

**A STUDY ON "PURCHASING BEHAVIOUR  
OF COLLEGE STUDENTS TOWARDS  
HERBAL COSMETIC PRODUCTS"**

**PROJECT REPORT SUBMITTED TO THE UNIVERSITY OF  
CALCUTTA**

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

**BACHELOR OF COMMERCE**

Submitted by

**APRERATHI**

**(EMAUBECN001)**

**UNDER THE GUIDANCE OF**

**Mrs. KANTALANI PRATHI,**

**Head of PG Department of Commerce**



**EMEA COLLEGE OF ARTS AND SCIENCE**

**KONDOTI**

**MARCH 2023**



**PG DEPARTMENT OF COMMERCE  
RAMEA COLLEGE OF ARTS AND SCIENCE**



**CLERICAL**

This is to certify that the project report entitled "**PURCHASING BEHAVIOUR OF COLLECTIVE MEMBERS TOWARDS HERBAL COSMETIC PRODUCTS**" is being submitted by **AREEYATHI** with Register number **2023120032** for the award of the degree of **Bachelor of Commerce**, in the University of Calicut, is based on the bonafide project work carried out by the candidate under supervision and guidance in the PG Department Of Commerce, R M E A College of Arts & Science. The register embedded in this report has not been included in any other report submitted previously for the award of any Degree or Diploma of any other University or Institution.

Place: *Kondotty*  
Date: *23/11/2023*

*AREEYATHI*  
**Mrs. KAMALANI EDATHI,**

Head of PG Dept. of Commerce  
RAMEA College Kondotty

**KAMALANI EDATHI,**  
Assistant Professor  
PG Department of Commerce  
RAMEA College of Arts & Science  
Kondotty - 674526

PG DEPARTMENT OF COMMERCE  
EASA COLLEGE OF ARTS AND SCIENCE



CERTIFICATE

This is to certify that the project report entitled "PURCHASING BEHAVIOUR OF COLLEGE STUDENTS TOWARDS HIRDAI, COSMETIC PRODUCTS" is the work carried out by **APARAJITHA** with enrolment number **EM1412100101**, the student of Bachelor of Commerce (B.M.B.A) College of Arts & Science in partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce and that project has met favoural the levels for the award

internship by **Dr. S. S. Srinivasan**  
**Principal**  
Department of Commerce  
EASA College of Arts and Science  
**EXTERNAL EXAMINER**

Place: **Kondotty**  
Date: **31/12/2022**

**Mrs. KAVYASREE EDATHILL**  
Head of PG Dept. of Commerce  
EASA College Kondotty

**MAITHILY**  
Head of PG Dept. of Commerce  
EASA College of Arts and Science  
Kondotty - 622008

**"CONTINERS PERCEPTION TOWARDS ONLINE FOOD DELIVERY IN  
TRENCHIRAPALAM PANCHAYATHI"**

**PROJECT REPORT**

Submitted to the university of Calicut in partial fulfillment of the requirements for  
the award of the degree in

**BACHELOR OF COMMERCE**

Submitted by

**AJNAK**

(Reg. No. FMA/UC/2002)

Under the guidance of

**MRS. NAMALAM EDATHI**

Head of the PCI Department of Commerce



**ENCA COLLEGE OF ARTS AND SCIENCE, KONDIPOTTY**

(Aided, Affiliated to University of Calicut)

Re-accredited with 'A' grade by NAAC

Website: [www.encaonline.org](http://www.encaonline.org)

2020-202



**ANNA COLLEGE OF ARTS AND  
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(Aided, Affiliated to University of Calicut)

Accredited with 'A' grade by NAAC

KONDOLTY, P.O. KUNMINIPARANTRA, P.O. 0485-2/12030

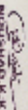
MALAPPURAM DISTRICT, PIN-676618

Website: [www.annacollege.ac.in](http://www.annacollege.ac.in)

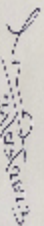
**CERTIFICATE**

This is certify that the project entitled "CONSUMERS PERCEPTION TOWARDS ONLINE FOOD DELIVERY IN THE NICHIPATAN PANCHAYATH" is a bona fide record of work done by AJNAK (REG No: FNA/ETBC/2002) and submitted in partial fulfillment of requirements for the award of degree of BACHELOR OF COMMERCE of said university and has not formed the basis for award of any Degree or Diploma or other similar title to the candidate.

**External Examiner**

  
**M. SUBHADRA K.K.**  
Assistant Professor  
Department of Commerce  
Malappuram College of Arts and Science  
Kondolty

**Mrs. KANIYAN OF EDUCATION.**

  
Head of PG Dept. of Commerce  
ANNA College-Kondolty

Place: Kondolty  
Date: 21.02.2023



**EMEA COLLEGE OF ARTS AND SCIENCE**

(Aided, Affiliated to University of Calicut)

Recognised with 'A' Grade by NAAC

KONNIGOTY, P.O KUMMINIPARANNA, Pn. 0183 2712030

MALAPPURAM(DIST), PIN-676638

Website: [www.emeaonline.com](http://www.emeaonline.com)

**CERTIFICATE**

This is to certify that the project report entitled "**CONSUMERS PERCEPTION TOWARDS ONLINE FOOD DELIVERY IN THIRUCHIRAPPALI PANGLOSSATTI**" is being submitted by **ANJAN DEE MATHAJITHIRUDU** for the award of the degree of **BACHELOR OF COMMERCE** of Tripos of University of Calicut. It is noted on the Issue Date project work carried out by student any supervision and guidance by the JcJ Department of Commerce, TMEA College of Arts & Science. The results embodied in this report have not been included in any other report submitted previously for the award of any Degree or Diploma of any other University or Institution.

(Supervising Guide)

**Mrs. KAMALANI EDATHIL**

Head of JcJ Dept. of Commerce

EMEA college kondony

Place: Kondony

Date: 28/08/2023

**"A STUDY ON CUSTOMER SATISFACTION  
TOWARDS MAX FASHION BRAND WITH SPECIAL  
REFERENCE TO CALICUT DISTRICT"**

**PROJECT REPORT**

**SUBMITTED TO THE UNIVERSITY OF CALICUT**

In partial fulfillment of the requirement for the award of degree in

**BACHELOR OF COMMERCE**

Submitted by

**ATHIFA (ENIAC/B.COM/19)**

**UNDER THE GUIDANCE OF**

**Mrs. KAVYALAKSHI EDATHIL,**

**H.O.D of PG Department of Commerce**



**KNIEEA COLLEGE OF ARTS AND SCIENCE, KONDOLTY**

**MARCH 2023**

PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE



CERTIFICATE

This is to certify that the project report entitled "CUSTOMER SATISFACTION TOWARDS MAX FASHION BRAND WITH SPECIAL REFERENCE TO CALICUT DISTRICT" is being submitted by ATHIRA with Register number KMA/BE:20015 for the award of the degree of Bachelor of Commerce, to the University of Calicut. It is based on the bonafide project work carried out by under my supervision and guidance in the PG Department of Commerce, K. Madia College of Arts & Science. The results embodied in this report have not been included in any other report submitted previously for the award of any Degree or Diploma of any other University or Institution.

*[Signature]*  
MRS. KAMALAM EDATHIL  
HEAD OF PG DEPT. OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE

Place: Kozhikode  
Date: 5/4/23



PG DEPARTMENT OF COMMERCE  
ENTFA COLLEGE OF ARTS AND SCIENCE



CERTIFICATE

This is to certify that the project report entitled "CUSTOMER SATISFACTION TOWARDS MAX FASHION BRAND WITH SPECIAL REFERENCE TO CHAIYOT DISTRICT" is the work carried out by AITHIPA with register number ENTFA/HCN003, the student of Bachelor of Commerce ENTFA College of Arts and Science in partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce and that project has not formed the basis for the award previously of any other similar title.

THIRD YEAR  
REGISTRAR AND ASST.  
ENTFA COLLEGE OF ARTS AND SCIENCE  
Department of Commerce  
& Administration Deptt.  
Maha Vithayalai, Chaiyot  
Bangkok 10110

INTERNAL EXAMINER

Mrs. KAMALANI EDATHIL  
Head of PG Dept. of Commerce  
ENTFA College Kondolly

Place: Kondolly

Date: 6/10/18-3

**A STUDY ON "PASSANGERS ATTITUDE TOWARDS KRTC  
LOW FLOOR BUS SERVICE IN MALAPPURAM TOWN"**

**PROJECT REPORT**

**SUBMITTED TO THE UNIVERSITY OF CALICUT**

**In partial fulfillment of the requirement for the award of degree in**

**BACHELOR OF COMMERCE**

**Submitted by**

**FAHEENA IBRAHEEMAL  
(2021/BC/0009)**

**UNDER THE GUIDANCE OF**

**Mrs. KANALAM EDALATH**

**H.O.D of PG Department of Commerce**



**EMEA COLLEGE OF ARTS AND SCIENCE, KUNNIPPITY**

**MARCH 2023**

PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE

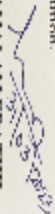


CERTIFICATE

This is to certify that the project report on the "SPANANCILUS ATTITUDE TOWARDS RURAL LOW FLOOR BUS SERVICE IN MAJAPETURANI TOWN" is being submitted by **VAIBHENA ERANHIKAL** with register number **EMAEBCM004** for the award of the degree of Bachelor of Commerce, to the University of Chennai, is based on the bonafied project work carried out by unduly supervision and guidance in the PG Department of Commerce, EMEA College of Arts & Science. The results embodied in this report have not been included in any other report submitted previously for the award of any Degree or Diploma of any other University or Institution.

Place: **KONDICOTTY**

Date: **31/3/2023**

  
**MRS. KAMALAMMA EDATHRI.**

Head of PG Dept. of Commerce  
**EMEA College Kondicoty**

PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE



**CERTIFICATE**

This is to certify that the project report entitled "PASSENGERS ATTITUDE TOWARDS RURAL LOW FLOOR BUS SERVICE IN MATAPPETRAM TOWN" is the work carried out by **FAHEENLA ERANJINKAL**, with register number **EMAIIBT01014**, the student of Bachelor of Commerce, EMEA College of Arts & Science in partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce and that project has not formed the basis for the award previously by **Dr. P. S. Srinivasan** in the similar title.

Signature of the  
Examiner  
Department of Commerce  
EMEA College of Arts and Science  
Madrassah Road, Madhavaram  
Chennai - 600 031

**EXTERNAL EXAMINER**

**Mrs. KAVIYAM EDATHIL**

Head of PG Dept. of Commerce

EMEA College Madhavaram

Place: **KONDOTTY**  
Date: **31/3/2023**

**Head of PG Dept. of Commerce**  
**EMEA College Madhavaram**

**A STUDY ON "PASSANGERS ATTITUDE TOWARDS SUBURBAN  
LOW FLOOR BUS SERVICE IN MALAPPURAM TOWN"**

**PROJECT REPORT**

**SUBMITTED TO THE UNIVERSITY OF CALICUT**

**In partial fulfillment of the requirement for the award of degree in**

**BACHELOR OF COMMERCE**

**Submitted by**

**FAHMA DIYA K.T.  
(BMA09B701005)**

**UNDER THE GUIDANCE OF**

**Mrs. NAMALAYAN EDATHIL**

**HOD of PCC Department of Commerce**



**EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTY**

**MARCH 2023**

PG DEPARTMENT OF COMMERCE  
FARHIA COLLEGE OF ARTS AND SCIENCE



CERTIFICATE

This is to certify that the project report entitled "SPASSANGERS ATTITUDE TOWARDS KURRICULUM FLOOR RUN SERVICE IN MALAPPUZHAM TOWNS" is being submitted by FARHIA DIVYA K.T., with Register number ENMA19M19005 for the award of the degree of Bachelor of Commerce, to the University of Calicut, is based on the bonafide project work carried out by undermy supervision and guidance in the PG Department Of Commerce, E.M.I.C.A College of Arts & Science. The results embodied in this report have not been included in any other report submitted previously for the award of any Degree or Diploma of any other University or Institution.

Place: Kozhikode

Date: 21/09/2023

Mrs. NAYYALANI EDPATHIL

Head of PG Dept. of Commerce

FARHIA College Kozhikode

*[Signature]*  
21/9/2023

PG DEPARTMENT OF COMMERCE  
ENEA COLLEGE OF ARTS AND SCIENCES



**CERTIFICATE**

This is to certify that the project report entitled "PASSANGERS ATTITUDE TOWARDS RIBBIT LOW FLOOR BUS SERVICE IN MALAPPURAM TOWN" is the work carried out by **VALINIA DIVYA K F** with register number **ENADBCN1905**, the student of Bachelor of Commerce (M.Com) College of Arts & Sciences in partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce and that project has not formed the basis for the award previously of any other university.

**HOUSTAD, K.K.**

Department of Commerce  
A Postgraduate Institute,  
Maulana Abul Kalam Azad University, Calicut

**EXTERNAL EXAMINER**

**MRS. NAMALANI EDATHRI.**

Head of PG Deptt. of Commerce

ENEA College Koodoty

Place: Koodoty

Date: 31-03-2024

**"WORKING WOMEN'S INVESTMENT BEHAVIOUR TOWARDS  
FINANCIAL PRODUCTS"**

**PROJECT REPORT**

Submitted to University of Calicut in partial fulfillment of the requirement for  
the award of degree in

**BACHELOR OF COMMERCE**



Submitted by

**FARHIDHA BEGUM**

(Reg. no: 10MAY1300000)

Under the guidance of

**Mrs. KADALAM EDATHI.**

(Head of the PG Dept. Commerce)

EMICA College of Arts and Science

Kondotti, Malappuram



**PG DEPARTMENT OF COMMERCE**

**EMICA COLLEGE OF ARTS AND SCIENCE, KONDOTTI**

Kondotulpuzha PO, Malappuram

Ph: 0483 2712070, E-mail: [mallicattacollege.ac.in](mailto:mallicattacollege.ac.in)

**2020-2023**





ANNA COLLEGE OF ARTS AND SCIENCE

(Aided, Affiliated to University of Chennai)

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KONDOLIYA, P.O. KUNJAVINURU, KANAKKURAI, DISTRICT 271 2030


MAIL ADDRESS: ANNAJESLS, PIN-672638

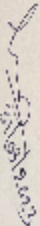
Website: [www.annaacollege.ac.in](http://www.annaacollege.ac.in)

**SERIFICATE**

This is to certify that the project entitled "WORKING WOMEN'S INVESTMENT BEHAVIOUR TOWARDS FINANCIAL PRODUCTS" is a bona fide record of work done by **FAIRHIDHA RAVI K R** (CATATBC2006) and awarded in partial fulfillment of requirements for the award of degree of **BACHELOR OF COMMERCE** of Chennai University and that project has not formed the basis for award of any Degree or Diploma or Fellowship or other similar title to the candidate.

External Examiner

  
NIGULAN P. M. K.  
Assistant Professor  
Department of Commerce  
& Management Studies  
Valluvar College, Karaikal

  
Date: 21/03/2023

Mrs. KAVYALAKSHI EDIVATHI,

Head of the PG Dept. Commerce

ANNA College Koundreri

Place: Koundreri

Date: 21/03/2023



**EMEA COLLEGE OF ARTS AND SCIENCE**

(Aided, Affiliated to University of Calicut)

Recognized with 'A' Grade by NAAC

KONJOTOY, P. O. KUNJAMINJALANNA, PIN-0181 2712030

MAILAPPTRAMMILSIL, PIN-675663

Website: [www.emeacollege.edu.in](http://www.emeacollege.edu.in)

**CERTIFICATE**

This is to certify that the project entitled "**WORKING WOMEN'S INVESTMENT BEHAVIOUR TOWARDS FINANCIAL PRODUCTIONS**" as a team-file record of work done by **FATHIMA BEVY KP (REG No: K06A11NC74006)** and submitted in partial fulfillment of requirements for the award of degree of **BACHELOR OF COMMERCE** of Calicut university and that project has not formed the basis for award of any Degree or Diploma or Fellowship or other similar title to the candidate.

**Internal Examiner**

*(Signature)*  
**ABDUL KADIR K M**  
Assistant Professor  
Department of Commerce  
Faculty of Business Studies  
Moulali College of Arts and Science  
Vijaya

*(Signature)*  
**Mrs. KANJALAM IDDATHI.**

**Head of the PG Dept. Commerce**  
**EMEA College Koudouli**

**Place: Koudouli**

**Date: 31/03/2023**

**A STUDY ON "PURCHASING BEHAVIOUR  
OF COLLEGE STUDENTS TOWARDS  
HERBAL COSMETIC PRODUCTS"**

**PROJECT REPORT SUBMITTED TO THE UNIVERSITY OF  
CALicut**

In partial fulfillment of the requirement for the award of degree in

**BACHELOR OF COMMERCE**

Submitted by

**PANQUSILAM**

**(2014UBL10077)**

**UNDER THE GUIDANCE OF**

**Mrs. KAVIYALAKSHI**

**H.O.D of PG Department of Commerce**



**EMEA COLLEGE OF ARTS AND SCIENCE**

**KONNODTY**

**MARCH 2023**



PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE



CERTIFICATE

This is to certify that the project report entitled "PLUG PLASING: DEVELOPMENT OF COLLEGE STUDENTS TOWARDS BEHAL COSMETIC PRODUCTS" is being submitted by FANOSHIANI with Register number PMAUCR23007 for the award of the degree of Bachelor of Commerce, by the University of Calicut, in honor of the honorable project work carried out by under my supervision and guidance in the PG Department of Commerce, E.M.E.A College of Arts & Science. The results mentioned in this report have not been included in any other report submitted previously for the award of any Degree or Diploma of any other University or Institution.

Place: Kozhikode

Date: 21-12-2023

MR. KAMALAM PILLAI

Head of PG Dept. of Commerce  
EMEA College Kozhikode

PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE



CERTIFICATE

This is to certify that the project report entitled "PERFORMANCE ANALYSIS OF FOREIGN STUDENTS TOWARDS INTERNAL COSMETIC PRODUCTS" is the work carried out by **ANUSHILA** with register number **EMEAUCB0007**, the student of Bachelor of Commerce (VYTA) College of Arts & Science in partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce. And that project has and earned the marks for the award mentioned by the **Internal Examiner** Date: \_\_\_\_\_

**ANUSHILA K.K**  
Assistant Professor  
(Department of Commerce)  
EMEA College of Arts and Science  
**INTERNAL EXAMINER**

**Mrs. KAVITHA M EDATHILL**

Head of PG Dept. of Commerce  
EMEA College, Kumbhary

Place: **Kumbhary**  
Date: **21-5-2023**

*(Handwritten signature and date)*  
21-5-2023

**"A STUDY ON CUSTOMER SATISFACTION  
TOWARDS MAAN FASHION BRAND WITH SPECIAL  
REFERENCE TO CALICUT DISTRICT"**

**PROJECT REPORT**

**SUBMITTED TO THE UNIVERSITY OF CALICUT**

In partial fulfillment of the requirement for the award of degree in

**BACHELOR OF COMMERCE**

Submitted by

**FARHANA JASMIN T. (ENALUBCM008)**

**UNDER THE GUIDANCE OF**

**MRS. KAMALAM EIDATHIL,**

**HEAD of PG Department of Commerce**



**KONNAR COLLEGE OF ARTS AND SCIENCE, KONDOTTY  
MARCH 2023**

PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE



CERTIFICATE

This is to certify that the project report entitled "CUSTOMER SATISFACTION TOWARDS MAN FASHION BRAND WITH SPECIAL REFERENCE TO CALICUT DISTRICT" is being submitted by RAJITHA JASMIN E. with Register number EMLAUCN3008 for the award of the degree of Bachelor of Commerce, to the University of Calicut, is based on the bonafide project work carried out by under my supervision and guidance in the PG Department of Commerce, EMEA College of Arts and Science. The results mentioned in this report have not been included in any other report submitted previously for the award of any Degree or Diploma of any other University or Institution.

