

A STUDY ON RATIO ANALYSIS WITH REFERENCE TO TATA MOTORS CARS

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

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

BACHELOR OF COMMERCE

Submitted by

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Estd 1973

DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

[Re-Accredited By NAAC with "A⁺" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2021- 2022

**A STUDY ON CUSTOMER PERCEPTION TOWARDS UNMANNED
CONVENIENCE STORES IN MAYFLOWER ESTATES IN COIMBATORE CITY**
PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2021- 2022

**A STUDY ON FINANCIAL ANALYSIS OF RELIANCE JIO INFOCOMM
LIMITED**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COIMBATORE-641029, TAMIL NADU, INDIA

2021-2022

**A STUDY ON POST-PURCHASE BEHAVIOUR OF TATA MOTOR CARS IN
COIMBATORE CITY**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous) Affiliated to

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COIMBATORE-641029, TAMIL NADU, INDIA

2021-2022

**A STUDY ON SAVINGS AND SPENDING HABIT OF COLLEGE STUDENTS
PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COIMBATORE-641029, TAMIL NADU, INDIA

2021– 2022

**A STUDY ON FINANCIAL ANALYSIS ON HOUSING DEVELOPMENT
FINANCE CORPORATION LIMITED**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COIMBATORE-641029, TAMIL NADU, INDIA

2021– 2022

A STUDY ON FINANCIAL PERFORMANCE OF NESTLE INDIA LIMITED
PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COIMBATORE-641029, TAMIL NADU, INDIA

2021- 2022

**A STUDY ON CUSTOMER DISCERNMENT TOWARDS NIPPON PAINTS
IN COIMBATORE**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COIMBATORE-641029, TAMILNADU, INDIA

2021-2022

**A STUDY ON CONSUMER SATISFACTION TOWARDS
MAMAEARTH PRODUCTS IN THE COIMBATORE CITY**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COIMBATORE-641029, TAMIL NADU, INDIA

2021- 2022

**A STUDY ON CUSTOMER PERCEPTION TOWARDS CADBURY OREO
BISCUITS IN COIMBATORE CITY.**

PROJECT REPORT

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Kongunadu Arts and Science College (Autonomous)

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COIMBATORE-641029, TAMIL NADU, INDIA

2021– 2022

**A STUDY ON CUSTOMER SATISFACTION TOWARDS ROYAL ENFIELD IN
COIMBATORE CITY
PROJECT REPORT**

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Kongunadu Arts and Science College (Autonomous)

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COIMBATORE-641029, TAMIL NADU, INDIA

2021– 2022

A STUDY ON CUSTOMER GRATIFICATION TOWARDS MANJOOR SNOWDON TEA FACTORY IN NILGIRIS DISTRICT

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COIMBATORE-641029, TAMIL NADU, INDIA

2021- 2022

**A STUDY ON FINANCIAL PERFORMANCE OF SAIL
(STEEL AUTHORITY OF INDIA LIMITED)**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COIMBATORE - 641029, TAMIL NADU, INDIA

2021-2022

**A STUDY ON CONSUMER SATISFACTION TOWARDS GREEN
PRODUCTS.**

PROJECT REPORT

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COIMBATORE-641029, TAMIL NADU, INDIA
2021- 2022

**A STUDY ON STRESS MANAGEMENT OF WORKING FROM HOME
EMPLOYEES DURING COVID-19 PANDEMIC IN COGNIZANT
TECHNOLOGY SOLUTIONS WITH SPECIAL REFERENCE TO
COIMBATORE AND BANGALORE CITY**

PROJECT REPORT

Submitted to

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COIMBATORE-641029, TAMIL NADU, INDIA

2021– 2022

**A STUDY ON CUSTOMER SATISFACTION TOWARDS VOLKSWAGEN CARS IN
COIMBATORE CITY**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COIMBATORE-641029, TAMIL NADU, INDIA

2021- 2022

A STUDY ON CUSTOMER SATISFACTION TOWARDS SWIGGY AND ZOMATO

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COIMBATORE-641029, TAMIL NADU, INDIA

2021- 2022

**A STUDY ON CONSUMER SATISFACTION
TOWARDS APOLLO TYRES IN COIMBATORE CITY
PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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[Re-Accredited By NAAC with "A+" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2021-2022

**A STUDY ON FINANCIAL PERFORMANCE OF LARSEN & TOUBRO
PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

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

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College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2021- 2022

**A STUDY ON CONSUMER SATISFACTION TOWARDS BANKING SERVICE
PROVIDED BY INDIAN BANK IN COIMBATORE CITY**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

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

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COIMBATORE-641029, TAMIL NADU, INDIA

