

**IMPACT OF SCARCITY MARKETING ON CONSUMER BUYING
BEHAVIOUR**

Dissertation

Submitted to

ST. MARY'S COLLEGE (Autonomous),

THOOTHUKUDI

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli

in partial fulfilment of the requirements for the award of the degree of

MASTER OF PHILOSOPHY IN COMMERCE

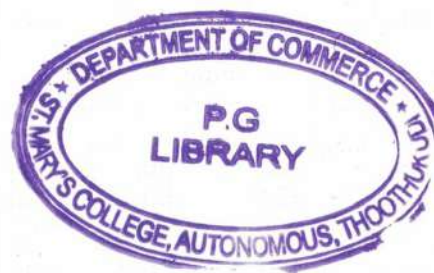
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JULY 2018

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Certified that this dissertation "IMPACT OF SCARCITY MARKETING ON CONSUMER BUYING BEHAVIOUR" is a bonafide work of **S.BREZILLA** (Reg.No.17MLCO01) who carried out the work under my supervision. Certified further that to the best of my knowledge the work reported herein does not form part of any other thesis or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

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I hereby declare that the dissertation entitled **"IMPACT OF SCARCITY MARKETING ON CONSUMER BUYING BEHAVIOUR"** submitted by S.BREZILLA (Reg. No. 17MLCO01) for the award of the Degree of Master of Philosophy in Commerce to St. Mary's College (Autonomous), Thoothukudi affiliated to Manonmaniam Sundaranar University, Tirunelveli is the result of my original and independent research work carried out under the guidance of **DR.G.STELLA BEATRICE NIRMALA**, Associate Professor of Commerce, St. Mary's College (Autonomous), Thoothukudi and it has not been submitted for the award of any degree or diploma of an University or Institution.

Place: Thoothukudi

Date: 26-07-2018



S.BREZILLA

ACKNOWLEDGEMENT

At the outset, I praise and thank almighty God who has always been my source of energy and knowledge for having showered his blessings on me to complete this M.Phil dissertation work.

I wish to express my deep sense of gratitude to my aspiring and prominent guide **Dr. G. Stella Beatrice Nirmala**, Associate Professor, Research Department of Commerce, St. Mary's College (Autonomous) Thoothukudi, for her excellent guidance and her keen interest evinced throughout this research voyage enabled me to reach the destination.

I express my heartfelt thanks to and gratefulness to our alma mater Principal Rev. **Dr. Sr. A. S. J. Lucia Rose** St. Mary's College (Autonomous) Thoothukudi, for the constant encouragement.

I express my sincere thanks to **Mrs. P. Jeyaselvi**, Head of the department of commerce and faculty members of the department for their motivation.

I owe my heartfelt gratitude to my parents **Mr. L. Suresh** and **Mrs. S. Jeyam** and all other family members for their unfailing support and encouragement.

I am fortunate enough to get such a lovable and caring brother **Mr. S. Arockiya Sheen** who greatly encouraged and supported me throughout this course.

And finally, to all the respondents who helped me to complete my project successfully by providing the data.

S. BREZILLA

A STUDY ON, "ONLINE EXCHANGE OF GOODS" IN

THOOTHUKUDI

Dissertation

Submitted to

ST.MARY'S COLLEGE (AUTONOMOUS)

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Affiliated to

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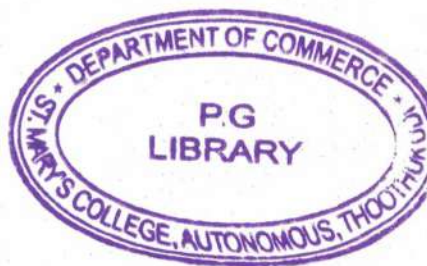
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carried out the work under my supervision. Certified further that to the best of my
knowledge the work reported herein does not form part of any other thesis or dissertation on
which a degree or award was conferred on an earlier occasion on this or any
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I express my sincere thanks to **Mrs. P. Jeya selvi**, Head of the department of Commerce and faculty members of the department for their motivation.

Blessings of my parents, **Mr. D.M.A.F. Suresh**, **Mrs. J. Loretta**, the love and support from my mother **Mstr. S. Crosswin Rafael**, have made a tremendous contribution to reach this stage in my life. I thank them for putting up with me in difficult moments where I felt overwhelmed for goading me on to follow my dream of getting this degree.

