

**A STUDY ON EFFECTIVENESS OF ONLINE SHOPPING IN
THOOTHUKUDI.**

Projects submitted to Departments of Commerce

ST.MARY'S COLLEGE (AUTONOMOUS)

THOOTHUKUDI

Affiliated to **manonmaniam sundaranar university, tirunelveli**

In partial fulfilment of the requirements of

BACHELOR OF COMMERCE

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Under the Supervision of

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ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

(Reaccredited with 'A+' Grade by NAAC)

Thoothukudi

(MARCH 2020)

DECLARATION

We have declared that the project entitled “A Study on Effectiveness of online shopping in Thoothukudi” is submitted in partial fulfilment of the requirements for the degree in our original work done under the guidance and supervision of **Dr.R. Jenifer Trina, M.Com., M.Phil., MBA., PHD.** This project has not previously formed the bases of award of any similar titles and it represents entirely an independent work.

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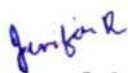
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CERTIFICATE

It is certified that this short term project work entitled “**A Study on Effectiveness of online shopping in Thoothukudi**” is submitted to St. Mary’s college (Autonomous) affiliated to **Manonmaniam Sundaranar University** is partial fulfilment of the requirements for the degree of **Bachelor of Commerce** and is a record of work done in the Department of Commerce (SSC), St. Mary’s College (Autonomous), Thoothukudi during the year 2019 – 2020 by the following students .

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ACKNOWLEDGEMENT

Our first and fore most thanks to God the Almighty; we are happy that we have got his abundant blessings for completing this project.

Our sincere gratitude is to our principal **REV. Dr Sr. A.S.J. LUCIA ROSE. M.Sc., M Phil., PH.D., PGDCA** for her encouragement in academic activities.

We thank our director **REV. Sr. F. MARY JOYCE BABY** for her encouragement in academic activities.

We express our deepest thanks to **MS. P. MARIA SAHAYA ROSSIYANA M.Com., M.Phil., NET**, Head of the department of Commerce.

We express our deepest thanks to **Dr R. JENIFER TRINA, M.Com., M.Phil., MBA., PH.D**

We express our heartfelt and beloved thanks to our beloved parents for their encouragement and support which helped us to make our efforts end in excess.

We great fully acknowledge all our friends, classmates for their valuable help and suggestion during the conduct of this study. It is humble to thank all who have indulged in this project to make it a grand success.

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CONSUMER ATTITUDE TOWARDS GREEN PRODUCTS

A study with reference on Thoothukudi District

Project submitted to Departments of Commerce

ST.MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI

Affiliated to

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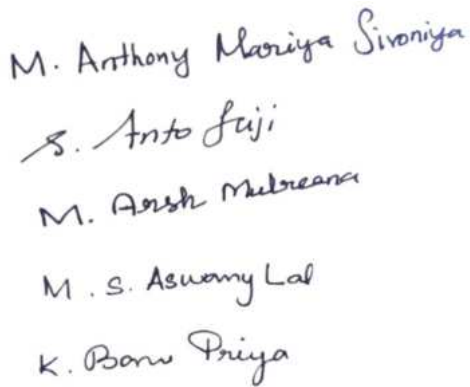
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Thoothukudi

(MARCH 2020)

DECLARATION

We have declared that the project entitled " A Study on consumer attitude towards green products" is submitted in partial fulfilment of the requirements for the degree in our original work done under the guidance and supervision of Dr . T. Priyanka M.Com., MBA., Ph.D. This project has not previously formed bases of award of any similar titles and it represents entirely an independent work.

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**A STUDY ON PROBLEMS AND CHALLENGES FACED BY THE EMPLOYEES
DURING MATERIAL HANDLING IN TUTICORIN PORT**

Project submitted to Department of Commerce

ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

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(Re-accredited with "A+" Grade by NAAC)

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**A STUDY ON PROBLEMS AND CHALLENGES FACED BY THE EMPLOYEES
DURING MATERIAL HANDLING IN TUTICORIN PORT**

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DECLARATION

We have declared that the project entitled “A study on problems and challenges faced by the employees during material handling in Tuticorin port” is submitted in partial fulfilment of the requirements for the degree in our original work done under the guidance and supervision of **Mrs. A. Indra Reffline Missier M.Com., M.Phil. MBA.** This project has not previously formed the bases of award of any similar titles and it represents entirely an independent work.

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AGKNOWLEDGEMENT

We acknowledgement the abundant blessings and grace of God Almighty who has always been our source of energy and knowledge.