2021-2022

**A STUDY ON FINANCIAL PERFORMANCE OF CROMPTON GREAVES
CONSUMER ELECTRICAL LIMITED**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COIMBATORE-641029, TAMIL NADU, INDIA

2021-2022

**A STUDY ON CONSUMER SATISFACTION TOWARDS PATANJALI
PRODUCTS IN COIMBATORE CITY**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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

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COIMBATORE-641029, TAMIL NADU, INDIA

2021-2022

A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS APPLE IPHONE

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COIMBATORE-641029, TAMIL NADU, INDIA

2021-2022

**A STUDY ON CUSTOMER SATISFACTION OF DIGITAL BANKING IN
COIMBATORE CITY**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COIMBATORE-641029, TAMIL NADU, INDIA

2021– 2022

A STUDY ON STUDENTS PERCEPTION TOWARDS ENTREPRENEURSHIP

PROJECT REPORT

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COIMBATORE-641029, TAMIL NADU, INDIA

2021- 2022

**A STUDY ON CUSTOMER SATISFACTION TOWARDS FASTRACK WATCHES
WITH SPECIAL REFERENCE TO COIMBATORE CITY**

PROJECT REPORT

Submitted to

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COIMBATORE-641029, TAMIL NADU, INDIA

2021– 2022

A STUDY ON CUSTOMER IMPACT ON ATM IN COIMBATORE CITY
PROJECT REPORT

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COIMBATORE-641029, TAMIL NADU, INDIA

2021– 2022

A STUDY ON FINANCIAL PERFORMANCE OF ASIAN PAINTS
PROJECT REPORT

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COIMBATORE-641029, TAMIL NADU, INDIA
2021- 2022

**A STUDY ON CONSUMER SATISFACTION TOWARDS HEALTH
INSURANCE IN COIMBATORE CITY**

PROJECT REPORT

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COIMBATORE-641029, TAMIL NADU, INDIA

2021- 2022

**A STUDY ON CUSTOMER SATISFACTION TOWARDS SONY PRODUCTS IN
COIMBATORE CITY**

PROJECT REPORT

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COIMBATORE-641029, TAMIL NADU, INDIA

2021- 2022

**A STUDY ON CONSUMER PERCEIVED RISK ON ONLINE
WITH REFERENCE TO COIMBATORE CITY
PROJECT REPORT**

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COIMBATORE-641029, TAMIL NADU, INDIA

2021- 2022

**A STUDY ON CUSTOMER SATISFACTION OF MARUTI SUZUKI CAR
WITH SPECIAL REFERENCE TO COIMBATORE CITY**

PROJECT REPORT

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COIMBATORE-641029, TAMIL NADU, INDIA

2021- 2022

**A STUDY ON CUSTOMER SATISFACTION TOWARDS INTERNET BANKING (WITH
SPECIAL REFERENCE ICICI BANK)**

PROJECT REPORT

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DEPARTMENT OF COMMERCE

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

[Re-Accredited By NAAC with "A⁺" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2021– 2022

**A STUDY ON CUSTOMER SATISFACTION TOWARDS HONDA DIO WITH
SPECIAL REFERENCE TO
COIMBATORE CITY
PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

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

BACHELOR OF COMMERCE

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COIMBATORE-641029, TAMIL NADU, INDIA

2021- 2022

A STUDY ON CUSTOMERS SATISFACTION TOWARDS LG PRODUCTS IN COIMBATORE CITY

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COIMBATORE-641029, TAMIL NADU, INDIA

2021– 2022

**A STUDY ON CUSTOMER SATISFACTION TOWARDS HARLEY
DAVIDSON WITH SPECIAL REFERENCE TO COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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BACHELOR OF COMMERCE

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COIMBATORE-641029, TAMIL NADU, INDIA

2021-2022

A STUDY ON CONSUMER PREFERENCE TOWARDS VARIOUS TALCUM POWDERS (PONDS, CUTICURA AND GOKUL SANTOL)

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COIMBATORE-641029, TAMIL NADU, INDIA

2021– 2022

**CUSTOMER SATISFACTION OF AACHI MASALA PRODUCTS WITH SPECIAL
REFERENCE TO COIMBATORE CITY**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COIMBATORE-641029, TAMIL NADU, INDIA

2021-2022

**A STUDY ON THE IMPACT OF ARTIFICIAL INTELLIGENCE IN DIGITAL
MARKETING TOWARDS CONSUMERS BUYING BEHAVIOUR IN
COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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[Re-Accredited By NAAC with "A+" Grade (4th Cycle)]

College of Excellence (UGC)

