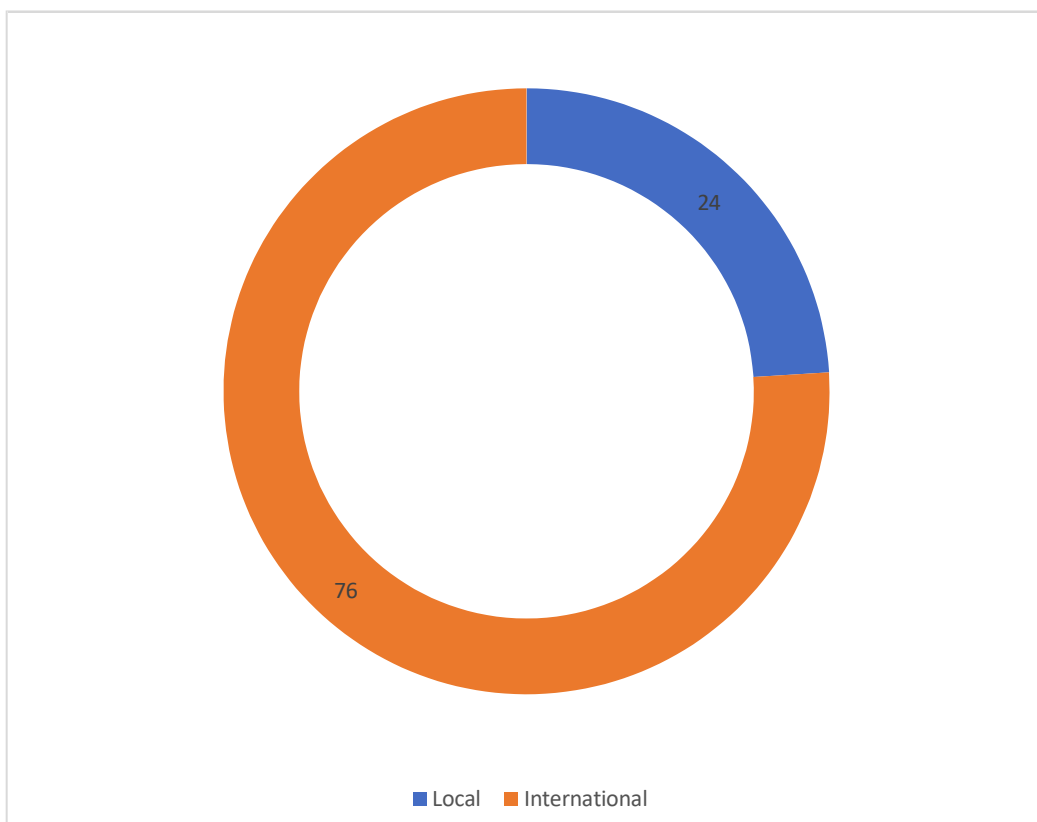
**Table 4.5 Showing the opinions of the respondents about whether they prefer local or international brands**

Options	No. of respondents	Percentage (%)
International	38	76
Local	12	24
Total	50	100

(Source: Primary data)

Out of 50 respondents, 38 agreed that they prefer International branded items whereas 12 respondents agreed that they prefer local branded items.

**Figure 4.5 Showing the opinions of the respondents about whether they prefer local or international brands**



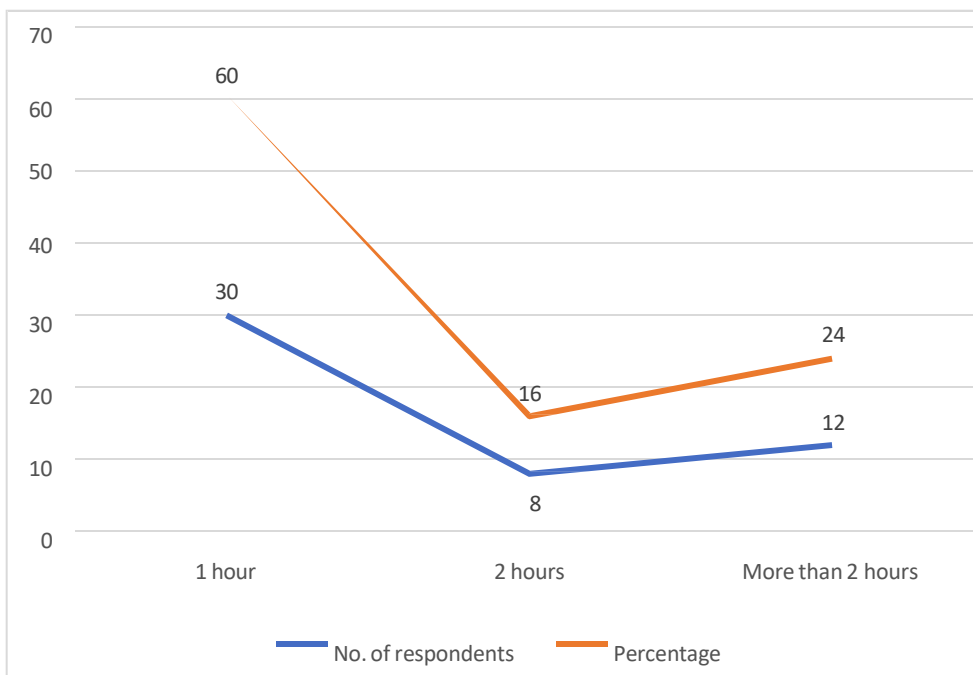
**Table 4.6 Showing the opinions of the respondents on spending time to select a branded item before making a purchase.**

Options	No. of respondents	Percentage (%)
1 hour	30	60
2 hours	8	16
More than 2 hours	12	24
Total	50	100

(Source: Primary data)

Out of 50 respondents, 30 will take 1 hour to select a branded item before making a purchase, 8 will take 2 hours and 12 will take more than 2 hours to make a purchase.

**Figure 4.6 Showing the opinion of the respondents on spending time to select a branded item before making a purchase.**



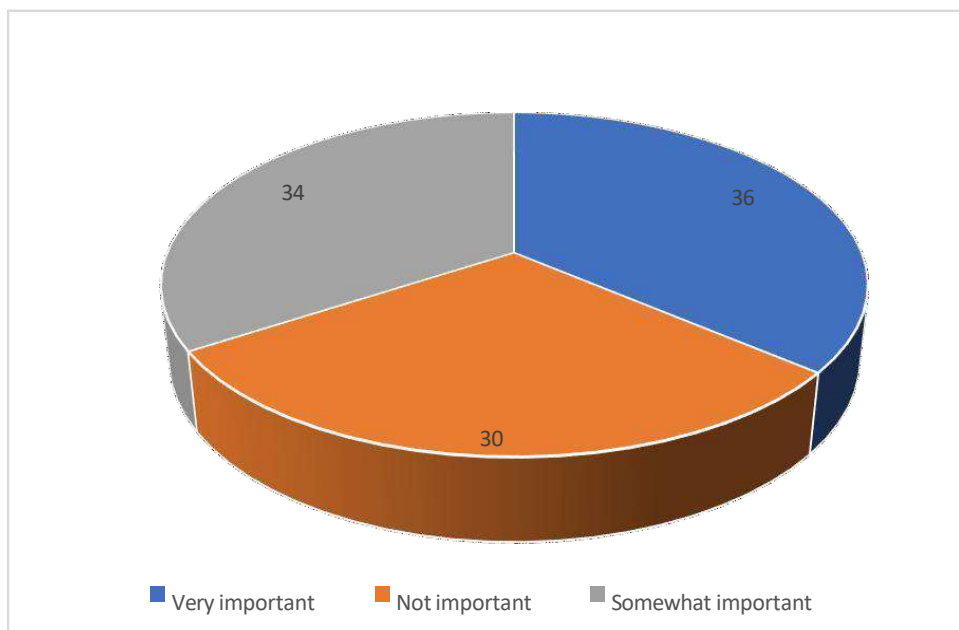
**Table 4.7 Showing the importance of brand ambassadors to customers.**

Options	No. of respondents	Percentage (%)
Very important	18	36
Not important	15	30
Somewhat important	17	34
Total	50	100

(Source: Primary data)

Out of 50 respondents, 18 respondents found the statement “Brand ambassadors of branded items are important for customers” very important, 15 did not find it important, and 17 found it somewhat important.

**Figure 4.7 Showing the importance of brand ambassadors to customers.**



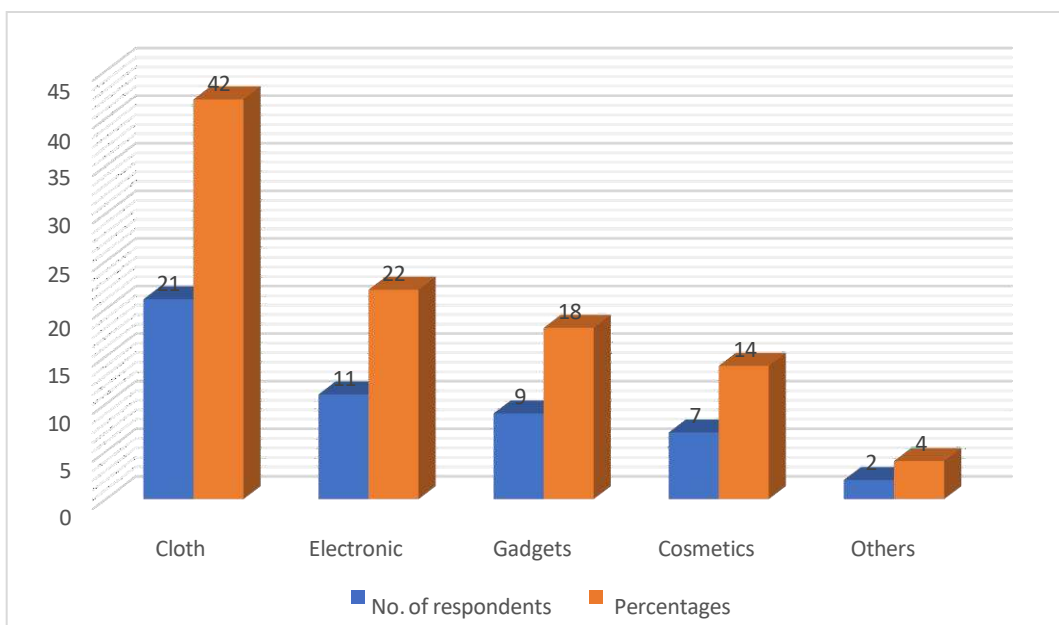
**Table 4.8 Showing the response of what type of branded items customers prefer.**

Option	No. of respondents	Percentage (%)
Cloth	21	42
Electronic	11	22
Gadgets	9	18
Cosmetics	7	14
Others	2	4
Total	50	100

(Source: Primary data)

Out of 50 respondents, 21 agreed that they prefer branded clothes, 11 prefers electronic items, 9 prefers gadgets, 7 prefers cosmetics and remaining 2 prefers other items.

**Figure Table 4.8 Showing the response of what type of branded items customers prefer**



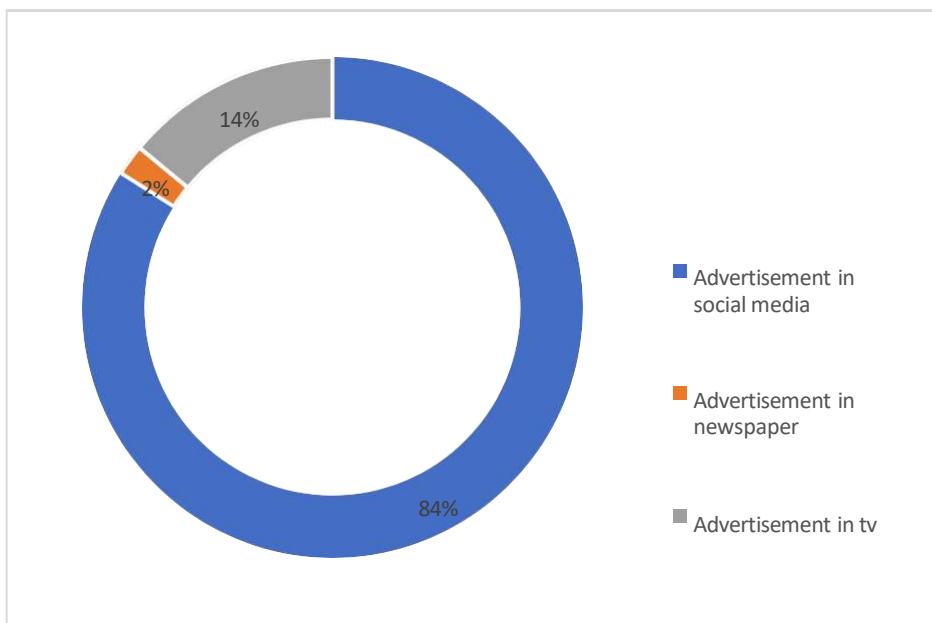
**Table 4.9. Showing the sources of information for the respondents to buy branded products**

Option	No. of respondents	Percentage (%)
Advertisement in social media	42	84
Advertisement in Tv	7	14
Advertisement in newspaper	1	2
Total	50	100

(Source: Primary data)

Out of 50 responses, 42 people are aware of new branded products through social media, 7 through tv and the remaining through newspaper.