MRS. KAVIYALAKSHMI  
HEAD OF PG DEPT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE

Place: Kozhikode

Date: 5/14/20

**PG DEPARTMENT OF COMMERCE  
EMILIA COLLEGE OF ARTS AND SCIENCE**



**CERTIFICATE**

This is to certify that the project report entitled "CRISPEPPER  
SATISFACTION TOWARDS VAN FASHION BRAND WITH SPECIAL  
REFERENCE TO CAJICUT DISTRICT" is the work carried out by  
KADIANA JASMINE J. with register number ENLAUBEN008, the student of  
Bachelor of Commerce (EMILIA College of Arts and Science in partial fulfillment  
of the requirement for the award of the degree of Bachelor of Commerce and that  
project has not formed the basis for the award previously of any other similar title.

*(Signature)*  
Assistant Professor  
Department of PG  
& Management  
Member Faculty

**EXTERNAL EXAMINER**

*(Signature)*  
**Mrs. KAMALAM RIBATHI,**  
Head of PG Dept of Commerce  
EMILIA College Kondotty

Place: *Kondotty*

Date: *5/9/23*



**FACTORS INFLUENCING ONLINE  
PURCHASING BEHAVIOUR AMONG  
COLLEGE STUDENTS**

**PROJECT REPORT SUBMITTED TO THE UNIVERSITY  
OF CALICUT**

In partial fulfillment of the requirement for the award of degree in

**BACHELOR OF COMMERCE**

Submitted by

**BATHIMA WAFAF**

**(EMA10BCN1009)**

**UNDER THE GUIDANCE OF  
MRS. KAMALAM EDATHI,  
HOD of PG Department of Commerce**



**EMEA COLLEGE OF ARTS AND SCIENCE  
KONDOTTY  
MARCH 2023**



PG DEPARTMENT OF COMMERCE  
FATIMA COLLEGE OF ARTS AND SCIENCE



CERTIFICATE

This is to certify that the project report entitled "FACTORS INFLUENCING ONLINE PURCHASING BEHAVIOUR AMONG COLLEGE STUDENTS" is being submitted by FATIMA WAFAJ with Register number FNA19C0009 for the award of the degree of Bachelor of Commerce, in the University of Calicut, in honor of the honorable project work carried out by under my supervision and guidance in the PG Department of Commerce, F.M.A. College of Arts & Science. The results embodied in this report have not been included in any other report submitted previously for the award of any Degree or Diploma of any other University or Institution.

Place: Kozhikode

Date: 21/03/2024

MRS. KANIKAT AMI EDUATHIL

Head of PG Dept. of Commerce

FATIMA College Kozhikode

PG DEPARTMENT OF COMMERCE  
FAMEA COLLEGE OF ARTS AND SCIENCE



CERTIFICATE

This is to certify that the project report entitled "FACTORS INFLUENCING ONLINE PURCHASING BEHAVIOUR AMONG COLLEGE STUDENTS" is the work carried out by FATHIMA WARAJ with register number FMAJURE/20099, the student of Bachelor of Commerce F.M.F.A College of Arts & Science in partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce and that project has not formed the basis for the award previously of any other similar title.

Dr. **MOHAMMAD ALK**  
Associate Professor  
Dept of PG Dept of Commerce  
FAMEA College of Arts and Science  
INTERNET EXAMINER

Mrs. **KANALANIDATTI**

Head of PG Dept of Commerce  
FAMEA College Road

Place: Kozhikode  
Date: 31/05/2023

A STUDY ON "PASSANGERS ATTITUDE TOWARDS  
KURTC LOW FLOOR BUS SERVICE IN  
MALAPPURAM TOWN"

PROJECT REPORT SUBMITTED TO THE UNIVERSITY OF  
CALICUT

In partial fulfillment of the requirement for the award of degree in  
BACHELOR OF COMMERCE

Submitted by

FIDHIA P  
(20MATBCN1011)

UNDER THE GUIDANCE OF  
MRS. KAMALAM EDATHIL,  
HEAD of PG Department of Commerce



EMEA COLLEGE OF ARTS AND  
SCIENCE KONDotty  
MARCH 2023



PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE



CERTIFICATE

This is to certify that the project report entitled "PASSANGIERN  
ATTITUDE TOWARDS BANKING" LOW FLOOR BUS SERVICE IN  
MALAPURAM TOWN is being submitted by EEDHA P with Register  
number EMLAHC/1901 for the award of the degree of Bachelor of  
Commerce, to the University of Calicut, is based on the honarific project  
work carried out by under my supervision and guidance in the PG  
Department Of Commerce, E.M.E.A College of Arts & Science. The  
results embodied in this report have not been included in any other report  
submitted previously for the award of any Degree or Diploma of any other  
University or Institution.

Place: Kozhikott

Date: 21 - 08 - 2023

Mrs. NAMILAM EDATHIL

Head of PG Dept. of Commerce

EMEA College Kozhikott

*[Handwritten signature]*  
21/08/2023


PG DEPARTMENT OF COMMERCE  
FIDEHA COLLEGE OF ARTS AND SCIENCE



**CERTIFICATE**

This is to certify that the project report entitled "FANSANQUEERS ATTITUDE TOWARDS KRICTE LOW FLOOR BUIS SERVICE IN MAI APURAM TOWN" is the work carried out by FIDEHA P with register number 10MA111010111. The student of Bachelor of Commerce E.M.L.A.A College of Arts & Science in partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce and that project has not formed the ~~subject~~ subject the award previously of any other similar title.

**NOUSHAD R.K.**  
Assistant Professor  
Department of Commerce  
College of Arts & Science  
Fideha College of Arts and Science  
KANTHAKAL EXAMINER

  
**MRS. KAMALAMMA EDAVATHIL.**

Head of PG Dept. of Commerce  
FIDEHA College Konthakal

Place: FIDEHA/0011  
Date: 21 - 03 - 2023

**"CONSUMERS PROTECTION TOWARDS ONLINE FOOD DELIVERY IN  
THE NCHIPPALANI PANCHAYATH"**

**PROJECT REPORT**

Submitted to the university of Calicut in partial fulfillment of the requirements for  
the award of the degree in

**BACHELOR OF COMMERCE**

Submitted by

**HANNAJI**

**(REG. No: EMA17BCM012)**

Under the guidance of

**MRS. SAMIALANI EDATHIL.**

Head of the PG Department of Commerce



**KMCA COLLEGE OF ARTS AND SCIENCE, KONDOTTY**

(Aided, Affiliated to University of Calicut)

Re-accredited with 'A' grade by NAAC

Website: [www.artscollege.ac.in](http://www.artscollege.ac.in)

2020-2023



**EMEA COLLEGE OF ARTS AND  
SCIENCE**

(Aided, Affiliated to University of Chennai)  
Recognized with 'A' grade by NAAC

KONDOTTY, P.O. KUMMINIPARANBA, TN:0483-2712030


MAIL APPURAM(DIST), PIN 673678

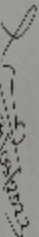
Website: [www.emacollege.ac.in](http://www.emacollege.ac.in)

**CERTIFICATE**

This is certify that the project entitled "CONSUMER'S PERCEPTION TOWARDS ONLINE FOOD DELIVERY IN THIRUCHIRAPPALAM PANCHAYATH" is a bona fide record of work done by HANNAH (REG No: KMAUBCGM012) and submitted in partial fulfillment of requirements for the award of degree of **BACHELOR OF COMMERCE** of Calicut university and has not furnished the basis for award of any Degree or Diploma or Fellowship or other similar title to the candidate.

**External Examiner**

  
**N. K. NARAYANAN**  
Assistant Professor  
Department of Commerce  
Kannur University  
Kannur, Kerala

  
**MRS. KAMALAMMA**

Head of PG dept. of commerce

**EMEA college Kondotty**

Place: kondotty

Date : 24-10-2022





**EMEAC COLLEGE OF ARTS AND SCIENCE**

(Aided, Affiliated to University of Calicut)

Recognized with 'A' grade by NAAC

KONDOTTY, P.O KUMMINIARAMBAM, PIN:0483-2712030

MAI APPURAM(31817), PIN 673608

Website: [www.emeacollege.ac.in](http://www.emeacollege.ac.in)

**CERTIFICATE**

This is to certify that the project report entitled "**CONSUMERS PERCEPTION TOWARDS ONLINE FOOD DELIVERY IN THEENCHIPALAM PANCHAYATH**" is being submitted by **HASNAM (Reg no:-EMEAUB020112)** for the award of the degree of **BACHELOR OF COMMERCE** of University of Calicut is based on the bona fide project work carried out by under my supervision and guidance in the PG Department of Commerce, UMLVA College of Arts & Science. The results embodied in this report have not been included in any other report submitted previously for the award of any Degree or Diploma of any other University or Institution.

(Supervising Guide)

**Mrs. KAMALAM EDATHIL**

Head of PG Dept. of Commerce

EMEAC college kondotty

Place: Kondotty

Date: 30-03-2024

**"FACTORS OF MOBILE PHONE BRAND PREFERENCE AMONG COLLEGE STUDENTS"**

**PROJECT REPORT**

Submitted to University of Calicut in partial fulfillment of the requirement for the award of degree in

**BACHELOR OF COMMERCE**



Submitted by

**NASIR**

(Reg no. EMALHE 200113)

Under the guidance of

**MR. RAJEEQUE ALI MUNDHAN**

(Assistant Professor in Commerce)

EMEA College of Arts and Science

Kandolli, Malappuram



**PG DEPARTMENT OF COMMERCE**

**EMEA COLLEGE OF ARTS AND SCIENCE, KANDOLLI**

Kandolli (near Panna FC), Malappuram

Ph: 0483 2717070, E-mail: [ema@emaacollege.ac.in](mailto:ema@emaacollege.ac.in)

2020-2023



**EMEA COLLEGE OF ARTS AND SCIENCE**

(Aided, Affiliated to University of Calicut)

Re-accredited with 'A' Grade by NAAC

KONNORTY, P.O KUMMINIPARAMBA, Ph:0483 2712030

MALAPPURAM(DIST), PIN-673638

Website: [www.emeacollege.ac.in](http://www.emeacollege.ac.in)

**CERTIFICATE**

This is certify that the project entitled "FACTORS OF MOBILE PHONE BRAND PREFERENCE AMONG COLLEGE STUDENTS" is a home-file record of work done by NAFAL (Reg No:MA11BC1013) and submitted in partial fulfillment of requirements for the award of degree of BACHELOR OF COMMERCE of Calicut university and that project has not formed the basis for award of any Degree or Diploma or fellowship or other similar title to the candidate.

External Examiner

  
MOHIDEEN K.K.  
Assistant Professor  
Department of Commerce  
& International Business  
Malabar College, Wayanad

Place: Konnorty

Date: 01 - 03 - 2025

  
MRS. KAMALAMBATHIL

Head of PG Dept. of Commerce

EMEA College Konnorty



**KMLA COLLEGE OF ARTS AND SCIENCE**

(Aided, Affiliated to University of Calicut)

Re-accredited with 'A' Grade by NAAC

KONNIGOTTY, P. O. NUBMINDIYARAMEA, Ph-0485-2712030

MALAPPURAM DISTRICT, PIN 673678

Website: [www.kmlacollege.ac.in](http://www.kmlacollege.ac.in)

**CERTIFICATE**

This is to certify that the project report entitled "FACTORS OF MOBILE PHONE BRAND PREFERENCE AMONG COLLEGE STUDENTS" is being submitted by NALAI DEEJAN (REG NO-EMATH0015) for the award of the degree of **BACHELOR OF COMMERCE** of University of Calicut. It is based on the honra-fide project work carried out by under my supervision and guidance in the PG Department of Commerce, KMLA College of Arts & Science. The report embedded in this report have not been included in any other report submitted previously for the award of any Degree or Diploma of any other University or Institution.

(Supervising Guide)

Name: Koudery

Date: 21-02-2023

**MR. RAJEEQUE ALI MUNDODAN**

Assistant professor

PG Department of Commerce

**FACTORS INFLUENCING ONLINE  
PURCHASING BEHAVIOUR AMONG  
COLLEGE STUDENTS**

**PROJECT REPORT SUBMITTED TO THE UNIVERSITY  
OF CALICUT**

In partial fulfillment of the requirement for the award of degree in

**BACHELOR OF COMMERCE**

Submitted by

**NISARIN KARIYATHIL**

**(GENALUCEN10114)**

**UNDER THE GUIDANCE OF**

**MRS. KANAIYAM P. DATTHI,**

**H.O.D of PG Department of Commerce**



**ENFA COLLEGE OF ARTS AND SCIENCE**

**KONNIGUTTY**

**MARCH 2023**

PG DEPARTMENT OF COMMERCE  
EMEVA COLLEGE OF ARTS AND SCIENCE



CERTIFICATE

This is to certify that the project report entitled "FACTORS INFLUENCING ONLINE PURCHASING BEHAVIOUR AMONG COLLEGE STUDENTS" is being submitted by NISRIN FAHMIHILL with Register number EMEVAHCN014 for the award of the degree of Bachelor of Commerce, to the University of Calicut, in based on the bonafide project work carried out by under my supervision and guidance in the PG Department of Commerce, EMEVA College of Arts & Science. The results embodied in this report have not been included in any other report submitted previously for the award of any Degree or Diploma of any other University or Institution.

Place, Kandalakudi

Date: 11/02/2024

Mrs. KAMALAJI EDVATHIL

Head of PG Dept. of Commerce

EMEVA College Kandalakudi

PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE



CERTIFICATE:

This is to certify that the project report entitled "FACTORS INFLUENCING ONLINE PURCHASING BEHAVIOUR AMONG COLLEGE STUDENTS" in the work studied out by NISRIN FARHATHI, with register number EMEA19C01014, the student of Bachelor of Commerce EMEA College of Arts & Science in partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce and that project has met focused the basis for the award previously of any other college/institute.

KODIENKAL, KERALA  
KODIENKAL, KERALA  
The Department of Commerce  
in partial fulfillment of the degree of  
Bachelor of Commerce  
NATIONAL COLLEGE OF ARTS AND SCIENCE  
EXTERNAL EXAMINER

Mrs. KAMALAMBEDATHI,

Head of PG Dept. of Commerce  
EMEA College Kodondy

Place: Kodondy

Date: 24/03/2023

**A STUDY ON "PURCHASING BEHAVIOUR  
OF COLLEGE STUDENTS TOWARDS  
HERRAL COSMETIC PRODUCTS"**

**PROJECT REPORT SUBMITTED TO THE UNIVERSITY OF  
CALCUTTA**

In partial fulfillment of the requirement for the award of degree in

**BACHELOR OF COMMERCE**

Submitted by

**RAFIYA FARVEEN F.**

**(2021ATBC10015)**

**UNDER THE GUIDANCE OF**

**MRS. NARAYAN EDATHILL**

**HEAD of PG Department of Commerce**



**EMMA COLLEGE OF ARTS AND SCIENCE**

**KONDOLITY**

**MARCH 2021**



PG DEPARTMENT OF COMMERCE  
EMICA COLLEGE OF ARTS AND SCIENCE



CERTIFICATE

This is to certify that the project report entitled "PURCHASING BEHAVIOUR OF COLLEGE STUDENTS TOWARDS HERBAL COSMETIC PRODUCTS" is being submitted by **ANJANA FARVEEN P** with Register Number **EMATRC01015** for the award of the degree of Bachelor of Commerce, to the University of Calicut, in honor on the bonafide project work carried out by under my supervision and guidance in the PG Department Of Commerce, F M T, A College of Arts & Science. The result embodied in this report have not been included in any other report submitted previously for the award of any Degree or Diploma of any other University or Institution.

Place: Kozhikottu

Date: 25/8/2023

  
MRS. KAMALAMB EDATHRI

Head of PG Dept. of Commerce

EMICA College Kozhikottu

PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE



CERTIFICATE

This is to certify that the project report entitled "PURCHASING BEHAVIOUR OF COLLEGE STUDENTS TOWARDS BEURAL COSMETIC PRODUCTS" is the work carried out by RAJIVA RAJVEEN P with register number EMEAUCM1015, the student of Bachelor of Commerce E.M.E.A College of Arts & Science in partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce and that project has not formed the basis for the award provided by any other institution.

**RAJISHAD**  
Registrar of Examinations  
Department of Commerce  
EMEA College of Arts and Science, Kundara  
Kannur District  
KERALA

Mrs. KAVYALAKSHMI HILL

Head of PG Deptt. of Commerce  
EMEA College Kundara

Place: Kundara  
Date: 21/3/2025

**FACTORS INFLUENCING ONLINE  
PURCHASING BEHAVIOUR AMONG  
COLLEGE STUDENTS**

**PROJECT REPORT SUBMITTED TO THE UNIVERSITY  
OF CALICUT**

In partial fulfillment of the requirement for the award of degree in

**BACHELOR OF COMMERCE**

Submitted by

**RIXA METTARINI,  
(EMATBCE1016)**



**UNDER THE GUIDANCE OF  
MRS. KAMALAM EDATHI,  
HEAD of PC Department of Commerce**



**EMPFA COLLEGE OF ARTS AND SCIENCE  
KONNIGOTTY  
MARCH 2023**

PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE



CERTIFICATE

THIS IS TO CERTIFY that the project report entitled "FACTORS  
INFLUENCING ONLINE PURCHASING BEHAVIOUR AMONG  
COLLEGE STUDENTS" is being submitted by **RIYA MICHAEL J.** with  
Register number **EMEAUC20016** for the award of the degree of Bachelor of  
Commerce, by the University of Calicut, is based on the foundation project  
work carried out by under my supervision and guidance in the PG  
Department Of Commerce, EMEA College of Arts & Science. The results  
enfolded in this report have not been included in any other report submitted  
previously for the award of any Degree or Diploma of any other University or  
Institution.

Place: Kozhikode

Date: 21/04/2020

**MR. RAJAN AM EDAVATHIL**

Head of PG Dept. of Commerce

EMEA College Kozhikode

Handwritten signature and date: 21/04/2020

PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE



CERTIFICATE

This is to certify that the project report entitled "FACTORS INFLUENCING ONLINE PURCHASING BEHAVIOUR AMONG COLLEGE STUDENTS" is the work carried out by KIXA SREERINI, with register number FMA19C24016, the student of Bachelor of Commerce, EMEA College of Arts & Science in partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce and that project has not formed the ~~basis~~ <sup>subject</sup> of any other similar title.

HOUSHALE, K.R.  
Head of PG Department of Commerce  
& Managing Student Studies,  
EMEA College of Arts & Science

INTERNAL EXAMINER

MR. KAVIALAKSHIDATHIL

Head of PG Dept of Commerce  
EMEA College Koroatty

Place: KOROATTY

Date: 21/08/2024

**"CONSUMERS PERCEPTION TOWARDS ONLINE FOOD DELIVERY IN  
THE NCIPALAM PANCHAYATH"**

**PROJECT REPORT**

Submitted to the university of Calicut in partial fulfillment of the requirements for  
the award of the degree in

**BACHELOR OF COMMERCE**

Submitted by

**SAHNA .KT**

(REG. No: ENLA/HC/M017)

Under the guidance of

**MR. RAJMOHIDE ALI MITHOBAN**

(Assistant professor in commerce)

ENLA college of arts and science , kondotty



**ENLA COLLEGE OF ARTS AND SCIENCE, KONDOTTY**

(Aided, Affiliated to University of Calicut)

Re-accredited with 'A' grade by NAAC

Website: [www.enlacollege.ac.in](http://www.enlacollege.ac.in)

2020 2023



**ANNA COLLEGE OF ARTS AND  
SCIENCE**

(Aided, Affiliated to University of Chennai)  
Re-accredited with 'A' grade by NAAC  
KONDICTY, P.O KUMMINIPARAVAILA, Ph:04683-2712030


MALAPPURAM(31817), PIN-673638

Website: [www.annacollege.ac.in](http://www.annacollege.ac.in)

**CERTIFICATE**

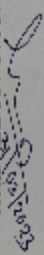
This is certify that the project entitled "CONSUMERS PERCEPTION TOWARDS ONLINE FOOD DELIVERY IN TENCHIPALAM PANCHAYATH" is a bona fide record of work done by SAHANA.KT (Reg No: EMALHE0017) and submitted in partial fulfillment of requirements for the award of degree of **BACHELOR OF COMMERCCE** of Calicut university and has not forwored the name for award of any Degree or Diploma or fellowship or other similar title to the candidate.

