

PROGRAM ME NAME:B.COM (CA)			COURSE NAME:PROJECT WORK
S.NO	Course code	Year of offering	Name of the student studied course on
1	19UCCEPR1	2021-2022	F.AFIZUR REHAMAAN
2	19UCCEPR1	2021-2022	G.AJAY
3	19UCCEPR1	2021-2022	P.AJAY KARTHICK
4	19UCCEPR1	2021-2022	M.ARAVIND
5	19UCCEPR1	2021-2022	R.ARAVIND
6	19UCCEPR1	2021-2022	D.ASWINRAJ
7	19UCCEPR1	2021-2022	S.CHANDRASEKAR
8	19UCCEPR1	2021-2022	P.CHANDRU
9	19UCCEPR1	2021-2022	S.CHINNARASU
10	19UCCEPR1	2021-2022	G.DANIEL
11	19UCCEPR1	2021-2022	B.DHILIP
12	19UCCEPR1	2021-2022	M.GOKULAN
13	19UCCEPR1	2021-2022	P.HARIVISHNU
14	19UCCEPR1	2021-2022	S.IBRAHIM
15	19UCCEPR1	2021-2022	S.JAIKUMAR
16	19UCCEPR1	2021-2022	M.LOKESH
17	19UCCEPR1	2021-2022	T.MADHUGANTH
18	19UCCEPR1	2021-2022	M.MANIGANDAN
19	19UCCEPR1	2021-2022	S.MEGANATHAN
20	19UCCEPR1	2021-2022	N.MOHAMMED AFRIDH
21	19UCCEPR1	2021-2022	K.NAVEENKUMAR
22	19UCCEPR1	2021-2022	G.NITHISHKUMAR
23	19UCCEPR1	2021-2022	M.PARASURAMAN
24	19UCCEPR1	2021-2022	R.PERARASAN
25	19UCCEPR1	2021-2022	M.PERIYASAMY
26	19UCCEPR1	2021-2022	G.POOMANI
27	19UCCEPR1	2021-2022	M.POOVARASAN
28	19UCCEPR1	2021-2022	R.PRASANTH
29	19UCCEPR1	2021-2022	K.RANJITHKUMAR
30	19UCCEPR1	2021-2022	R.SABARI
31	19UCCEPR1	2021-2022	K.SAIKUMAR
32	19UCCEPR1	2021-2022	M.SAKTHI
33	19UCCEPR1	2021-2022	S.SAM ANTHONY
34	19UCCEPR1	2021-2022	V.SANTHOSHKUMAR
35	19UCCEPR1	2021-2022	K.SATHISHKUMAR



36	19UCCEPR1	2021-2022	I.SATHIYANARAYANAN
37	19UCCEPR1	2021-2022	S.SATHISH
38	19UCCEPR1	2021-2022	S.SIMON RAJ
39	19UCCEPR1	2021-2022	G.SURESH
40	19UCCEPR1	2021-2022	P.VARADHAMAN RAJ
41	19UCCEPR1	2021-2022	S.VASANTHAKUMAR
42	19UCCEPR1	2021-2022	G.VIGNESH
43	19UCCEPR1	2021-2022	N.VIGNESH
44	19UCCEPR1	2021-2022	N.VIJAY
45	19UCCEPR1	2021-2022	C.VIJI
46	19UCCEPR1	2021-2022	K.KRISTUARASI
47	19UCCEPR1	2021-2022	S.NANDHINI
48	19UCCEPR1	2021-2022	M.NITHYASREE
49	19UCCEPR1	2021-2022	G.NIVETHA
50	19UCCEPR1	2021-2022	M.PRIYADHARSHANI
51	19UCCEPR1	2021-2022	S.SWATHY
52	19UCCEPR1	2021-2022	K.SWETHA