COIMBATORE-641029, TAMIL NADU, INDIA

2021-2022

**A STUDY ON CONSUMER SATISFACTION OF TVS BIKES WITH SPECIAL
REFERENCE TO COIMBATORE CITY**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COIMBATORE-641029, TAMIL NADU, INDIA

2021– 2022

**A STUDY ON CUSTOMER SATISFACTION TOWARDS KHADIMS
FOOTWEAR IN COIMBATORE CITY
PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COIMBATORE-641029, TAMIL NADU, INDIA

2021-2022

**A STUDY ON CONSUMER'S ONLINE BUYING BEHAVIOR TOWARDS
BAKERY PRODUCTS IN COIMBATORE CITY**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COIMBATORE - 641029, TAMIL NADU, INDIA

2021– 2022

**A STUDY ON THE EFFECT OF DECOY BASED ON THE CUSTOMER
BUYING BEHAVIOUR
PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COIMBATORE – 641029, TAMIL NADU, INDIA

2021 – 2022

**A STUDY ON CONSUMER PREFERENCE TOWARDS CADBURY
PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COIMBATORE-641029, TAMIL NADU, INDIA

2021- 2022

A STUDY ON BEHAVIOUR PATTERN OF CONSUMERS WITH REFERENCE TO SHOPPING MALLS IN COIMBATORE CITY

Project Report

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

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COIMBATORE-641029, TAMIL NADU, INDIA

2021- 2022

**A STUDY ON CUSTOMER SATISFACTION ON GOOGLE PAY AND
PHONEPE WITH SPECIAL REFERENCE TO COIMBATORE CITY**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COIMBATORE-641029, TAMIL NADU, INDIA

2021- 2022

**A STUDY ON CONSUMER PREFERENCE OF MOBILE WALLET GATEWAY
FOR CASHLESS PAYMENT IN COIMBATORE CITY
PROJECT REPORT**

Submitted to
Kongunadu Arts and Science College (Autonomous)
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In partial fulfillment of the requirements for the award of the Degree of
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COIMBATORE-641029, TAMIL NADU, INDIA
2021– 2022

**A STUDY ON CUSTOMER SATISFACTION TOWARDS RAYMOND CLOTH
WITH SPECIAL REFERENCE IN COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COIMBATORE-641029, TAMIL NADU, INDIA

2021– 2022

**A STUDY ON STRESS MANAGEMENT ON WOMEN PROFESSIONAL WITH
SPECIAL REFERENCE TO COIMBATORE CITY**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COIMBATORE-641029, TAMIL NADU, INDIA

2021- 2022

**A STUDY ON CUSTOMER SATISFACTION TOWARDS BANKING SERVICE
PROVIDED BY SBI BANK WITH SPECIAL REFERENCE TO ANNUR BRANCH**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University, Coimbatore

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

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COIMBATORE-641029, TAMIL NADU, INDIA

2021- 2022

**A STUDY ON CUSTOMER BEHAVIOUR TOWARDS KTM BIKE WITH SPECIAL
REFERENCE IN COIMBATORE CITY**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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

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COIMBATORE-641029, TAMIL NADU, INDIA

2021-2022

**A STUDY ON CUSTOMER SATISFACTION TOWARDS I PHONE DEMO
PRODUCT WITH SPECIAL REFERENCE IN COIMBATORE CITY**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COIMBATORE-641029, TAMIL NADU, INDIA

2021– 2022

**A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS ONLINE
SHOPPING FOR WOMEN WITH SPECIAL REFERENCE TO
COIMBATORE CITY
PROJECT REPORT**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COIMBATORE – 641029, TAMIL NADU, INDIA

2021– 2022

**A STUDY ON CONSUMER AWARENESS AND PERCEPTION OF WOMEN
TOWARDS LAKME PRODUCTS WITH SPECIAL REFERENCE TO
COIMBATORE CITY**

PROJECT REPORT

Submitted to

Kongunadu Arts and Science College (Autonomous)

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COIMBATORE-641029, TAMIL NADU, INDIA

2021- 2022

**A STUDY ON CONSUMER SATISFACTION TOWARDS YAMAHA
BIKES WITH SPECIAL REFERENCE TO COIMBATORE CITY**

PROJECT REPORT

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COIMBATORE – 641029, TAMIL NADU, INDIA

2021 – 2022

**A STUDY ON CONSUMER PREFERENCE TOWARDS HIMALAYA
HERBAL PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE
CITY**

PROJECT REPORT

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COIMBATORE – 641029, TAMIL NADU, INDIA

2021 – 2022

**A STUDY ON COSTUMER SATISFACTION TOWARDS SMARTWATCH FOR
PREFERENCE IN COIMBATORE CITY**

PROJECT REPORT

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2021– 2022