**External Examiner**

  
**NOSHAD K.M.**  
Assistant Professor  
Department of Commerce  
& Management Studies  
Moulali College, Kondicty

Place: Kondicty

Date : 21/02/2023

  
**Mrs. KAMALAMM EDATHIL**

Head of PG Deptl. of commerce  
ANNA college kondicty



**ANNA COLLEGE OF ARTS AND SCIENCE**

(Aided, Affiliated to University of Calicut)

Recognised with 'A' grade by NAAC


KONJATTY, P.O KUMMINPARRANBA, Ph:0483-2712030

MALAPPURAM(DIST), PIN-673638

Website: [www.annaacollege.ac.in](http://www.annaacollege.ac.in)

**CERTIFICATE**

This is to certify that the project report entitled "**CONSUMERS PERCEPTION TOWARDS ONLINE FOOD DELIVERY IN THENCHIPALAM PANCHAYATH**" is being submitted by **SAHINAKT REG NO: EMATHH19M017** for the award of the degree of **BACHELOR OF COMMERCE** of University of Calicut, is based on the bona-fide project work carried out by under my supervision and guidance in the P.G. Department Of Commerce, U.M.T.A College of Arts & Science. The results embodied in this report have not been included in any other report submitted previously for the award of any Degree or Diploma of any other University or Institution.

  
(Supervising Guide)

**MR. RAFEROQUE ALI MUNDODAN**

Assistant professor P.G Dept. of  
Commerce

Place: Kandy

Date: 21/03/2023



**"FACTORS OF MOBILE PHONE BRAND PREFERENCE AMONG  
COLLEGE STUDENTS"**

**PROJECT REPORT**

Submitted to University of Calicut in partial fulfillment of the requirement for  
the award of degree in

**BACHELOR OF COMMERCE**



Submitted by:

**SALVA HANAN P**

(Reg no. EMALURCM018)

Under the guidance of

**MR. HARMOULI ALI MUNDODAN**

(Assistant Professor in Commerce)

EMICA College of Arts and Science

Kandotti, Malappuram



**P.O. DEPARTMENT OF COMMERCE:**

**EMICA COLLEGE OF ARTS AND SCIENCE, KANDOTTI**

Kumminpuzha PO, Malappuram

Ph. 0483 2712030, E-mail. [amal@emicascollege.ac.in](mailto:amal@emicascollege.ac.in)

2020-2023





**KONDA COLLEGE OF ARTS AND SCIENCE**

(Aided Affiliated to University of Calicut)

Re-accredited with 'A' Grade by NAAC

KONDAPATTY, P.O.KUMMINIPARANBA, PIN-0487-2712030

MALAPPUZHAM DISTRICT, PIN-673638

Website: [www.kondacollege.ac.in](http://www.kondacollege.ac.in)

**CERTIFICATE**

This is certify that the project entitled "FACTORS OF MOBILE PHONE BRAND PREFERENCE AMONG COLLEGE STUDENTS" is a bona fide record of work done by SALVA HANAN.P (Reg No:MAJBCN018) and submitted in partial fulfillment of requirements for the award of degree of **BACHELOR OF COMMERCE** of Calicut university and that project has not formed the basis for award of any Degree or Diploma or fellowship or other similar title to the candidate.

**External Examiner**

*(Signature)*  
**MOHAMMAD K.A.**  
Assistant Professor  
Department of Commerce  
Konda College of Arts and Science  
Kondapatty Campus, Kozhikode  
Kerala

**Place: Kondaotty**

**Date: 21/03/2023**

*(Signature)*  
**Mrs. KAMALAM IDA THIL.**

Head of the Dept. of Commerce

**KONDA COLLEGE KONDAPATTY**



**EMEA COLLEGE OF ARTS AND SCIENCE**

(Aided, Affiliated to University of Calicut)

Re-accredited with 'A' grade by NAAC


KONDOLIY, P.O.KUMMINIYARANKABA, PH:0491-2712030

MALAPPURAM(DIST). PIN-673638

Website: [www.emecollege.ac.in](http://www.emecollege.ac.in)

**CERTIFICATE**

This is to certify that the project report entitled "FACTORS OF MODERN PHONE BRAND PREFERENCE: AMONG COLLEGE STUDENTS" is being submitted by **SALVA HANAN.P** (REG NO:-FMATUBCM018) for the award of the degree of **BACHELOR OF COMMERCE** of University of Calicut, is based on the honours-title project work carried out by under my supervision and guidance in the 1<sup>st</sup> Department of Commerce, EMEA College of Arts & Science. The results embodied in this report have not been included in any other report submitted previously for the award of any Degree or Diploma of any other University or Institution.

  
(Supervising Guide)

Place: Kondoliy

**MR. RAFIQUL HAQUE**

Date: 11.04.2024

Assistant professor

1<sup>st</sup> Department of Commerce

**"A STUDY ON CUSTOMER SATISFACTION  
TOWARDS MAX FASHION BRAND WITH SPECIAL  
REFERENCE TO CALICUT DISTRICT"**

**PROJECT REPORT**

**SUBMITTED TO THE UNIVERSITY OF CALICUT**

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

**BACHELOR OF COMMERCE**

Submitted by

**SARMIYA FARSIANA P.T. (02MATHRCVM019)**

**UNDER THE GUIDANCE OF**

**Mrs. KAMALAM EDATHI**

**HEAD of PG Department of Commerce**



**EMEVA COLLEGE OF ARTS AND SCIENCE, KONDOTTY**

**MARCH 2023**

PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE



CERTIFICATE

This is to certify that the project report entitled "CUSTOMER SATISFACTION TOWARDS MAX FASHION BRAND WITH SPECIAL REFERENCE TO CALICUT DISTRICT" is being submitted by SARMILA KARSANA P.T. with register number EMEALBCN1019 for the award of the degree of Bachelor of Commerce, to the University of Calicut, is based on the bonafide project work carried out by under my supervision and guidance in the PG Department Of Commerce, P.M.F.A College of Arts&Science. The results embodied in this report have not been included in any other report submitted previously for the award of any Degree or Diploma of any other University or Institution.

MRS. KAMALAM EDATHIL  
HEAD OF PG DEPT. OF COMMERCE  
EMEA COLLEGE KONDOTTY

Handwritten signature and date: 26/10/2023

Place: KONDOTTY

Date: 26/10/2023

PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE



CERTIFICATE

This is to certify that the project report entitled "CUSTOMER SATISFACTION TOWARDS MAX FASHION BRAND WITH SPECIAL REFERENCE TO CALICUT DISTRICT" is the work carried out by NARMIYA FARHANA P.T. with register number EM/ALHC/M019, the student of Bachelor of Commerce E.M.E.A. College of Arts & Science in partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce and that project has not featured the basis for the award previously of any other similar title.

*(Signature)*  
**MOUJIBAD, K.K.**  
Assistant Professor  
Department of Commerce  
E.M.E.A. College of Arts & Science  
Mavelur Colony,  
Kozhikode

EXTERNAL EXAMINER

**MRS. KAMALAM EDATHILL**  
Head of PG Dept. of Commerce  
EMEA College Kandy

Place: Kozhikode  
Date: 25/12/2022

*(Signature)*  
MRS. KAMALAM EDATHILL

# CUSTOMER'S ATTITUDE ON BUYING SMARTPHONES THROUGH ONLINE WEBSITES

## (BASED ON AMAZON AND FLIPKART)

PROJECT REPORT

Submitted to UNIVERSITY OF CALicut in partial fulfillment of the requirement for the award of  
**Bachelors Of Commerce**



Submitted by

**ANAN ADANAD KEN**  
Reg No: FMTAUBCM1020

Under the guidance of

**Mrs. JASMINA I.P.**

Assistant Professor in Commerce

FMTA College of Arts and Science

Kandady - Malappuram



PG DEPARTMENT OF COMMERCE

FMTA COLLEGE OF ARTS AND SCIENCE, KONDOLUVA

Kurumbiparumba P.O, Malappuram

Ph: 0483 0710900 E-mail: mail@fma.ucc.edu.in

2020-2021

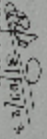
PG DEPARTMENT OF COMMERCE  
RATNA COLLEGE OF ARTS AND SCIENCE  
KONDOLTA



CERTIFICATE

This is to certify that the project entitled "CUSTOMER ATTITUDE ON BUYING SMARTPHONES THROUGH ONLINE WISSELES GRANTED ON AMAZON AND FLIPKART" is being submitted by ANAN AHABAD RAO with register number ENVALIBRC1020 in the award of degree of bachelors of Commerce of university of Calicut, is based on the Honorside project work carried out by under my supervision and guidance in PG Department of Commerce, University of Calicut. The results embodied in this report have not been included in any other reports submitted previously for the award of degree or diploma of any other University or Institution.

Place: KONDOLTA, 22/05/2023  
Date: 21/05/23

  
ANIL PROFESSOR  
RATNA COLLEGE, KONDOLTA



PG DEPARTMENT OF COMMERCE  
ENTRA COLLEGE OF ARTS AND SCIENCE  
RONDOLLY



CERTIFICATE

THIS IS TO CERTIFY that the project entitled "CUSTOMER ATTITUDE ON BUYING SMARTPHONES THROUGH ONLINE WISHLISTS LEASED ON AMAZON AND FLIPKART'S" the work carried out by ANAS AHMAD BIN with register number EMEATRCV1020 the student of Bachelor of Commerce ENTRA COLLEGE OF ARTS AND SCIENCE in partial fulfillment of the requirement for the award of degree of Bachelor of Commerce of University of Calicut and that project has not formed the basis for the award previously of any other similar title.

Place: *Kannaladi Edathil*

Date: *21/10/2022*

*(Signature)*  
ROSEMARY V. JOSE  
Head of PG Dept. of Commerce  
ENTRA COLLEGE OF ARTS AND SCIENCE  
RONDOLLY

Mrs. KANMALAM EDATHIL  
Head of PG Dept. of Commerce  
ENTRA College Roudolly

*(Signature)*

**A STUDY ON "CONSUMER PREFERENCES  
AND MOTIVATIONS TOWARDS SUVs IN  
MALAPPURAM MUNICIPALITY"**

**PROJECT REPORT SUBMITTED TO THE UNIVERSITY OF  
CALICUT**

*In partial fulfillment of the requirement for the award of degree in*

**BACHELOR OF COMMERCE**

Submitted by

**BASIM N**

**(EMAUBCM021)**

**UNDER THE GUIDANCE OF**

**Mrs. KAMALAM FDATHIL**

**H.O.D of PG Department of Commerce**



**EMLA COLLEGE OF ARTS AND SCIENCE**

**KONDOTTY**

**MARCH 2023**

PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE

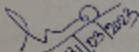


CERTIFICATE

This is to certify that the project report entitled "CONSUMER PREFERENCES AND MOTIVATIONS TOWARDS SUVA IN MALAPPURAM MUNICIPALITY" is being submitted by BASIM N with Register number EMAURCM021 for the award of the degree of Bachelor of Commerce, to the University of Calicut, is based on the bonafide project work carried out by under my supervision and guidance in the PG Department of Commerce, E.M.E.A College of Arts & Science. The results embodied in this report have not been included in any other report submitted previously for the award of any Degree or Diploma of any other University or Institution.

Place: KONDOTTY

Date: 31/03/23

  
Mrs. KAMALAM EDATHIL

Head of PG Dept. of Commerce

EMEA College Kondotty

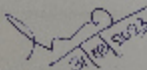
PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE



CERTIFICATE

This is to certify that the project report entitled "CONSUMER PREFERENCES AND MOTIVATIONS TOWARDS SUVs IN MALAPPURAM MUNICIPALITY" is the work carried out by BASIM N with register number EMAUBCM021, the student of Bachelor of Commerce (B.M.A) College of Arts & Science in partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce and that project has not formed the basis for the award previously given to any other similar title.

NOUSHAD K.K.  
Assistant Professor  
Department of Commerce  
& Management Studies  
Malabar College of Arts and Science  
Kondotty  
EXTERNAL EXAMINER

  
Mrs. KAMALAM KDATHIL,  
Head of PG Dept. of Commerce  
EMEA College Kondotty

Place: Kondotty

Date: 31/03/23

**"WORKING WOMEN'S INVESTMENT BEHAVIOUR TOWARDS  
FINANCIAL PRODUCTS"**

**PROJECT REPORT**

Submitted to University of Calicut in partial fulfilment of the requirement for  
the award of degree in

**BACHELOR OF COMMERCE**



Submitted by

**MOHAMMED ARSHAD P T**

(Reg no: EMAUBCM023)

Under the guidance of

**Mrs KAMALAM EDATHIL**

(Head of the PG Dept. Commerce)

EMEA College of Arts and Science

Kundotti, Malappuram



**PG DEPARTMENT OF COMMERCE**

**EMEA COLLEGE OF ARTS AND SCIENCE, KUNDOTTI**

Kunminiparamba PO, Malappuram

Ph: 0483 2712030, E-mail [mail@emacollege.ac.in](mailto:mail@emacollege.ac.in)

2020-2023



## EMEA COLLEGE OF ARTS AND SCIENCE

(Aided, Affiliated to University of Calicut)

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KONDOTTY, P.O KUMMINIPARAMBA, Ph:0483-2712030


MALAPPURAM(DIST), PIN-673638

Website: [www.emeacollege.ac.in](http://www.emeacollege.ac.in)

### CERTIFICATE

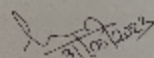
This is certify that the project entitled "WORKING WOMEN'S INVESTMENT BEHAVIOUR TOWARDS FINANCIAL PRODUCTS" is a bona-fide record of work done by MOHAMMED ARSHAD P T (Reg No:EMAUBCM023) and submitted in partial fulfilment of requirements for the award of degree of BACHELOR OF COMMERCE of Calicut university and that project has not formed the basis for award of any Degree or Diploma or Fellowship or other similar title to the candidate.

External Examiner

  
NOUSHAD M.K  
Assistant Professor  
Department of Commerce  
& Management Studies  
EME College of Arts and Science  
Kondotty

Place: Kondotty

Date: 31/03/2023

  
Mrs. KAMALAM EDATHIL  
Head of PG Dept. of Commerce  
EMEA College Kondotty



**EMEA COLLEGE OF ARTS AND SCIENCE**

(Aided, Affiliated to University of Calicut)

Re-accredited with 'A' grade by NAAC

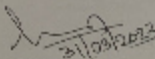
KONDOTTY, P.O KUMMINIPARAMBA, Ph:0483-2712030

MALAPPURAM(DIST), PIN-673638

Website: [www.emecollege.ac.in](http://www.emecollege.ac.in)

**CERTIFICATE**

This is to certify that the project report entitled "**WORKING WOMEN'S INVESTMENT BEHAVIOUR TOWARDS FINANCIAL PRODUCTS**" is being submitted by **MOHAMMED ARSILAD P T** (Reg no:EMAUBCM023) for the award of the degree of, **BACHELOR OF COMMERCE** of University of Calicut, is based on the bona-fide project work carried out by under my supervision and guidance in the PG Department Of Commerce, E.M.B.A College of Arts & Science. The results embodied in this report have not been included in any other report submitted previously for the award of any Degree or Diploma of any other University or Institution.

  
31/03/2023  
(Supervising Guide)

Place: Kondotty

**Mrs KAMLAM EDATHIL**

Date: 31/03/2023

Head of PG Department of Commerce

# "BRAND PREFERENCE OF SOFT DRINKS"

## A PROJECT REPORT

Submitted to University of Calicut in partial fulfillment of the requirement for the award of degree of

Bachelor of Commerce



Submitted by

**MOHAMMED IRFAN E**

Reg. no. EMLUUCM024

Under the guidance of

**MRS. NARAI AMI KADATHIL.**

(Head of PG Deptt. of Commerce)

Faculty of Arts and Science, Pondicherry, Malappuram



**PG DEPARTMENT OF COMMERCE**

**NARAI AMI KADATHIL COLLEGE**

Karunimparamba PO, Malappuram

Ph: 0483 2712030, E mail: [naraiamcollege@gmail.com](mailto:naraiamcollege@gmail.com)

2020-2023



PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE, KONDOLI  
KONDOLI

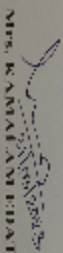


CERTIFICATE

This is to certify that the project entitled "BRAND PREFERENCE OF SOFT DRINKS" is being submitted by MOHAMMED IRFAN B with register number EMTAUBCM024 for the award of degree of Bachelor of Commerce of university of Calicut, is based on the bona fide project work guided and under my supervision and guidance in PG Department of Commerce, University of Calicut. The results embodied in this report have not been included in any other report submitted previously for the award of degree or diploma of any other University or Institution.

Place: KONDOLI

Date: 21/02/2025

  
Mrs. KAMALAMATHIL

Head of PG Dept. of Commerce  
EMEA College Kondoli

PG DEPARTMENT OF COMMERCE  
EMEVA COLLEGE OF ARTS AND  
SCIENCE KONDOTTI



CERTIFICATE

This is to certify that the project entitled "BRAND PREFERENCE OF SOFT DRINKS" is the work carried out by **MOHAMMED IRFAN E** with register number **EMEVA11HC17021** the student of Bachelor of Commerce **EMEVA COLLEGE OF ARTS AND SCIENCE** in partial fulfillment of the requirement for the award of degree of Bachelor of Commerce of University of Calicut and that project has not formed the basis for the award previously of any other similar title.

Place: **WANDYKUNDA**

Date: **21/10/2023**

*Mrs. N. N. Edathil*  
**MOHAMMAD K.K.**  
Department of Commerce  
& Management Studies  
Principal, EMEVA College,  
Wandykunda, Kondotti

*Mrs. N. N. Edathil*  
**MRS. NAVIAT ANE DATHIL**

**Head of PG Dept. of Commerce  
EMEVA College Kondotti**

**A STUDY ON "IMPACT OF CUSTOMER  
RELATIONSHIP MANAGEMENT WITH  
SPECIAL REFERENCE TO EXCELMART"  
RAMANATTHIKARA"**

**PROJECT REPORT SUBMITTED TO THE UNIVERSITY OF  
CALICUT**

In partial fulfillment of the requirement for the award of degree in

**BACHELOR OF COMMERCE**

Submitted by

**MUHAMMAD MURSHID**

**(2021A/B/C/00220)**

**UNDER THE GUIDANCE OF**

**Mrs. KANIYAM EDPATHI,**

**H.O.D of PG Department of Commerce**



**ETHIA COLLEGE OF ARTS AND SCIENCE**

**KANDOOTTY**

**MARCH 2023**



PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE



CERTIFICATE

This is to certify that the project report entitled "IMPACT OF CUSTOMER RELATIONSHIP MANAGEMENT WITH SPECIAL REFERENCE TO ENGELMANN KAMNATHURAK" is being authored by MOHAVITHED VITHSHID with Register number ENAUCR00202 for the award of the degree of Bachelor of Commerce, to the University of Calicut, based on the bonafide project work carried out by under my supervision and guidance in the PG Department Of Commerce, EMEA College of Arts & Science. The results mentioned in this report have not been included in any other report submitted previously for the award of any Degree or Diploma of any other University or Institution.