I am indebted to all my friends who were the helping hands who supported me in every little way for the completion of the dissertation. I would like to thank all my classmates, without whom I would not have completed this project.

This work is dedicated, to my guardian angel, my grandmother, late **Mrs. Stannis**. Her dreams has come true. Her heart and vision will guide me forever.

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**A STUDY ON INVESTMENT PATTERN OF WORKING WOMEN IN
THOOTHUKUDI**

Dissertation

Submitted to

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Affiliated To

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in partial fulfilment of the requirements for the award of the degree of

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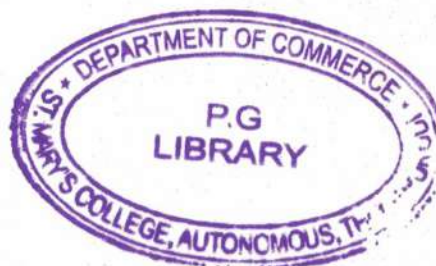
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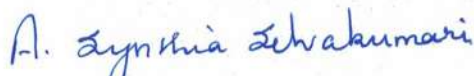
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Date: 17.07.2018

D. Gracelin Golda.

D.GRACELIN GOLDA

ACKNOWLEDGEMENT

At the outset, I praise and thank Almighty God for having showered his blessings on me to complete this M.Phil dissertation work. All knowledge, strength and energy originates from him.

I record, with heightened emotions of gratitude and indebtedness, my sincere thanks to my guide **Dr.Fernando Alexanderia**, Associate Professor, Research Department of Commerce, St. Mary's College (Autonomous) Thoothukudi, for her excellent guidance and constant source of encouragement throughout my dissertation work which helped me to improve my coherence, and her keen interest evinced throughout this research voyage enabled me to reach the destination.

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I also thank the former Principal **Dr. Sr. Alphonse Roseline Mary**, and the former Head of the Department of Commerce **Mrs. A.A. Maria Celine** for their motivation and encouragement.

I would like to thank my lovable father **Mr.A.Daniel raj** and mother **Mrs.D.Amutha** and my sister **J. Roselin Ruby** for their constant support and blessings. I am indebted to all my friends who were the helping hands and who supported me in every little way for the completion of the dissertation.

Finally, I would like to thank all my respondents, without whom I would not have completed this project.

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**ON THE SATISFACTION OF EMPLOYEES WORKING IN ESIC WITH
SPECIAL REFERENCE TO THOOTHUKUDI AND TIRUNELVELI**

Dissertation

Submitted to

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Affiliated To

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in partial fulfilment of the requirements for the award of the degree of

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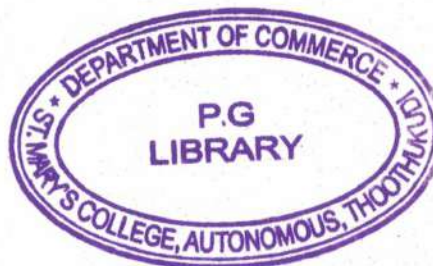
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JULY 2018

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BONAFIDE CERTIFICATE

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ACKNOWLEDGEMENT

At the outset, I praise and thank Almighty God for having showered his blessings on me to complete this M.Phil dissertation work. All knowledge, strength and energy originates from him.

I record, with heightened emotions of gratitude and indebtedness, my sincere thanks to my guide **Dr. Mary Judith Reene Fernando**, Associate Professor, Research Department of Commerce, St. Mary's College (Autonomous) Thoothukudi, for her excellent guidance and constant source of encouragement throughout my dissertation work which helped me to improve my coherence, and her keen interest evinced throughout this research voyage enabled me to reach the destination.

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I also thank the former principal **Dr. Sr. Alphonse Roseline Mary**, and the former Head of the Department of Commerce **Mrs. A.A. Maria Celine** for the motivation and encouragement

I would like to thank my loveable father **Mr. A. Kennedy** and mother **Mrs. K. Pooranam** and my sister **Mrs. V. Pushpam** for their constant support and blessings. I am indebted to all my friends who were the helping hands and who supported me in every little way for the completion of the dissertation.

Finally, I would like to thank all my respondents, without whom I would not have completed this project.