A STUDY ON CONSUMER BUYING BEHAVIOUR ON ONLINE SHOPPING IN DHARMAPURI TOWN

Project Report submitted in partial fulfillment of the requirements for the Award of the Degree of Bachelor of Commerce with computer application in Periyar University, Salem- 636 011

By

AFIZUR REHAMAN	(Reg.No:19UCC3347)
G. AJAY	(Reg.No:19UCC3348)
P. AJAY KARTHICK	(Reg.No: 19UCC3349)
M. ARAVIND	(Reg.No: 19UCC3351)
R. ARAVIND	(Reg.No: 19UCC3352)

Under the Guidance of

Dr. I. JAMES., M.COM., M.Phil., Ph.D.,



POST GRADUTATE AND RESEARCH DEPARTMENT OF COMMERCE, DON BOSCO COLLEGE

(Affiliated to Periyar University, Salem-11)

DHARMAPURI-636 809

DECEMBER – 2021

CERTIFICATE

Name: AFIZUR REHAMAN (Reg.No:19UCC3347)
G. AJAY (Reg.No:19UCC3348)
P. AJAY KARTHICK (Reg.No: 19UCC3349)
M. ARAVIND (Reg.No: 19UCC3351)
R. ARAVIND (Reg.No: 19UCC3352)

Degree : B.Com CA Paper Code: 19UCCEPRI

Paper Name : Project Work

The project Report entitled "A STUDY ON CONSUMER BUYING BEHAVIOR OF ONLINE SHOPPING IN DHARMAPURI TOWN" is submitted for the valuation during the Viva-voce Examination held at Don Bosco College, Dharmapuri on

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Internal Examiner
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Assistant Professor of Commerce,
Don Bosco College,
Dharmapuri-636 809.
Cell: 6379513030
Mail:jamesmanoher@gmail.com

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External

**A STUDY ON CUSTOMERS' PURCHASE ATTITUDE
TOWARDS DEPARTMENT STORES IN
DHARMAPURI TOWN**

*Project Report submitted in partial fulfillment of the requirements for the
award of the Degree of Bachelor of Commerce with Computer
Application in Periyar University, Salem- 636 011*

By

ASWINRAJ D (Reg. No: 19UCC3353)

CHANDRA SEKAR S (Reg. No: 19UCC3354)

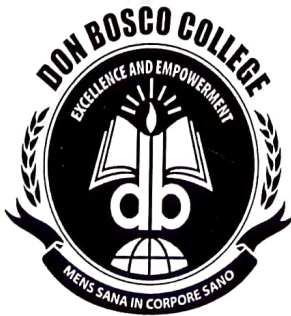
CHANDRU P (Reg. No: 19UCC3355)

CHINNARASU S (Reg. No: 19UCC3356)

Under the Guidance of

Dr. I. JAMES, M.Com, M. Phil., Ph.D.

Assistant Professor



DEPARTMENT OF COMMERCE

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DHARMAPURI – 636809

January 2022

CERTIFICATE

Name: Aswinraj D

Reg. No. : 19UCC3353

Chandra Sekar S

19UCC3354

Chandru P

19UCC3355

Chinnarasu S

19UCC3356


Degree: B.Com CA


Paper Code : 19UCCEPR1

Paper Name : Project Work

The Project Report entitled "A Study on Customers' Purchase Attitude towards Department Stores in Dharmapuri Town" is submitted for the valuation during the Viva-voce Examination held at Don Bosco College, Dharmapuri on

08.01.2022.


