

**A STUDY ON AWARENESS AND ACCEPTANCE OF ELECTRONIC
MARKETING AMONG CONSUMERS IN THOOTHUKUDI**

A Dissertation Report Submitted to

ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli

in partial fulfillment of the requirements for the award of the Degree of

MASTER OF PHILOSOPHY (COMMERCE)

Submitted by

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(Register Number: 19MLCO01)

Under the Supervision and guidance of

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September - 2020

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Place: Thoothukudi.

Date: 22.09.2020

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DECLARATION

I hereby state that the dissertation entitled "A STUDY ON AWARENESS AND ACCEPTANCE OF ELECTRONIC MARKETING AMONG CONSUMERS IN THOOTHUKUDI DISTRICT" is submitted to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli, for the award of the Degree of Master of Philosophy (Commerce) is my unique work and no part of this project has been submitted for the award of any other Degree, Diploma, Fellowship or other similar titles.

Place: THOOTHUKUDI

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ACKNOWLEDGEMENT

Thanks is a small word filled with heartfelt gratitude. I express my heartfelt thanks to GOD ALMIGHTY for showering his blessing on me, for the successful completion of the project.

I also extend my sincere thanks and gratitude to our Principal **Dr. Sr. A. S. J. Lucia Rose**, Principal, **St. Mary's College (Autonomous), Thoothukudi** for her constant encouragement and blessings for doing this work successfully.

It is my real pleasure to extend my sincere thanks to the Head of the department of commerce **Dr. G. Stella Beatrice Nirmala, Head and Associate Professor** for her encouragement and guidance.

I express my deepest sense of gratitude to my guide **Dr. G. Stella Beatrice Nirmala, Head and Associate Professor, Department of commerce, St. Mary's College (Autonomous), Thoothukudi** for the excellent and untiring guidance and continuous efforts taken by her to complete my project work successfully.

Finally, I record my sincere thanks to my parents and friends for their encouragement and support during the work.

With deep sense of gratitude, I extend my sincere thanks to all who have responded whole heartedly to complete my project.

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A STUDY ON “POPULARITY OF ONLINE FOOD ORDERING AND DELIVERING SYSTEM” IN THOOTHUKUDI.

DISSERTATION

Submitted to

ST. MARY'S COLLEGE (AUTONOMOUS)THOOTHUKUDI

Affiliated to Manonmaniam Sundaranar University, Tirunelveli

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This dissertation entitled **A STUDY ON "POPULARITY OF ONLINE FOOD ORDERING AND DELIVERING SYSTEM" IN THOOTHUKUDI** submitted by **A. ALFY MACHADO (Reg. No: 19MLCO02)** for the award of Degree of Master of Philosophy in Commerce to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli, is a record of bonafide research work done by her during the period of her study, under my guidance and supervision and it is not been submitted for the award of any degree/diploma of any University or Institution.

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I hereby declare that the dissertation entitled **A STUDY ON “POPULARITY OF ONLINE FOOD ORDERING AND DELIVERING SYSTEM” IN THOOTHUKUDI** submitted by A. ALFY MACHADO (Reg. No: 19MLCO02) 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 in Commerce, St. Mary's College (Autonomous), Thoothukudi and it has not been submitted for the award of any degree or diploma of any University or Institution.

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A. ALFY MACHADO

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** 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** Head and Associate Professor of the Department of Commerce, PG and Research Departmental of Commerce, St. Mary's College (Autonomous), Thoothukudi, for her invaluable guidance and friendly advice and for the constructive criticism which made the project a great success.

My sincere thanks to my beloved Father **Mr. Alexius Machado**, Mother **Mrs. Jai Keerthika** for their inspiration, blessings and prayers.

I am indebted to all my friends who were the helping hands who supported me in every little way for all the completion of the dissertation.

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

Thanks for all your encouragement!