We extend our sincere thanks to **Dr. Sr .A.S.J. Lucia Rose, M.Sc., PGDCA., M.Phil., Ph.D.** Principal, and our Self Supporting Course Director **Rev. Sr. F. Mary Joyce Baby M.A M.Phil.,** and our department staff who have helped us in our work.

It is our pleasure to extent our thanks to the Head of the Department of Commerce **Mrs. P. Maria Sahaya Rossiyana M.Com., M.Phil., NET.** for her valuable suggestions and encouragement in completing the work.

We express our deepest sense of gratitude to our guide **Mrs. A. Indra Refline Missier M.Com., M.Phil., MBA.** Assistant Professor, Department of commerce, for the excellent and untiring guidance throughout the entire process of completing our project.

Finally, we record our sincere thanks to our parents and friends for their encouragement during the work.

With deep sense of gratitude, we thank all who have responded whole heartedly to complete our project.

-The Group

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**CUSTOMER SATISFACTION TOWARDS NON – DOMESTIC
LIQUEFIED PETROLEUM GAS IN THOOTHUKUDI CITY**

Project submitted to Department of Commerce

ST. MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI

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In partial fulfilment of the requirements of

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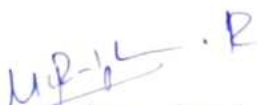
Thoothukudi

(MARCH 2020)

CERTIFICATE

It is certified that this short term project work entitled "**Customer Satisfaction Towards Non – Domestic Liquefied Petroleum In Thoothukudi City**" is submitted to St. Mary's college (Autonomous) affiliated to **ManonmaniamSundaranar University** is partial fulfilment of the requirements for the degree of **Bachelor of Commerce** and is a record of work done in the Department of Commerce (SSC), St. Mary's College (Autonomous), Thoothukudi during the year 2019 – 2020 by the following students .

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We have declared that the project entitled “**Customer Satisfaction towards Non – domestic Liquefied Petroleum Gas in Thoothukudi city**” is submitted in partial fulfilment of the requirements for the degree in our original work done under the guidance and supervision of **Mrs. R. Maria Celestina Ralph M.Com., M.Phil.** This project has not previously formed the bases of award of any similar titles and it represents entirely an independent work.

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ACKNOWLEDGEMENT

Premierly, we would express our gratitude to the only resisting God, without him nothing would have been possible.

We extend our sincere thanks to our Principle Rev. Dr. Sr. A.S.J. Lucia Rose M.Sc., PGDCA., M.Phil., Ph.D, and Director of Self Supporting Courses Rev. Sr. F. Mary Joyce Baby.

We would like to express our heartfelt gratitude to Mrs. P. Maria Sahaya Rossiyana, M.Com., M.Phil., NET, Head of the Department of Commerce (SSC) who has potentially supported throughout the project.

We acknowledge our sincere thanks to our guide Mrs. R. Maria Celestina Ralpa M.Com., M.Phil., for her relentless effort and encouragement which has led to the successfull completion of the project.

We also thank our other department staffs who helped us in the project work. We would like to thank our parents for their valuable help during the course of study. We also thank all the respondents who spent their valuable time and information to make this project a grand success.

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PREVALENCE OF E-LEARNING IN THE COLLEGES OF TUTICORIN

Project submitted to Department of Commerce

ST.MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI

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ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

(Reaccredited with 'A+' Grade by NAAC)

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DECLARATION

We have declared that the project entitled "Prevalence of E-learning in the Colleges of Tuticorin" is submitted in partial fulfilment of the requirement for the degree in our original work done under the guidance and supervision of Mrs. R. Maria Celestina Ralph M.Com. M.Phil. This project has not previously formed the bases of award of any similar titles and it represents entirely an independent work.

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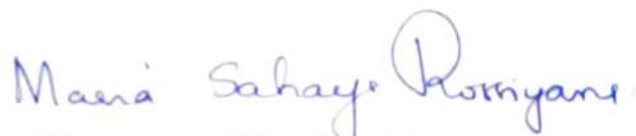
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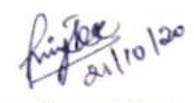
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ACKNOWLEDGEMENT

First of all we would like to thank Almighty Lord for this abundant blessings showered upon this throughout this project.

We would like to express our sincere thanks to our principal **Rev. Dr. Sr. A.S.J. Lucia Rose, M.Sc., M.Phil. PGDCA., Ph.D.**, and our Self-Supporting Course Director **Rev. Sr. F. Mary Joyce Baby, M.A., M.Phil** and our Department staffs who helped us in this project work.