Internal Examiner


External Examiner

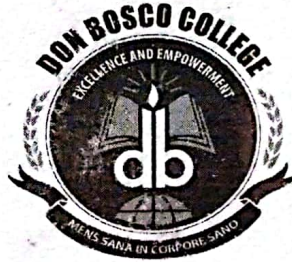
A STUDY ON CUSTOMER BRAND PREFERENCE AND SATISFACTION TOWARDS MASALA PRODUCT IN DHARMAPURI TOWN

*Project Report submitted in partial fulfillment of the requirements for the
award of the Bachelor of Commerce with Computer Application in Periyar
University, Salem- 636 011*

By

DANIEL G	19UCC3357
DHILIP B	19UCC3358
GOKULAN M	19UCC3359
HARIVISHNU P	19UCC3360

Under the Guidance of
Mr. D. Venkatasaravanan, M.Com., M.Phil.,
Assistant Professor



PG AND RESEARCH DEPARTMENT OF COMMERCE

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DHARMAPURI - 636809

DECEMBER2021

CERTIFICATE

Name :	DANIEL G	Reg. No.:	19UCC3357
	DHILIP B		19UCC3358
	GOKULAN M		19UCC3359
	HARIVISHNU P		19UCC3360

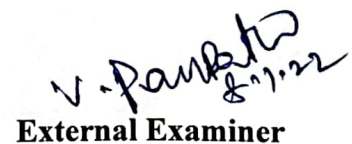
Degree : B.Com (CA)

Paper Code :19UCCPR1

Paper Name : Project Work

The Project Report entitled "A Study on customer Brand Preference and Satisfaction towards Masala Product Dharmapuri Town" is submitted for the valuation during the Viva-voce Examination held at Don Bosco College, Dharmapuri on 08.01, 2022


Internal Examiner


External Examiner

D. Venkatasaravanan, M.Com., M.Phil.,
Assistant Professor in Commerce
DON BOSCO COLLEGE
DHARMAPURI-636 809.

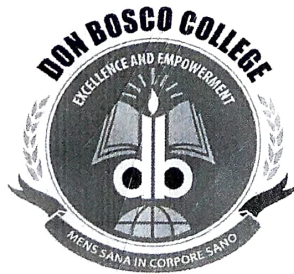
**A STUDY ON BUYING BEHAVIOUR TOWARDS SMART
PHONES AMONG THE RURAL YOUTH IN
DHARMAPURI DISTRICT**

*Project Report submitted in partial fulfillment of the requirements for the
award of the Bachelor of Commerce with Computer Application in Periyar
University, Salem- 636 011*

By

IBRAHIM S	19UCC3361
JAIKUMAR S	19UCC3362
LOKESH M	19UCC3364
MADHUKANTH T	19UCC3365
MANIKANDAN M	19UCC3366

Under the Guidance of
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Name :	IBRAHIM S	Reg. No.:	19UCC3361
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	LOKESH M		19UCC3364
	MADHUKANTH T		19UCC3365
	MANIKANDAN M		19UCC3366

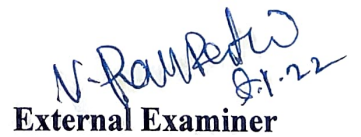
Degree : B.Com (CA)

Paper Code :19UCCPR1

Paper Name : Project Work

The Project Report entitled "A Study on Buying Behaviour Towards Smart Phones Among the Rural Youth in Dharmapuri District" is submitted for the valuation during the Viva-voce Examination held at Don Bosco College, Dharmapuri on 08.01.2022.


Internal Examiner


External Examiner

D. Venkatasaravanan, M.Com.,M.Phil.,
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DHARMAPURI-636 809.

**A STUDY ON CONSUMER SATISFACTION USING PAYTM SERVICES IN
DHARMAPURI TOWN**

*Project Report submitted in partial fulfillment of the requirements for the
award of the Bachelor of Commerce with Computer Application in Periyar
University, Salem- 636 011*

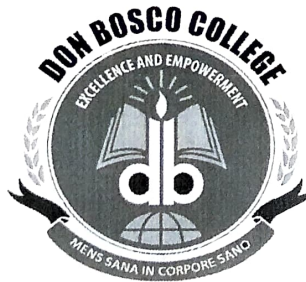
Submitted by

MEGANATHAN S	19UCC3367
MOHAMMEDAFRIDH N	19UCC3368
NAVEENKUMAR K	19UCC3370
NITHISHKUMAR G	19UCC3371
PARASURAMAN M	19UCC3372