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**A STUDY ON STRESS LEVEL AMONG WOMEN TEACHERS IN
ARTS AND SCIENCE COLLEGES IN THOOTHUKUDI**

Dissertation

Submitted to

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Affiliated To

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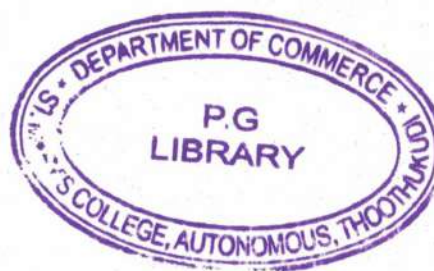
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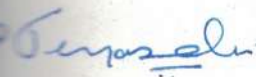
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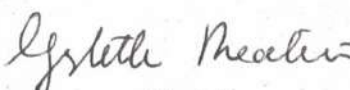
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MEN TEACHERS IN ARTS AND SCIENCE COLLEGES IN THOOTHUKUDI" is
bonafide work of P. MARY JOAN (Reg. No: 17MLCO05) who carried out the work
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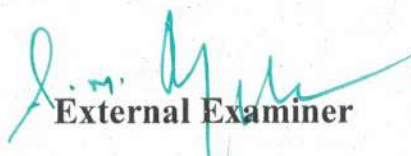

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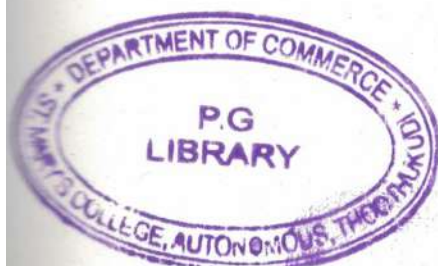

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DECLARATION

I hereby declare that the dissertation entitled A STUDY ON STRESS LEVEL AMONG WOMEN TEACHERS IN ARTS AND SCIENCE COLLEGES IN THOOTHUKUDI submitted by P. MARY JOAN (Reg.No. 17MLCO05) for the award of the Degree of Master of Philosophy in Commerce to St. Mary's College (Autonomous) Thoothukudi affiliated to Manomaniam Sundaranar University, Tirunelveli, is the result of my original and independent research work carried out under the guidance of Dr. G. STELLA BEATRICE NIRMALA, Associate Professor of Commerce, St. Mary's College (Autonomous), Thoothukudi and it has not been submitted for the award of any degree or diploma of an University or Institution.

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P. MARY JOAN

ACKNOWLEDGEMENT

At first, I owe my profound gratitude to the **ALMIGHTY GOD**, who has been an ~~infinite~~ source and inspiration in completing my project.

My sincere thanks to **Dr. Sr. A.S.J. Lucia Rose**, Principal, St. Mary's College ~~(Autonomous)~~ Thoothukudi, for offering the much needed encouragement.

I respect and extremely grateful to my project guide **Dr. G. Stella Beatrice** ~~Nirmala~~, Associate Professor, Research Department of Commerce, St. Mary's College ~~(Autonomous)~~ Thoothukudi, for providing me all constant support and valuable source of information to complete the project on time. She has been reviewed my project work and corrected it with much patience.

I express my sincere thanks to **Mrs. P. Jeyaselvi**, Head of the department of commerce and faculty members of the department for their motivation.

I express my gratitude to **Rev. Sr. JOSEPHINE PREMA OSM**, Superior General of the Congregation of Mother of Sorrows Servants of Mary, Superior and all the Sisters in the Millerpuram and St. Mary's College community for their prayers, moral support and encouragement.

I am very much indebted to thank my **PARENTS** and **FRIENDS** for their kind co-operation, encouragement and support for the successful completion of my project report.

Finally, I would like to thank all my respondents, without whom I would not have completed this project.

P. MARY JOAN

**A STUDY ON PASSENGERS' ATTITUDE TOWARDS RAILWAY
SERVICE IN THOOTHUKUDI**

Dissertation

Submitted to

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THOOTHUKUDI

Affiliated To

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in partial fulfilment of the requirements for the award of the degree of

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Finally, I would like to thank all my respondents, without whom I would not have completed this project.