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**A STUDY ON SOCIO ECONOMIC CONDCTIONS OF WOMEN
WORKERS IN TEXTILE SHOP AT 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
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Submitted By

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This dissertation entitled "A STUDY ON SOCIO ECONOMIC CONDITIONS OF WOMEN WORKERS IN TEXTILE SHOP AT THOOTHUKUDI" submitted by **J.ANNAL ROSLY JEYASILI (Reg.No. 19MLCO03)** for the award of Degree of Master of Philosophy in Commerce to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli, is a record of bonafide research work done by her during the period of her study, under my guidance and supervision and it is not been submitted for the award of any degree/diploma of any university or institution.

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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. Dr. Sr. A.S.J. Lucia Rose** St. Mary's College (Autonomous) Thoothukudi, for the constant encouragement.

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Thanks for all your encouragement!

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**IMPACT ON JOB SATISFACTION WITH SPECIAL REFERENCE
TO PRIVATE SCHOOL TEACHERS IN THOOTHUKUDI**

Dissertation

submitted to

ST. MARY'S COLLEGE (AUTONOMOUS) THOOTHUKUDI

Affiliated to Manonmaniam Sundaranar University, Tirunelveli

in partial fulfillment of the requirements

for the award of the degree of

MASTER OF PHILOSOPHY (COMMERCE)

Submitted by

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ACKNOWLEDGEMENT

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My sincere thanks to my beloved Father **Mr. N. Jesuraj Ashok**, Mother **Mrs. J.A. Rubella Karthika** for their inspiration, blessings and prayers. I would like to thank my lovable Sisters **J.A. Macrina Mancy**, **N. Rayani Nivethitha** for her wholehearted care, guidance and encouragement to the fullest.

I am indebted to all my friends who were the helping hands who supported me in every little way for all the completion of the dissertation.

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

Thanks for all your encouragement!

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A STUDY ON CUSTOMER PERCEPTION TOWARDS THE DETERMINANTS OF E-WALLET IN THOOTHUKUDI

DISSERTATION

Submitted to

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Affiliated to

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

MASTER OF PHILOSOPHY (COMMERCE)

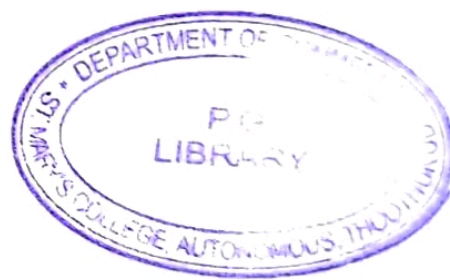
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Place: Thoothukudi

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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** St. Mary's College (Autonomous) Thoothukudi, for the constant encouragement.

I thank **Dr. G. Stella Beatrice Nirmala**, Head and Associate Professor, PG and Research Department of Commerce, St. Mary's College (Autonomous), Thoothukudi for her support and encouragement.

I wish to express my deep sense of gratitude to my aspiring and prominent guide to **Dr. P. Banumathi**, Associate Professor, PG and Research Department of Commerce, St. Mary's College (Autonomous) Thoothukudi, for her invaluable guidance and friendly advice and for the constructive criticism which made the project a great success.

My sincere thanks to my beloved Mother, **Mrs. S. Anna Rani** for their inspiration, blessings and prayers. I would like to thank my lovable Sister **S. Emibha** for her wholehearted care, guidance and encouragement to the fullest.

I am indebted to all my friends who were the helping hands who supported me in every little way for all the completion of the dissertation.

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

Thanks for all your encouragement!

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A STUDY ON CONSUMER BEHAVIOUR TOWARDS INSTANT FOOD PRODUCTS IN TUTICORIN

DISSERTATION

Submitted to

ST. MARY'S COLLEGE (Autonomous), THOOTHUKUDI

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

MASTER OF PHILOSOPHY IN COMMERCE

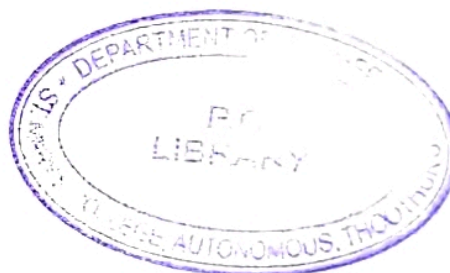
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I hereby declare that the dissertation entitled "**A STUDY ON CONSUMER BEHAVIOUR TOWARDS INSTANT FOOD PRODUCT IN TUTICORIN**" submitted by J.JASMILINE (Reg.No. 19MLCO06) for the award of the Degree of Master of Philosophy in Commerce to St. Mary's 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 Reese Fernando**, 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 any University or Institution.