Under the Guidance of

G.GOPU., M.Com., M.Phil., M.B.A., SET.,

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**POST GRADUATE AND RESEARCH DEPARTMENT OF
COMMERCE, DON BOSCO COLLEGE
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DHARMAPURI- 636 809

DECEMBER – 2021

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Name :	MEGANATHAN S	Reg. No.:	19UCC3367
	MOHAMMEDAFRIDH N		19UCC3368
	NAVEENKUMAR K		19UCC3370
	NITHISHKUMAR G		19UCC3371
	PARASURAMAN M		19UCC3372

Degree : B.Com (CA)

Paper Code :19UCCPR1

Paper Name : Project Work

The Project Report entitled “A Study on User’s Satisfaction Towards Paytm Services in Dharmapuri Town” is submitted for the valuation during the Viva-voce Examination held at Don Bosco College, Dharmapuri on 08.01.2022.



Internal Examiner



External Examiner

**A STUDY ON CUSTOMER BRAND PREFERENCE TOWARDS
PACKAGED MILKS IN DHARMAPURI TALUK**

*Project Report submitted in partial fulfillment of the requirements for the
award of the Bachelor of Commerce with Computer Application in Periyar
University, Salem- 636 011*

By

PERARASAN R	19UCC3373
PERIYASAMY M	19UCC3374
POOMANI G	19UCC3375
POOVARASAN M	19UCC3376

Under the Guidance of
G.GOPU., M.Com., M.Phil., M.B.A., SET.,
Assistant Professor



**POST GRADUTATE AND RESEARCH DEPARTMENT OF
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DON BOSCO COLLEGE
(Affiliated to Periyar University, Salem – 11)

DHARMAPURI – 636809

DECEMBER2021

CERTIFICATE

Name :	PERARASAN R	Reg. No.:	19UCC3373
	PERIYASAMY M		19UCC3374
	POOMANI G		19UCC3375
	PARASURAMAN M		19UCC3376


Degree : B.Com (CA)

Paper Code :19UCCPR1

Paper Name : Project Work

The Project Report entitled “A Study on Cusromer Brand Preference Towards Packaged Milks in Dharmapuri Taluk ” is submitted for the valuation during the Viva-voce Examination held at Don Bosco College, Dharmapuri on 08-01-2022.


Internal Examiner


External Examiner

**A STUDY ON CONSUMER PREFERENCE TOWARDS SHAMPOO WITH
REFERENCE TO DHARMAPURI TOWN**

*Project Report submitted in partial fulfillment of the requirements for the Award of the
Degree of Bachelor of Commerce with computer application in Periyar University,*

Salem- 636 011

Submitted by

PRASANTH.R(19UCC3377)

RANJITHKUKAR.K(19UCC3379)

SABARI.R(19UCC3380)

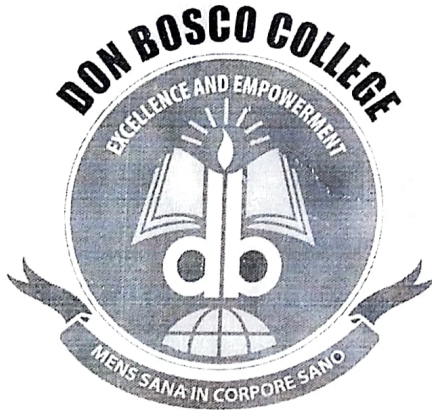
SAIKUMAR.K(19UCC3381)

SAKTHI.M(19UCC3382)

Under the Guidance of

Mr.M.KUMAR.,M.Com.,M.Phil.,

Assistant Professor in Commerce



POST GRADUTATE AND RESEARCH DEPARTMENT OF COMMERCE,

DON BOSCO COLLEGE

(Affiliated to Periyar University, Salem-11)

DHARMAPURI- 636 809

APRIL - 2021

Mr. M. KUMAR., M.COM.,M.PHIL

Assistant Professor,

Post Graduate and Research Department of Commerce,

DON BOSCO COLLEGE,

DHARMAPURI – 636 809.