Place: Kozhikode

Date: 21-03-2023

Mrs. KAMNATH EDATHIL

Head of PG Dept. of Commerce

EMEA College Kozhikode

PG DEPARTMENT OF COMMERCE  
FIMBA COLLEGE OF ARTS AND SCIENCE



CERTIFICATE

That it is hereby that the project report entitled "IMPACT OF FINTECH ON RELATIONSHIP MANAGEMENT WITH SPECIAL REFERENCE TO EXTERNAL BANK MANANATHURAN" is the work carried out by VIOLANNEE MURSHID with register number FMA11BCTM025, the end user of Bachelor of Commerce External College of Arts & Science in partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce and that project has not formed the basis for the award of honours of any other ~~degree~~ <sup>degree</sup>.

**NOTES:**  
1. This certificate is valid only for the purpose of confirmation of the award of "Bachelor of Commerce" in Management of International Finance Studies  
MBA/PGD/2023

EXTERNAL EXAMINER

DR. KANALANI EDATHI.

Head of PG Deptt. of Commerce

FIMBA College Kandy

Place: Kandy 05/07/23

Date: 05-07-2023

# "BRAND PREFERENCE OF SOFT DRINKS"

## A PROJECT REPORT

Submitted to University of Calicut in partial fulfilment of the requirement for the award of degree of

Bachelor of Commerce



Submitted by

**MUHAMMED AJNAN A**

Reg no: EN1AUBCN026

Under the guidance of

**Mrs. KAMALANI EDATHIL**

(Head of PG Dept of Commerce)

EMEA College of Arts and Science Koudotti, Malappuram



PG DEPARTMENT OF COMMERCE

EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTI

Kumudiparavada PO, Malappuram

Ph: 0483 2712030, E mail: [mail@emeacollege.ac.in](mailto:mail@emeacollege.ac.in)

2020-2023



PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTI



CERTIFICATE:

This is to certify that the project entitled "BRAND PREFERENCE OF SOFT DRINKS" is being submitted by **MULHANNED ALIAS A** with register number **EMEA/BE/2026** for the award of degree of Bachelors of Commerce of university of Calicut, is based on the bona-fide project work carried out by under my supervision and guidance in PG Department of Commerce, University of Calicut. The results embodied in this report have not been included in any other report submitted previously for the award of degree or diploma of any other University or Institution.

Name: **MULHANNED ALIAS A**

Date: **21/08/2025**

*M. Kamal Anand*  
MR. **KAMAL ANAND**

Head of PG Dept. of Commerce  
**EMEA College Kondotti**

PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND  
SCIENCE, KONDOTTI



CERTIFICATE

This is to certify that the project entitled "BRAND PREFERENCE OF SPORT DRINKS" is the work carried out by MUHAMMED AINASA with register number EMLA/026 the student of Bachelor of Commerce E.M.T. A COLLEGE OF ARTS AND SCIENCE in partial fulfillment of the requirement for the award of degree of Bachelor of Commerce of University of Calicut and that project has not formed the basis for the award previously of any other similar title.

Place: KONDOTTI

Date: 31/08/2015

Mrs. KAMALANI EDVATHIL

Head of PG Dept. of Commerce  
EMEA College Kondotti



# CUSTOMERS ATTITUDE ON BUYING SMARTPHONES THROUGH ONLINE WEBSITES (BASED ON AMAZON AND FLIPKART)

PHD/BA/1 REPORT  
Submitted to University of Calicut in partial fulfillment of the award of  
Bachelor of Commerce



Submitted by  
**MUHAMMAD AHSAN RASHIDAN**  
REG NO: F/M/AL/BC/1027

Under the guidance of

**Mrs. JASEENA P.J**

Associate Professor in Commerce  
FATA College of Arts and Science,  
Kondotty, Malappuram



PG DEPARTMENT OF COMMERCE  
FATA COLLEGE OF ARTS AND SCIENCE, KONDOTTI

Kondotty, Malappuram

Ph: 0483 2712020, E-mail: [condotticollege@rediffmail.com](mailto:condotticollege@rediffmail.com)

2020-2021

PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE  
KONDOLTA



CERTIFICATE

This is to certify that the project entitled "CULSUMER ATTITUDE ON BUYING SMARTPHONES THROUGH CONTENT WRITERS (BASED ON AWAZAN AND FILIPINARTY)" is being submitted by **MUHAMMAD ASHAF BASTARI** to the region number **EMEA0027** in the award of diploma of **Bachelor of Commerce of University of Calicut**, is based on the Honorable project work awarded and by under my supervision and guidance in the Department of Commerce, University of Calicut. The results embodied in this report have not been included in any other report published previously for the award of degree or diploma of any other University or institution.

JASLEENA P.P

Asst. Professor

EMEA College Kondolta

Place: KONDOLTA

Date: 11/09/2023

PG DEPARTMENT OF COMMERCE  
KONNARA COLLEGE OF ARTS AND SCIENCE  
KONNARA



CERTIFICATE

This is to certify that the student **ANIL KALPESH** ATTENDED ON BEING  
SMARTPHONE THROUGH ONLINE WEBSITES (BASED ON AMAZON  
AND FLIPKART) IN THE WORK CARRIED OUT BY **MR. MANOJ K. DAS** B.A. B.A.  
WITH REGULAR ATTENDANCE IN THE SEMESTER OF **2023-24** IN THE  
COURSE OF **B.A. POLITICAL SCIENCE** IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE  
AWARD OF **DEGREE OF BACHELOR OF COMMERCE** OF UNIVERSITY OF CHALUKYA AND THAT PROFESSOR  
HAS NOT FORMED THE BASIS FOR THE AWARD PREVIOUSLY OF ANY OTHER SEMESTER.

Place **KONNARA**

Date: **21-09-2024**

**MR. MANOJ K. DAS**

Head of PG Dept. of Commerce  
K. M. F. A College Konnara



# "CONSUMER PERCEPTION TOWARDS SAMSUNG MOBILES"

PREFECTE BUREAU :

Submitted by University of student in partial fulfillment of the requirement for the award of  
BACHELOR OF COMMERCE



Submitted by:

**MUHAMMAD MIRAN AHNAN NI**

**REG. NO: ENAT02028**

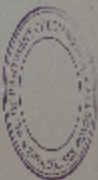
**Under the guidance of**

**Mrs. JASREENA P. P**

**Assistant Professor in Commerce**

**UREKA College of Arts and Science**

**Mumbai, Maharashtra**



PER DEPARTMENT OF COMMERCIAL :

**UNIVERSITY OF ARTS AND SCIENCE, KOOHDA PATTI**

**Warananagar, P. O. K. K. K.**

**Pin: 401104, 2012030. E-mail: mail@urekacollege.ac.in**

**2020-2021**

PG DEPARTMENT OF CONMERCE  
PUNE COLLEGE OF ARTS AND SCIENCE  
PUNE  
KUNHOLLY



CERTIFICATE

This is to certify that the project entitled "CONSUMER PERCEPTION TOWARDS  
SMARTPHONE PHONES" is being submitted by: **MULANDEVI NHRASHI  
ADNAN NI** with register number **EMAUREC210038** on the award of degree of  
Bachelor of Commerce of University of Calicut, is based on the Research project  
work carried out by under my supervision and guidance in PG Department of  
Commerce, University of Calicut. The project embodied in this report have not  
been included in any other report submitted previously for the award of degree or  
diploma of any other University or Institution.

Project Approved/checked by  
Date: 21/02/25

*Jasrigna P.P.*  
**JASRENA P.P.**  
Asst. Professor  
EMTEA College, Kundery

PG DEPARTMENT OF COMMERCE  
M.A.M.A. COLLEGE FOR ARTS AND SCIENCE

KONDOTTY



CERTIFICATE

This is to certify that the pupil entitled "CONSUMER PERCEPTION TOWARDS  
NAMING MOBILE PHONES" by the work carried out by **MEHVAANEEB  
NEERASH ADNAN** SP with register number **KAAL08000008** the student of Bachelor  
of Commerce T.M.T.A COLLEGE OF ARTS AND SCIENCE in partial fulfillment of  
the requirement for the award of degree of bachelor of Commerce of University of  
Calicut and that project has not formed the basis for the award previously of any other  
similar title.

Name: **Kondotty**

Date: **23/01/23**

**MR. KAVIJALAM EDDATHIL**  
Head of PG Dept. of Commerce  
T.M.T.A College Kondotty

**NOORHANA K.K**  
Assistant Professor  
Department of Commerce  
T.M.T.A College of Arts and Science  
Kondotty, Kozhikode

**A STUDY ON "IMPACT OF CUSTOMER  
RELATIONSHIP MANAGEMENT WITH  
SPECIAL REFERENCE TO EXCELIMART  
KAMNATTTUKARA"**

**PROJECT REPORT SUBMITTED TO THE UNIVERSITY OF CALICUT  
In partial fulfillment of the requirement for the award of degree in**

**BACHELOR OF COMMERCE**

**Submitted by NADHIR V P**

**(GEMALUR 71029)**

**UNDER THE GUIDANCE OF**

**Mrs. KANALANI EDANILIL.**

**H.O.D OF PG Department of Commerce**



**EMEA COLLEGE OF ARTS AND SCIENCE:**

**KONTOOTY**

**MARCH 2023**

PG DEPARTMENT OF COMMERCE  
EMEVA COLLEGE OF ARTS AND SCIENCE



CERTIFICATE

It is to certify that the project report entitled **IMPACT OF CUSTOMER RELATIONSHIP MANAGEMENT WITH SPECIAL REFERENCE TO ENCIEMART KAMIANATTHIRARA** is being submitted by **NADHIE**

**V P** with Register number **EMALBC/M029** for the award of the degree of **Bachelor of Commerce**, by the University of Calicut, is based on the beautiful project work carried out by under my supervision and guidance in the PG Department Of Commerce, **EMEVA College of Arts & Science**. The results evidenced in this report have not been included in any other report submitted previously for the award of any Degree or Diploma of any other University or Institution.

*(Signature)*  
**Mrs. NANIYA M EDATHIL.**

Place: **KANDY**  
Date: **26.09.2023**

**Head of PG Dept. of Commerce**

**EMEVA College Kandy**



PG DEPARTMENT OF COMMERCE  
ENTEA COLLEGE OF ARTS AND SCIENCE



CERTIFICATE

This is to certify that the project report entitled "IMPACT OF CUSTOMER RELATIONSHIP MANAGEMENT WITH SPECIAL REFERENCE TO NAGELIMAI KAMANATTI/NAHA" is the work carried out by NADHER V P with register number KMAUCR1029, the student of Bachelor of Commerce (B.A.) College of Arts & Science in partial fulfillment of the requirement for the award of Bachelor of Commerce and that project has not ~~been~~ <sup>been</sup> taken for the award previously of any other similar title.

*DECLARATION BY  
REGISTRAR  
KANDOLY COLLEGE OF ARTS AND SCIENCE  
KANDOLY ROAD, KANDOLY*

EXTERNAL EXAMINER

DR. KADIALAM EDATHIL

Head of PG Dept. of Commerce

Head of PG Dept. of Commerce  
ENTEA College Kandy

Date: 21-05-2023

# CONSUMERS BUYING BEHAVIOUR OF LUXURY CARS

PROJECT REPORT SUBMITTED TO THE UNIVERSITY OF  
CALICUT

In partial fulfillment of the requirement for the award of degree in

BACHELOR OF COMMERCE

Submitted by

AYSHA LENA

(EN1A1EBCTM030)

UNDER THE GUIDANCE OF

Mrs. KAMALAM EDPATHIL.

H.O.D of PG Department of Commerce



KMEA COLLEGE OF ARTS AND SCIENCE

KONDOTTY

MARCH 2023

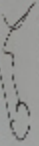
PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE



CERTIFICATE


This is to certify that the project report entitled "CUSTOMERS BUYING BEHAVIOUR OF LUXURY CARS" is being submitted by **AYSHA JENA** with Register number **EMAEBC780230** for the award of the degree of Bachelor of Commerce, to the University of Calicut, is based on the bonafide project work carried out by under my supervision and guidance in the PG Department of Commerce, EMEA College of Arts & Science. The results embodied in this report have not been included in any other report submitted previously for the award of any Degree or Diploma of any other University or Institution.

Place: **KANDOLLA**

  
**Mrs. KAMALAJI EDATHIL.**

Date: **21/03/2023**

**Head of PG Deptt. of Commerce**  
**EMEA College Kandyola**

  
**N. K. K. N. K. K. K.**  
Head of PG Department of Commerce  
EMEA College of Arts and Science  
Kandyola

PG DEPARTMENT OF COMMERCE  
EMEVA COLLEGE OF ARTS AND SCIENCE



CERTIFICATE

This is to certify that the project report entitled "CUSTOMERS BUYING BEHAVIOUR OF LUXURY CARS" is the work carried out by **AYSHA IJENA** with register number **EMVAJEC0604**, the student of Bachelor of Commerce (UMMLA) College of Arts & Science in partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce and that project has not formed the basis for the award previously of any other similar title.

INTERNAL EXAMINER

Mrs. KANALAM EDATHIL

Head of PG Dept. of Commerce

EMEVA College Kondotty

Place: **KONDOTTY**

Date: **31/03/2022**

# **“CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING”**

## **PROJECT REPORT**

Submitted in partial fulfillment of the requirement for the award of degree of  
BACHELOR OF COMMERCE

Submitted by

**DIVYA E**

**(EMAUBCM031)**

2020-23 Batch

Under the guidance of

**MR. RAFEEQUE ALI MUNDODAN**

Assistant professor, EMEA College



**EMEA COLLEGE OF ARTS & SCIENCE KONDOTTY**

(Aided, affiliated to University of Calicut)

**KONDOTTY, P.O. KUMMINIPARAMBA**

**MALAPPURAM (DIST), PIN.673648**

March 2023

**PG DEPARTMENT OF COMMERCE**  
**EMEA COLLEGE OF ARTS AND SCIENCE**



**CERTIFICATE**

This is to certify that the project report entitled “**CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING**” is the work carried out by **DIVYA E** With register number **EMAUBCM031**, The student of Bachelor of Commerce E.M.E.A College of Arts & Science in partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce and that project has not formed the basis for the award previously of any other similar title.

**EXTERNAL EXAMINER**

**Mrs. KAMALAM EDATHIL**  
**Head of PG Dept. of Commerce**  
**EMEA College Kondotty**

Place: *Kondotty*

Date: *31/3/2023*

**PG DEPARTMENT OF COMMERCE**  
**EMEA COLLEGE OF ARTS AND SCIENCE**



**CERTIFICATE**

This is to certify that the project entitled " **CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING** " is a bonafide record of work done by **DIVYA E** with register number **EMAUBCM031** under my supervision and submitted in partial fulfillment of requirements for the award of degree of Bachelor of Commerce of University of Calicut and has not formed the basis for award of any Degree or Diploma or Fellowship or other similar title to the candidate

Place: EMEA College, Kondotty

Date: 31/03/2023

**MR. Rafeeqe Ali Mundodan**  
**Assistant Professor**  
**PG Department of commerce**  
**EMEA College, Kondotty**

**“WORKING WOMEN’S INVESTMENT BEHAVIOUR TOWARDS  
FINANCIAL PRODUCTS ”**

**PROJECT REPORT**

Submitted to University of Calicut in partial fulfilment of the requirement for  
the award of degree in

**BACHELOR OF COMMERCE**



Submitted by

**HENNA NESRIN K T**

(Reg no:-EMAUBCM032)

Under the guidance of

**Mr. RAFEEQUE ALI MUNDODAN**

(Assistant Professor in Commerce)

EMEA College of Arts and Science

Kondotti, Malappuram



**PG DEPARTMENT OF COMMERCE**

**EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTI**

Kumminiparamba PO, Malappuram

Ph: 0483 2712030, E-mail: [mail@emeacollege.ac.in](mailto:mail@emeacollege.ac.in)

**2020-2023**





**EMEA COLLEGE OF ARTS AND SCIENCE**

(Aided, Affiliated to University of Calicut)

Re-accredited with 'A' grade by NAAC

KONDOTTY, P.O KUMMINIPARAMBA, Ph:0483-2712030

MALAPPURAM(DIST), PIN-673638

Website: [www.emeacollege.ac.in](http://www.emeacollege.ac.in)

**CERTIFICATE**

This is certify that the project entitled “**WORKING WOMEN’S INVESTMENT BEHAVIOUR TOWARDS FINANCIAL PRODUCTS**” is a bona-fide record of work done by **HENNA NESRIN K T (Reg No:EMAUBCM032)** and submitted in partial fulfillment of requirements for the award of degree of **BACHELOR OF COMMERCE** of Calicut university and that project has not formed the basis for award of any Degree or Diploma or fellowship or other similar title to the candidate.

**External Examiner**

*Dr. Nooshad K.K.*  
**NOUSHAD.K.K**  
Assistant Professor  
Department of Commerce  
& Management Studies  
Malabar College of Advanced Studies  
Vengara

*Kamal Edathil*  
31/03/2023

**Mrs. KAMALAM EDATHIL**

**Head of PG Dept. of Commerce**

**EMEA College Kondotti**

**Place: Kondotty**

**Date: 31-3-2023**



**EMEA COLLEGE OF ARTS AND SCIENCE**

(Aided, Affiliated to University of Calicut)

Re-accredited with 'A' grade by NAAC

KONDOTTY, P.O KUMMINIPARAMBA, Ph:0483-2712030

MALAPPURAM(DIST), PIN-673638

Website: [www.emeacollege.ac.in](http://www.emeacollege.ac.in)

**CERTIFICATE**

This is to certify that the project report entitled "**WORKING WOMEN'S INVESTMENT BEHAVIOUR TOWARDS FINANCIAL PRODUCTS**" is being submitted by **HENNA NESRIN K T(Reg no:-EMAUBCM032)** for the award of the degree of, **BACHELOR OF COMMERCE** of University of Calicut, is based on the bona-fide project work carried out by under my supervision and guidance in the PG Department Of Commerce, E.M.E.A College of Arts & Science. The results embodied in this report have not been included in any other report submitted previously for the award of any Degree or Diploma of any other University or Institution.

(Supervising Guide)

**Place:** Kondotty

**Mr. RAFEEQUE ALI MUNDODAN**

**Date:** 31.3.2023

Assistant professor

PG Department of Commerce

**“FACTORS OF MOBILE PHONE BRAND PREFERENCE AMONG  
COLLEGE STUDENTS-**

**PROJECT REPORT**

Submitted to University of Calicut in partial fulfilment of the requirement for  
the award of degree in

**BACHELOR OF COMMERCE**



Submitted by

**NAJILA.P**

(Reg no:-EMAUBCM033)

Under the guidance of

**Mr. RAFEEQUE ALI MUNDODAN**

(Assistant Professor in Commerce)

EMEA College of Arts and Science

Kondotti, Malappuram



**PG DEPARTMENT OF COMMERCE**

**EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTI**

Kumminiparamba PO, Malappuram

Ph: 0483 2712030, E-mail: [mail@emeacollege.ac.in](mailto:mail@emeacollege.ac.in)

**2020-2023**



## EMEA COLLEGE OF ARTS AND SCIENCE

(Aided, Affiliated to University of Calicut)

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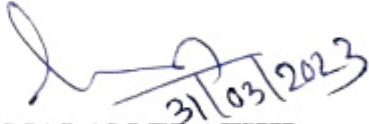
MALAPPURAM(DIST), PIN-673638

Website: [www.emeacollege.ac.in](http://www.emeacollege.ac.in)

### CERTIFICATE

This is certify that the project entitled "FACTORS OF MOBILE PHONE BRAND PREFERENCE AMONG COLLEGE STUDENTS" is a bona-fide record of work done by NAJILA.P (Reg No:EMAUBCM033) and submitted in partial fulfillment of requirements for the award of degree of BACHELOR OF COMMERCE of Calicut university and that project has not formed the basis for award of any Degree or Diploma or fellowship or other similar title to the candidate.

