

An Analytical Study on “Customers’ Preference towards Street Food Stalls”

In Thoothukudi City

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

Candidate

DHASLEEMA.D

Reg. No: 18MLCO01

Under the Supervision and Guidance of

**DR.G. STELLA BEATRICE NIRMALA, M.Com., M.Phil., Ph.D., M.B.A.,
D.F.A., D.G.T., P.G.D.I.T.**



PG & RESEARCH DEPARTMENT OF COMMERCE

ST. MARY’S COLLEGE (Autonomous)

(Reaccredited with “A⁺” Grade by NAAC)

Thoothukudi

JUNE 2019

**DR.G. STELLA BEATRICE NIRMALA, M.Com., M.Phil., Ph.D., M.B.A., D.F.A.,
D.G.T., P.G.D.I.T.**

**Head and Associate professor
Department of Commerce
St. Mary's College (Autonomous),
Thoothukudi**

CERTIFICATE

Certified that this thesis titled **AN ANALYTICAL STUDY ON
"CUSTOMERS' PREFERENCE TOWARDS STREET FOOD STALLS"** in
thoothukudi city is a bonafide work of **DHASLEEMA.D (Reg.No.18MLCO01)** 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.

Gstella Beatrice Nirmala
Dr. G. Stella Beatrice Nirmala,
M.Com., M.Phil., M.B.A., PGDI, D.F.A., D.G.T., Ph.D.
Head of the department
Head and Associate Professor,
Department of Commerce,
St. Mary's College, (Autonomous)
Thoothukudi - 628 001. Tamil Nadu

Gstella Beatrice Nirmala
Faculty Guide
Dr. G. Stella Beatrice Nirmala,
M.Com., M.B.A., Ph.D., M.Phil., P.G.D.I.T., DGT, D.F.A.,
Associate Professor of Commerce
St. Mary's College (Autonomous)
Thoothukudi - 628 001. Tamilnadu

External Examiner

Dr. V. Darling Selvi
Dr. V. DARLING SELVI, M.Com., B.Ed.,
M.Phil, Ph.D., PGDCA, MBA, DFA.,
Assistant Professor of Commerce
Rani Anna Government. College for Women
Tirunelveli - 627 008.

Lucia Rose
Principal
St. Mary's College (Autonomous)
Thoothukudi - 628 001.

DHASLEEMA.D (18MLCO01)

M.Phil. Scholar in Commerce,

St. Mary's College (Autonomous)

Thoothukudi - 628001

DECLARATION

I hereby declare that the dissertation entitled **An Analytical Study on "Customers' Preference towards Street Food Stalls" In Thoothukudi City** submitted by D.DHASLEEMA 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**, Head and Associate professor of commerce, St. Mary's College (Autonomous), Thoothukudi and it has not been submitted for the award of any other degree or diploma of an institution.

Place: THOOTHUKUDI

Date: 27.06.2019

D. Dhasleema
D.DHASLEEMA



ACKNOWLEDGEMENT

First of all, I would like to express my gratitude to Almighty Allah to enabling me to complete this thesis.

I express my heartfelt thanks and greatfulness to our alma mater Principal **Rev. Dr. Sr. A.S.J. LUCIA ROSE M.Sc., PGDCA., M.Phil., Ph.D.,** St. Mary's College (Autonomous) Thoothukudi, for the constant encouragement.

I wish to express my deep sense of gratitude to my aspiring and prominent guide **DR.G. STELLA BEATRICE NIRMALA, M.Com., M.Phil., Ph.D., M.B.A., D.F.A., D.G.T., P.G.D.I.T,** for her invaluable guidance, friendly advice and for the constructive criticism which made the project a great success.

I owe my gratitude to **DR.G. STELLA BEATRICE NIRMALA,** Head and Associate Professor of the Department of Commerce and all my teachers in the department for their support and encouragement.

I express a special thanks to **IMTHIAZ AHAMED** who greatly supported me and gave hope to complete this course successfully.

I revere the patronage and moral support extended with love, by my parents whose financial support and passionate encouragement made it possible for me to complete this project.

I thank our Librarian and the faculty for their help in the use of library.

I humbly extend my thanks to all my friends.

Finally, I must express my gratitude to my friend **AUGASTINA** for providing me with unfailing support and continuous encouragement throughout my study and through the process of researching and writing this thesis.