CERTIFICATE

This is to certify that the project report entitled “A STUDY ON CONSUMER PREFERENCE TOWARDS SHAMPOO WITH REFERENCE TO DHARMAPURI TOWN” submitted to the Periyar University, Salem in partial fulfillment of the requirements for the award of the degree of master of commerce is a record of bonafied project work carried out by Mr.M. KUMAR., M.COM.,M.PHIL under my supervision and guidance.

No part of this project report work has been submitted for the award of any Degree, Diploma, fellowship or other similar titles or prizes and that the work has not been published in part or full in any scientific or popular journals or magazines.

Place : Dharmapuri.


Date : 08-01-2022


Signature of the Head of the Department
Dr. M. RAJA, M.Com(CA), M Phil., Ph.D.
Head and Assistant Professor,
Post Graduate and Research Department of Commerce,
DON BOSCO COLLEGE, Sogathur-(Po),
DHARMAPURI-636 809, Tamilnadu, India.

Ref: PU/RD/Ph.D.Guide Approval/023980/2019.
Date of viva-voce exam: (Periyar University-Salem, Examiner Number: 111273)

Internal Examiner


Guide and Supervisor


External Examiner

**A STUDY ON CUSTOMER SATISFACTION TOWARDS TOOTHPASTE
WITH SPECIAL REFERENCE TO DHARMAPURI TOWN**

***Project Report submitted in partial fulfillment of the requirements for the Award of the Degree of
Bachelor of Commerce with computer application in Periyar University, Salem- 636 011***

By

SAM ANTHONY.S

Reg.No: 19UCC3383)

SANTHOSH KUMAR,V

(Reg.No: 19UCC3384)

SATHISHKUMAR.K

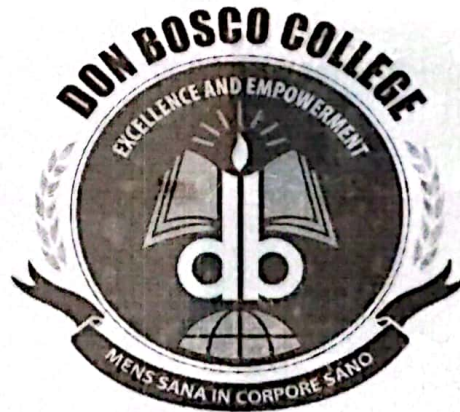
(Reg.No: 19UCC3385)

SATHIYANARAYANAN.I

(Reg.No: 19UCC3386)

Under the Guidance of

Mr. M.KUMAR.,M.COM.,M.Phil.,



**POST GRADUTATE AND RESEARCH DEPARTMENT OF COMMERCE, DON BOSCO
COLLEGE**

(Affiliated to Periyar University, Salem-11)

DHARMAPURI-636 809

DECEMBER – 2021

CERTIFICATE

Name:	SAM ANTHONY.S	Reg.No:	19UCC3383
	SANTHOSH KUMAR,V		19UCC3384
	SATHISHKUMAR.K		19UCC3385
	SATHIYANARAYANAN.I		19UCC3386

CERTIFICATE

This is to certify that the Project Report entitled "A STUDY ON CONSUMER SATISFACTION TOWARDS TOOTHPASTE WITH SPECIA REFERENCE TO DHARMAPUREI TOWN" is submitted in partial fulfillment of the requirement for the award of the Degree of Bachelor of Commerce in Periyar University, Salem is a record of bonafied project work carried out by Sam Anthony S, Santhosh kumar V, Sathishkumar k, Sathyanarayanan I under my supervision and guidance. No part of this project report has been submitted for the award of any Degree, Diploma, Fellowship or other similar titles or prizes and that work has not been published in any scientific or popular journals or magazines.