We wish to express our deepest sense of gratitude to **Mrs. P. Maria Sahaya Rossiyana, M.Com., M.Phil., NET**, Head of the Department of Commerce (SSC) and to our guide **Mrs. R. Maria Celestina Ralpa, M.Com., M.Phil.** for their relent less effort and encouragement.

We wish to express our heartfelt thanks to our beloved parents for their encouragement and advice which helped us to make our effort success.

We gratefully acknowledge all our friends and classmates for their valuable help and suggestions during the course of study. We thank all the respondents who gave their valuable information and suggestions to make this project a grand success.

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**A STUDY ON IMPACT OF E-COMMERCE ON SMALL SCALE RETAIL
BUSINESS IN THOOTHUKUDI DISTRICT**

Project submitted to Department of Commerce

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DEPARTMENT OF COMMERCE (SSC)

ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

(Re-accredited with "A+" Grade by NAAC)

Thoothukudi

MARCH 2020

DECLARATION

We have declared that the project entitled "A study on impact of e-commerce on small scale retail business in Thoothukudi district" is submitted in partial fulfilment of the requirements for the degree in our original work done under the guidance and supervision of Mrs. A. INDRA REFLINE MISSIER M.Com., M.Phil. MBA. This project has not previously formed the bases of award of any similar titles and it represents entirely an independent work.

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AGKNOWLEDGEMENT

We acknowledgement the abundant blessings and grace of god Almighty who has always been our source of energy and knowledge.

We extend our sincere thanks to **Dr. Sr. A.S.J. Lucia Rose M.Sc.,PGDCA.,M.Phil.,Ph.D.** Principal, St. Mary's college (Autonomous) Thoothukudi, for the constant encouragement and blessings for doing this work successfully and our Self Supporting Course Director **Rev. Sr. F. Mary Joyce Baby M.A., M.Phil.**, and our department staff who have helped us in our work.

It is our pleasure to extend our thanks to the Head and Associate Professor of the Department of Commerce **Mrs. P. Maria Sahaya Rossiyana M.Com., M.Phil., NET**, for her valuable suggestions and encouragement in completing the work.

We express our deepest sense of gratitude to our guide **Mrs. A. Indra Refline Missier M.Com., M.Phil., MBA.** Assistant Professor, Department of Commerce, for the excellent and untiring guidance throughout the entire process of completing our project.

Finally, we record our sincere thanks to our parents and friends for their encouragement during the work.

With deep sense of gratitude, we thank all who have responded whole heartedly to complete our project.

-The Group

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**A STUDY ON CONSUMER'S BEHAVIOUR RELATING TO RETAIL
OUTLETS IN THOOTHUKUDI.**

Project submitted to Department of Commerce

ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

Affiliated to

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(Re-accredited with 'A+' Grade by NAAC)

Thoothukudi

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DECLARATION

We have declared that the project entitled "A Study on Consumer's Behaviour relating to Retail Outlets in Thoothukudi" is submitted in partial fulfilment of the requirements for the degree in our original work done under the guidance and supervision of Mrs. P. Maria Sahaya Rossiyana M.Com., M.Phil., NET. This project has not previously formed the bases of award of any similar titles and it represents entirely an independent work.

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ACKNOWLEDGEMENT

First of all, we would like to thank God Almighty for showering his abundant blessings upon us throughout this project.

We would like to express our heartfelt thanks to our principal **Rev. Dr. Sr. A.S.J. Lucia Rose M.Sc., PGDCA., M.Phil., Ph.D.** and our Self-supporting Course Director **Rev. Sr. F. Mary Joyce Baby M.A., M.Phil.** for their countless encouragement and our department staff who have helped us in our work.

We would like to express our deepest sense of gratitude to **Mrs. P. Maria Sahaya Rossiyana M. Com., M.Phil., NET.** The head of Department of commerce and Our Guide for her relentless effort and constant support.

We wish to express our heartfelt thanks to our beloved parents for their encouragement and advice which helped us to make our efforts success.

We are very grateful for all our friends and classmates for their valuable help and suggestion during the conduct of this study. It is humble to thank all who have indulged in this project to make it a grand success.