Thanks for all your encouragement!

DHASLEEMA.D

**A STUDY ON PERCEPTION AND USAGE OF MOBILE BANKING AMONG
BANK CUSTOMERS IN THOOTHUKUDI CITY**

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

Candidate

REGI SELVA MONIKA. J

Reg. No: 18MLCO02

Under the Supervision and Guidance of

DR. MARY JUDITH REENE FERNANDO, M.Com. M.Phil., Ph.D.,



PG & RESEARCH DEPARTMENT OF COMMERCE

ST.MARY'S COLLEGE (Autonomous)

(Reaccredited with "A+" Grade by NAAC)

Thoothukudi

JUNE 2019

DR. MARY JUDITH REENE FERNANDO, M.Com. M.Phil., Ph.D.,
Head and Associate Professor
Department of Commerce
St. Mary's College (Autonomous),
Thoothukudi

CERTIFICATE

Certified that this thesis titled "A STUDY ON PERCEPTION AND USAGE OF MOBILE BANKING AMONG BANK CUSTOMERS IN THOOTHUKUDI CITY" is a bonafide work of **J.REGI SELVA MONIKA (Reg. No: 18MLCO02)** 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.

Gstilla Neelam Nirmala
Head of the department 27/6/16.

Dr. G. Stella Beatrice Nirmala,
M.Com, M.Phil, M.B.A, PGDIT, D.F.A, D.G.T, Ph.D.,
Head and Associate Professor,
Department of Commerce,
St. Mary's College (Autonomous)
Thoothukudi - Tamil Nadu

M. Reene
Faculty Guide

Dr. Mary Judith Reene Fernando
M.Com., M.Phil., Ph.D
Associate Professor of Commerce,
St. Mary's College (Autonomous),
Thoothukudi - 628 001. Tamil Nadu

Dr. V. Darling Selvi
External Examiner 5/7/19

Dr. V. DARLING SELVI, M.Com., B.Ed.,
M.Phil., Ph.D., PGDCA, MBA, DFA.,
Assistant Professor of Commerce
Rani Anna Government College for Women
Tirunelveli - 627 008.

Lina Rose
Principal
St. Mary's College (Autonomous)
Thoothukudi - 628 001.

J.REGI SELVA MONIKA (18MLCO02)

M.Phil. Scholar in Commerce,

St. Mary's College (Autonomous),

Thoothukudi – 628001.

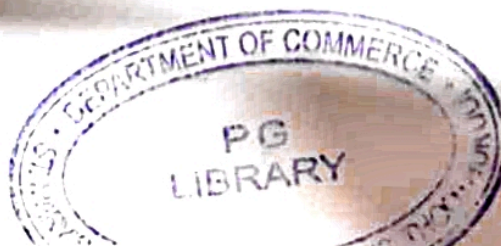
DECLARATION

I hereby declare that the dissertation entitled **“A STUDY ON PERCEPTION AND USAGE OF MOBILE BANKING AMONG BANK CUSTOMERS IN THOOTHUKUDI CITY”** submitted by **J. REGI SELVA MONIKA** 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. MARY JUDITH REENE FERNANDO**, Associate Professor of Commerce, St. Mary's College (Autonomous), Thoothukudi and it has not been submitted for the award of any other degree or diploma of an institution.

Place: THOOTHUKUDI

Date: 27.6.2019

J. Regi Selva Monika
J.REGI SELVA MONIKA



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 Reese 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 for her keen interest evinced throughout this research voyage which enabled me to reach the destination.

I also extend my special thanks and gratitude to our Principal **Rev. Dr. Sr. A.S.J. Lucia Rose M.Sc., PGDCA., M.Phil., Ph.D.,** St. Mary's college (Autonomous) for offering the much needed encouragement.

I wish to convey my profound gratitude to our Head of the Department **Dr. Stella Beatrice Nirmala M.Com., M.Phil. Ph.D., M.B.A., D.F.A., D.G.T., P.G.D.I.T,** and all my teachers in the department for their support and encouragement.

I am grateful to my husband, the cheer-leader of my life, **Mr. C.Hari Babu** who greatly encouraged and supported me throughout the completion of my project.

I would like to thank my loveable parents 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.