Date: 08/01/2022

Place: Dharmapuri

M. Dharma

Signature of the Supervisor

M. Raja
Internal Examiner

N. P. S. S. S.
External Examiner

M. Raja
Signature of the Head of the Department
Dr. M. RAJA, M.Com(CA), M Phil., Ph.D.,
Head and Assistant Professor,
PG and Research Department of Commerce,
DON BOSCO COLLEGE, Sogathur-(Po),
DHARMAPURI-636 809, Tamilnadu, India.
Ref: PU/RD/Ph.D.Guide Approval/023980/2019.
(Periyar University-Salem, Examiner Number: 111273)

**A STUDY ON CUSTOMER SATISFACTION TOWARDS GOOGLE PAY
WITH REFERENCE TO DHARAMPURI CITY**

*Project Report submitted in partial fulfillment of the requirements for the
Award of the Degree of Bachelor of Commerce with Computer Application
in Periyar University, Salem- 636 011*

By

SATISH .S (Reg.No: 19UCC3387)

SIMON RAJ.M.S (Reg.No: 19UCC3388)

SURESH.G (Reg.No: 19UCC3389)

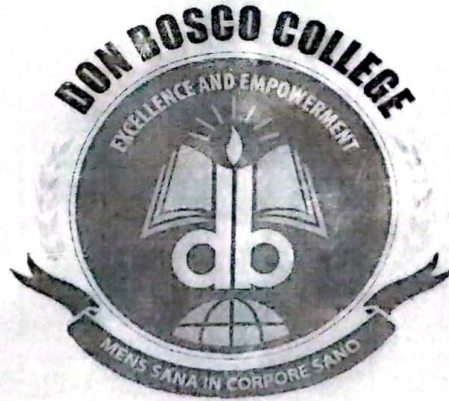
VARDHAMAN RAJ.N.P (Reg.No: 19UCC3390)

VASANTHAKUMAR.S (Reg.No: 19UCC3392)

Under the Guidance of

Dr.M.RAJA., M.Com(CA),M.Phil., Ph.D.

Head and Assistant Professor in Commerce



POST GRADUTATE AND RESEARCH DEPARTMENT OF COMMERCE,

DON BOSCO COLLEGE

(Affiliated to Periyar University, Salem-11)

DHARMAPURI-636 809

DECEMBER – 2021

CERTIFICATE

NAME:

SATISH .S (Reg.No:19UCC3387)
SIMON RAJ.M.S : 19UCC3388
SURESH.G 19UCC3389
VARDHAMAN RAJ.N.P 19UCC3390
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Degree: B.Com (CA)

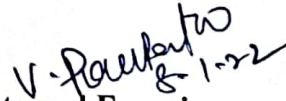
Paper Code : 19UCCPR1

Paper Name : Project Work

The project Report entitled "A STUDY ON CUSTOMERS SATISFACTION
TOWARDS GOOGLE PAY WITH REFERENCE TO DHARMAPURI CITY is submitted
for the valuation during the Viva-voce Examination held at Don Bosco College,

Dharmapuri on 08-01-2022


Internal Examiner


External Examiner

**A STUDY OF CONSUMERS PREFERENCE AND SATISFACTION
TOWARDS VARIOUS CELL PHONE SERVICE PROVIDERS
IN DHARMAPURI TOWN**

*Project Report submitted in partial fulfillment of the requirements for the
Award of the Degree of Bachelor of Commerce with computer application
in Periyar University, Salem- 636 011*