External Examiner

  
31/03/2023  
Mrs. KAMALAM EDATHIL  
Head of PG Dept. of Commerce  
EMEA College Kondotti

Place: Kondotty

Date: 31/3/2023



## EMEA COLLEGE OF ARTS AND SCIENCE

(Aided, Affiliated to University of Calicut)

Re-accredited with 'A' grade by NAAC

KONDOTTY, P.O KUMMINIPARAMBA, Ph:0483-2712030

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Website: [www.emeacollege.ac.in](http://www.emeacollege.ac.in)

### CERTIFICATE

This is to certify that the project report entitled “**FACTORS OF MOBILE PHONE BRAND PREFERENCE AMONG COLLEGE STUDENTS**” is being submitted by **NAJILA.P (Reg no:-EMAUBCM033)** for the award of the degree of, **BACHELOR OF COMMERCE** of University of Calicut, is based on the bona-fide project work carried out by under my supervision and guidance in the PG Department Of Commerce, E.M.E.A College of Arts & Science. The results embodied in this report have not been included in any other report submitted previously for the award of any Degree or Diploma of any other University or Institution.

(Supervising Guide)

Place: Kondotty

**Mr. RAFEEQUE ALI MUNDODAN**

Date: 31/3/2023

Assistant professor

PG Department of Commerce

# **“PROBLEMS AND PROSPECTS OF STREET VENDORS”**

PROJECT REPORT

Submitted in partial fulfillment of Requirement for the award of the Degree of

**BACHELOR OF COMMERCE**

University of Calicut

Submitted by

**NISHMA. K**

(Reg. No. EMAUBCM034)

*Under the Guidance and supervision*

**Mr.RAFEEQUEALI MUNDODAN**

(Assistant professor, PG Department of Commerce)



**EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTY**

(Affiliated to University of Calicut)2020-2023



**EMEA**  
COLLEGE OF ARTS & SCIENCE

AIDED BY GOVT. OF KERALA  
AFFILIATED TO THE UNIVERSITY OF CALICUT  
RE-ACCREDITED WITH A BY NAAC

Ph : +94483-2712030/2713530/2715020

Fax: +91-483-2713530

E- mail@emeacollege.ac.in

---

### CERTIFICATE

This is to certify that NISHMA .K is a bonafide student of the department of commerce, EMEA College and this project report titled " **problems and prospectus of street vendors** " has been submitted in partial fulfillment of requirement for the award of the degree of Bachelor of Commerce of the university of calicut.

Place : *Kumminur paramba*

Date : *31/03/2023*

*[Handwritten Signature]*  
*31/03/2023*

**Mrs. KAMALA EDATHIL**

(Head of Department)



**EMEA**  
COLLEGE OF ARTS & SCIENCE

AIDED BY GOVT. OF KERALA  
AFFILIATED TO THE UNIVERSITY OF CALICUT  
RE-ACCREDITED WITH A BY NAAC

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E-mail@emeacollege.ac.in

---

### CERTIFICATE

This is to certify that NISHMA.K is a bonafide student of the department of commerce, EMEA College and this project report titled " **problems and prospectus of street vendors** " has been under my guidance and supervision and I further declare that the project has not previously formed the basis for the aware of any degree, association,fellowship or any other similar recognition.

place : *gammuniparamba*

Date: *31/05/23*

*Nishad*  
**NOUSHAD.K.K**  
Assistant Professor  
Department of Commerce  
& Management Studies  
Malabar College of Advanced Studies  
Vengara

**Supervising Guide**

**Prof. RAFEEQUEALI MUNDODAN**



**“INFLUENCE OF INSTAGRAM ON BODY IMAGE AND MENTAL  
HEALTH”**

**PROJECT REPORT**

*Submitted to the University of Calicut in partial fulfillment of the  
requirements for the award of degree of*

***Bachelor of commerce***

SUBMITTED BY

**RENA**

**(EMAUBCM035)**

UNDER THE GUIDANCE OF

**Mr RAFEEQUE ALI MUNDODAN**

**Assistant professor, PG Department of commerce**



**EMEA COLLEGE OF ARTS AND SCIENCE COLLEGE**

**KONDOTTY**

**MARCH 2023**

**PG DEPARTMENT OF COMMERCE**  
**EMEA COLLEGE OF ARTS AND SCIENCE**



**CERTIFICATE**

This is to certify that **RENA** is a bonafede B com student of the Department Commerce EMEA College of arts and science college Kondotty. The project report entitled **“INFLUENCE OF INSTAGRAM ON BODY IMAGE AND MENTAL HEALTH”** has been prepared under guidance and supervision of **Mr RAFEEQUE ALI MUNDODAN** (Assistant professor in department of commerce) in partial fulfillment of the award of Bachelor of commerce degree(2021-2023) of University of Calicut

Place: EMEA College Kondotty

Date: 31/03/2023

A handwritten signature in black ink, followed by the date '31/03/2023' written in blue ink.

**Mrs. KAMALAM EDATHIL**  
**Head of PG Dept. of Commerce**

**EMEA College Kondotty**

**PG DEPARTMENT OF COMMERCE**  
**EMEA COLLEGE OF ARTS AND SCIENCE**



**CERTIFICATE**


This is to certify that the project report entitled **“INFLUENCE OF INSTAGRAM ON BODY IMAGE AND MENTAL HEALTH”** is the work carried out by **RENA** with register number **EMAUBCM035**, the student of Bachelor of Commerce E.M.E.A College of Arts & Science in partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce and that project has not formed the basis for the award previously of any other similar title.

**EXTERNAL EXAMINER**

**Mr RAFEEQUE ALI MUNDODAN**

**Assistant professor , PG Dept. of Commerce**

**EMEA College Kondotty**

  
**NOUSHAD.K.K.**  
Assistant Professor  
Department of Commerce  
& Management Studies  
Malabar College of Advanced Studies  
Venpara  
Place: EMEA College Kondotty

Date 31-03-2023

**“THE CONSUMER BEHAVIOUR AMONG THE MULTI-LEVEL  
MARKETING SYSTEM” PROJECT REPORT SUBMITTED IN PARTIAL  
FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF DEGREE OF  
BACHELOR OF COMMERCE OF THE UNIVERSITY OF CALICUT**

SUBMITTED BY

ROOPESHNA K P

B Com cooperation

Reg no :EMAUBCM036

2020-23

UNDER THE GUIDENCE OF

JASEENA P P

Assistant professor, PG Department of commerce



EMEA COLLEGE OF ARTS & SCIENCE, KONDOTTY AIDED BY GOVT.  
OF KERALA (AFFILIATED TO UNIVERSITY OF CALICUT)  
KUMMINIPARAMBA PO-673638 MALAPPURAM (DT) REACCREDITED  
WITH “A” GRADE BY NAAC

**PG DEPARTMENT OF COMMERCE EMEA COLLEGE OF  
ARTS AND SCIENCE**



**CERTIFICATE**

This is to certify that the project entitled " CONSUMERBEHAVIOUR AMONG THE MULTI-LEVEL MARKETING SYSTEM" is a bonafide record of work done by ROOPESHNA K P with register number EMAUBCM036 and submitted in partial fulfillment of requirements for the award of degree of Bachelor of Commerce of Calicut University and has not formed the basis for award of any Degree or Diploma or Fellowship or other similar title to the candidate.

Place: EMEA College Kondotty

Mrs. KAMALAM EDATHIL

KAMALAM EDATHIL  
Associate Professor  
HOD, PG Department of Commerce  
EMEA College of Arts & Science  
Kondotty - 673638

Date: 31/03/2023

Head of PG department of commerce  
EMEA College Kondotty

**PG DEPARTMENT OF COMMERCE EMEA COLLEGE OF  
ARTS AND SCIENCE**



**CERTIFICATE**

This is to certify that the project entitled " CONSUMER BEHAVIOUR AMONG THE MULTI-LEVEL MARKETING SYSTEM " is a bonafide record of work done by ROOPESHNA K P with a register number EMAUBCM036 under my supervision and submitted in partial fulfillment of requirements for the award of degree of Bachelor of Commerce of University of Calicut and has not formed the basis for award of any Degree or Diploma or Fellowship or other similar title to the candidate.

Place: EMEA College, Kondotty

Date : 31/03/2023

  
31/03/23.

JASEENA .P.P

Assistant professor,

PG department of commerce

EMEA College, Kondotty

### **ACKNOWLEDGEMENT**

I express my sincere thanks to God the almighty, the most gracious and merciful. This report would have been incomplete without acknowledging my sincere gratitude to all the persons who have helped me throughout in the preparation of this report.

I express my sincere gratitude to Mrs. KAMALAM EDATHIL, Head of PG Department of Commerce, EMEA College, Kondotty for providing me the necessary advice support required for carrying out of the study.

I am indebted to my guide Mrs. JASEENA P. P, Assistant professor, Department of Commerce, EMEA College, Kondotty for the guidance and help in every step of this.

I wish to convey my thanks to LT.ABDUL RASHEED. P , Principal, EMEA College, Kondotty and I proudly utilize this privilege to express my heart full thanks and sincere gratitude to respected Professors in the Department of Commerce for their inspiration, guidance, suggestion, encouragement and timely helping. I like to extent my sincere thanks to library staffs in the EMEA College.

I wish to acknowledge the support received from the MLM customers for providing valuable information within their valuable time.

# **CONSUMERS BUYING BEHAVIOUR OF LUXURY CARS**

**PROJECT REPORT SUBMITTED TO THE UNIVERSITY OF  
CALICUT**

**In partial fulfillment of the requirement for the award of degree in**

**BACHELOR OF COMMERCE**

**Submitted by**

**SAFEEDA FATHIMA**

**(EMAUBCM037)**

**UNDER THE GUIDANCE OF**

**Mrs. KAMALAM EDATHIL**

**H.O.D of PG Department of Commerce**



**EMEA COLLEGE OF ARTS AND SCIENCE**

**KONDOTTY**

**MARCH 2023**





**PG DEPARTMENT OF COMMERCE**  
**EMEA COLLEGE OF ARTS AND SCIENCE**



**CERTIFICATE**

This is to certify that the project report entitled **“CUSTOMERS BUYING BEHAVIOUR OF LUXURY CARS”** is being submitted by **SAFEEDA FATHIMA** with Register number **EMAUBCM037** for the award of the degree of **Bachelor of Commerce**, to the **University of Calicut**, is based on the bonafide project work carried out by under my supervision and guidance in the PG Department Of Commerce, E.M.E.A College of Arts & Science. The results embodied in this report have not been included in any other report submitted previously for the award of any Degree or Diploma of any other University or Institution.

Place: **KONDOTTY**

Date: **31/03/2023**

  
**Mrs. KAMALAM EDATHIL**

**Head of PG Dept. of Commerce**

**EMEA College Kondotty**

**PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE**



**CERTIFICATE**

This is to certify that the project report entitled **“CUSTOMERS BUYING BEHAVIOUR OF LUXURY CARS”** is the work carried out by **SAFEEDA FATHIMA** with register number **EMAUBCM037**, the student of Bachelor of Commerce E.M.E.A College of Arts & Science in partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce and that project has not formed the basis for the award previously of any other similar title.

  
**NOUSHAD.K.K**  
Assistant Professor  
Department of Commerce  
& Management Studies  
Malabar College of Advanced Studies  
Vengara

**EXTERNAL EXAMINER**

Place: **KONDOTTY**

Date: **31/03/2023**

  
**31/03/2023**

**Mrs. KAMALAM EDATHIL**

**Head of PG Dept. of Commerce**

**EMEA College Kondotty**

**“INFLUENCE OF INSTAGRAM ON BODY IMAGE AND MENTAL  
HEALTH”**

**PROJECT REPORT**

*Submitted to the University of Calicut in partial fulfillment of the  
requirements for the award of degree of*

*Bachelor of commerce*

SUBMITTED BY

SHABEEBA C

(EMAUBCM038)

UNDER THE GUIDANCE OF

Dr JASEENA PP

Assistant professor, PG Department of commerce



**EMEA COLLEGE OF ARTS AND SCIENCE COLLEGE**

**KONDOTTY**

**MARCH 2023**

**PG DEPARTMENT OF COMMERCE**  
**EMEA COLLEGE OF ARTS AND SCIENCE**



**CERTIFICATE**

This is to certify that **SHABEEBA C** is a bonafede B com student of the Department Commerce EMEA College of arts and science college Kondotty. The project report entitled **“INFLUENCE OF INSTAGRAM ON BODY IMAGE AND MENTAL HEALTH”** has been prepared under guidance and supervision of **Dr JASEENA P.P** (Assistant professor in department of commerce) in partial fulfillment of the award of Bachelor of commerce degree(2021-2023) of University of Calicut

Place: EMEA College Kondotty

Date: 31/03/2023

**Mrs. KAMALAM EDATHIL**

**Head of PG Dept. of Commerce**

**EMEA College Kondotty**

**PG DEPARTMENT OF COMMERCE**  
**EMEA COLLEGE OF ARTS AND SCIENCE**



**CERTIFICATE**

This is to certify that the project report entitled **“INFLUENCE OF INSTAGRAM ON BODY IMAGE AND MENTAL HEALTH”** is the work carried out by **SHABEEBA C** with register number **EMAUBCM038**, the student of Bachelor of Commerce E.M.E.A College of Arts & Science in partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce and that project has not formed the basis for the award previously of any other similar title.

**EXTERNAL EXAMINER**

  
**NOUSHAD.K.K**  
Assistant Professor  
Department of Commerce  
& Management Studies  
Malabar College of Advanced Studies  
Vengara

  
**Dr JASEENA P.P**

**Assistant professor , PG Dept. of Commerce**

**EMEA College Kondotty**

Place: EMEA College Kondotty

Date 31/03/2023

# **“PROBLEMS AND PROSPECTS OF STREET VENDORS”**

PROJECT REPORT

Submitted in partial fulfillment of Requirement for the award of the Degree of

**BACHELOR OF COMMERCE**

University of Calicut

Submitted by

**SREYA NATH .V**

(Reg. No. EMAUBCM039)

*Under the Guidance and supervision*

**Mr.RAFEEQUEALI MUNDODAN**

(Assistant professor, PG Department of Commerce)



**EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTY**

(Affiliated to University of Calicut)2020-2023



**EMEA**  
COLLEGE OF ARTS & SCIENCE

AIDED BY GOVT. OF KERALA  
AFFILIATED TO THE UNIVERSITY OF CALICUT  
RE-ACCREDITED WITH A BY NAAC

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Fax: +91-483-2713530

E- mail@emeacollege.ac.in

---

### CERTIFICATE

This is to certify that SREYA NATH .V is a bonafide student of the department of commerce, EMEA College and this project report titled " **problems and prospectus of street vendors** " has been submitted in partial fulfillment of requirement for the award of the degree of Bachelor of Commerce of the university of calicut.

Place :

Date :

  
**NOUSHAD.K.K**  
Assistant Professor  
Department of Commerce  
& Management Studies  
Malabar College of Advanced Studies  
Vengara

  
**Mrs. KAMALA EDATHIL**

(Head of Department)



**EMEA**  
COLLEGE OF ARTS & SCIENCE

AIDED BY GOVT OF KERALA  
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Fax :+91-483-2713530

E-mail@emeacollege.ac.in

---

### CERTIFICATE

This is to certify that SREYA NATH .V is a bonafide student of the department of commerce, EMEA College and this project report titled " **problems and prospectus of street vendors** " has been under my guidance and supervision and I further declare that the project has not previously formed the basis for the aware of any degree, association,fellowship or any other similar recognition.

place : *Kandotty*

Date: *31-03-2023*

**Supervising Guide**

**Prof. RAFEEQUEALI MUNDODAN**



**“INFLUENCE OF CELEBRITY  
ENDORSEMENT IN ADVERTISEMENT  
AMONG YOUNGSTERS”**

**PROJECT REPORT**

Submitted in partial fulfillment of Requirement for the award of Degree of

**BACHELOR OF COMMERCE**

Submitted by

**SWATHI M**

**(EMAUBCM040)**

*Under the Guidance and supervision of*

**MRS .JASEENA**

(Assistant professor, PG Department of Commerce)



**EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTY**

(Affiliated to University of Calicut)

**KONDOTTY, KUMMINIPARAMBA MALAPPURAM(DIST),673648**

March 2023



**PG DEPARTMENT OF COMMERCE**  
**EMEA COLLEGE OF ARTS AND SCIENCE**



**CERTIFICATE**

This is to certify that the project report entitled “ **INFLUENCE OF CELEBRITY ENDORSEMENT IN ADVERTISEMENT AMONG YOUNGSTERS**” is the work carried out by **SWATHI M** With register number **EMAUBCM040**, The student of Bachelor of Commerce E.M.E.A College of Arts & Science in partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce and that project has not formed the basis for the award previously of any other similar title.

**EXTERNAL EXAMINER**

**MRS KAMALAM EDATHIL**

**Place :** KONDOTTY

**Head of PG Dept of commerce**

**Date :** 31/03/2023

**EMEA College Kondotty**

**PG DEPARTMENT OF COMMERCE**  
**EMEA COLLEGE OF ARTS AND SCIENCE**

**CERTIFICATE**

This is to certify that the project entitled " INFLUENCE OF CELEBRITY ENDORSEMENT IN ADVERTISEMENT AMONG YOUNGSTERS " is a bonafide record of work done by SWATHI M with register number EMAUBCM040 under my supervision and submitted in partial fulfillment of requirements for the award of degree of Bachelor of Commerce of University of Calicut and has not formed the basis for award of any Degree or Diploma or Fellowship or other similar title to the candidate

Place: EMEA College Kondotty

Date: 31/03/2023



31/03/23.

**Mrs. Jaseena**

**Assistant professor**

**PG Dept of commerce**

**EMEA College Kondotty**

**CUSTOMER'S ATTITUDE ON BUYING  
SMARTPHONES THROUGH ONLINE  
WEBSITES  
(BASED ON AMAZON AND FLIPKART)**

**PROJECT REPORT**

Submitted to University of Calicut in partial fulfillment of the requirement for the award of  
**Bachelors OF COMMERCE**



Submitted by

**FAZALUL RAHMANA**  
Reg No: EMAUBCM041  
Under the guidance of

**Mrs. JASFENA P.P**

*ASSISTANT* Professor in Commerce  
EMEA College of Arts and Science

Kondotty, Malappuram



**PG DEPARTMENT OF COMMERCE**  
**EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTI**

Kuzhissipuram PO, Malappuram

Ph: 0483 2712030, E-mail: [mail@emeacollege.ac.in](mailto:mail@emeacollege.ac.in)

2020-2023

PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE  
KONDOTTY



CERTIFICATE

This is to certify that the project entitled "CUSTOMER ATTITUDE ON BUYING SMARTPHONES THROUGH ONLINE WEBSITES (BASED ON AMAZON AND FLIPKART)" is being submitted by FAZALUL RAHMAN.A with register number EMAUBCM041 or the award of degree of bachelors of Commerce of university of Calicut, is based on the Bonafide projectwork carried out by under my supervision and guidance in PG Department of Commerce, University of Calicut. The results embodied in this report have not been included in any other report submitted previously for the award of degree or diploma of any other University or institution.