**Figure 4.9. Showing the sources of information for the respondents to buy branded products**





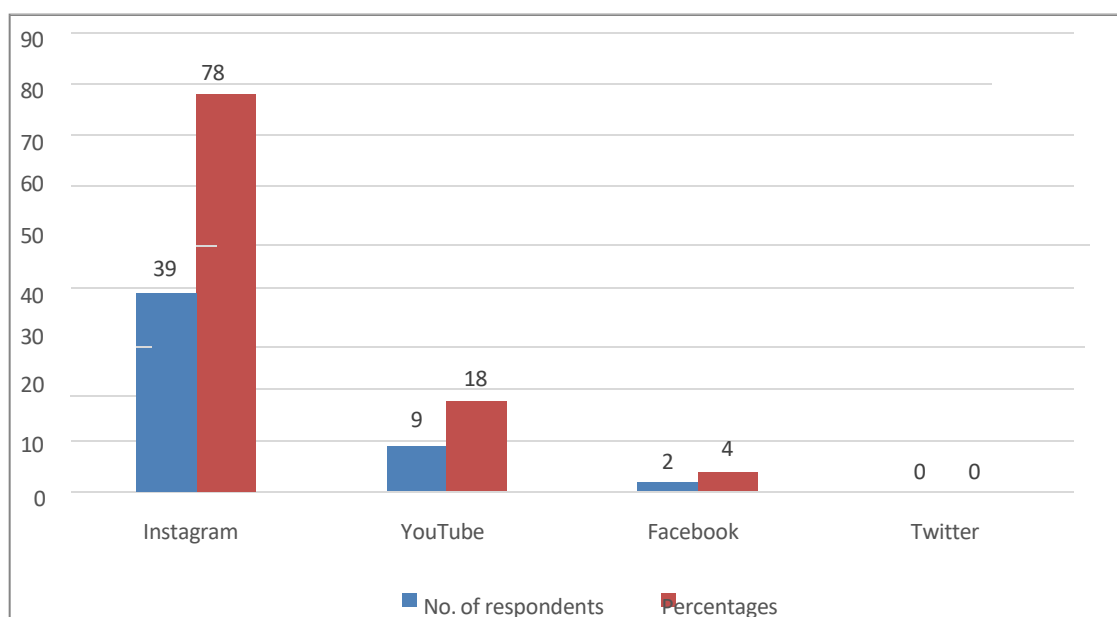
**Table 4.10 Showing the responses about which social media platform influences them to purchase branded items.**

Option	No. of respondents	Percentage (%)
Instagram	39	78
YouTube	9	18
Facebook	2	4
Twitter	0	0
Total	50	100

(Source: Primary data)

Out of 50 responses, 39 is influenced by Instagram, a social media platform, 9 through You Tube, 2 through Facebook and no one is influenced by Twitter.

**Figure 4.10 Showing the responses about which social media platform influences them to purchase branded items.**



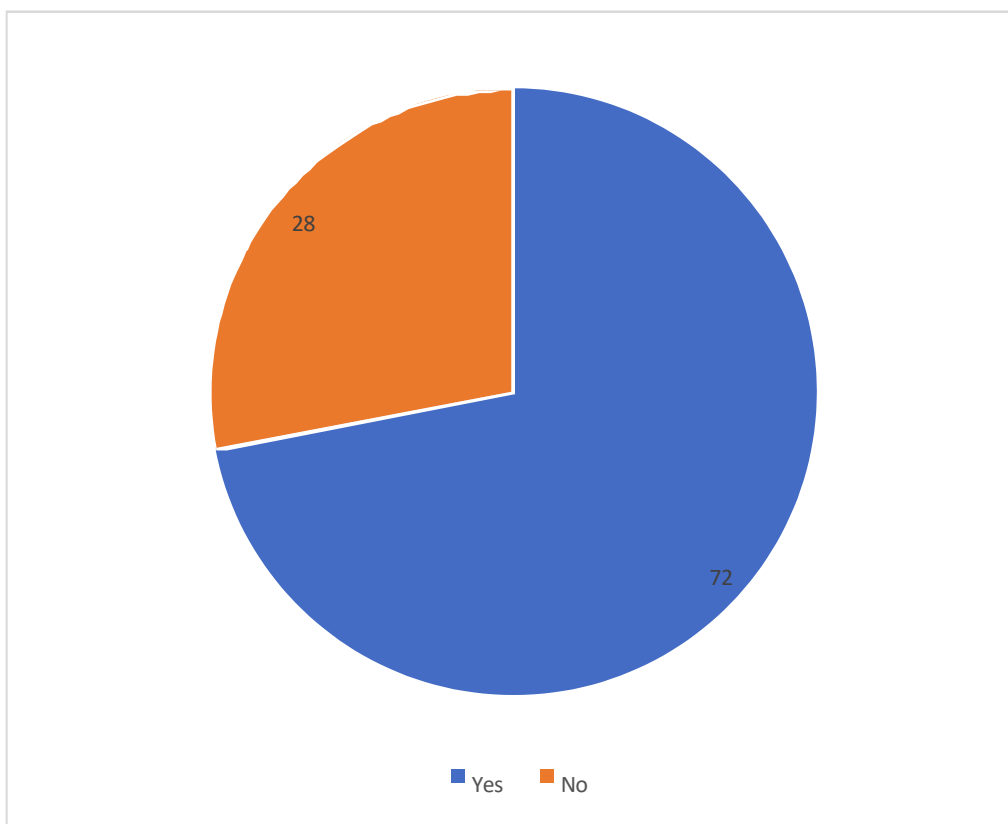
**Table 4.11. Showing the opinions of the respondents about whether they prefer buying the latest trends in branded items**

Options	No. of respondents	Percentages (%)
Yes	36	72
No	14	28
Total	50	100

(Source: Primary data)

Out of 50 responses, 36 people agreed that they prefer buying the latest trends in branded items and, 14 disagreed.

**Figure 4.11. Showing the opinions of the respondents about whether they prefer buying the latest trends in branded items**



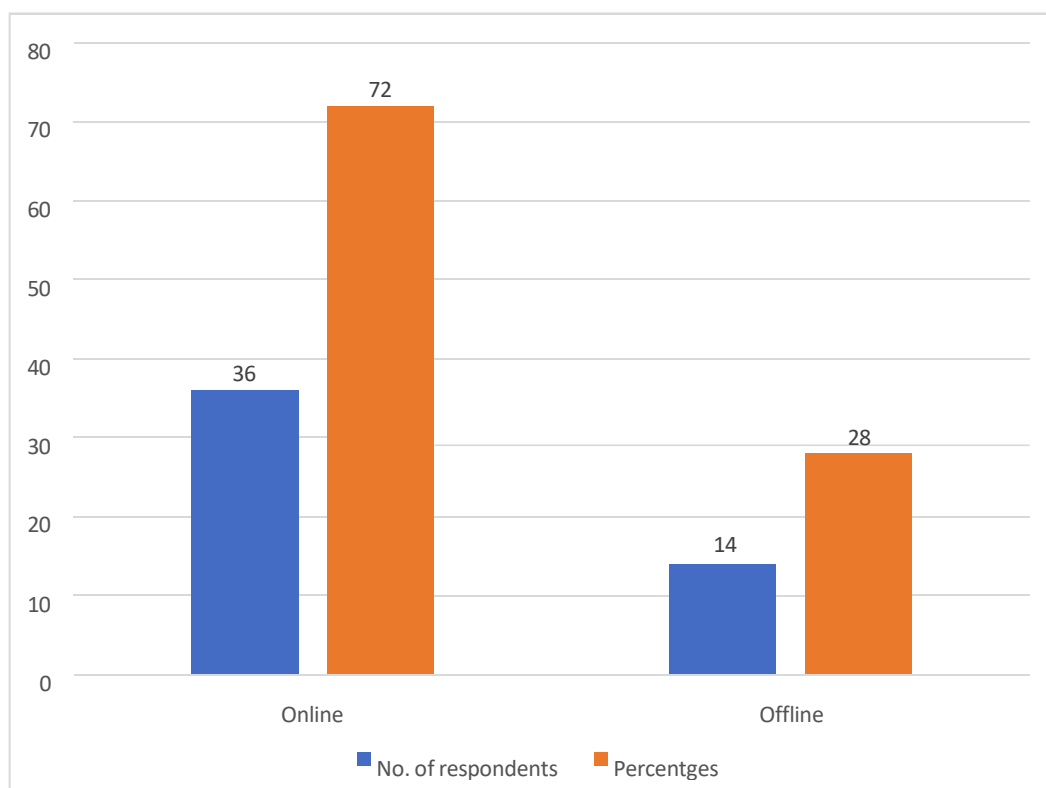
**Table 4.12 Showing the opinions of the respondents about where they usually shop for branded items**

Options	No. of respondents	Percentages (%)
Online	36	72
Offline	14	28
Total	50	100

(Source: Primary data)

Out of 50 responses, 36 people prefer buying branded items online, and 14 prefer offline shopping.

**Figure 4.12 Showing the opinions of the respondents about where they usually shop for branded items**



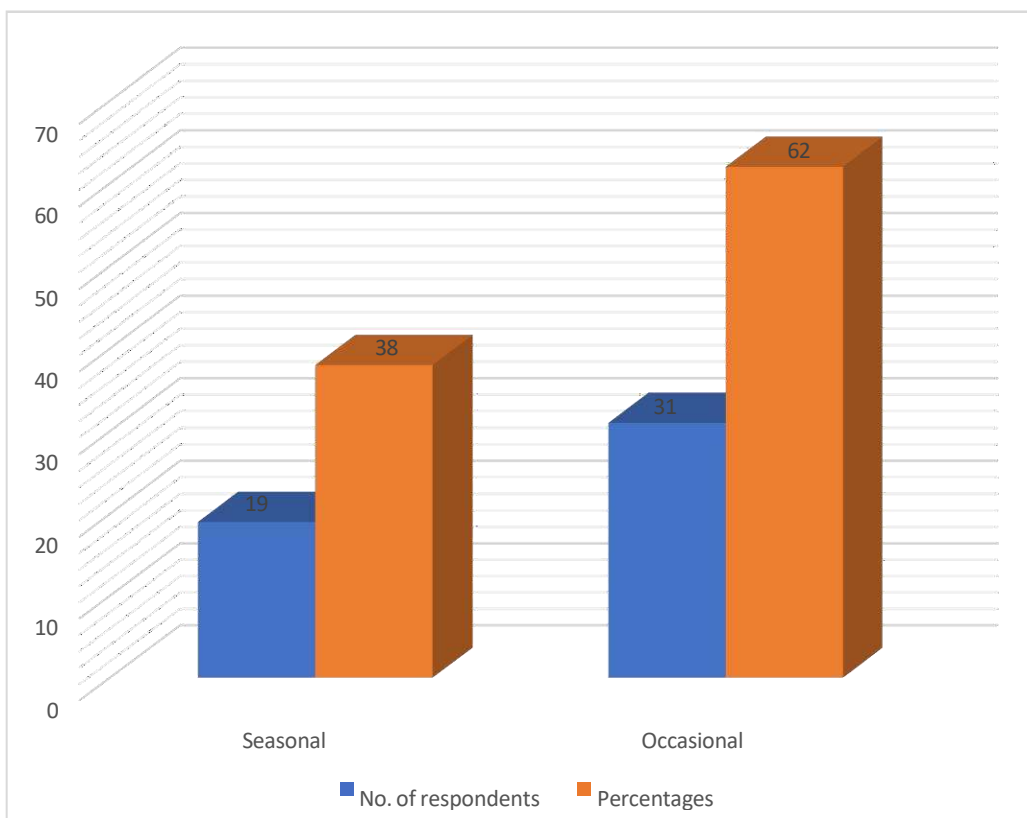
**Table 4.13 Showing the opinion of the respondents on purchases of branded items on seasonal and occasional basis.**

Options	No. of respondents	Percentages (%)
Seasonal	19	38
Occasional	31	62
Total	50	100

(Source: Primary data)

Out of 50 respondents, 31 people purchased branded items on occasional basis and, 19 purchased on seasonal basis.