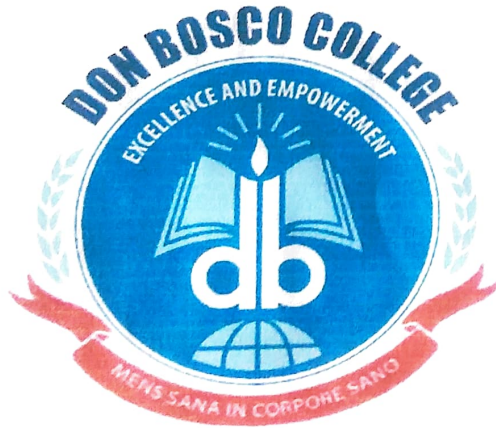
By

VIGNESH.G	Reg No: 19UCC3393)
VIGNESH.N	(Reg No: 19UCC3394)
VIJAY.N	(Reg No: 19UCC3395)
VIJLC	(Reg No: 19UCC3396)

Under the Guidance of

Dr.M.RAJA., M.Com(CA),M.Phil., Ph.D.

Head and Assistant Professor of Commerce



POST GRADUTATE AND RESEARCH DEPARTMENT OF COMMERCE,

DON BOSCO COLLEGE

(Affiliated to Periyar University, Salem-11)

DHARMAPURI-636 809

DECEMBER – 2021

CERTIFICATE

Name:	VIGNESH.G	Reg.No:	19UCC3393)
	VIGNESH.N		19UCC3394)
	VIJAY.N		19UCC3395)
	VIJL.C		19UCC3396)

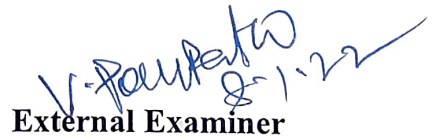
Degree: **B.Com CA** Paper Code : **19UCCEPR1**

Paper Name : **Project Work**

The project Report entitled “**A STUDY OF CONSUMERS PREFERENCE AND SATISFACTION TOWARDS VARIOUS CELL PHONE SERVICE PROVIDERS IN DHARMAPURI TOWN**” is submitted for the valuation during the Viva-voce Examination held at Don Bosco College, Dharmapuri on 08/01/2022



Internal Examiner



External Examiner

**A STUDY ON CONSUMER BUYING BEHAVIOUR
TOWARDS HERBAL COSMETIC PRODUCTS IN
DHARMAPURI TOWN
(WITH SPECIAL REFERENCE TO WOMEN COSMETICS)**

*Project Report submitted in partial fulfillment of the requirements for the
award of the Degree of Bachelor of Commerce with Computer
Application in Periyar University, Salem- 636 011*

By

**KRISTUARASI K (Reg. No.: 19UCC3400)
NANDHINI S (Reg. No.: 19UCC3401)
NITHYASRIE M (Reg. No.: 19UCC3402)
NIVETHA G (Reg. No.: 19UCC3403)
PRIYADHARSHANI M (Reg. No.: 19UCC3404)
SWATHY S (Reg. No.: 19UCC3405)
SWETHA K (Reg. No.: 19UCC3406)**

Under the Guidance of

Dr. I. JAMES, M.Com, M. Phil., Ph.D
Assistant Professor



**DEPARTMENT OF COMM ERCE
DON BOSCO COLLEGE
(Affiliated to Periyar University, Salem - 11)
DHARMAPURI - 636809**

January 2022

CERTIFICATE

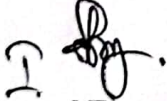
Name: Kristuarasi K	Reg. No. : 19UCC3400
Nandhini S	19UCC3401
Nithyasrie M	19UCC3402
Nivetha G	19UCC3403
Priyadharshani M	19UCC3404
Swathy S	19UCC3405
Swetha K	19UCC3406

Degree: B.Com CA

Paper Code : 17UCCEPR1

Paper Name : Project Work

The Project Report entitled "A Study on Consumer Buying Behaviour towards Herbal Cosmetic Products in Dharmapuri Town (with special reference to women cosmetics)" is submitted for the valuation during the Viva-voce Examination held at Don Bosco College, Dharmapuri on 08.01.2022.


Internal Examiner


External Examiner