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A STUDY ON EFFECTIVENESS OF ONLINE ADVERTISING

Project submitted to Department of Commerce

ST. MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI

Affiliated to

MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI,

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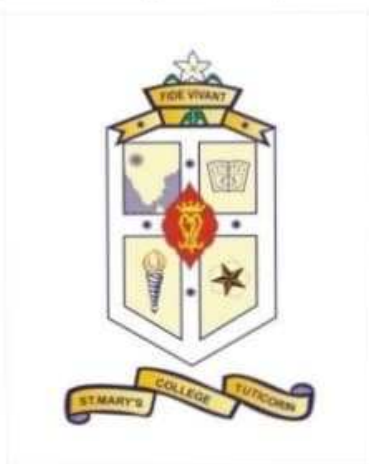
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(Re-accredited with Grade by NAAC)

March 2020

CERTIFICATE

It is to certify that this short time project work entitled " **A STUDY ON EFFECTIVENESS OF ONLINE ADVERTISING**" submitted to **St. Mary's College (Autonomous)**, affiliated to **Manonmaniam Sundaranar University** is done in the partial fulfilment of the requirements for the award of the **Degree of Bachelor of Commerce** and is a recorded work done in the **Department of Commerce (SSC)**, **St. Mary's College (Autonomous)**, Thoothukudi during the year 2019-2020 by the following students.

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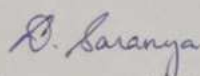
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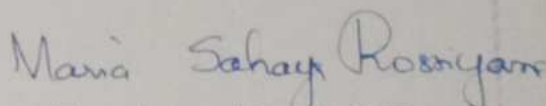
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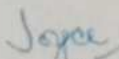
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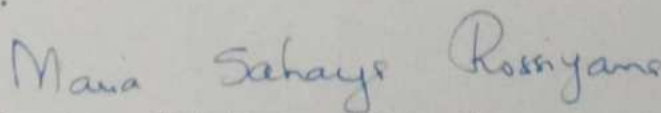


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Signature of the External Examiner

DECLARATION

We hereby declared that the project entitled "A STUDY ON EFFECTIVENESS OF ONLINE ADVERTISING" submitted in partial fulfilment of the requirements for the award of the degree of **Bachelor of Commerce** is our original work done under the guidance and supervision of **MS. D. SARANYA M.Com., M.Phil., SET.,** This project has not previously formed the basis for the award of any other degree or other similar titles, and it represent entirely as independent work.

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**A STUDY ON THE POPULARITY OF INTERNET BANKING IN TUTICORIN
DISTRICT**

Project submitted to Department of Commerce

ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

Affiliated to

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In partial fulfilment of the requirements of

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Thoothukudi

MARCH 2020

DECLARATION

We have declared that the project entitled "A Study on the Popularity of Internet Banking In Tuticorin District" is submitted in partial fulfilment of the requirements for the degree in our original work done under the guidance and supervision of Mrs. D. SARANYA M.Com., M.Phil., SET. This project has not previously formed the bases of award of any similar titles and it represents entirely an independent work.

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ACKNOWLEDGEMENT

First of all, we would like to thank God the Almighty for showering his abundant blessings upon us throughout this project.

We would like to express our heartfelt thanks to our principal **Rev. Dr. Sr. A.S.J. Lucia Rose, M.Sc., PGDCA., M.Phil., Ph.D.** for her active support and guidance during the course of my studies in the Institute.

We express our beloved thanks to our Director of Self Supporting Courses **Rev.Sr.F.Mary Joyce Baby,M.A.,M.Phil** for her encouragement in academic activities.

It is our pleasure to extend our thanks to the Head and Assistant Professor of the Department of Commerce (SSC) **Mrs. P. Maria Sahayana Rosiyana, M.Com., M.Phil.,NET,** for her kind co-operation, help, guidance and encouragement for preparing this project report.

I express my sincere gratitude to our guide **Mrs.D. Saranya, M.Com., M.Phil., SET** for her kind hearted co-operation. Inspite of her busy schedule she has helped us a lot in completing this report successfully.

I take this opportunity to thank all the faculty members of the Department of Commerce (SSC) for their constant inspiration, assistance and resourceful guidance throughout my project.

I extend my heartfelt thanks to my beloved Parents, Sisters and my dear friends for helping us to complete this project efficiently and effectively.