**Figure 4.13 Showing the opinion of the respondents on purchases of branded items on seasonal and occasional basis.**



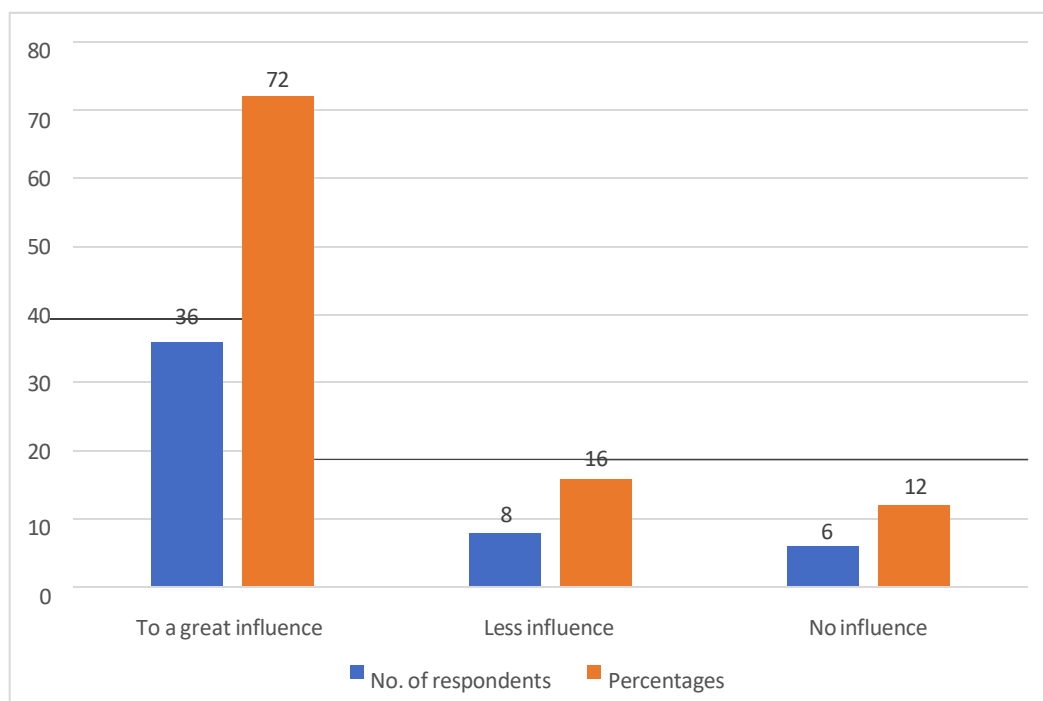
**Table 4.14 Showing the opinion of the respondents that social media has an influence on their purchasing of branded items**

Options	No. of respondents	Percentages (%)
To a great influence	36	72
Less influence	8	16
No influence	6	12
Total	50	100

(Source: Primary data)

Out of 50 respondents, social media had a great influence on purchasing branded items for 36 respondents, less influence on 8 respondents and no influence on 6 respondents.

**Figure 4.14 Showing the opinion of the respondents that social media has an influence on their purchasing of branded items**





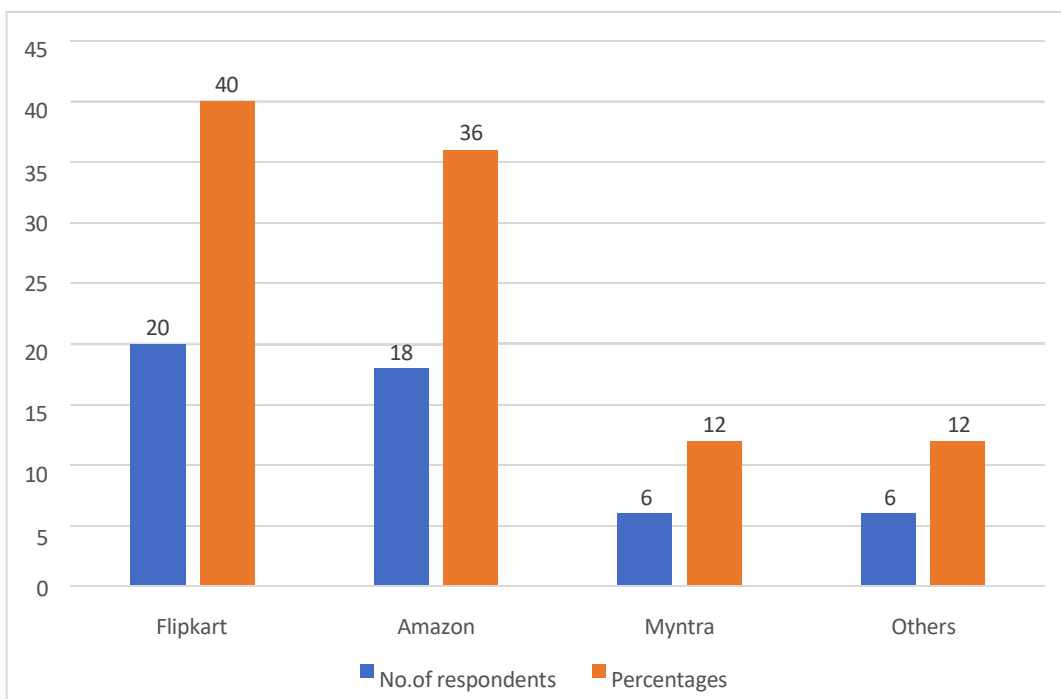
**Table 4.15 Showing the opinion of respondents on which online shopping app they select for shopping branded items**

Options	No. of respondents	Percentages (%)
Flipkart	20	40
Amazon	18	36
Myntra	6	12
Other	6	12
Total	50	100

(Source: Primary data)

Out of 50 responses, 20 prefer Flipkart for shopping branded items, 18 prefer Amazon, 6 prefer Myntra and 6 prefers other shopping apps.

**Figure 4.15 Showing the opinion of respondents on which online shopping app they select for shopping branded items**



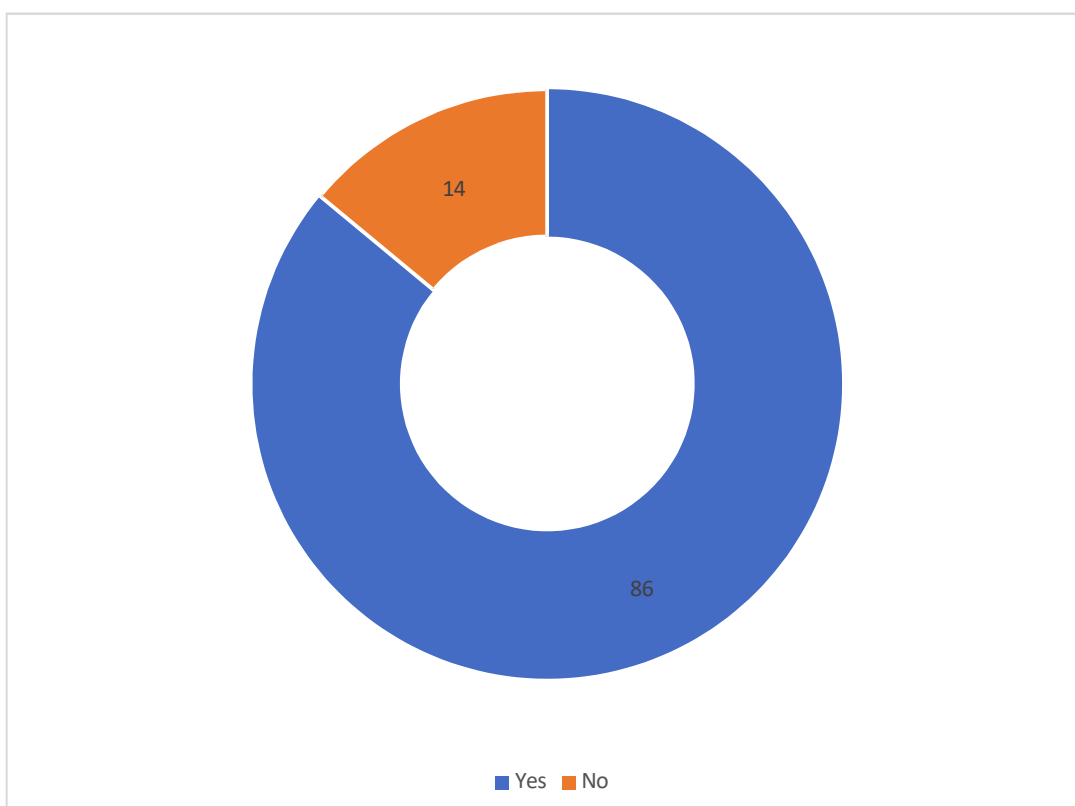
**Table 4.16 Showing the response of whether they prefer specific branded items for shopping**

Options	No. of respondents	Percentages (%)
Yes	43	86
No	7	14
Total	50	100

(Source: Primary data)

Out of 50 respondents, 43 agreed that they prefer specific branded items for shopping and ,7 disagreed.

**Figure 4.16 Showing the response of whether they prefer specific branded items for shopping**



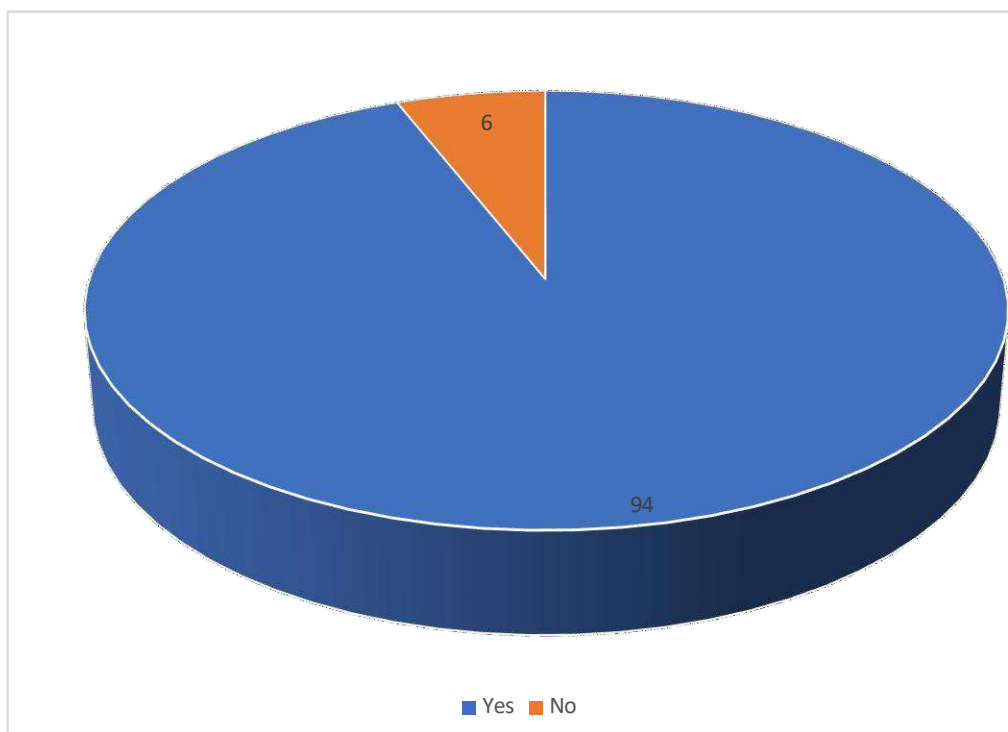
**Table 4.17 Showing the responses to whether reviews and ratings influence the decisions to buy branded items**

Options	No. of respondents	Percentages (%)
Yes	47	94
No	3	6
Total	50	100

(Source: Primary data)

Out of 50 respondents, 47 agreed that reviews and influence their decision to buy branded items and, 3 disagreed.