Place: Kondotty

Date: 21/05/2023

JASEENA P.P

Asst. professor

E.M.E.A College Kondotty

PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE  
KONDOTTY



CERTIFICATE

This is to certify that the project entitled "CUSTOMER ATTITUDE ON BUYING SMARTPHONES THROUGH ONLINE WEBSITES (BASED ON AMAZON AND FLIPKART)" is the work carried out by FAZALUL RAHMAN.A with register number EMAUBCM041 the student of Bachelor of Commerce E.M.E.A COLLEGE OF ARTS AND SCIENCE in partial fulfilment of the requirement for the award of degree of **bachelor of Commerce** of University of Calicut and that project has not formed the basis for the award previously of any other similar title.

Place:

Date:

*K. K. Koushad*  
K. K. Koushad  
Assistant Professor  
Department of Commerce  
& Management Studies  
Maddur College of Commerce Studies  
Vengaloor

Mrs. KAMALAM EDATHIL

Head of PG Dept. of Commerce

E.M.E.A College Kondotty

**“PERCEPTION ON INVESTMENT  
PREFERENCE OF GOVERNMENT  
EMPLOYEES TOWARDS VARIOUS  
INVESTMENT AVENUES”**

**PROJECT REPORT SUBMITTED TO THE UNIVERSITY OF  
CALICUT**

**In partial fulfillment of the requirement for the award of degree in  
BACHELOR OF COMMERCE**

**Submitted by**

**JADEER ABDULHAMEED KK**

**(EMAUBCM042)**

**UNDER THE GUIDANCE OF**

**Mrs. KAMALAM EDATHIL**

**H.O.D of PG Department of Commerce**



**EMEA COLLEGE OF ARTS AND SCIENCE**

**KONDOTTY**

**MARCH 2023**



PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE



CERTIFICATE

This is to certify that the project report entitled "PERCEPTION ON INVESTMENT PREFERENCE OF GOVERNMENT EMPLOYEES TOWARDS VARIOUS INVESTMENT AVENUES" is being submitted by JADEER ABDULHAMEED KK with Register number EMAUBCM042 for the award of the degree of Bachelor of Commerce, in the University of Calicut, is based on the bonafide project work carried out by *undermy* supervision and guidance in the PG Department Of Commerce, E.M.E.A College of Arts & Science. The results embodied in this report have not been included in any other report submitted previously for the award of any Degree or Diploma of any other University or Institution.

Place: *Kundotty*  
Date: *31/3/2023*

*[Signature]*  
31/03/2023  
Mrs. KAMALAM EDATHIL  
Head of PG Dept. of Commerce  
EMEA College Kundotty




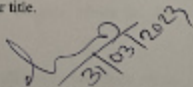
PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE



CERTIFICATE

This is to certify that the project report entitled "PERCEPTION ON INVESTMENT PREFERENCE OF GOVERNMENT EMPLOYEES TOWARDS VARIOUS INVESTMENT AVENUES" is the work carried out by **JADEER ABDULHAMEED KK** with register number **EMAUBCM042**, the student of Bachelor of Commerce F.M.F.A College of Arts & Science in partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce and that project has not formed the basis for the award previously of any other similar title.

  
**NOUSHAD.K.K**  
Assistant Professor  
Department of Commerce  
& Management Studies  
Malabar College of Arts & Studies  
**EXTERNAL EXAMINER**

  
**Mrs. KAMALAM EDATHIL.**  
Head of PG Dept. of Commerce  
EMEA College Kondotty

Place: **Kondotty**

Date: **31/3/2023**

**CONSUMERS BUYING BEHAVIOUR OF  
LUXURY CARS**

**PROJECT REPORT SUBMITTED TO THE UNIVERSITY OF  
CALICUT**

**In partial fulfillment of the requirement for the award of degree in**

**BACHELOR OF COMMERCE**

**Submitted by**

**MAZIN**

**(EMAUBCM043)**

**UNDER THE GUIDANCE OF**

**Mrs. KAMALAM EDATHIL**

**H.O.D of PG Department of Commerce**



**EMEA COLLEGE OF ARTS AND SCIENCE**

**KONDOTTY**

**MARCH 2023**

PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE



CERTIFICATE

This is to certify that the project report entitled "CUSTOMERS BUYING BEHAVIOUR OF LUXURY CARS" is being submitted by MAZIN with Register number EMAUBCM043 for the award of the degree of Bachelor of Commerce, to the University of Calicut, is based on the bonafide project work carried out by under my supervision and guidance in the PG Department Of Commerce, E.M.E.A College of Arts & Science. The results embodied in this report have not been included in any other report submitted previously for the award of any Degree or Diploma of any other University or Institution.

Place: KONDOTTY

Date: 31/03/2023

Mrs. KAMALAM EDATHIL

Head of PG Dept. of Commerce

EMEA College Kondotty

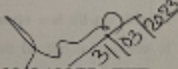
PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE



CERTIFICATE

This is to certify that the project report entitled "**CUSTOMERS BUYING BEHAVIOUR OF LUXURY CARS**" is the work carried out by **MAZIN** with register number **EMAUBCM043**, the student of Bachelor of Commerce E.M.E.A College of Arts & Science in partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce and that project has not formed the basis for the award previously of any other similar title.

EXTERNAL EXAMINER

  
Mrs. KAMALAM EDATHIL

Head of PG Dept. of Commerce

EMEA College Kondotty

Place: KONDOTTY

Date: 31/03/2023

  
NOUSHAD, K.K.  
Assistant Professor  
Department of Commerce  
& Management Studies,  
National Institute of Advanced Studies,  
Kondotty

**" CONSUMER PERCEPTION TOWARDS SAMSUNG MOBILES"**

**A PROJECT REPORT**

Submitted to University of Calicut in partial fulfillment of the requirement for  
award of degree of

**Bachelor of Commerce**



Submitted by

**MUHAMMAD MUZAMIL CP**

Reg no: EMAUBCM044

Under the guidance of

**Mrs.KAMALAM EDATHIL**

(Head of PG Dept. of Commerce)



EMEACollege of Arts and Science Kondotti, Malappuram

**PG DEPARTMENT OF COMMERCE**

**EMEACOLLEGE OF ARTS AND SCIENCE, KONDOTTI**

Kuzhuparamba PO, Malappuram Ph: 0483 2712030 E-mail: [mail@emeacollege.ac.in](mailto:mail@emeacollege.ac.in)

2022-2023

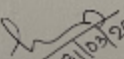
PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTI



CERTIFICATE

This is to certify that the project entitled "CONSUMER PERCEPTION TOWARDS SAMSUNG MOBILES" is being submitted by MUHAMMED MUZAMIL CP with register number EMAUBCM044 for the award of degree of bachelors of Commerce of university of Calicut, is based on the bone-fide project work carried out by under my supervision and guidance in PG Department of Commerce, University of Calicut. The results embodied in this report have not been included in any other report submitted previously for the award of degree or diploms of any other University or institution.

  
NOUSHAD.K.K  
Assistant Professor  
Department of Commerce  
& Management Studies  
Malabar College of Advanced Studies  
Vernora

  
31/02/2023

Place : KONDOTTI

Mrs. KAMALAM EDATHIL

Date : 3-3-2023

Head of PG Dept. of Commerce

E.M.E.A college kundotti

**“INFLUENCE OF CELEBRITY  
ENDORSEMENT IN ADVERTISEMENT  
AMONG YOUNGSTERS”**

PROJECT REPORT

Submitted in partial fulfillment of Requirement for the award of the Degree of

**BACHELOR OF COMMERCE**

Submitted by

**ANANYA V**

**(EMAUBCM045)**

*Under the Guidance and supervision of*

**MRS JASEENA**

(Assistant professor, PG Department of Commerce)



**EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTY**

(Affiliated to University of Calicut)

**KONDOTTY, KUMMINIPARAMBA MALAPPURAM(DIST),673648**

March 2023

PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE



CERTIFICATE

This is to certify that the project report entitled "INFLUENCE OF CELEBRITY ENDORSEMENT IN ADVERTISEMENT AMONG YOUNGSTERS" is the work carried out by ANANYA V With register number EMAUBCM045, The student of Bachelor of Commerce E.M.E.A College of Arts & Science in partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce and that project has not formed the basis for the award previously of any other similar title.

EXTERNAL EXAMINER

*(Signature)*  
NOUSHAD M.K.  
Assistant Professor  
Department of Commerce  
& Management Studies  
Malabar College of Advanced Studies  
Vengara

*(Signature)*  
31/03/2023

MRS KAMALAM EDATHIL

Head of PG Dept of commerce

EMEA College Kondotty

Place : KONDOTTY

Date : 31.3.2023



PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE

CERTIFICATE

This is to certify that the project entitled " INFLUENCE OF CELEBRITY  
ENDORSEMENT IN ADVERTISEMENT AMONG YOUNGSTERS " is a  
bonafide record of work done by ANANYA V with register number  
EMAUBCM045 under my supervision and submitted in partial fulfillment of  
requirements for the award of degree of Bachelor of Commerce of University of  
Calicut and has not formed the basis for award of any Degree or Diploma or  
Fellowship or other similar title to the candidate

Place: EMEA College Kondotty

Date: 31.3.2023

  
Mrs. Jaseena

Assistant professor

PG Dept of commerce

EMEA College Kondotty

# A STUDY ON ONLINE BANKING HABIT OF RURAL PEOPLE

PROJECT REPORT

Submitted in partial fulfillment of the requirement for the award of the degree of

**BACHELOR OF COMMERCE**

University of Calicut

SUBMITTED BY

**ASWATHI K**

REG NO: EMAUBCM046

*Under the Guidance of*

**Dr. JASEENA PP**

Assistant Professor, PG Department of Commerce



**EMEA COLLEGE OF ARTS AND SCIENCE , KONDOTTY**

(Aided, Affiliated to University of Calicut)

Re-accredited with 'A' grade by NAAC

2020-2023



## EMEA COLLEGE OF ARTS AND SCIENCE

(Aided, Affiliated to University of Calicut)

Re-accredited with 'A' grade by NAAC

KONDOTTY, P.O KUMMINIPARAMBA

Ph:0483-2712030

MALAPPURAM (DIST).PIN-673638

Ref No: \_\_\_\_\_

Date: \_\_\_\_\_

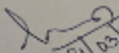
### CERTIFICATE

This is certify that the project entitled "ONLINE BANKING HABIT OF RURAL PEOPLE" is a bonafide record of work done by ASWATHI K (EMAUBCM046) and submitted in partial fulfillment of requirements for the award of degree of BACHELOR OF COMMERCE of Calicut University.

Place: Kondotty

Date: 31-03-2023

  
NOUSHAD K.K.  
Assistant Professor  
Department of Commerce  
& Management Studies  
Mahabar College of Advanced Studies  
Vengaya

  
31/03/2023

Mrs. KAMALAM EDATHIL

(Head of Department)



## EMEA COLLEGE OF ARTS AND SCIENCE

(Aided, Affiliated to University of Calicut)

Re-accredited with 'A' grade by NAAC

KONDOTTY, P.O KUMMINIPARAMBA

Ph:0483-2712030

MALAPPURAM (DIST).PIN-673638

Ref No: \_\_\_\_\_

Date: \_\_\_\_\_

### CERTIFICATE


This is certify that the project entitled "ONLINE BANKING HABIT OF RURAL PEOPLE" is a bonafide record of work done by **ASWATHI K (EMAUBCM046)** and submitted in partial fulfillment of requirements for the award of degree of **BACHELOR OF COMMERCE** of Calicut University and has not formed the basis for award of any Degree or Diploma or fellowship or other similar title to the candidate.

External Examiner

Place: Kondotty

Date: 31-03-2023

Supervising Guide

  
Dr. JASEENA PP

Assistant professor

PG Department of Commerce

**" A STUDY ON SATISFACTION OF PROMOTION STRATEGIES  
OF MAHINDRA PREMIER AUTO WITH CUSTOMERS TO  
MAHINDRA AND MAHINDRA LTD".**

**PROJECT REPORT**

Submitted to partial fulfillment of requirement  
For the award of the degree of

**BATCHLOR OF COMMERCE**

**UNIVERSITY OF CALICUT**

Submitted by

**HIMA. K**

Reg. No. EMAUBCM047

Under the guidance of

**Mrs. JASEENA PP**

(Assistant professor, PG Department of commerce)



**EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTY**

**(AIDED BY GOVT OF KERALA , AFFILIATED TO UNIVERSITY OF CALICUT)**

**RE-ACCREDITED WITH A GRADE BY NAAC**

**KUMMINIPARAMBA, MALAPPURAM, PIN-673638**

**2020-2023**



**EMEA**  
COLLEGE OF ARTS & SCIENCE

AIIBED BY STATE OF KERALA  
AFFILIATED TO THE UNIVERSITY OF CALICUT  
RE-ACCREDITED WITH A BY AACSB

Ph: +91483-2712030/2713630/2715020

Fax: +91-483-2713630

E-mail: mail@emascollege.ac.in

---

## CERTIFICATE

This is certify that the project entitled " A STUDY ON SATISFACTION OF PROMOTION STRATEGIES OF MAHINDRA PREMIOR AUTO WITH CUSTOMERS TO MAHINDRA AND MAHINDRA LTD." Is the bonafide record of the work carried out by HIMA K

(Reg No: EMAUBCM047) under my supervision and guidance, in Partial fulfillment of the requirement for the award of the degree in Bachelor of commerce, under university of Calicut. This report has not formed the basis before for any degree/ diploma/ fellowship or any other similar titles.

Asso.prof. KAMALAM EDATHIL

(Head of the department)

PG DEPARTMENT OF COMMERCE

Date: 31-03-2023

Place: Kandanay



**EMEA**  
COLLEGE OF ARTS & SCIENCE

APPROVED BY GOVT. OF KERALA  
AFFILIATED TO THE UNIVERSITY OF CALICUT  
RE-ACCREDITED WITH A BY NAAC

Ph: +94483-2712030/2713530/2715020

Fax: +91-483-2713530

E-mail: mail@emeacollege.ac.in

## CERTIFICATE

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
  
NOUSHAD.K.K  
Assistant Professor  
Department of Commerce  
& Management Studies  
Malabar College of Advanced Studies  
Vengara

EXTERNAL EXAMINER

Date: 31-03-2023.

Place: Kandoth

INTERNAL EXAMINER

  
MRS. JASEENA PP

(Assistant professor)

PG Department of commerce

# A STUDY ON ONLINE BANKING HABIT OF RURAL PEOPLE

PROJECT REPORT

Submitted in partial fulfillment of the requirement for the award of the degree of

**BACHELOR OF COMMERCE**

University of Calicut

SUBMITTED BY

**JISHITHA PP**

REG NO: EMAUBCM048

*Under the Guidance of*

**Dr. JASEENA PP**

Assistant Professor, PG Department of Commerce



**EMEA COLLEGE OF ARTS AND SCIENCE , KONDOTTY**

(Aided, Affiliated to University of Calicut)

Re-accredited with 'A' grade by NAAC

2020-2023





## EMEA COLLEGE OF ARTS AND SCIENCE

(Aided, Affiliated to University of Calicut)

Re-accredited with 'A' grade by NAAC

KONDOTTY, P.O KUMMINIPARAMBA

Ph:0483-2712030

MALAPPURAM (DIST).PIN-673638

Ref No: \_\_\_\_\_

Date: \_\_\_\_\_

### CERTIFICATE

This is certify that the project entitled "ONLINE BANKING HABIT OF RURAL PEOPLE" is a bonafide record of work done by JISHITHA PP ( EMAUBCM048) and submitted in partial fulfillment of requirements for the award of degree of BACHELOR OF COMMERCE of Calicut University.

Place: Kondotty

Date: 31-03-2023

Mrs. KAMALAM EDATHIL

(Head of Department)



## EMEA COLLEGE OF ARTS AND SCIENCE

[Aided ,Affiliated to University of Calicut]

Re-accredited with 'A' grade by NAAC

KONDOTTY, P.O KUMMINIPARAMBA

Ph:0483-2712030

MALAPPURAM (DIST).PIN-673638

Ref No: \_\_\_\_\_

Date: \_\_\_\_\_

### CERTIFICATE

This is certify that the project entitled "ONLINE BANKING HABIT OF RURAL PEOPLE" is a bonafide record of work done by JISHITHA PP ( EMAUBCM048) and submitted in partial fulfillment of requirements for the award of degree of BACHELOR OF COMMERCE of Calicut University and has not formed the basis for award of any Degree or Diploma or fellowship or other similar title to the candidate.

  
NOUSHAD.K.K  
Assistant Professor  
Department of Commerce  
& Management Studies  
Malabar College of Advanced Studies  
Kondotty

External Examiner

Place: Kondotty

Date: 31-08-2023

  
31/08/23  
Supervising Guide

Dr. JASEENA PP

Assistant professor

PG Department of Commerce

**“INFLUENCE OF CELEBRITY  
ENDORSEMENT IN ADVERTISEMENT  
AMONG YOUNGSTERS”**

**PROJECT REPORT**

Submitted in partial fulfillment of Requirement for the award of the Degree of

**BACHELOR OF COMMERCE**

Submitted by

**KAVYA M**

**(EMAUBCM049)**

*Under the Guidance and supervision of*

**MRS .JASEENA**

(Assistant professor, PG Department of Commerce)



**EMEACollege of Arts and Science, Kondotty**

(Affiliated to University of Calicut)

**KONDOTTY, KUMMINIPARAMBA MALAPPURAM(DIST),673648**

March 2023

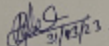
**PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE**

**CERTIFICATE**

This is to certify that the project entitled " INFLUENCE OF CELEBRITY ENDORSEMENT IN ADVERTISEMENT AMONG YOUNGSTERS " is a bonafide record of work done by KAVYA M with register number EMAUBCM049 under my supervision and submitted in partial fulfillment of requirements for the award of degree of Bachelor of Commerce of University of Calicut and has not formed the basis for award of any Degree or Diploma or Fellowship or other similar title to the candidate

Place: EMEA College Kondotty

Date: 31-03-2023

  
Mrs. Jaseena

Assistant professor

PG Dept of commerce

EMEA College Kondotty


PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE



**CERTIFICATE**

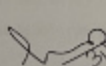
This is to certify that the project report entitled "INFLUENCE OF CELEBRITY ENDORSEMENT IN ADVERTISEMENT AMONG YOUNGSTERS" is the work carried out by KAVYA M With register number EMAUBCM049, The student of Bachelor of Commerce E.M.E.A College of Arts & Science in partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce and that project has not formed the basis for the award previously of any other similar title.

**EXTERNAL EXAMINER**

  
NOUSHAD H.K.  
Assistant Professor  
Department of Commerce  
& Management Studies  
Matahari College of Advancement Studies  
Kondotty

Place : KONDOTTY

Date : 31-03-2023

  
31/03/2023

MRS KAMALAM EDATHIL

Head of PG Dept of commerce

EMEA College Kondotty

# “PROBLEMS AND PROSPECTS OF STREET VENDORS”

PROJECT REPORT

Submitted in partial fulfillment of Requirement for the award of the Degree of

**BACHELOR OF COMMERCE**

University of Calicut

Submitted by

**NAVYA .M**

(Reg. No. EMAUBCM050)

*Under the Guidance and supervision*

**Mrs. JASEENA**

(Assistant professor, PG Department of Commerce)



**EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTY**

(Affiliated to University of Calicut)2020-2023



**EMEA**  
COLLEGE OF ARTS & SCIENCE

AIDED BY GOVT OF KERALA  
AFFILIATED TO THE UNIVERSITY OF CALICUT  
RE-ACCREDITED WITH A BY NAAC

Ph : +94483-2712030/2713530/2715020

Fax: +91-483-2713530

E- mail@emeacollege.ac.in

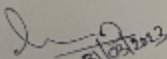
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**CERTIFICATE**

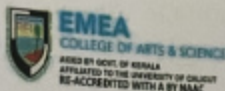
This is to certify that NAVYA . M is a bonafide student of the department of commerce, EMEA College and this project report titled " **problems and prospectus of street vendors** " has been submitted in partial fulfillment of requirement for the award of the degree of Bachelor of Commerce of the university of calicut.