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**CONSUMER ATTITUDE TOWARDS FOOD LABELLING AND INFLUENCE OF
FOOD LABELS ON CONSUMER'S PURCHASE DECISION –A STUDY WITH
REFERENCE ON THOOTHUKUDI DISTRICT**

Project submitted to Departments of Commerce

ST.MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI

Affiliated to

MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI

In partial fulfilment of the requirements of

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Submitted by

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DEPARTMENT OF COMMERCE (SSC)

ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

(Reaccredited with 'A+' Grade by NAAC)

Thoothukudi

(MARCH 2020)

DECLARATION

We have declared that the project entitled “**Consumer Attitude Towards Food Labelling And Influence Of Food Labels On Consumer’s Purchase Decision –A Study With Reference on Thoothukudi District**” is submitted in partial fulfilment of the requirements for the degree in our original work done under the guidance and supervision of **Dr.T.Priyanka M.Com., MBA.,Ph.D.** This project has not previously formed the bases of award of any similar titles and it represents entirely an independent work.

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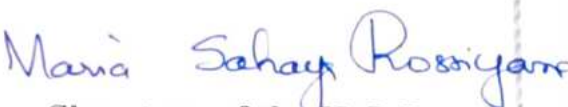
Date:

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It is certified that this short term project work entitled “**Consumer Attitude Towards Food Labelling And Influence Of Food Labels On Consumer’s Purchase Decision –A Study With Reference To Thoothukudi District**” is submitted to St. Mary’s College (Autonomous) affiliated to **Manonmaniam Sundaranar University** is partial fulfilment of the requirements for the degree of “**Bachelor of Commerce**” and is a record of work done in the Department of Commerce (SSC), St. Mary’s College (Autonomous), Thoothukudi during the year 2019 – 2020 by the following students .

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ACKNOWLEDGEMENT

We acknowledge the abundant blessings and grace of God, Almighty who has always been our source of energy and knowledge for completing this project.

We extend our sincere thanks to Principal **Rev.Dr.Sr.A.S.J.LuciaRose, M.SC.,PGDCA.,M.Phil.,Ph.D.** St. Mary's College (Autonomous), Thoothukudi, for the constant encouragement and blessings for doing this work successfully.

We express our beloved thanks to our Director of Self Supporting Courses **Rev.Sr.F.Mary Joyce Baby M.A.,M.Phil.**, for her encouragement in academic activities.

It is our pleasure to extend our thanks to the Head of the Department of Commerce **Mrs.P.MariaSahaya Rossiyana,M.com.,M.Phil.Net**, and all the faculty members in the department for their valuable suggestions and encouragement in completing the work.

We express our deepest sense of gratitude to our guide **Mrs.Dr.T.Priyanka M.Com.,MBA.,Ph.D.**, Assistant Professor , Department of commerce(ssc),St. Mary's College (Autonomous), Thoothukudi, for the excellent and untiring guidance throughout the entire process of completing our project.

Finally we record our sincere thanks to our parents and friends for their encouragement during the work. It is humble to thank who are all indulged in this project to make it a grand success.

CHAPTERISATION:

A Project Entitled “Consumer Attitude Towards Food Labelling And Influence Of Food Labels On Consumer’s Purchase Decision –A Study With Reference To Thoothukudi District”

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**A STUDY ON CONSUMER PREFERENCE TOWARDS HERBAL FACIAL CREAM
IN TUTICORIN**

Projects submitted to Department of commerce

ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

Affiliated to

MANONMANIYAM SUNDARANAR UNIVERSITY, TIRUNELVELI

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

BACHELOR OF COMMERCE

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DEPARTMENT OF COMMERCE (SSC)

ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

(Reaccredited with 'A+' Grade by NAAC)

Thoothukudi

(March 2020)

CERTIFICATE

It is certified that this short term project work entitled "A STUDY ON CONSUMER PREFERENCE TOWARDS HERBAL FACIAL CREAM IN THOOTHUKUDI" is submitted to St. Mary's college (Autonomous) affiliated to **Manonmaniam Sundaranar University** is partial fulfilment of the requirements for the degree of **Bachelor of Commerce** and is a record of work done in the Department of Commerce (SSC), St. Mary's college (Autonomous), Thoothukudi during the year 2019 – 2020 by the following students.

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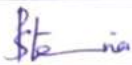


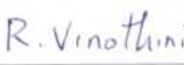


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DECLARATION

We have declared that the project entitled “**A Study on consumer preference towards herbal facial cream in Thoothukudi**” is submitted in partial fulfilment of the requirements for the degree in our original work done under the guidance and supervision of **Dr. R. Jenifer Trina M.Com., M.Phil., MBA., Ph.D.** This project has not previously formed the bases of award of any similar titles and it represents entirely an independent work.

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-The Group

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