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ACKNOWLEDGEMENT

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

I thank the Head of Department of Commerce **Dr. G. Stella Beatrice Nirmala** for here support and motivation.

I wish to express my deep sense of gratitude to my guide **Dr. Mary Judith Reene Fernando** Associate Professor, PG and Research Department of Commerce, St. Mary's College (Autonomous) Thoothukudi, for her invaluable guidance and friendly advice and for the constructive criticism which made the project a great success.

I also thank all my other teachers in the Department for their encouragement.

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.

Thanks for all your encouragement!

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J.JASMILINE

A STUDY ON SOCIAL MEDIA ENTREPRENEURS IN THOOTHUKUDI

Dissertation

Submitted to

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Affiliated to

Manonmaniam Sundaranar University, Tirunelveli

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

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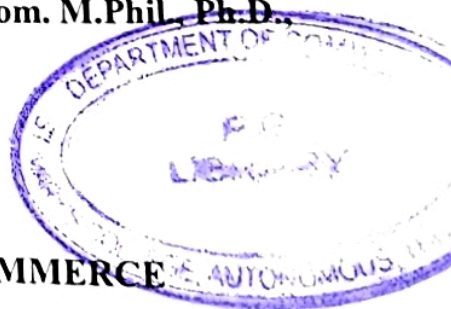
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(Reaccredited with "A+" Grade by NAAC)

Thoothukudi

JULY 2020

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BONAFIDE CERTIFICATE


Certified that this thesis titled "A STUDY ON SOCIAL MEDIA ENTREPRENEURS IN THOOTHUKUDI" is a bonafide work of **M.R. JERISHA** (Reg. No: 19MLCO07) 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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DECLARATION

I hereby declare that the dissertation entitled "**A STUDY ON SOCIAL MEDIA ENTREPRENEURS IN THOOTHUKUDI**" submitted by M.R. JERISHA (Reg. No: 19MLCO07) 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

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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, PG & 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 **Dr. Sr. A.S.J Lucia Rose**, Principal, 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**, for her encouragement and guidance. I also thank my other teachers in the department for their support and encouragement.

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.

M.R. JERISHA

**A STUDY ON SUPPLY CHAIN MANAGEMENT WITH
REFERENCE TO KRISHYA LOGISTICS (LLP), THOOTHUKUDI**

Dissertation

Submitted to

ST. MARY'S COLLEGE(AUTONOMOUS), THOOTHUKUDI

Affiliated to Manonmaniam Sundaranar University, Tirunelveli

In partial fulfillment of the requirements for the award degree of

MASTER OF PHILOSOPHY IN COMMERCE

Submitted by

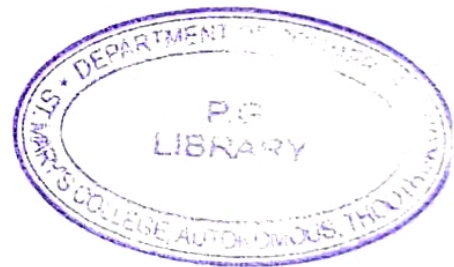
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DECLARATION

I hereby declare that dissertation entitled **A STUDY ON SUPPLY CHAIN MANAGEMENT WITH REFERENCE TO KRISHYA LOGISTICS (LLP), THOOTHUKUDI** submitted by G. JOES MARY PROFILA MOTHA (Reg.19MLCO08) for 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 in Commerce, St. Mary's College (Autonomous), Thoothukudi and it has not been submitted for the award of any degree, diploma of any university or institution.

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ACKNOWLEDGEMENT

To my holistic mentor, my Almighty God: I owe everything to you. Abundance of thanks!