Place : *Kondotti*

Date : *31/03/2023*

  
Mrs. KAMALA EDATHIL

(Head of Department)



Ph : +94483-2712030/2713530/2715320

Fax :+91-483-2713530

E-mail@emeacollege.ac.in

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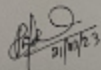
**CERTIFICATE**

This is to certify that NAVYA.M is a bonafide student of the department of commerce, EMEA College and this project report titled " **problems and prospectus of street vendors** " has been under my guidance and supervision and I further declare that the project has not previously formed the basis for the aware of any degree, association, fellowship or any other similar recognition.

  
**NOUSHAD K.K.**  
Assistant Professor  
Department of Commerce  
& Management Studies  
Malabar College of Advanced Studies  
Vengaloor

place :

Date:

  
21/07/23.  
Supervising Guide

**Mrs.JASEENA**



**" A STUDY ON SATISFACTION OF PROMOTION STRATEGIES  
OF MAHINDRA PREMIER AUTO WITH CUSTOMERS TO  
MAHINDRA AND MAHINDRA LTD".**

**PROJECT REPORT**

Submitted to partial fulfillment of requirement  
For the award of the degree of

**BATCHLOR OF COMMERCE**

**UNIVERSITY OF CALICUT**

Submitted by

**NAVYA TK**

Reg. No. EMAUBCM051

Under the guidance of

**Mrs. JASEENA PP**

( Assistant professor, PG Department of commerce)



**EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTY**

(AIDED BY GOVT OF KERALA , AFFILIATED TO UNIVERSITY OF CALICUT)

RE-ACCREDITED WITH A GRADE BY NAAC

KUMMINIPARAMBA, MALAPPURAM, PIN-673638

2020-2023



**EMEA**  
COLLEGE OF ARTS & SCIENCE  
AIDED BY GOVT. OF KERALA  
AFFILIATED TO THE UNIVERSITY OF CALICUT  
ISO-ACCREDITED WITH A BY NAAC

Ph: -94483-2712030/2713530/2715020

Fax: +91-483-2713530

E-mail: mail@emaacollege.ac.in

## CERTIFICATE

This is certify that the project entitled " A STUDY ON SATISFACTION OF PROMOTIONSTRATEGIES OF MAHINDRA PREMIOR AUTO WITH CUSTOMERS TO MAHINDRA AND MAHINDRA LTD." is the bonafide record of the work carried out by HIMA K(Reg No: EMAUBCM047) under my supervision and guidance, in Partial fulfillment of the requirement for the award of the degree in Bachelor of commerce, under university of Calicut. This report has not formed the basis before for any degree/ diploma/ fellowship or any other similar titles.

Asso.prof. KAMALAM EDATHIL

(Head of the department)

PG DEPARTMENT OF COMMERCE

Date: 31-03-2023

Place: Kondotty



**EMEA**  
COLLEGE OF ARTS & SCIENCE  
AFFILIATED TO THE UNIVERSITY OF MALAYA  
RE-ACCREDITED WITH A BY NMAC


Ph: +94483 2712030/2713530/2715020

Fax: +91-483-2713530

E-mail: mail@emecollege.ac.in

## CERTIFICATE

This is certify that the project entitled " A STUDY ON SATISFACTION OF PROMOTION STRATEGIES OF MAHINDRA PREMIOR AUTO WITH CUSTOMERS TO MAHINDRA AND MAHINDRA LTD." Is the bonafide record of the work carried out by HIMA K(Reg No: EMAUBCM047) under my supervision and guidance, in Partial fulfillment of the requirement for the award of the degree in Bachelor of commerce, under university of Calicut. This report has not formed the basis before for any degree/ diploma/ fellowship or any other similar titles.

  
**NOUSHAD K.K.**  
Assistant Professor  
Department of Commerce  
& Management Studies  
Sreejaya College of Advanced Studies  
Vengaloor

EXTERNAL EXAMINER

Date: 31-03-2023

Place: Kandoth

INTERNAL EXAMINER

  
MRS. JASEENA PP

(Assistant professor)

PG Department of commerce

**"INFLUENCE OF INSTAGRAM ON BODY IMAGE AND MENTAL  
HEALTH"**

**PROJECT REPORT**

*Submitted to the University of Calicut in partial fulfillment of the  
requirements for the award of degree of*

*Bachelor of commerce*

SUBMITTED BY

**NIDHA FAHMI . E**

(KMAU/BC/M052)

UNDER THE GUIDANCE OF

**Dr JASEENA PP**

Assistant professor, PG Department of commerce



**EMEA COLLEGE OF ARTS AND SCIENCE COLLEGE**

**KONDOTTY**

**MARCH 2023**

PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE

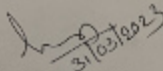


CERTIFICATE

This is to certify that **NIDHA FAHMI . E** is a bonafide B com student of the Department Commerce EMEA College of arts and science college Kondotty. The project report entitled **"INFLUENCE OF INSTAGRAM ON BODY IMAGE AND MENTAL HEALTH"** has been prepared under guidance and supervision of **Dr JASEENA P.P** (Assistant professor in department of commerce) in partial fulfillment of the award of Bachelor of commerce degree(2021-2023) of University of Calicut

Place: RMEA College Kondotty

Date: 31/03/2023

  
Mrs. KAMALAM EDATHIL

Head of PG Dept. of Commerce

EMEA College Kondotty


PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE



CERTIFICATE


This is to certify that the project report entitled "INFLUENCE OF INSTAGRAM ON BODY IMAGE AND MENTAL HEALTH" is the work carried out by NIDHA FAHMI .E with register number EMAUBCM052, the student of Bachelor of Commerce E.M.E.A College of Arts & Science in partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce and that project has not formed the basis for the award previously of any other similar title.

EXTERNAL EXAMINER

  
NOUSHAD K.K.  
Assistant Professor  
Department of Commerce  
& Management Studies  
EMEA College of Advanced Studies  
(Kondotty)

Place: EMEA College Kondotty

Date 31/3/2023



Dr JASEENA P.P

Assistant professor , PG Dept. of Commerce

EMEA College Kondotty

# “CONSUMER PERCEPTION TOWARDS DIGITAL MARKETING”

PROJECT REPORT

Submitted in partial fulfillment of Requirement for the award of the Degree of

**BACHELOR OF COMMERCE**

University of Calicut

Submitted by

**NIKIITHIA.P**

(Reg. No. EMAUBCM053)

*Under the Guidance and supervision*

**Mrs. JASEENA**

(Assistant professor, PG Department of Commerce)



**EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTY**

(Affiliated to University of Calicut)2020-2023



**EMEA**  
COLLEGE OF ARTS & SCIENCE

AIIBED BY GOVT. OF KERALA  
AFFILIATED TO THE UNIVERSITY OF CALICUT  
RE-ACCREDITED WITH A BY NAAC

Ph : +94483-2712030/2713530/2715020

Fax: +91-483-2713530

E- mail@emeacollege.ac.in


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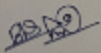
**CERTIFICATE**

This is to certify that NIKHITHA .P is a bonafide student of the department of commerce, EMEA College and this project report titled "**CONSUMER PERCEPTION TOWARDS DIGITAL MARKETING**" has been submitted in partial fulfillment of requirement for the award of the degree of Bachelor of Commerce of the university of calicut.

Place : Kandiath

Date : 31/05/2023

  
Mrs. KAMALA EDATHIL  
Head of Department  
Department of Commerce  
& Management Studies  
Abadha College of Advanced Studies  
Vengara

  
Mrs. KAMALA EDATHIL

(Head of Department)





**EMEA**  
COLLEGE OF ARTS & SCIENCE

AIIBS BY DIVT. OF REMBA  
AFFILIATED TO THE UNIVERSITY OF CALICUT  
RE-ACCREDITED WITH A BY MAC

Ph : +94483-2712030/2713530/2715320

Fax :+91-483-2713530

E-mail@emeacollege.ac.in

---

**CERTIFICATE**

This is to certify that NIKHITHA.P is a bonafide student of the department of commerce, EMEA College and this project report titled " **CONSUMER PERCEPTION TOWARDS DIGITAL MAREKETING**" has been under my guidance and supervision and I further declare that the project has not previously formed the basis for the aware of any degree, association,fellowship or any other similar recognition.

place: Kandiath

Date: 31/08/2023

Supervising Guide

**Mrs.JASEENA**

**"AWARENESS AND SATISFACTION TOWARDS RELIANCE JIO"**  
**PROJECT REPORT SUBMITTED IN PARTIAL FULFILMENT OF THE**  
**REQUIREMENTS FOR THE AWARD OF DEGREE OF**  
**BACHELOR OF COMMERCE OF THE UNIVERSITY OF CALICUT**

SUBMITTED BY

SHIBINA N

B Com cooperation

Reg. No. EMAUBCM054

UNDER THE GUIDENCE OF

JASEENA P P

Assistant professor, PG Department of commerce



EMEA COLLEGE OF ARTS & SCIENCE, KONDOTTY AIDED BY  
GOVT. OF KERALA (AFFILIATED TO UNIVERSITY OF CALICUT)

KUMMINIPARAMBA PO-673638 MALAPPURAM (DT)

REACCREDITED WITH "A" GRADE BY NAAC

(Affiliated to University of Calicut) 2020-2023

PG DEPARTMENT OF COMMERCE EMEA COLLEGE OF ARTS AND SCIENCE



CERTIFICATE

This is to certify that the project entitled "AWARENESS AND SATISFACTION TOWARDS RELIANCE JIO" is a bonafide record of work done by SHIBINA, N with register number EMAUBCM054 and submitted in partial fulfillment of requirements for the award of degree of Bachelor of Commerce of Calicut University and has not formed the basis for award of any Degree or Diploma or Fellowship or other similar title to the candidate.

Place: EMEA College Kondotty

Date: 31/03/2023

Mrs. KAMALAMEDATHIL

Head of PG department of commerce  
EMEA College Kondotty


PG DEPARTMENT OF COMMERCE EMEA COLLEGE OF ARTS AND SCIENCE



CERTIFICATE

This is to certify that the project entitled "AWARENESS AND SATISFACTION TOWARDS RELIANCE JIO" is a bonafide record of work done by SHIBINA N with a register number EMAUBCM054 under my supervision and submitted in partial fulfillment of requirements for the award of degree of Bachelor of Commerce of University of Calicut and has not formed the basis for award of any Degree or Diploma or Fellowship or other similar title to the candidate.

Place: EMEA College, Kondotty

  
21/03/23.  
JASEENA P.P

Date

Assistant professor,

PG department of commerce

EMEA College, Kondotty

**“THE CONSUMER'S ATTITUDE TOWARDS  
HOME DELIVERY  
SYSTEM OF YARA HYPER MARKET”**

**PROJECT REPORT SUBMITTED TO THE UNIVERSITY OF  
CALICUT**

*In partial fulfillment of the requirement for the award of degree in*

**BACHELOR OF COMMERCE**

**Submitted by**

**ABDUL HAFEELU K**

**(EMAUBCM055)**

**UNDER THE GUIDANCE OF**

**Mrs. KAMALAM EDATHIL**

**H.O.D of PG Department of Commerce**



**EMEA COLLEGE OF ARTS AND SCIENCE**

**KONDOTTY**

**MARCH 2023**

PG DEPARTMENT OF COMMERCE

EMEA COLLEGE OF ARTS AND SCIENCE



CERTIFICATE

This is to certify that the project report entitled "THE CONSUMER'S ATTITUDE TOWARDS HOME DELIVERY SYSTEM OF 'YARA HYPER MARKET'" is being submitted by ABDUL HAFEELU K with Register number EMAUBCM055 for the award of the degree of Bachelor of Commerce, to the University of Calicut, is based on the bonafide project work carried out by under my supervision and guidance in the PG Department of Commerce, E.M.E.A College of Arts & Science. The results embodied in this report have not been included in any other report submitted previously for the award of any Degree or Diploma of any other University or Institution.

Place: *Kondotty*

Date: *31/08/2023*

*[Signature]*  
31/08/2023  
Mrs. KAMALAM EDATHIL

Head of PG Dept. of Commerce  
EMEA College Kondotty

PG DEPARTMENT OF COMMERCE

EMEA COLLEGE OF ARTS AND SCIENCE



### CERTIFICATE

This is to certify that the project report entitled "THE CONSUMER'S ATTITUDE TOWARDS HOME DELIVERY SYSTEM OF 'YARA HYPER MARKET'" is the work carried out by **ABDUL ILA FEELU K** with register number **EMAUBCM055**, the student of Bachelor of Commerce E.M.E.A College of Arts & Science in partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce and that project has not formed the basis for the award previously of any other similar title.

EXTERNAL EXAMINER

  
Mrs. KAMALAM EDATHIL

Head of PG Dept. of Commerce

EMEA College Kondotty

Place: Kondotty

Date: 31/03/2023

**“PERCEPTION ON INVESTMENT  
PREFERENCE OF GOVERNMENT  
EMPLOYEES TOWARDS VARIOUS  
INVESTMENT AVENUES”**

**PROJECT REPORT SUBMITTED TO THE UNIVERSITY OF  
CALICUT**

**In partial fulfillment of the requirement for the award of degree in  
BACHELOR OF COMMERCE**

**Submitted by  
ABILDAS TP  
(EMAUBCM056)**

**UNDER THE GUIDANCE OF  
Mrs. KAMALAM EDATHIL  
H.O.D of PG Department of Commerce**



**EMEACOLLEGE OF ARTS AND SCIENCE  
KONDOTTY  
MARCH 2023**





PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE

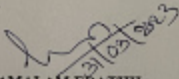


CERTIFICATE

This is to certify that the project report entitled "PERCEPTION ON INVESTMENT PREFERENCE OF GOVERNMENT EMPLOYEES TOWARDS VARIOUS INVESTMENT AVENUES" is being submitted by **ABILDAS TP** with Register number EMAUBCM056 or the award of the degree of **Bachelor of Commerce**, to the University of Calicut, is based on the bonafide project work carried out by undermy supervision and guidance in the PG Department Of Commerce, E.M.E.A College of Arts & Science. The results embodied in this report have not been included in any other report submitted previously for the award of any Degree or Diploma of any other University or Institution.

Place: Kondotty

Date: 31/03/2023

  
Mrs. KAMALAM EDATHIL

Head of PG Dept. of Commerce

EMEA College Kondotty

  
NOUSHAD K.K.  
Assistant Professor  
Department of Commerce  
& Management  
Malabar College of Arts & Science  
Kondotty

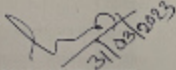
PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE



CERTIFICATE

This is to certify that the project report entitled "PERCEPTION ON INVESTMENT PREFERENCE OF GOVERNMENT EMPLOYEES TOWARDS VARIOUS INVESTMENT AVENUES" is the work carried out by **ABILDAS TP** register number **EMAUBCM056**, the student of Bachelor of Commerce E.M.E.A College of Arts & Science in partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce and that project has not formed the basis for the award previously of any other similar title.

EXTERNAL EXAMINER

  
Mrs. KAMALAM EDATHIL

Head of PG Dept. of Commerce

EMEA College Kondotty

Place: *Koodotty*

Date: *31/03/23*

**“THE CONSUMER'S ATTITUDE TOWARDS  
HOME DELIVERY  
SYSTEM OF YARA HYPER MARKET”**

**PROJECT REPORT SUBMITTED TO THE UNIVERSITY OF  
CALICUT**

**In partial fulfillment of the requirement for the award of degree in**

**BACHELOR OF COMMERCE**

**Submitted by**

**AFNAN K.T**

**(EMAUBCM057)**



**UNDER THE GUIDANCE OF**

**Mrs. KAMALAM KDATHIL**

**H.O.D of PG Department of Commerce**



**EMEA COLLEGE OF ARTS AND SCIENCE**

**KONDOTTY**

**MARCH 2023**

PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE

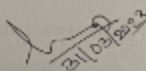


**CERTIFICATE**

This is to certify that the project report entitled "THE CONSUMER'S ATTITUDE TOWARDS HOME DELIVERY SYSTEM OF 'YARA HYPER MARKET'" is being submitted by **AFNAN K.T** with Register number **EMAUBCM057** for the award of the degree of **Bachelor of Commerce**, to the **University of Calicut**, is based on the bonafide project work carried out by under my supervision and guidance in the PG Department of Commerce, E.M.F.A College of Arts & Science. The results embodied in this report have not been included in any other report submitted previously for the award of any Degree or Diploma of any other University or Institution.

Place: *Kondotty*

Date: *31/03/23*

  
Mrs. KAMALAM EDATHIL

Head of PG Dept. of Commerce  
EMEA College Kondotty

PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE



**CERTIFICATE**

This is to certify that the project report entitled "**THE CONSUMER'S ATTITUDE TOWARDS HOME DELIVERY SYSTEM OF 'YARA HYPER MARKET'**" is the work carried out by **AFNAN K.T** with register number **EMAUBCM057**, the student of Bachelor of Commerce E.M.E.A College of Arts & Science in partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce and that project has not formed the basis for the award previously of any other similar title.

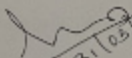
**EXTERNAL EXAMINER**

Mrs. **KAMALAM EDATHIL**

Head of PG Dept. of Commerce

EMEA College Kondotty

Place: **Kondotty**  
Date: **21/03/2023**

  
21/03/2023

# “CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING”

PROJECT REPORT

Submitted in partial fulfillment of the requirement for the award of degree of  
BACHELOR OF COMMERCE

Submitted by

AJITH A P

(EMAUBCM058)

2020-23 Batch

Under the guidance of

**MR. RAFFEEQUE ALI MUNDODAN**

Assistant professor, EMEA College



EMEA COLLEGE OF ARTS & SCIENCE KONDOTTY

(Aided, affiliated to University of Calicut)

KONDOTTY, P.O. KUMMINIPARAMBA

MALAPPURAM (DIST), PIN. 673648

March 2023

PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE



CERTIFICATE

This is to certify that the project report entitled "CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING" is the work carried out by AJITHA P with register number: EMAUBCM058, The student of Bachelor of Commerce E.M.E.A College of Arts & Science in partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce and that project has not formed the basis for the award previously of any other similar title.

*[Signature]*  
EXTERNAL EXAMINER

*[Signature]*  
31/03/2023  
Mrs. KAMALAM EDATHIL  
Head of PG Dept. of Commerce  
EMEA College Kondotty

Place: Kondott  
Date: 31/03/2023


PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE



**CERTIFICATE**

This is to certify that the project entitled " **CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING** " is a bonafide record of work done by **AJITH A P** with register number **EMAUBCM058** under my supervision and submitted in partial fulfillment of requirements for the award of degree of Bachelor of Commerce of University of Calicut and has not formed the basis for award of any Degree or Diploma or Fellowship or other similar title to the candidate.