**Figure 4.17 Showing the response of respondents to whether reviews and ratings influence the decisions to buy branded items**



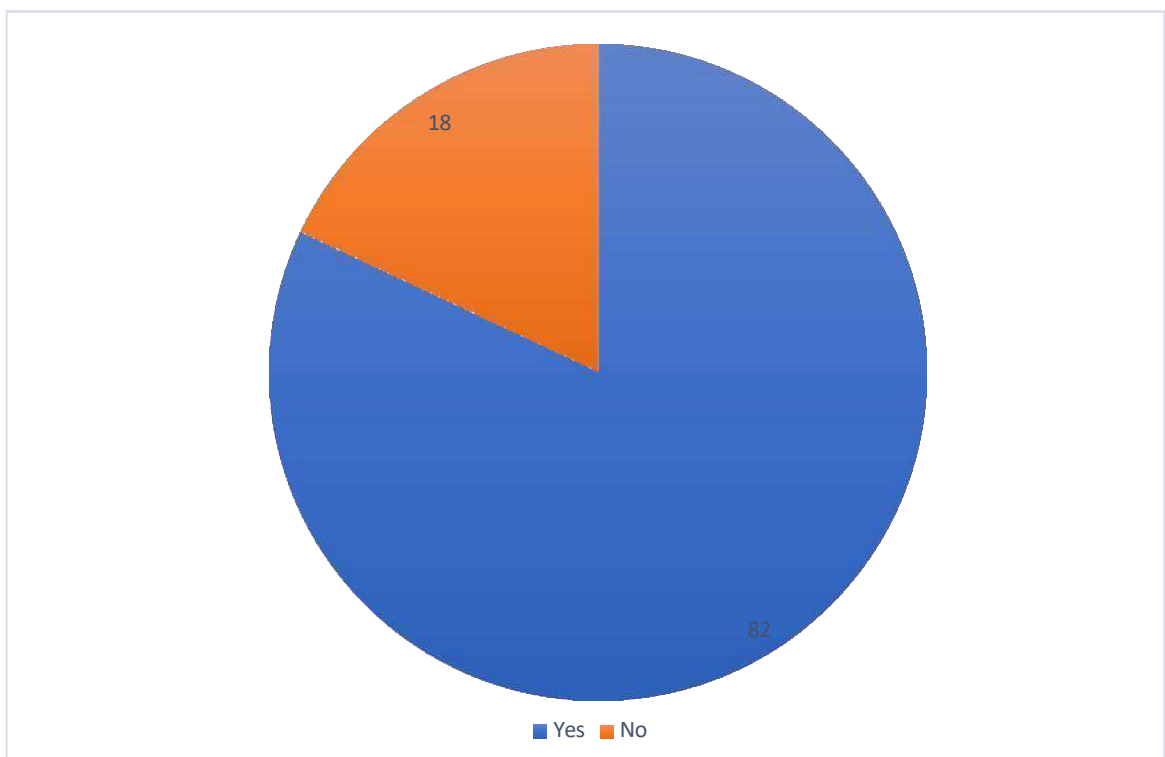
**Table 4.18 Showing the responses: whether they are aware that product loyalty or brand image influences their purchasing decisions.**

Options	No. of respondents	Percentages (%)
Yes	41	82
No	9	18
Total	50	100

(Source: Primary data)

Out of 50 responses, 41 agreed that product loyalty or brand image influences their purchasing decisions and remaining 9 disagreed.

**Figure 4.18 Showing the responses: of respondents whether they are aware that product loyalty or brand image influences their purchasing decisions**



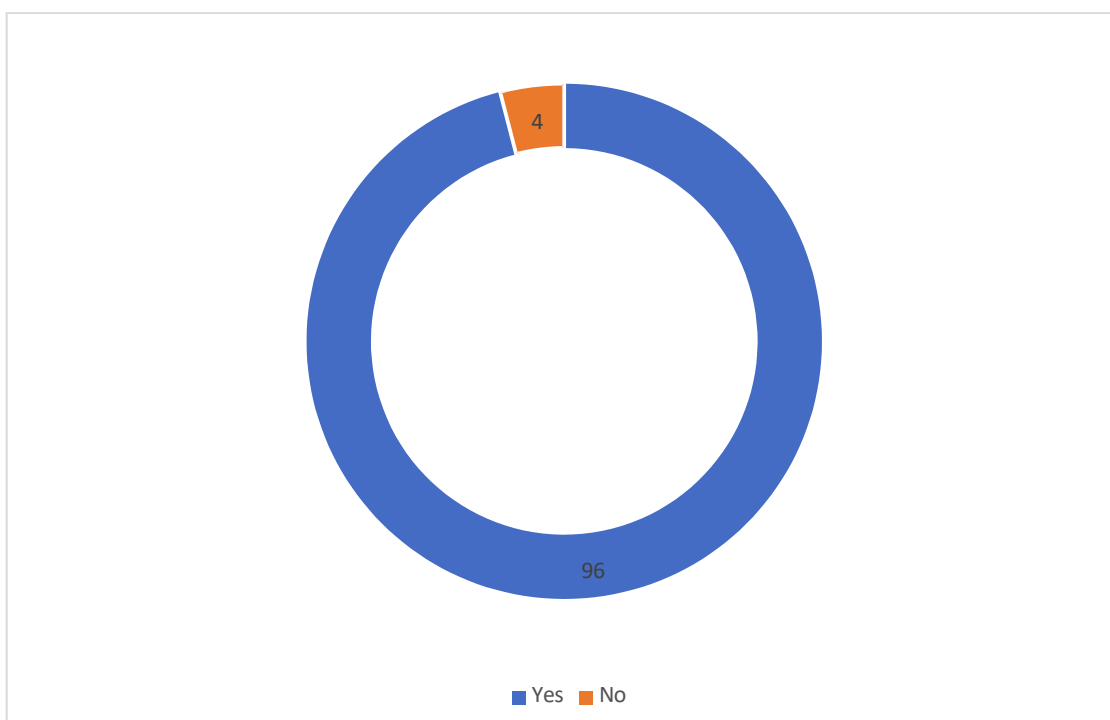
**Table 4.19 Showing respondents satisfaction with their branded product purchases.**

Options	No. of respondents	Percentages (%)
Yes	48	96
No	2	4
Total	50	100

(Source: Primary data)

Out of 50 respondents, 48 is satisfied with their branded purchases and 2 are not satisfied.

**Figure 4.19 Showing respondents satisfaction with their branded product purchases.**





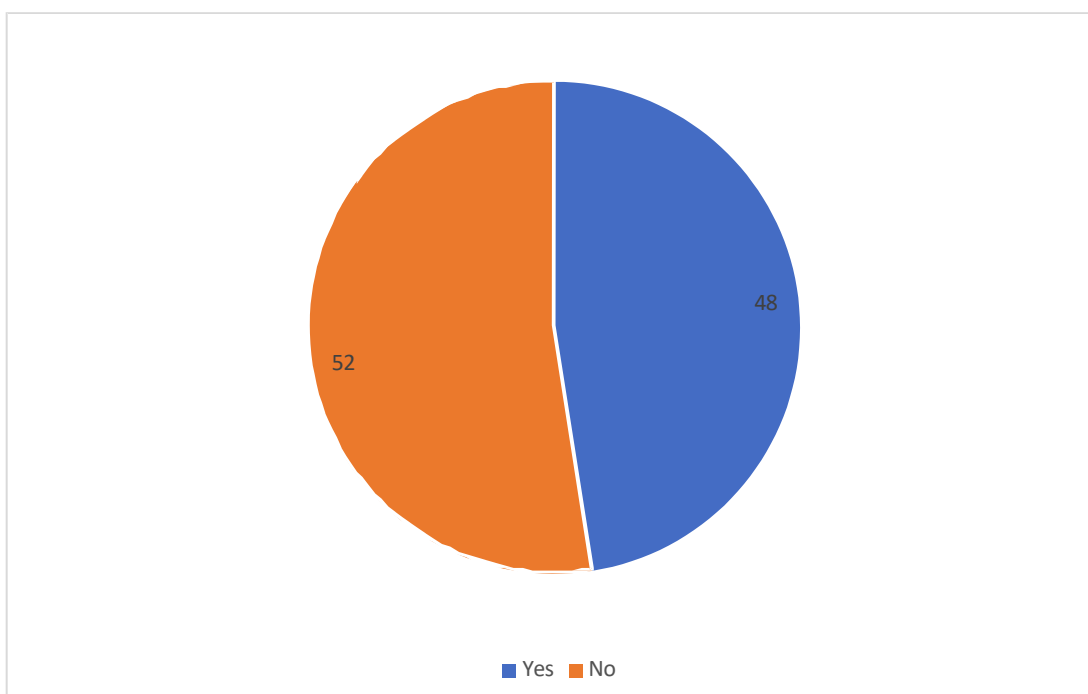
**Table 4.20 Showing the responses to sharing the reviews of branded items they purchased on social media platforms.**

Options	No. of respondents	Percentages (%)
Yes	24	48
No	26	52
Total	50	100

(Source: Primary data)

Out of 50 respondents, 24 agreed that they share reviews of branded items purchased on social media and 26 disagreed.

**Figure 4.20 Showing the responses to sharing the reviews of branded items they purchased on social media platforms.**



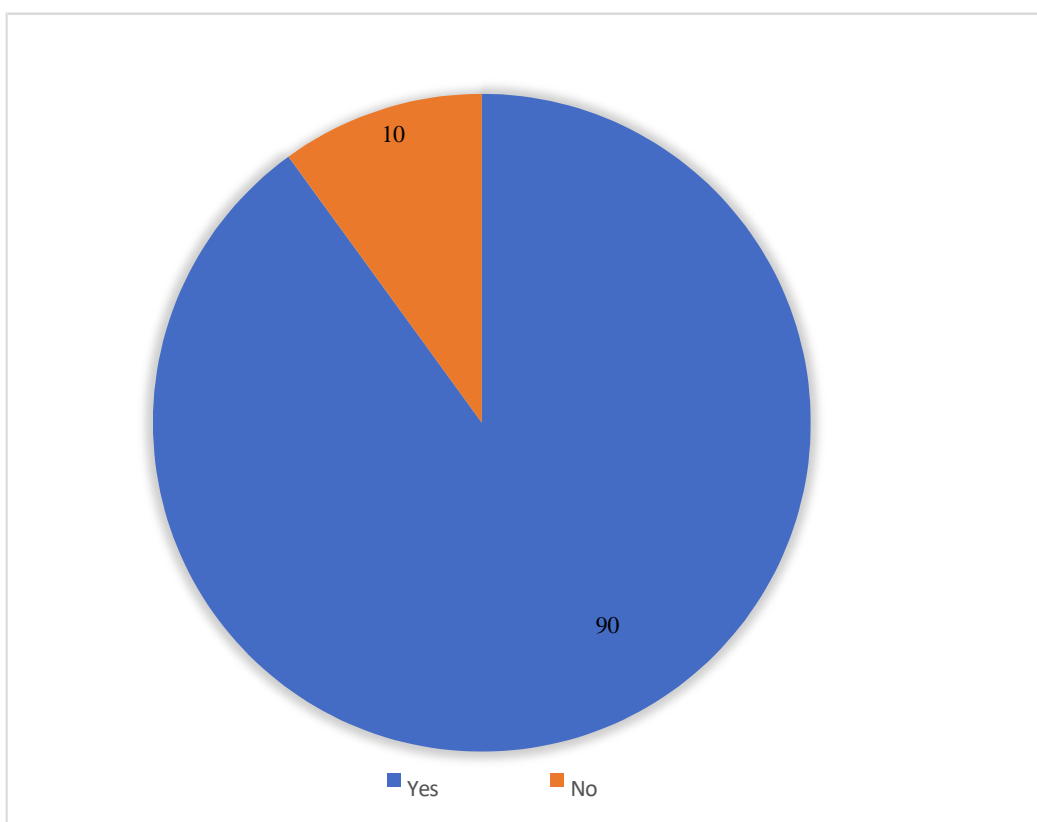
**Table 4.21 Showing whether respondents compare the prices of branded items before buying.**

Options	No. of respondents	Percentages (%)
Yes	45	90
No	5	10
Total	50	100

(Source: Primary data)

Out of 50 respondents ,45 agreed that theycompare prices of branded items before buying, and 5 disagreed

**Figure 4.21 Showing whether respondents compare the prices of branded items before buying.**



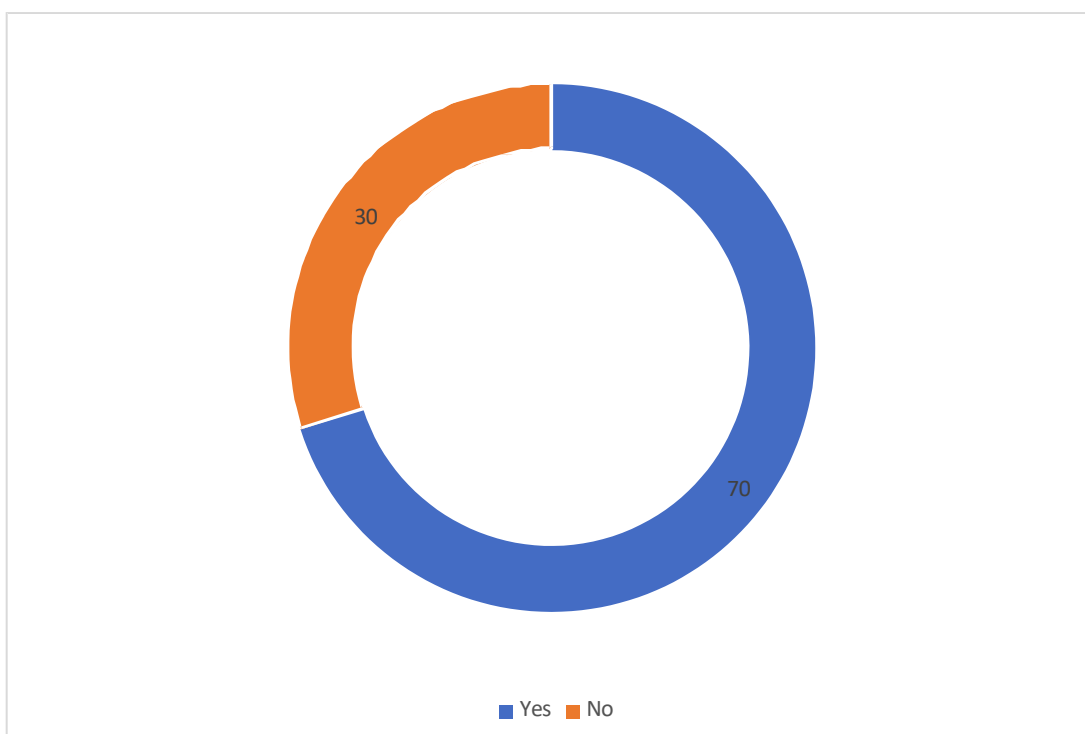
**Table 4.22 Showing the opinion of respondents to prioritise savings on branded items over other discretionary spending.**

Options	No. of respondents	Percentages (%)
Yes	35	70
No	15	30
Total	50	100

(Source: Primary data)

Out of 50 respondents, 35 agreed that they prioritized their savings on branded items over other discretionary spending, and 15 disagreed.