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**SOCIO ECONOMIC CONDITION OF FISHERFOLK IN
THERESPURAM, THOOTHUKUDI**

Dissertation

Submitted to

ST. MARY'S COLLEGE (Autonomous)

THOOTHUKUDI

Affiliated To

Manonmaniam Sundaranar University, Tirunelveli

in partial fulfilment of the requirements for the award of the degree of

MASTER OF PHILOSOPHY IN COMMERCE

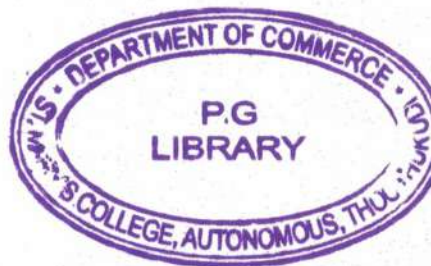
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Certified that this thesis "SOCIO ECONOMIC CONDITION OF FISHER FOLK IN THERESPURAM, THOOTHUKUDI" is a bonafide work of **R. RONILDA** (Reg. No : 17MLCO07) who carried out the work under my supervision. Certified further that to the best of my knowledge the work reported herein does not form part of any other thesis or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.



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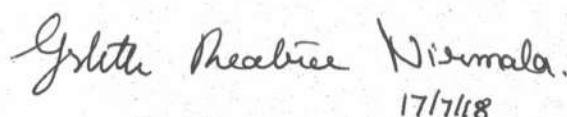
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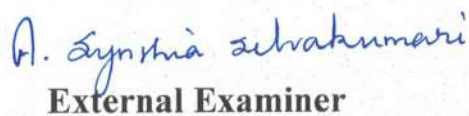
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of Philosophy in Commerce to St. Mary's College (Autonomous) Thoothukudi affiliated to

Manomaniam Sundaranar University, Tirunelveli, is the result of my original and

independent research work carried out under the guidance of **Dr. G. STELLA BEATRICE**

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ACKNOWLEDGEMENT

At the outset, I praise and thank almighty God for having showered his blessings on me to complete this M.Phil dissertation work. All knowledge, strength and energy originates from him.

I record, with heightened emotions of gratitude and indebtedness, my sincere thanks to my guide **Dr. G. Stella Beatrice Nirmala**, Associate Professor, Research Department of Commerce, St. Mary's College (Autonomous) Thoothukudi, for her excellent guidance and constant source of encouragement throughout my dissertation work which helped me to improve my coherence, and her keen interest evinced through out this research voyage enabled me to reach the destination.

I express my sincere thanks to **Mrs. P. Jeya selvi**, Head of the department of commerce and faculty members of the department for their motivation.

My sincere thanks to **Dr. Sr. A.S.J. Lucia Rose**, Principal, St. Mary's College (Autonomous) Thoothukudi, for offering the much need encouragement.

I would like to thank my lovable Parents **Mrs. J. Rathina samy and R. Selvi** for their constant support and blessings. I also thank Brother **Fr. R. Santhiago** for his prayers and motivation. I am indebted to all my friends who were the helping hands who supported me in every little way for the completion of the dissertation.

Finally, I would like to thank all my respondents, without whom I would not have completed this project.

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**DEMONETISATION AND ITS IMPACT WITH SPECIAL
REFERENCE TO THOOTHUKUDI**

Dissertation

Submitted to

ST. MARY'S COLLEGE (Autonomous)

THOOTHUKUDI

Affiliated To

Manonmaniam Sundaranar University, Tirunelveli

in partial fulfilment of the requirements for the award of the degree of

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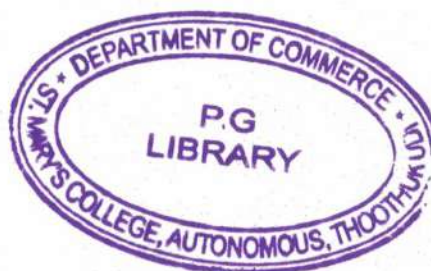
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I would like to thank my lovable mother **Mrs. D.Sornam** and my sister **D. Bavani** for their constant support and blessings. I am indebted to all my friends who were the helping hands and who supported me in every little way for the completion of the dissertation. Finally, I would like to thank all my respondents, without whom I would not have completed this project.

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IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER BUYING BEHAVIOUR

A Thesis

Submitted to

ST. MARY'S COLLEGE (Autonomous)

THOOTHUKUDI

Affiliated To

Manonmaniam Sundaranar University, Tirunelveli

in partial fulfilment of the requirements for the award of the degree of

MASTER OF PHILOSOPHY IN COMMERCE

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JULY 2018

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BONAFIDE CERTIFICATE

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this or any other candidate.

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ENDORSEMENT IN ADVERTISEMENT ON CONSUMER BUYING

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