I express my heartfelt thanks 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 wish to express my deep sense of gratitude to my aspiring and prominent guide **Dr. G. Stella Beatrice Nirmala**. Head and associate professor of the Department of commerce, PG and research department of commerce, St. Mary's college (Autonomous) Thoothukudi, for her invaluable guidance, friendly advice and for the constructive criticism which made the project a great success.

I am grateful with full of my soul to my eternal love and a cheer-leader my life partner **Walshson.S** who was a pillar of support in the completion of my project and throughout the course

I also express my heartfelt gratitude to my parents and all the other family members for their unfailing support and encouragement.

A warm thanks to all **Krishya Logistics** that helped me to complete my project successfully by providing the data.

Thanks for all your encouragement!



G.JOES MARY PROFILA MOTHA

**A STUDY ON CONSUMER PREFERENCE AND AWARENESS
OF ORGANIC FOOD PRODUCT IN TUTICORIN**

DISSERTATION

submitted to

ST. MARY'S COLLEGE (Autonomous), THOOTHUKUDI

**AFFILIATED TO MANONMANIAM SUNDARANAR UNIVERSITY,
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**IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF
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Submitted By

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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. Dr. Sr. A.S.J. Lucia Rose** St. Mary's College (Autonomous) Thoothukudi, for the constant encouragement.

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Thanks for all your encouragement!

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**A STUDY ON THE IMPACT OF SOCIAL NETWORKING SITES IN EDUCATION
AMONG COLLEGE STUDENTS IN THOOTHUKUDI**

Dissertation submitted to

ST. MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

Affiliated to

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

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I acknowledge the abundant blessing and grace of **GOD ALMIGHTY** who has always been the source of energy and knowledge.

I extend my special thanks and gratitude to **Dr. Sr. A.S.J. Lucia Rose M.Sc., PGDCA, M.Phil., Ph.D.** Principal, **St. Mary's College (Autonomous), Thoothukudi** and our Vice Principal **Dr. Sr. C. Shibana** for the constant encouragement and blessings for doing this work successfully.

It is my great pleasure to extend thanks to the Head of the Department of Commerce **Dr. G. Stella Beatrice Nirmala M.Com., M.Phil., Ph.D., MBA., DFA., PGDIT, DGT** and faculty members for their encouragement and guidance.

I express the deepest sense of gratitude to my esteemed guide **DR.A. SALETH MARY VETRI SELVI, M.Com., M.Phil., Ph.D.** Assistant Professor of the Department of Commerce, **St. Mary's College (Autonomous), Thoothukudi**, for her excellent and untiring guidance throughout the entire process of completing my project.

Finally, I record my sincere thanks to my **parents** and **friends** for their encouragement during the work.

With deep sense of gratitude, I thank all who have responded wholeheartedly for the completion of my project.

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STUDY ON CONSUMERS' BRAND EQUITY PREFERENCE IN SELECTED FMCG GOODS IN THOOTHUKUDI.

A Dissertation Report Submitted to

ST.MARY'S COLLEGE (AUTONOMOUS), THOOTHUKUDI

Affiliated to

Manonmaniam Sundaranar University, Tirunelveli

In partial fulfillment of the requirements

For the award of the degree of

MASTER OF PHILOSOPHY IN (COMMERCE)

By

SUDHA.P

(Reg.No.19MLCO11)

Under the supervision and guidance of

Dr. A. SALETHMARY VETRISIELVI M.com., M.Phil., PGDCAB., Ph.D



PG and Research Department of Commerce

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CERTIFICATE

This is to certify that the Dissertation entitled “A STUDY ON CONSUMERS’ BRAND EQUITY PREFERENCE OF SELECTED FMCG GOODS IN THOOTHUKUDUI.” submitted by the candidate **SUDHA.P** in partial fulfillment of the requirements for the degree of **MASTER OF PHILOSOPHY IN COMMERCE** to **ST.MARY’S COLLEGE (AUTONOMOUS), THOOTHUKUDI**, affiliated to **MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI**, is a work done by her during the period of her study under my guidance and supervision.