**Figure 4.22 Showing the opinion of respondents to prioritise savings on branded items over other discretionary spending.**



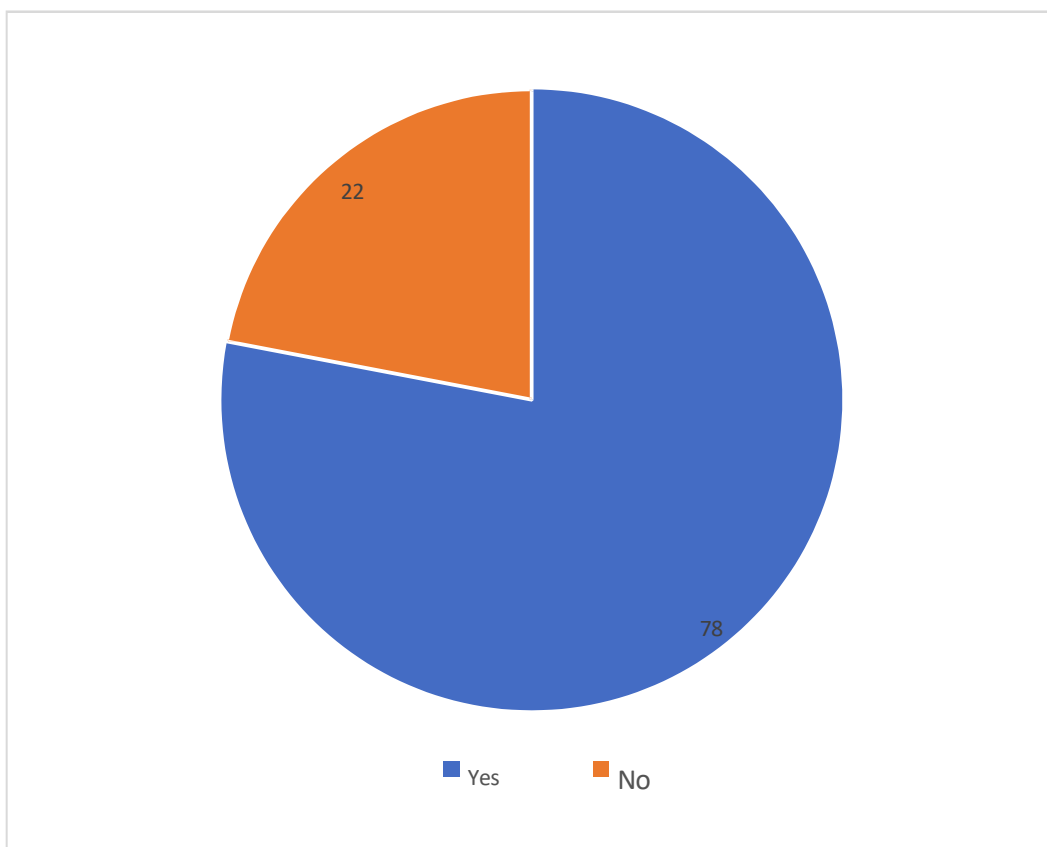
**Table 4.23 Showing the responses on whether they consider specific brands worth the premium price.**

Options	No. of respondents	Percentage (%)
Yes	39	78
No	11	22
Total	50	100

(Source: Primary data)

Out of 50 respondents, 39 agreed that they consider specific brands worth the premium price, and 11 disagreed.

**Figure 4.23 Showing the responses on whether they consider specific brands worth the premium price.**



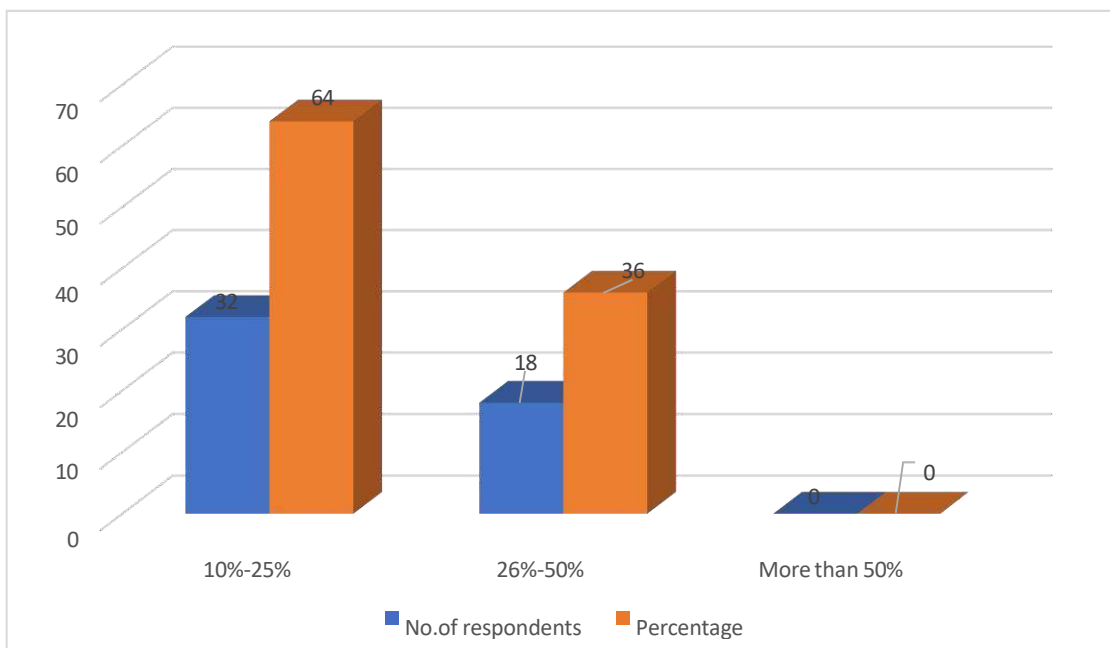
**Table 4.24 Showing the respondent's opinion about the amount of money they allocate for branded items**

Options	No. of respondents	Percentages (%)
10%-25%	32	64
26%-50%	18	36
More than 50%	0	0
Total	50	100

(Source: Primary data)

Out of 50 respondents, 32 allocate their 10%-25% of their money for branded items, 18 allocate 26%-50% of their money, and no one will use more than 50% of their money for branded items.

**Figure 4.24 Showing the respondent's opinion about the amount of money they allocate for branded items**





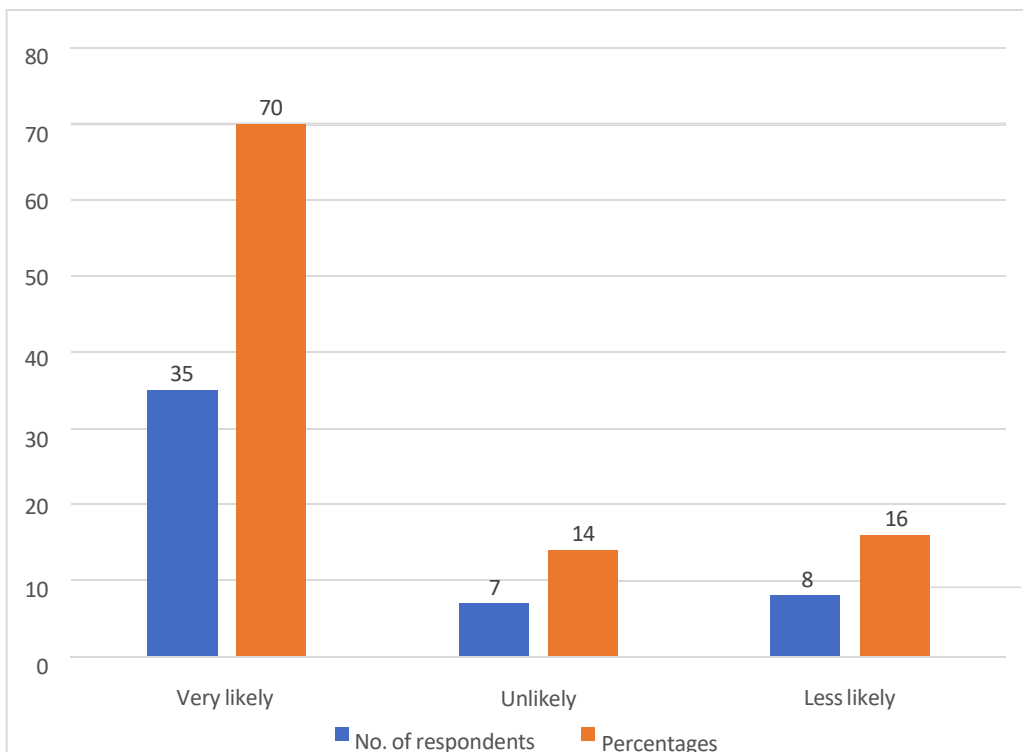
**Table 4.25 Showing the respondents likelihood to try cheaper alternative brands for savings**

Options	No. of respondents	Percentages (%)
Very likely	35	70
Unlikely	7	14
Less likely	8	16
Total	50	100

(Source: Primary data)

Out of 50 respondents, 35 respondents opined that alternative brands of similar quality enable them to save money and remaining 15 persons are for branded items.

**Figure 4.25 Showing the respondents likelihood to try cheaper alternative brands for savings**



**CHAPTER:5**  
**FINDINGS, SUGGESTIONS AND CONCLUSION**

## 5.1 Findings

following are the findings of the study.

1. Majority (58%) of the respondents are female.
2. Majority (62%) of the respondents are around the age of 18 to 20.
3. Majority (92%) of the respondents prefer branded items.
4. Most (76%) of the respondents agree that quality has an influence on buying branded items during sales events.
5. Majority (76%) of the respondents prefer international brands.
6. Majority (60%) of the respondents spend one hour for selecting branded items before making a purchase.
7. About (36%) of the respondents agreed that the brand ambassadors are important to them.
8. Majority (42%) of the respondents agreed that they prefer branded clothes compared to others.
9. About (84%) of the respondents are aware of new branded products through social media.
10. Majority (78%) of the respondents are influenced by Instagram social media platform to purchase branded items.
11. Majority (72%) of the respondents prefer buying the latest trends in branded items.
12. Majority (72%) of the respondents prefer online shopping for purchasing branded items.
13. Majority (62%) of respondents purchased branded items on occasional basis.
14. Most (72%) percentage of the respondents agree that social media plays an important role in influencing purchasing of branded items.
15. Majority (40%) of the respondents use Flipkart for shopping branded items.

- 16 Majority (86%) of the respondent agrees that they prefer specific branded items for shopping.
17. Majority (94%) of the respondents agrees that reviews and ratings influence their decision to buy branded.
18. Most (82%) of the respondents are aware that product loyalty or brand image influences their purchasing decision.
19. Majority (96%) of the respondents are satisfied with their branded item purchases.
- 20 majority (48%) of the respondents share reviews of branded items they purchased on social media platforms.
21. Majority (90%) of responding compare the price of branded items before buying.
22. Majority (70%) of the respondents prioritise savings on branded items over other discretionary spending.
23. Most (78%) of the respondents consider specific brands worth the premium price.
24. Majority (64%) of the respondents allocate 10%-25% of their amount money for branded items.
25. Majority (70%) of the respondents are likely to explore alternative brands that offer similar quality to achieve savings.

## **5.2 Suggestions**

From the study we understood the shopping habits of branded items among the youth. Different factors such as quality, value, appearance, price, lifestyle and choice show significant variations among different respondents. The youth mainly prefer the latest trends in branded items.

- Increase promotion of branded items among the public.
- Introduce awareness programs to encourage repeated purchases of branded products.
- Deliver a high-quality product to increase customer satisfaction and positive reviews.
- Develop user-friendly websites so it will be easy for customers to purchase the branded items online.
- Introduce seasonal promotions and discounts on special occasions, like holiday sales, summer clearance events, black friday deals.