Place: EMEA College, Kondotty  
Date:

  
**MR. Rafeeq Ali Mundodan**  
Assistant Professor  
PG Department of commerce  
EMEA College, Kondotty



**"CHANGES IN SHOPPING HABIT OF PEOPLE  
DUE TO GST special reference to Tirur area"**

**PROJECT REPORT SUBMITTED TO THE UNIVERSITY OF  
CALICUT**

**In partial fulfillment of the requirement for the award of degree in  
BACHELOR OF COMMERCE**

**Submitted by**

**AJMALFAYIS**

**(EMAUBCM059)**

**UNDER THE GUIDANCE OF**

**Mrs. KAMALAM EDATHIL**

**H.O.D of PG Department of Commerce**



**EMEAS COLLEGE OF ARTS AND SCIENCE**

**KONDOTTY**

**MARCH 2023**

PG DEPARTMENT OF COMMERCE EMEA  
COLLEGE OF ARTS AND SCIENCE

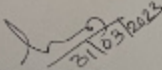


CERTIFICATE

This is to certify that the project report entitled "**CHANGES IN SHOPPING HABIT OF PEOPLE DUE TO GST** special reference to Tirur area" is being submitted by **AJMAL FAYIS** with Register number **EMAUBCM059** for the award of the degree of **Bachelor of Commerce**, to the **University of Calicut**, is based on the bonafide project work carried out by under my supervision and guidance in the PG Department Of Commerce, E.M.E.A College of Arts & Science. The results embodied in this report have not been included in any other report submitted previously for the award of any Degree or Diploma of any other University or Institution.

Place: Kondotty

Date: 31/05/2023

  
Mrs. KAMALAM EDATHIL

Head of PG Dept. of Commerce

EMEA College Kondotty

PG DEPARTMENT OF COMMERCE EMEA  
COLLEGE OF ARTS AND SCIENCE



CERTIFICATE

This is to certify that the project report entitled "CHANGES IN SHOPPING HABIT OF PEOPLE DUE TO GST special reference to Tirur area" is the work carried out by **AJMAL FAYIS** with register number **EMAUBCM059**, the student of Bachelor of Commerce E.M.E.A College of Arts & Science in partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce and that project has not formed the basis for the award previously of any other similar title.

EXTERNAL EXAMINER

**NOUSHAD K**  
Assistant Professor  
Department of Commerce  
Management Studies  
Mahatma College of Advanced Studies  
Vengaluru

Place: *Kondotty*

Date: *21/03/23*

*[Signature]*  
21/03/2023  
Mrs. KAMALAM EDATHIL

Head of PG Dept. of Commerce

EMEA College Kondotty

# **"BRAND PREFERENCE OF SOFT DRINKS"**

## **A PROJECT REPORT**

Submitted to University of Calicut in partial fulfilment of the requirement for the  
award of degree of

### **Bachelor of Commerce**



Submitted by

**AKHIL HUSSAIN KT**

Reg no: EMAUBCM060

Under the guidance of

**Mrs. KAMALAM EDATHIL**

(Head of PG Dept. of Commerce)

EMEA College of Arts and Science Kondotti, Malappuram



**PG DEPARTMENT OF COMMERCE**  
**EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTI**

Kumminiparamba PO, Malappuram

Pb: 0483 2712030, E-mail: [mail@emeacollege.ac.in](mailto:mail@emeacollege.ac.in)

**2020-2023**

PG DEPARTMENT OF COMMERCE  
E.M.E.A COLLEGE OF ARTS AND SCIENCE, KONDOTTI



CERTIFICATE

This is to certify that the project entitled "BRAND PREFERENCE OF SOFT DRINKS" is being submitted by AKHIL HUSSAIN K T with register number EMAUBCM060 for the award of degree of bachelors of Commerce of university of Calicut, is based on the bona-fide project work carried out by under my supervision and guidance in PG Department of Commerce, University of Calicut. The results embodied in this report have not been included in any other report submitted previously for the award of degree or diploma of any other University or institution.

Place: KONDOTTI

Date: 31/03/2023

A handwritten signature in black ink, appearing to be 'Kamalam Edathil', with the date '31/03/2023' written below it.

Mrs. KAMALAM EDATHIL

Head of PG Dept. of Commerce

E.M.E.A College Kondotti

PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND  
SCIENCE KONDOTTY



CERTIFICATE

This is to certify that the project entitled "BRAND PREFERENCE OF SOFT DRINKS" is the work carried out by AKHIL HUSSAIN K T with register number EMAUBCM060 the student of Bachelor of Commerce E.M.E.A COLLEGE OF ARTS AND SCIENCE in partial fulfillment of the requirement for the award of degree of **bachelor of Commerce** of University of Calicut and that project has not formed the basis for the award previously of any other similar title.

*(Signature)*  
NOUSHAD K.K  
Assistant Professor  
Department of Commerce  
& Management Studies  
Mediterranean College of Arts and Science  
Kondotty

Place: KONDOTTY

Date: 21/03/2023

*(Signature)*  
31/03/2023

Mrs. KAMALAMEDATHIL

Head of PG Dept. of Commerce  
E.M.F.A College Kondotti

# “CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING”

PROJECT REPORT

Submitted in partial fulfillment of the requirement for the award of *degree of*  
BACHELOR OF COMMERCE

Submitted by

**BHAGYARAJ K**

**(EMAUBCM062)**

2020-23 Batch

Under the guidance of

**MR. RAFAQE ALI MUNDODAN**

Assistant professor, EMEA College



**EMEA COLLEGE OF ARTS & SCIENCE KONDOTTY**

(Aided, affiliated to University of Calicut)

**KONDOTTY, P.O. KUMMINIPARAMBA**

**MALAPPURAM (DIST), PIN.673648**

March 2023

**PG DEPARTMENT OF COMMERCE**  
**EMEA COLLEGE OF ARTS AND SCIENCE**



**CERTIFICATE**

This is to certify that the project report entitled "CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING" is the work carried out by **BIHAGYARAJ K** with register number **EMAUBCM063**, The student of Bachelor of Commerce E.M.E.A College of Arts & Science in partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce and that project has not formed the basis for the award previously of any other similar title.

**EXTERNAL EXAMINER**

**Mrs. KAMALAM EDATHIL**  
**Head of PG Dept. of Commerce**  
**EMEA College Kondotty**

Place: *Kondotty.*  
Date: *31/03/2023*




PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE



**CERTIFICATE**

This is to certify that the project entitled " **CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING** " is a bonafide record of work done by **BIHAGYARAJ K** with register number **EMAUBCM063** under my supervision and submitted in partial fulfillment of requirements for the award of degree of Bachelor of Commerce of University of Calicut and has not formed the basis for award of any Degree or Diploma or Fellowship or other similar title to the candidate.

Place: EMEA College, Kondotty  
Date:

  
**MR. Rafecque Ali Mundodan**  
**Assistant Professor**  
PG Department of commerce  
EMEA College, Kondotty

**“PUBLIC ATTITUDE TOWARDS SERVICE QUALITY  
RENDERED BY KSRTC”**

**PROJECT REPORT**

Submitted to University of Calicut in partial fulfillment of the requirement for the award of  
**Bachelors OF COMMERCE**



Submitted by

**FAVAS RAHMAN T**

**Reg No: EMAUBCM062**

Under the guidance of

**Mrs. JASEENA P.P**

Assistant Professor in Commerce

EMEA College of Arts and Science Kondotti,



**PG DEPARTMENT OF COMMERCE**

**EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTI**

Kusmnisiparamba PO, Malappuram

Ph: 0483 2712030, E-mail: [mail@emecollege.ac.in](mailto:mail@emecollege.ac.in)

**2020-2023**

PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE  
KONDOTTY



CERTIFICATE

This is to certify that the project entitled "PUBLIC ATTITUDE TOWARDS SERVICE QUALITY RENDERED BY KSRTC" is being submitted by **FAVAS RAHMAN T** with register number **EMAUBCM062** for the award of degree of **bachelors of Commerce** of university of Calicut, is based on the bona-fide project work carried out by under my supervision and guidance in PG Department of Commerce, University of Calicut. The results embodied in this report have not been included in any other report submitted previously for the award of degree or diploma of any other University or institution.

Place: **KONDOTTY**

Date: **31/03/2023**

**MRS JASEENA P.P**

**ASSISTANT PROFESSOR**  
**E.M.E.A College Kondotty**

PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE  
KONDOTTY



CERTIFICATE

This is to certify that the project entitled **"PUBLIC ATTITUDE TOWARDS SERVICE QUALITY RENDERED BY KSRTC"** is the work carried out by **FAVAS RAHMAN T** with register number **EMAUBCM062** the student of Master of Commerce **E.M.E.A COLLEGE OF ARTS AND SCIENCE** in partial fulfillment of the requirement for the award of degree of **bachelor of Commerce** of University of Calicut and that project has not formed the basis for the award previously of any other similar title.

Place: **KONDOTTY**

Date: **31/03/2023**

**Mrs. KAMALAM EDATHIL**

**Head of PG Dept. of Commerce**

**E.M.E.A College Kondotti**

**A STUDY ON "CONSUMER PREFERENCES  
AND MOTIVATIONS TOWARDS SUVs IN  
MALAPPURAM MUNICIPALITY"**

**PROJECT REPORT SUBMITTED TO THE UNIVERSITY OF  
CALICUT**

**In partial fulfillment of the requirement for the award of degree in**

**BACHELOR OF COMMERCE**

**Submitted by**

**HASHIM ABDULLA AP**

**(EMAUBCM063)**



**UNDER THE GUIDANCE OF**

**Mrs. KAMALAM EDATHIL**


**H.O.D of PG Department of Commerce**



**EMEA COLLEGE OF ARTS AND SCIENCE**

**KONDOTTY**

**MARCH 2023**

  
**NOUSHAD K.K.**  
Assistant Professor  
Department of Commerce  
& Management Studies  
Malabar College of Advanced Studies  
Vengara

**PG DEPARTMENT OF COMMERCE**  
**EMEA COLLEGE OF ARTS AND SCIENCE**



**CERTIFICATE**

This is to certify that the project report entitled "**CONSUMER PREFERENCES AND MOTIVATIONS TOWARDS SUVs IN MALAPPURAM MUNICIPALITY**" is being submitted by **HASHIM ABDULLA AP** with Register number **EMAUBCM063** for the award of the degree of **Bachelor of Commerce**, to the **University of Calicut**, is based on the bonafide project work carried out by under my supervision and guidance in the PG Department Of Commerce, E.M.E.A College of Arts & Science. The results embodied in this report have not been included in any other report submitted previously for the award of any Degree or Diploma of any other University or Institution.

Place: *Kondotty*

Date: *31/03/2023*

*[Signature]*  
31/03/2023  
Mrs. **KAMALAM EDATHIL**

**Head of PG Dept. of Commerce**

**EMEA College Kondotty**

PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE



CERTIFICATE

This is to certify that the project report entitled "CONSUMER PREFERENCES AND MOTIVATIONS TOWARDS SUVs IN MALAPPURAM MUNICIPALITY" is the work carried out by HASHIM ABDULLA AP with register number EMAUBCM063, the student of Bachelor of Commerce E.M.E.A College of Arts & Science in partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce and that project has not formed the basis for the award previously of any other similar title.

EXTERNAL EXAMINER

Place: Kondotty

Date: 31/03/2023

  
Mrs. KAMALAM EDATHIL

Head of PG Dept. of Commerce

EMEA College Kondotty

**“PERCEPTION ON INVESTMENT  
PREFERENCE OF GOVERNMENT  
EMPLOYEES TOWARDS VARIOUS  
INVESTMENT AVENUES”**

**PROJECT REPORT SUBMITTED TO THE UNIVERSITY OF  
CALICUT**

**In partial fulfillment of the requirement for the award of degree in  
BACHELOR OF COMMERCE**

**Submitted by  
KAILAS KALATHIL PADINJARAYIL  
(EMAUBCM064)**

**UNDER THE GUIDANCE OF  
Mrs. KAMALAM EDATHIL  
H.O.D of PG Department of Commerce**



**EMEA COLLEGE OF ARTS AND SCIENCE  
KONDOTTY  
MARCH 2023**

  
**NOLSHAD K. K.**  
Assistant Professor  
Department of Commerce  
& Management Studies  
Malabar College of Advanced Studies  
Vengaloor



**PG DEPARTMENT OF COMMERCE**  
**EMEA COLLEGE OF ARTS AND SCIENCE**

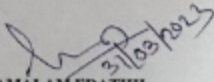


**CERTIFICATE**

This is to certify that the project report entitled "PERCEPTION ON INVESTMENT PREFERENCE OF GOVERNMENT EMPLOYEES TOWARDS VARIOUS INVESTMENT AVENUES" is being submitted by ] KAILAS KALATHIL PADINJARAYIL with Register number EMAUBCM064 or the award of the degree of Bachelor of Commerce, to the University of Calicut, is based on the bonafide project work carried out by under my supervision and guidance in the PG Department Of Commerce, E.M.E.A College of Arts & Science. The results embodied in this report have not been included in any other report submitted previously for the award of any Degree or Diploma of any other University or Institution.

Place: KONDOTTI

Date: 3/03/2023

  
Mrs. KAMALAM EDATHIL

Head of PG Dept. of Commerce

EMEA College Kondotty

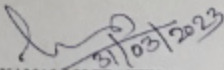
PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE



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EXTERNAL EXAMINER

  
Mrs. KAMALAM EDATHIL

Head of PG Dept. of Commerce

EMEA College Kondotty

Place: *27 Kondotty?*

Date: *27/03/2023*

**“THE CONSUMER'S ATTITUDE TOWARDS  
HOME DELIVERY  
SYSTEM OF YARA HYPER MARKET”**

**PROJECT REPORT SUBMITTED TO THE UNIVERSITY OF  
CALICUT**

**In partial fulfillment of the requirement for the award of degree in**

**BACHELOR OF COMMERCE**

**Submitted by**

**MUHAMMED NASHEEL**

**(EMAUBCM065)**

**UNDER THE GUIDANCE OF**

**Mrs. KAMALAM EDATHIL**

**H.O.D of PG Department of Commerce**



**EMEAC COLLEGE OF ARTS AND SCIENCE**

**KONDOTTY**

**MARCH 2023**

PG DEPARTMENT OF COMMERCE

EMEA COLLEGE OF ARTS AND SCIENCE



**CERTIFICATE**

This is to certify that the project report entitled "THE CONSUMER'S ATTITUDE TOWARDS HOME DELIVERY SYSTEM OF 'YARA HYPER MARKET'" is being submitted by MUHAMMED NASHEEL with Register number EMAUBCM065 for the award of the degree of **Bachelor of Commerce**, to the University of Calicut, is based on the bonafide project work carried out by under my supervision and guidance in the PG Department of Commerce, E.M.E.A College of Arts & Science. The results embodied in this report have not been included in any other report submitted previously for the award of any Degree or Diploma of any other University or Institution.

Place: *Kondotty*

Date: *31/03/2023*

*[Signature]*  
31/03/2023  
Mrs. KAMALAM EDATHIL

Head of PG Dept. of Commerce  
EMEA College Kondotty

PG DEPARTMENT OF COMMERCE

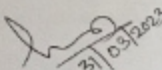
EMEA COLLEGE OF ARTS AND SCIENCE



### CERTIFICATE

This is to certify that the project report entitled **"THE CONSUMER'S ATTITUDE TOWARDS HOME DELIVERY SYSTEM OF 'YARA HYPER MARKET'"** is the work carried out by **MUHAMMED NASHEEL** with register number **EMAUBCM065**, the student of Bachelor of Commerce E.M.E.A College of Arts & Science in partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce and that project has not formed the basis for the award previously of any other similar title.

EXTERNAL EXAMINER

  
31/03/2023  
Mrs. KAMALAM EDATHIL

Head of PG Dept. of Commerce

EMEA College Kondotty

Place: Kondotty

Date: 31/03/2023

**“PUBLIC ATTITUDE TOWARDS SERVICE QUALITY  
RENDERED BY KSRTC”**

**PROJECT REPORT**

Submitted to University of Calicut in partial fulfillment of the requirement for the award of  
**Bachelors OF COMMERCE**



Submitted by

**NAZIM ZIDAN KP**

**Reg No: EMAUBCM066**

Under the guidance of

**Mrs. JASEENA P.P**

Assistant Professor in Commerce

EMEA College of Arts and Science Kondotti,



**PG DEPARTMENT OF COMMERCE**

**EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTI**

Kamminiparamba PO, Malappuram

Ph: 0483 2712030, E-mail: [mail@emecollege.ac.in](mailto:mail@emecollege.ac.in)

**2020-2023**

PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE  
KONDOTTY



CERTIFICATE

This is to certify that the project entitled **"PUBLIC ATTITUDE TOWARDS SERVICE QUALITY RENDERED BY KSRTC"** is being submitted by **NAZIM ZIDAN KP** with register number **EMAUBCM066** for the award of degree of **bachelors of Commerce** of university of Calicut, is based on the bona-fide project work carried out by under my supervision and guidance in PG Department of Commerce, University of Calicut. The results embodied in this report have not been included in any other report submitted previously for the award of degree or diploma of any other University or institution.

Place: **KONDOTTY**

Date: **8/03/2023**

MRS JASEENA P.P

ASSISTANT PROFESSOR  
E.M.E.A College Kondotty

**NOUSHAD K.K**  
Assistant Professor  
Department of Commerce  
& Management Studies  
Mankar College of Advanced Studies  
2019

PG DEPARTMENT OF COMMERCE  
EME.A COLLEGE OF ARTS AND SCIENCE  
KONDOTTY



CERTIFICATE

This is to certify that the project entitled "PUBLIC ATTITUDE TOWARDS SERVICE QUALITY RENDERED BY KSRTC" is the work carried out by NAZIM ZIDAN KP with register number EMAUBCM066 the student of Master of Commerce E.M.E.A COLLEGE OF ARTS AND SCIENCE in partial fulfillment of the requirement for the award of degree of bachelor of Commerce of University of Calicut and that project has not formed the basis for the award previously of any other similar title.

Place: KONDOTTY

Date: 31/03/2023

Mrs. KAMALAM EDATHIL

Head of PG Dept. of Commerce

E.M.E.A College Kondotti



**" CONSUMER PERCEPTION TOWARDS SAMSUNG MOBILES"**

**A PROJECT REPORT**

Submitted to University of Calicut in partial fulfillment of the requirement for  
award of degree of

**Bachelor of Commerce**



Submitted by

**NIKHIL KUMAR K M**

Reg no: EMAUBCM067

Under the guidance of

**Mrs.KAMALAM EDATHIL**

(Head of PG Dept. of Commerce)



EMEACollege of Arts and Science Kondotti, Malappuram

**PG DEPARTMENT OF COMMERCE**

**EMEACOLLEGE OF ARTS AND SCIENCE, KONDOTTI**  
Kanninjiparamba PO, Malappuram Ph: 0483 2712030 E-mail: [mail@emeacollege.ac.in](mailto:mail@emeacollege.ac.in)

2022-2023

PG DEPARTMENT OF COMMERCE  
EMEA COLLEGE OF ARTS AND SCIENCE, KONDOTTI

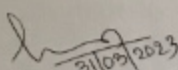


CERTIFICATE

This is to certify that the project entitled "CONSUMER PERCEPTION TOWARDS SAMSUNG MOBILES" is being submitted by NIKHIL KUMAR K M with register number EMAUBCM067 for the award of degree of **bachelors of Commerce** of university of Calicut, is based on the bone-fide project work carried out by under my supervision and guidance in PG Department of Commerce, University of Calicut. The results embodied in this report have not been included in any other report submitted previously for the award of degree or diploma of any other University or institution.

Place : kondotti

Date : 31/03/23

  
31/03/2023  
+ Mrs. KAMALAM EDATHIL

Head of PG Dept. of Commerce

E.M.E.A college kondotti