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I hereby state that the dissertation entitled "**A STUDY ON CONSUMERS' BRAND EQUITY PREFERENCE OF SELECTED FMCG GOODS IN THOOTHUKUDI.**" submitted to **St. Mary's College (Autonomous), Thoothukudi**, affiliated to **Manonmaniam Sundaranar university, Tirunelveli**, for the award of the Degree of **Master of Philosophy in Commerce** is my original work and that no part of this dissertation has been submitted for the award of any other Degree, Diploma, Fellowship or other similar titles.

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ACKNOWLEDGEMENT

I acknowledge the abundant blessing and grace of **GOD ALMIGHTY** who has always been the source of energy and knowledge.

I extend my special thanks and gratitude 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.

It is my great pleasure to extend thanks to the Head of the Department of Commerce **DR. G. STELLA BEATRICE NIRMALA M.Com., M.Phil., Ph.D., D.F.A., D.G.T., PGDIT, MBA** for her encouragement and guidance.

I express the deepest sense of gratitude to my esteemed guide **DR.A.SALETH MARY VETRISSELVI M.com., M.Phil., PGDCAB., Ph.D** Assistant Professor of the Department of Commerce, **St .Mary's College (Autonomous), Thoothukudi**, for her excellent and untiring guidance throughout the entire process of completing my project.

Finally, I record my sincere thanks to my **parents** and **friends** for their encouragement during the work.

With deep sense of gratitude, I thank all who have responded whole heartedly for the completion of my project.

-SUDHA.P

Sujitha

**A STUDY ON THE CHALLENGES AND OPPORTUNITIES IN
LOGISTIC INDUSTRIES WITH REFERENCE TO ST.JOHN'S
FREIGHT SYSTEMS LTD THOOTHUKUDI"**

DISSERTATION

submitted to

ST. MARY'S COLLEGE (Autonomous), THOOTHUKUDI

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This dissertation entitled "A STUDY ON THE CHALLENGES AND OPPORTUNITIES IN LOGISTIC INDUSTRIES WITH REFERENCE TO ST. JOHN'S FREIGHT SYSTEMS LTD THOOTHUKUDI" submitted by **J.SUJITHA (Reg.No. 19MLCO12)** for the award of Degree of Master of Philosophy in Commerce to St. Mary's College (Autonomous), Thoothukudi, affiliated to Manonmaniam Sundaranar University, Tirunelveli, is a record of bonafide research work done by her during the period of her study, under my guidance and supervision and it is not been submitted for the award of any degree/diploma of any university or institution.

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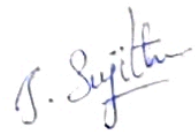
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I hereby declare that the dissertation entitled "**A STUDY ON THE CHALLENGES AND OPPORTUNITIES IN LOGISTIC INDUSTRIES WITH REFERENCE TO ST.JOHN'S FREIGHT SYSTEMS LTD THOOTHUKUDI**" submitted by J.SUJITHA (Reg.No. 19MLCO12) for the award of the Degree 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 the Department of Commerce, St. Mary's College (Autonomous), Thoothukudi and it has not been submitted for the award of any degree or diploma of any University or Institution.



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Date: 22.09.2020

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** St. Mary's College (Autonomous) Thoothukudi, for the constant encouragement.

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This research would not have been possible without the support and encouragement of my beloved well wisher **Mr.J. David Raja** Senior Vice President-ICD Division of St.John's Freight Systems Ltd. Thoothukudi who deserves a special word of praise for his understanding, moral support and co-operation.

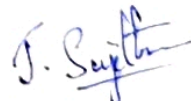
My sincere thanks to my mother **Mrs. J. Malini Jeyakumar** for their inspiration, blessings and prayers. I would like to thank my loveable sister **J.Ajitha** for her wholehearted care, guidance, and encouragement to the fullest.

I am grateful with full of my soul to my eternal love **Mr. Jesu Rajan .P** who deserves a special word of praise for his understanding, moral support and co-operation in the completion of my project and throughout the course

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