## **5.3 Conclusion**

From the analysis, we conclude that various factors influence our perception of youth's shopping habits for branded items. Nowadays, youth mostly prefer branded items due to factors like quality, value, appearance, price and lifestyle. Youth prefer branded items for shopping due to influence of brand identity, social status, desire for self-expression and peer recognition. This influences their purchasing patterns and also increases brand loyalty. Online platforms have made branded items more popular among youth by providing easy access to wide range of products. Influencers and social media platform play a significant role in shaping trends, emphasising the needs for brands establish strong online present. This shows the interconnectedness of branding social influence, and digital accessibility in shaping modern consumer behaviour.



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- <https://scholar.google.com>
- [www.researchgate.net](http://www.researchgate.net)

## **ANNEXURE**

1) Gender

- Male
- Female
- Others

2) Age group

- 18-20
- 21-25
- 25 and above

3) Do you prefer branded items?

- Yes
- No

4) what factors influence you to buy branded items during sales events?

- Quality
- Appearance
- Price
- Value
- Lifestyle
- Choice

5) Do you prefer local or international brands?

- Local
- International



6) How much time do you spend to select a branded items before making a purchase?

- One hour
- Two hours
- More than two hours

7) How important is the brand ambassador of branded items to you?

- Very important
- No important
- Somewhat important

8) What type of branded items do you choose to purchase?

- Gadgets
- Clothes
- Electronics
- Cosmetics
- Others

9) How do you aware/know about new branded products?

- Advertisement in tv
- Advertisement in social media
- Advertisement in newspaper

10). Which social media platform mostly influences you to purchase branded items?

- Instagram
- Facebook
- YouTube
- Twitter

11) Do you prefer buying the latest trends of branded items?

- Yes
- No

12) Where do you usually shop for branded items?

- Online
- Offline

13) How often do you shop for branded items?

- Seasonal
- Occasional

14) How much does social media platform influences for purchasing branded items?

- To a great extend
- No influence
- Less influence

15) Which online shopping app you select for shopping branded items?

- Flipkart
- Amazon
- Myntra
- Others

16) Do you prefer specific branded items for shopping?

- Yes
- No

17) Do reviews and ratings influence the decision to buy branded items?

- Yes
- No

18) Does product loyalty or brand image influence your purchasing decisions?

- yes
- No

19). Are you usually satisfied with your branded item purchases?

- Yes
- No

20) Do you share reviews of branded that item purchased the on social media platforms?

- Yes
- No

21) Do you compare the prices of branded items before making a purchase?

- Yes
- No

22) Do you prioritize savings on branded items over other discretionary spending?

- Yes
- No

23) Are the specific brands you consider worth the premium price?

- Yes
- No

24) What percentage of the amount of money do you allocate for spending on branded item?

- 10%-25 %
- 26%-50%
- More than 50%

25) How likely are you to try cheaper alternative brands for savings

- Very likely
- Likely
- Unlikely

“A STUDY ON CONSUMPTION PATTERN OF  
CADBURY DAIRY MILK”

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

AQIEB K NASARULLA

(CCAVBCM169)

Under the supervision of

Ms. SIJI CL



DEPARTMENT OF COMMERCE

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

UNIVERSITY OF CALICUT

MARCH 2024



CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA  
CALICUT UNIVERSITY



DEPARTMENT OF COMMERCE CERTIFICATE

This is to certify that the project report entitled "A Study on consumption pattern of Cadbury Dairy milk" is a bonafide record of project done by AQIEB K NASARULLA, Reg. No. CCAVBCM169, 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.

*Joseph*

Assoc.Prof. K.J. Joseph  
Co-ordinator

*Ms. SIJI CL*

Ms. SIJI CL  
Project Guide

*Demisto*  
*16/3/24*  
*Fenny O A*



## DECLARATION

I, AQIEB K NASARULLA, hereby declare that the project work entitled "A STUDY ON CONSUMPTION PATTERN OF CADBURY DAIRYMILK" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Siji CL, Asst. 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:

  
AQIEB K NASARULLA

CCAVBCM191

## 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 CMI our Principal, for providing various facilities.

I am thankful to Asso.Prof. K.J. Joseph, 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. Teena Thomas, Asst. Professor, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms. Siji CL, Asst. 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

AQIEB K NASARULLA

Date: 23/2/2024

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**“A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF  
TIPS INDUSTRIES LTD”**

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

**ARUNIMA PS**

**(CCAVBCM170)**

Under the supervision of

**Ms. TEENA THOMAS**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**




**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF TIPS INDUSTRIES LTD**” is a bonafide record of project done by **ARUNIMA PS**, Reg. No.CCAVBCM170 , 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. K.J. Joseph**  
**Co-ordinator**

  
**Ms. TEENA THOMAS**  
**Project Guide**

  
16/3/24  
Femy O A





## **DECLARATION**

I, **ARUNIMA PS**, hereby declare that the project work entitled “ **A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF TIPS INDUSTRIES LTD** ” is a record of independent and bonafide project work carried out by me under the and guidance of Ms.Teena Thomas, Asst. 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:23-02-2024**



**ARUNIMA PS**

**CCAVBCM170**

## 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 CMI our Principal, for providing various facilities.

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I extend my hearty gratitude to the Librarian and other Library staffs of my college for their wholehearted coo-peration.

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

Place: Irinjalakuda.

Date:23-02-2024



ARUNIMA PS

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**“A STUDY ON CUSTOMER SATISFACTION  
TOWARDS UPI APPS”**

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

**IHSAN E K**

**(CCAVBCM178)**

Under the supervision of

**Ms. SWATHY V CHANDRAN**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**A Study on Customer satisfaction towards UPI Apps**” is a bonafide record of project done by **IHSAN E K**, Reg. No. CCAVBCM178, 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. K.J. Joseph**  
**Co-ordinator**

**Ms. SWATHY V**  
**Project Guide**

*Joseph*  
18/3/24  
Ferry OA  
8K05TH071111

## DECLARATION

I, **IHSAN E K**, hereby declare that the project work entitled "**A STUDY ON CUSTOMER SATISFACTION TOWARDS UPI APPS**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Swathy v chandran, Asst. 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: 23/02/2024



**IHSAN E K**

**CCAVBCM178**

## 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 CMI our Principal, for providing various facilities.

I am thankful to Asso.Prof. K.J. Joseph, 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. Teena Thomas, Asst. Professor, for providing proper help and encouragement in the preparation of this report.

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I would like to express my sincere 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**

**IHSAN E K**

**Date: 23/02/2024**

**“A STUDY ON FINANCIAL PERFORMANCE OF  
CHOCOLATE CONFECTIONERY  
INDUSTRY ”**

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

**JUSTY JOBY**

**(CCAVBCM179)**

Under the supervision of

**Ms.TEENA THOMAS**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



## DECLARATION

I, **JUSTY JOBY**, hereby declare that the project work entitled "**A STUDY ON FINANCIAL PERFORMANCE OF CHOCOLATE CONFECTIONERY INDUSTRY** " is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Teena Thomas, Asst. 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: 23.02.2024**



**JUSTY JOBY**  
**CCAVBCM179**

## 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.

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**Place: Irinjalakuda**

**Date: 23.02.2024**

  
**JUSTY JOBY**

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**“A STUDY ON THE IMPACT OF KUDUMBASREE  
START-UPS HELPS IN WOMEN EMPOWERMENT”**

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

**KAJAL M S**

**(CCAVBCM180)**

Under the supervision of

**Ms. SANDHYA V**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE CERTIFICATE**

This is to certify that the project report entitled “**A Study on the impact of Kudumbasree start-ups helps in women empowerment**” is a bonafide record of project done by **KAJAL M S**, Reg. No. CCAVBCM180, 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.

*Joseph*

**Assoc.Prof. K.J. Joseph**

**Co-Ordinator**

*Sandhya*

**Ms. SANDHYA V**

**Project Guide**

*Femmy*  
*18/3/26*  
*Femmy O A*

## **DECLARATION**

I, **KAJAL M S**, hereby declare that the project work entitled "**A STUDY ON THE IMPACT OF KUDUMBASREE STARTUPS HELPS IN WOMEN EMPOWERMENT**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Sandhya V, Asst. 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: 23.02.2024**

**KAJAL M S**

**CCAVBCM180**

## **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 CMI our Principal, for providing various facilities.

I am thankful to Asso.Prof. K.J. Joseph, 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. Teena Thomas, Asst. Professor, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms. Sandhya V, Asst. Professor, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my sincere 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**

**KAJAL M S**

**Date: 23.04.2024**

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**“A STUDY ON CONSUMER BEHAVIOR  
TOWARDS GREEN PRODUCTS”**

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

**LENA ROS SIMON K**

**(CCAVBCM181)**

Under the supervision of

**Ms. REVATHY KRISHNAKUMAR**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**A Study on consumer behavior towards green products**” is a bonafide record of project done by **LENAROS SIMON K**, Reg. No. CCAVBCM181, 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.

*Joseph*

**Assoc.Prof. K.J. Joseph**  
**Co-ordinator**

*Revathy*

**Ms. REVATHY KRISHNAKUMAR**  
**Project Guide**

*Lenaros Simon*  
*18/3/24*  
*Femy OA*



## **DECLARATION**

I, **LENA ROS SIMON K**, hereby declare that the project work entitled "**A STUDY ON CONSUMER BEHAVIOR TOWARDS GREEN PRODUCTS**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Revathy krishnakumar, Asst. 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: 23-02-2024**

**LENA ROS SIMON K**

**CCAVBCM181**



## 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 CMI our Principal, for providing various facilities.

I am thankful to Asso.Prof. K.J. Joseph, 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. Teena Thomas, Asst. Professor, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms Revathy Krishnakumar, Asst. 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 co-operation in this regard.

I extend my hearty gratitude to the Librarian and other library staffs of my college for their wholehearted co-operation.

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

Place: Irinjalakuda

Date: 23-02-2024

LENA ROS SIMON K

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**“A STUDY ON IMPACT OF CONSUMER BUYING  
BEHAVIOUR ON PRODUCT PACKAGING”**

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

**MUHAMMED**

**NISHAD E K**

**(CCAVBCM184)**

Under the supervision of

**Assoc.Prof.K.J.JOSEPH**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled **“A Study on impact of consumer buying behaviour on product packaging”** is a bonafide record of project done by **MUHAMMED NISHAD E K**, Reg.No.CCAVBCM184, 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.K.J.Joseph**  
**Co-ordinator**



**Assoc.Prof.K.J.Joseph**  
**Project Guide**

18/3/24

Femy OA



## **DECLARATION**

I, **MUHAMMED NISHAD E K**, hereby declare that the project work entitled "**IMPACT OF PRODUCT PACKAGING ON CONSUMER BUYING BEHAVIOUR**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Assoc.Prof.K.J.Joseph, Asst. 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: 23/03/2024**



**MUHAMMED  
NISHAD E K**

**CCAVBCM184**

## 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 CMI our Principal, for providing various facilities.

I am thankful to Asso.Prof.K.J.Joseph, 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. Teena Thomas, Asst. Professor, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Assoc.Prof.K.J.Joseph, Asst. Professor, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my sincere 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**

**Date: 23/02/2024**

**MUHAMMED  
NISHAD E K**



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**“A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF  
TIPS INDUSTRIES LTD”**

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

**NAHALA**

**(CCAVBCM185)**

Under the supervision of

**Ms.TEENA THOMAS**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled **"A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF TIPS INDUSTRIES LTD"** is a bonafide record of project done by **NAHALA**, Reg. No.CCAVBCM185 , 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. K.J. Joseph**  
**Co-ordinator**



**Ms. TEENA THOMAS**  
**Project Guide**

18/3/24  
Femy OA



## **DECLARATION**

I, **NAHALA**, hereby declare that the project work entitled “ **A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF TIPS INDUSTRIES LTD** ” is a record of independent and bonafide project work carried out by me under the and guidance of Ms.Teena Thomas, Asst. 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: 23-02-2024**



**NAHALA**

**CCAVBCM185**



## 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 CMI our Principal, for providing various facilities.

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

I am thankful to my class teacher and Research guide, Ms. Teena Thomas, Asst. Professor, for providing proper help and encouragement in the preparation of this report.

I would like to express my sincere gratitude to all the faculties of the department for their interest and coo-peration in this regard.

I extend my hearty gratitude to the Librarian and other Library staffs of my college for their wholehearted coo-peration.