J. REGI SELVA MONIKA

A STUDY ON “IMPACT OF VIRAL MARKETING” THROUGH SOCIAL MEDIA

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

Candidate

SAHAYA POORANA RANJITHA. T

Reg. No: 18MLCO03

Under the Supervision and Guidance of

DR.G. STELLA BEATRICE NIRMALA, M.Com., M.Phil., Ph.D., M.B.A., D.F.A.,

D.G.T., P.G.D.I.T.



PG & RESEARCH DEPARTMENT OF COMMERCE

ST. MARY’S COLLEGE (Autonomous)

(Reaccredited with “A⁺” Grade by NAAC)

Thoothukudi

JUNE 2019

Dr.G.Stella Beatrice Nirmala, M.COM.,M.Phil.,Ph.D.,M.B.A.,D.F.A.,D.G.T.,P.G.D.I.T
Head and Associate professor
Department of Commerce
St. Mary's College (Autonomous),
Thoothukudi.

CERTIFICATE

Certified that this thesis titled **A STUDY ON "IMPACT OF VIRAL MARKETING" THROUGH SOCIAL MEDIA** in thoothukudi city is a bonafide work of **SAHAYA POORANA RANJITHA. T(Reg.No.18MLCO03)** 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.

Gstella Beatrice Nirmala
Head of the department 27/6/19.

Dr. G. Stella Beatrice Nirmala,
M.Com., M.Phil., M.B.A., PGDIT, D.F.A., D.G.T., Ph.D.,
Head and Associate Professor,
Department of Commerce,
St. Mary's College, (Autonomous)
Thoothukudi - 628 001. Tamil Nadu

Gstella Beatrice Nirmala
Faculty Guide

Dr. G. Stella Beatrice Nirmala,
M.Com., M.B.A., Ph.D., M.Phil., P.G.D.I.T., DGT, D.F.A.,
Associate Professor of Commerce
St. Mary's College (Autonomous)
Thoothukudi - 628 001. Tamilnadu

[Signature]
External Examiner

Dr. V. DARLING SELVI, M.Com., B.Ed.,
M.Phil., Ph.D., PGDCA, MBA, DFA.,
Assistant Professor of Commerce
Rani Anna Government College for Women,
Tirunelveli - 627 008.

[Signature]
Principal
St. Mary's College (Autonomous)
Thoothukudi - 628 001.

SAHAYA POORANA RANJITHA.T(Reg.No.18MLCO03),

M.Phil. Scholar in Commerce,

St. Mary's College (Autonomous),

Thoothukudi – 628001.

DECLARATION

I hereby declare that the dissertation **A STUDY ON "IMPACT OF VIRAL MARKETING" THROUGH SOCIAL MEDIA** submitted by SAHAYA POORANA RANJITHA. T 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**, Head and Associate professor of commerce, St. Mary's College (Autonomous), Thoothukudi and it has not been submitted for the award of any other degree or diploma of an institution.

Place: THOOTHUKUDI

Date:

Sahaya Poorana Ranjitha.T
SAHAYA POORANA RANJITHA.T



ACKNOWLEDGEMENT

To my life-coach, my Almighty God: I owe it all to you. Many thanks!

I express my heartfelt thanks and gratefulness to our alma mater Principal **Rev. Dr. Sr. A.S.J. LUCIA ROSE M.Sc., PGDCA., M.Phil., Ph.D., St.Mary's** College(Autonomous)Thoothukudi. for the constant encouragement.

I wish to express my deep sense of gratitude to my aspiring and prominent guide **DR.G. STELLA BEATRICE NIRMALA, M.Com., M.Phil., Ph.D., M.B.A., D.F.A., D.G.T., P.G.D.I.T,** for her invaluable guidance, friendly advice and for the constructive criticism which made the project a great success.

I owe my gratitude to **DR.G. STELLABEATRICE NIRMALA,** Head and Associate Professor of the Department of Commerceand all other respected faculties of the Department of Commerce.

I also express my heartfelt gratitude to myfather **MR. S. POORANAM AND**my mother **MRS. ALPHONSA** for their unfailing support and encouragement.

I express a special thanks to **MESHAK** who greatly supported me and gave hope to complete this course successfully.

I thank our Librarian and the faculty for their help in the use of library.

And finally, last but by no means least, to all my colleagues. it was great sharing the days with them throughout the year. A special mention to **SUGAPRADHA** gave moral support in completing this course successfully.

Thanks for all your encouragement!

SAHAYA POORANA RANJITHA.T