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

**Place: Irinjalakuda.**

**Date: 23-02-2024**

  
**NAHALA**

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**“A STUDY ON THE IMPACT OF ONLINE  
EDUCATION PLATFORMS AMONG STUDENTS”**

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

**NAIPUNYA P M**

**(CCAVBCM186)**

Under the supervision of

**Ms. SWATHY V CHANDRAN**



**DEPARTMENT OF COMMERCE**

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

**MARCH 2024**




# CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA


## CALICUT UNIVERSITY



### DEPARTMENT OF COMMERCE CERTIFICATE

This is to certify that the project report entitled “**A study on the impact of online education platforms among students**” is a bonafide record of project done by **NAIPUNYA P M**, Reg. No. CCAVBCM186, 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. K.J. Joseph**  
**Co-ordinator**

  
**Ms. Swathy V Chandran**  
**Project Guide**



  
18/3/20  
Femy O A

## **DECLARATION**

I, **NAIPUNYA P M**, hereby declare that the project work entitled “**A STUDY ON THE IMPACT OF ONLINE EDUCATION PLAFORMS AMONG STUDENTS**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Swathy V Chandran, Asst. 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: 23/02/2024**

  
**NAIPUNYA P M**

**CCAVBCM186**

## **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 CMI our Principal, for providing various facilities.

I am thankful to Asso.Prof. K.J. Joseph, 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. Teena Thomas, Asst. Professor, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms. Swathy V Chandran, Asst. Professor, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my sincere 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**

**NAIPUNYA P M**

**Date: 23/02/2024**

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**“A STUDY ON CONSUMER BEHAVIOUR  
TOWARDS GREEN PRODUCTS”**

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

**NANDHANA K NATHAN**

**(CCAVBCM187)**

Under the supervision of

**Ms. REVATHY KRISHNAKUMAR**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



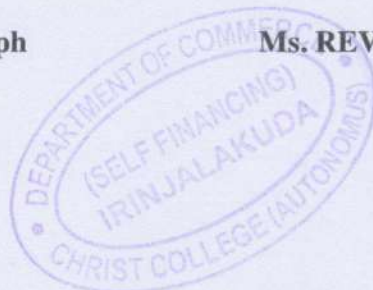
**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled "**A Study on consumer behaviour towards green products**" is a bonafide record of project done by **NANDHANA K NATHAN**, Reg. No. CCAVBCM187, 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. K.J. Joseph**  
**Co-ordinator**

**Ms. REVATHY KRISHNAKUMAR**  
**Project Guide**



18/3/24  
Fenny OA



## DECLARATION

I, **NANDHANA K NATHAN**, hereby declare that the project work entitled "**A STUDY ON CONSUMER BEHAVIOUR TOWARDS GREEN PRODUCTS** " is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Revathy Krishnakumar , Asst. 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:** 23-2-2024



**NANDHANA K NATHAN**

**CCAVBCM187**

## 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 CMI our Principal, for providing various facilities.

I am thankful to Asso.Prof. K.J. Joseph, 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.Teena Thomas, Asst. Professor, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms. Revathy Krishnakumar, Asst. 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

**NANDHANA K NATHAN**

**Date:** 23-2-2024



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**“A STUDY ON INVESTMENT PREFERENCES OF  
INVESTORS TOWARDS VARIOUS INVESTMENT  
AVENUES AMONG INDIVIDUALS IN THRISSUR  
DISTRICT”**

Project Report submitted to

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

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

**BACHELOR OF COMMERCE**

Submitted by

**NAVEEN T P**

**(CCAVBCM188)**

Under the supervision of

**Ms. REEJA SUSAN ROLY**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “A STUDY ON INVESTMENT PREFERENCES OF INVESTORS TOWARDS VARIOUS INVESTMENT AVENUES AMONG INDIVIDUALS IN THRISSUR DISTRICT” is a bonafide record of the project done by NAVEEN T P, Reg.No. CCAVBCM188, 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.

*Joseph*

**Assoc.Prof.K.J.Joseph**  
**Co-ordinator**

*Fenny*  
18/3/24

Fenny OA

*Reeja*

**Ms. Reeja Susan Roly**  
**Project Guide**

## **DECLARATION**

**I, NAVEEN T P, hereby declare that the project work entitled “A STUDY ON INVESTMENT PREFERENCES OF INVESTORS TOWARDS VARIOUS INVESTMENT AVENUES AMONG INDIVIDUALS IN THRISSUR DISTRICT” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Reeja Susan Roly, Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.**

The information and data given in the report are 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: 23-02-2024**



**NAVEEN T P**

**CCAVBCM188**

## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my sincere gratitude to all the people who have helped me with sound advice and 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.Fr..Dr.Jolly Andrews CMI our Principal, for providing various facilities.

I am thankful to Asso. Prof. K.J. Joseph, 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. Teena Thomas, Asst. Professor, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms. Reeja Susan Roly, Asst. 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 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**

**NAVEEN T P**

**Date: 23-02-2024**

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**“A STUDY ON CONSUMER PERCEPTION AND  
SATISFACTION ON SMARTPHONES IN YOUTH”**

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

**RITHU NANDA P V**

**(CCAVBCM190)**

Under the supervision of

**Assoc. Prof. K.J.Joseph**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “A STUDY ON CONSUMER PERCEPTION AND SATISFACTION ON SMARTPHONES IN YOUTH” is a bonafide record of project done by RITHU NANDA P V, Reg. No. CCAVBCM190 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.K.J.Joseph**  
**Co-Ordinator**



**Assoc.Prof.K.J.Joseph**  
**Project Guide**

18/3/24  
Fenny OA

## **DECLARATION**

I, **RITHU NANDA P V** ,hereby declare that the project work entitled “**A STUDY ON CONSUMER PERCEPTION AND SATISFACTION OF SMARTPHONES IN YOUTH**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Mr. K.J. JOSEPH Assoc. 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 : 23.2.2024**



**RITHU NANDA P V**

**CCAVBCM190**

## 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.

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**Place: Irinjalakuda**

  
**RITHU NANDA P V**

**Date : 23.2.2024**

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**“A STUDY ON CONSUMPTION PATTERN OF  
CADBURY DAIRY MILK”**

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

**ROSE MARY JOSHY**

**(CCAVBCM191)**

Under the supervision of

**Ms. SIJI CL**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA

CALICUT UNIVERSITY



DEPARTMENT OF COMMERCE

CERTIFICATE

This is to certify that the project report entitled "A Study on consumption pattern of Cadbury Dairy milk" is a bonafide record of project done by ROSE MARY JOSHY, Reg. No. CCAVBCM191, 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. K.J. Joseph  
Co-ordinator



Ms. SIJI CL  
Project Guide

18/3/24  
Fenny O A



## DECLARATION

I, ROSE MARY JOSHY, hereby declare that the project work entitled "A STUDY ON CONSUMPTION PATTERN OF CADBURY DAIRYMILK" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Siji CL, Asst. 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: 27-02-2024



ROSE MARY  
JOSHY

CCAVBCM191

## 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.

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Place: Irinjalakuda

ROSE MARY JOSHY

Date:

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**“A STUDY ON CONSUMER PERCEPTION AND  
SATISFACTION ON SMARTPHONES IN YOUTH”**

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

**VIVEK C V**

**(CCAVBCM193)**

Under the supervision of

**Assoc. Prof. K.J.Joseph**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled **“A STUDY ON CONSUMER PERCEPTION AND SATISFACTION ON SMARTPHONES IN YOUTH”** is a bonafide record of project done by **VIVEK C V**, Reg. No. CCAVBCM193 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.K.J.Joseph**  
**Co-Ordinator**



**Assoc.Prof.K.J.Joseph**  
**Project Guide**

18/3/24  
Ferry OA

## **DECLARATION**

I, **VIVEK C V** ,hereby declare that the project work entitled “**A STUDY ON CONSUMER PERCEPTION AND SATISFACTION OF SMARTPHONES IN YOUTH**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Mr. K.J. JOSEPH Assoc. 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 : 23.2.2024**



**VIVEK C V**

**CCAVBCM193**



## **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.

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

**Place: Irinjalakuda**

  
**VIVEK C V**

**Date : 23.2.2024**

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**"A STUDY ON CUSTOMER SATISFACTION  
TOWARDS NETFLIX"**

*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*

**ALAN DAVIS**

**(CCAVBCM303)**

*Under the supervision of*

**Ms. SIJI C L**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled "**A study on customer satisfaction towards Netflix**" is a bonafide record of the project done by **ALAN DAVIS**, Reg. No. CCAVBCM303, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of BACHELOR OF COMMERCE and has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

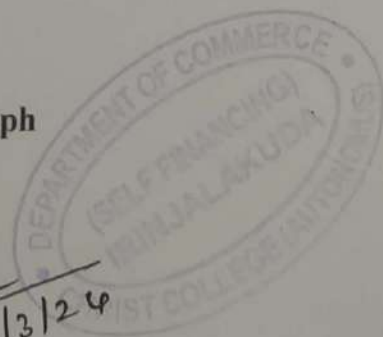
*Joseph*

**Assoc Prof. K.J. Joseph**  
**Co-Ordinator**

*Ms. SIJI C.L.*

**Ms. SIJI C.L**  
**Project Guide**

*Fenny*  
*18/3/24*  
*Fenny O A*



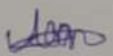
## **DECLARATION**

I, **ALAN DAVIS**, hereby declare that the project work entitled "**A STUDY ON CUSTOMER SATISFACTION TOWARDS NETFLIX**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Siji C L, Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report are 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: 23-02-2024**

  
**ALAN DAVIS**

**CCAVBCM303**

## ACKNOWLEDGEMENT

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Place: Irinjalakuda  
Date: 23-02-2024

ALAN DAVIS



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TOWARDS NETFLIX”**

Project Report submitted to

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

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Submitted by

**NANDAGOPAN T.S**

**(CCAVBCM304)**

Under the supervision of

**Ms. SIJI C L**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS),IRINJALAKUDA**

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**MARCH 2024**




**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**  
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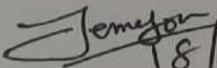
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**CERTIFICATE**

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**Assoc Prof. K.J. Joseph**  
**Co-Ordinator**



  
**Ms. SIJI C.L**  
**Project Guide**

  
18/3/24  
Ferry O A

## DECLARATION

I, **NANDAGOPAN T.S**, hereby declare that the project work entitled "**A STUDY ON CUSTOMER SATISFACTION TOWARDS NETFLIX**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Siji C L, Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

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**NANDAGOPAN T.S**

**CCAVBCM304**

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**Place: Irinjalakuda**  
**Date: 23-02-2024**

**NANDAGOPAN T.S**

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**"A STUDY ON THE IMPACT OF KUDUMBASREE  
START-UPS HELPS IN WOMEN EMPOWERMENT"**

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

**R GOUTHAM KRISHNA**

**(CCAVBCM308)**

Under the supervision of

**Ms. SANDHYA V**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE CERTIFICATE**

This is to certify that the project report entitled **"A Study on the impact of Kudumbasree start-ups helps in women empowerment"** is a bonafide record of project done by **R GOUTHAM KRISHNA**, Reg. No. CCAVBCM308, 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

*gkrish*

**Assoc.Prof. K.J. Joseph**

**Co-Ordinator**

*Sandhya*

**Ms. SANDHYA V**

**Project Guide**

*Fenny*  
18/3/24

*Fenny OA*



## **DECLARATION**

I, **R GOUTHAM KRISHNA**, hereby declare that the project work entitled **"A STUDY ON THE IMPACT OF KUDUMBASREE STARTUPS HELPS IN WOMEN EMPOWERMENT"** is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Sandhya V, Asst. 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: 23/2/2024**



**R GOUTHAM KRISHNA**

**CCAVBCM308**

## **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 CMI our Principal, for providing various facilities.

I am thankful to Asso.Prof. K.J. Joseph, 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. Teena Thomas, Asst. Professor, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms. Sandhya V, Asst. Professor, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my sincere 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**

**R GOUTHAM KRISHNA**

**Date: 23/2/2024**

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**“A STUDY ON CONSUMER PERCEPTION AND  
SATISFACTION ON SMARTPHONES IN YOUTH”**

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

**ASHIK DENNY**

**(CCAVBCM171)**

Under the supervision of

**Assoc. Prof. K.J.Joseph**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**






**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “A STUDY ON CONSUMER PERCEPTION AND SATISFACTION ON SMARTPHONES IN YOUTH” is a bonafide record of project done by **ASHIK DENNY**, Reg. No. CCAVBCM171 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. K.J. Joseph**  
**Co-Ordinator**

  
**Assoc. Prof. K.J. Joseph**  
**Project Guide**

  
  
16/8/24  
Fenny O A

## **DECLARATION**

I, **ASHIK DENNY**, hereby declare that the project work entitled "**A STUDY ON CONSUMER PERCEPTION AND SATISFACTION OF SMARTPHONES IN YOUTH**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Mr. K.J. JOSEPH Assoc. 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 : 23.2.2024**



**ASHIK DENNY**

**CCAVBCM171**



## 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.

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

Place: Irinjalakuda  
Date : 23.2.2024

  
ASHIK DENNY

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**“ GREEN CONSUMERISM : A STUDY ON  
SUSTAINABLE PURCHASE BEHAVIOR AMONG  
COLLEGE STUDENTS”**

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

**ATHUL LAIJU**

**(CCAVBCM172)**

Under the supervision of

**Ms.REEJA SUSAN ROLY**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled **"GREEN CONSUMERISM: A STUDY ON SUSTAINABLE PURCHASE BEHAVIOUR AMONG COLLEGE STUDENTS"** is a bonafide record of project done by **ATHUL LAIJU**, Reg. No. CCAVBCM172, 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. K.J. Joseph**  
**Co-ordinator**

**Ms. REEJA SUSAN ROLY**  
**Project Guide**



16/3/24  
Femy OA

## **DECLARATION**

**I, ATHUL LAIJU, hereby declare that the project work entitled “A STUDY ON SUSTAINABLE PURCHASE BEHAVIOUR AMONG COLLEGE STUDENTS” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Reeja susan Roly , Asst. 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: 23.02.2024**



**ATHUL LAIJU**

**CCAVBCM172**

## **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.

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I am thankful to my class teacher, Ms. Teena Thomas, Asst. Professor, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms. Reeja susan Roly, Asst. 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**

**Date: 23.2.2024**

**ATHUL LAIJU**



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**“A STUDY ON CONSUMER PREFERENCE TOWARDS  
DIFFERENT FOOD PRODUCTS IN DIFFERENT AGE  
LIMITS”**

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

**DHARSAN TAIJU**

**(CCAVBCM174)**

Under the supervision of

**SANDHYA V**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**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 different food products in different age limits”** is a bonafide record of the project done by **DHARSAN TAIJU**, Reg. No. CCAVBCM174, under my guidance and supervision in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF COMMERCE** and has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

*Joseph*

**Assoc Prof. K.J. Joseph**  
**Co-Ordinator**

*Sandhya*

**SANDHYA V**  
**Project Guide**

*Emmy*  
*16/3/24*  
*Femy 0-4*



## **DECLARATION**

**I, DHARSAN TAIJU**, hereby declare that the project work entitled "**A STUDY ON CONSUMER PREFERENCE TOWARDS DIFFERENT FOOD PRODUCTS IN DIFFERENT AGE LIMITS**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Sandhya V, Asst. Professor, Department of Commerce, Christ College (Autonomous), Irinjalakuda.

The information and data given in the report are 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: 23.2.2024**



**DHARSAN TAIJU**

**CCAVBCM174**

## **ACKNOWLEDGEMENT**

I would like to take the opportunity to express my sincere gratitude to all the people who have helped me with sound advice and 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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**Place: Irinjalakuda**  
**DATE: 23.2.2024**

**DHARSAN TAIJU**

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**“A STUDY ON EMPLOYEE SATISFACTION IN  
RESTAURANTS AND HOTELS WITHIN  
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

**FIYONA ROSE PAUL**

**(CCAVBCM176)**

Under the supervision of

**Ms. REVATHY KRISHNAKUMAR**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled **“A Study on Employee Satisfaction in Restaurants and Hotels Within Thrissur District”** is a bonafide record of project done by **FIYONA ROSE PAUL**, Reg. No. CCAVBCM176, 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.

*Joseph*

**Assoc.Prof. K.J. Joseph**  
**Co-ordinator**

*Revathy*

**Ms. REVATHY KRISHNAKUMAR**  
**Project Guide**

*Jemylor*  
*16/3/24*  
*Emy 0 A*



## DECLARATION

I, **FIYONA ROSE PUAL**, hereby declare that the project work entitled "**A STUDY ON EMPLOYEE SATISFACTION IN RESTAURANTS AND HOTELS WITHIN THRISSUR DISTRICT**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Revathy Krishnakumar, Asst. 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: 23.02.2024**



  
**FIYONA ROSE PAUL**

**CCAVBCM176**



## **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 CMI our Principal, for providing various facilities.

I am thankful to Asso.Prof. K.J. Joseph, 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. Teena Thomas, Asst. Professor, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms.Revathy Krishnakumar, Asst. 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**

**FIYONA ROSE PAUL**

**Date:23.02.2024**

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**“A STUDY ON CUSTOMER SATISFACTION  
TOWARDS UPI APPS”**

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

**HANIYA P B**

**(CCAVBCM177)**

Under the supervision of

**Ms. SWATHY V CHANDRAN**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**




**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled **"A Study on Customer satisfaction towards UPI Apps"** is a bonafide record of project done by **HANIYA P B**, Reg. No. CCAVBCM177, 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. K.J. Joseph.**  
**Co-ordinator**

  
**Ms. SWATHY V CHANDRAN**  
**Project Guide**

  
18/3/24  
Femy OA



## **DECLARATION**

I, **HANIYA P B**, hereby declare that the project work entitled "**A STUDY ON CUSTOMER SATISFACTION TOWARDS UPI APPS**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Swathy v chandran, Asst. 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: 23.02.2024**



**HANIYA P B**

**CCAVBCM177**

## 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 CMI our Principal, for providing various facilities.

I am thankful to Asso.Prof. K.J. Joseph, 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. Teena Thomas, Asst. Professor, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms. Swathy V chandran, Asst. Professor, whose guidance and support throughout the training period helped me to complete this work successfully.

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

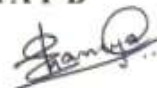
I extend my hearty gratitude to the librarian and other library staffs of my college for their wholehearted cooperation.

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

Place: Irinjalakuda

Date: 23.02.2024

HANIYA P B



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**“A STUDY ON CONSUMER PREFERENCE  
TOWARDS GAMING -AN EARNING SOURCE  
AMONG YOUNGSTERS”**

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

**ABHINAV**

**SURESH**

**(CCAVBCM134)**

Under the supervision of

**Ms. GANGA K.S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**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 gaming -an earning source among youngsters” is a bonafide record of project done by **ABHINAV SURESH**, Reg.No.CCAVBCM134, 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.K.J.Joseph**  
**Co-ordinator**

**Ms.GANGA K.S**  
**Project Guide**






## **DECLARATION**

I, **ABHINAV SURESH**, hereby declare that the project work entitled “**A STUDY ON CONSUMER PREFERENCE TOWARDS GAMING - AN EARNING SOURCE AMONG YOUNGSTERS**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Ganga k.s, Asst. 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: 23.2.2024**

  
**ABHINAV SURESH**

**CCAVBCM134**



## 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.

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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**

**Date: 23.2.2024**

  
**ABHINAV SURESH**

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**“A STUDY ON IMPACT OF CONSUMER BUYING  
BEHAVIOUR ON PRODUCT PACKAGING”**

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

**ABHISHEK**

**PRAKASAN**

**(CCAVBCM135)**

Under the supervision of

**Assoc.Prof.K.J.JOSEPH**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled **“A Study on impact of consumer buying behaviour on product packaging”** is a bonafide record of project done by **ABHISHEK PRAKASAN**, Reg.No.CCAVBCM135, 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.K.J.Joseph**  
**Co-ordinator**

**Assoc.Prof.K.J.Joseph**  
**Project Guide**




## **DECLARATION**

I, **ABHISHEK PRAKASAN**, hereby declare that the project work entitled "**IMPACT OF PRODUCT PACKAGING ON CONSUMER BUYING BEHAVIOUR**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of Assoc.Prof.K.J.Joseph, Asst. 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: 23/02/2024**



**ABHISHEK PRAKASAN**

**CCAVBCM135**

## 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.

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



**Place: Irinjalakuda**

**ABHISHEK PRAKASAN**

**Date: 23/02/2024**



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**“A STUDY ON CONSUMER PREFERENCE  
TOWARDS GAMING -AN EARNING SOURCE  
AMONG YOUNGSTERS”**

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

**ALVIN SUNNY**

**(CCAVBCM136)**

Under the supervision of

**Ms. GANGA K.S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

**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 gaming -an earning source among youngsters” is a bonafide record of project done by **ALVIN SUNNY**, Reg.No.CCAVBCM136, 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.K.J.Joseph**  
**Co-ordinator**

**Ms.GANGA K.S**  
**Project Guide**

*Alvin Sunny*  
15/3/24



## **DECLARATION**

I, **ALVIN SUNNY**, hereby declare that the project work entitled “**A STUDY ON CONSUMER PREFERENCE TOWARDS GAMING - AN EARNING SOURCE AMONG YOUNGSTERS**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Ganga k.s, Asst. 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: 23.2.2024**



**ALVIN SUNNY**

**CCAVBCM136**

## **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 CMI our Principal, for providing various facilities.

I am thankful to Asso.Prof. K.J. Joseph, 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. Teena Thomas, Asst. Professor, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms. Ganga k.s, Asst. Professor, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my sincere 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**

**ALVIN SUNNY**

**Date: 23.2.2024**



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**“A STUDY ON IMPACT OF CONSUMER BUYING  
BEHAVIOUR ON PRODUCT PACKAGING”**

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

**ANJANA**

**KRISHNA**

**(CCAVBCM137)**

Under the supervision of

**Assoc.Prof.K.J.JOSEPH**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled **"A Study on impact of consumer buying behaviour on product packaging"** is a bonafide record of project done by **ANJANA KRISHNA**, Reg.No.CCAVBCM137, 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.K.J.Joseph**  
**Co-ordinator**

**Assoc.Prof.K.J.Joseph**  
**Project Guide**

*Emmanuel*  
15/3/24  
Ferry O A



## **DECLARATION**

I, ANJANA KRISHNA, hereby declare that the project work entitled **"IMPACT OF PRODUCT PACKAGING ON CONSUMER BUYING BEHAVIOUR"** is a record of independent and bonafide project work carried out by me under the supervision and guidance of Assoc.Prof.K.J.Joseph, Asst. 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: 23/02/2024**

  
**ANJANA KRISHNA**

**CCAVBCM137**

## 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 CMI our Principal, for providing various facilities.

I am thankful to Asso.Prof.K.J.Joseph, 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. Teena Thomas, Asst. Professor, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Assoc.Prof.K.J.Joseph, Asst. Professor, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my sincere 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**

**Date: 23/02/2024**

  
**ANJANA KRISHNA**

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**“CUSTOMER SATISFACTION TOWARDS UPI  
APPS”**

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

**ANN THOMAS**

**(CCAVBCM138)**

Under the supervision of

**Ms. SWATHY V CHANDRAN**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**



**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**CALICUT UNIVERSITY**



**DEPARTMENT OF COMMERCE**

**CERTIFICATE**

This is to certify that the project report entitled “**Customer satisfaction towards UPI Apps**” is a bonafide record of project done by **ANN THOMAS**, Reg. No. CCAVBCM138, 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. K.J. Joseph**  
**Co-ordinator**

**Ms. SWATHY V CHANDRAN**  
**Project Guide**

*Jemyon*  
15/3/24  
Femyo A





## **DECLARATION**

I, **ANN THOMAS**, hereby declare that the project work entitled **“CUSTOMER SATISFACTION TOWARDS UPI APPS”** is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms. Swathy v chandran, Asst. 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: 23.02.2024**



**ANN THOMAS**

**CCAVBCM138**

## 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 CMI our Principal, for providing various facilities.

I am thankful to Asso.Prof. K.J. Joseph, 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. Teena Thomas, Asst. Professor, for providing proper help and encouragement in the preparation of this report.

I express my sincere gratitude to Ms. Swathy V chandran, Asst. Professor, whose guidance and support throughout the training period helped me to complete this work successfully.

I would like to express my sincere 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

  
**ANN THOMAS**

**Date:**

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**“A STUDY ON THE EFFECT OF BRANDED SHOES  
ON COLLEGE YOUTH”**

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

**ABHAY DEV KN**

**(CCAVBCM157)**

Under the supervision of

**Ms.GANGA K.S**



**DEPARTMENT OF COMMERCE**

**CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**UNIVERSITY OF CALICUT**

**MARCH 2024**

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



**DEPARTMENT OF COMMERCE CERTIFICATE**

This is to certify that the project report entitled **“A Study on the Effect of Branded Shoes on College Youth”** is a bonafide record of project done by **ABHAY DEV K N**, Reg. No. CCAVBCM157, 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.

*Joseph*

**Assoc.Prof. K.J. Joseph**  
**Co-ordinator**

*Ganga K.S*

**Ms. GANGA K.S**  
**Project Guide**



*Jemson*  
*16/3/24*  
*Femy O A*

## **DECLARATION**

I, **ABHAY DEV K N** , hereby declare that the project work entitled “**A STUDY ON THE EFFECT OF BRANDED SHOES ON COLLEGE YOUTH**” is a record of independent and bonafide project work carried out by me under the supervision and guidance of Ms.Ganga K.S, Asst.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: 23 - 02 - 2024**



**ABHAY DEV K N**

**CCAVBCM157**

## 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.

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

**Place: Irinjalakuda**

**ABHAY DEV K N**

**Date: 23 - 02 - 2024**



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