

**A STUDY ON UNDERSTANDING INVESTOR PREFERENCES ON SIP AND LIP
STRATEGIES IN MUTUAL FUNDS**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University

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

BACHELOR OF BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS
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APRIL - 2024

**A STUDY ON CONSUMER BEHAVIOUR TOWARDS CADBURY PRODUCTS
IN COIMBATORE CITY**

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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APRIL - 2024

**A STUDY ON INFLUENCE OF SOCIAL MEDIA ON PURCHASING DECISION OF DULUX
PAINTS WITH SPECIAL REFERENCE TO COIMBATORE CITY.**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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APRIL - 2024

**A STUDY ON INVESTMENT STRATEGIES AND DECISION MAKING
PROCESS AMONG EMPLOYED INDIVIDUALS WITH REFERENCE TO
DECCAN SUBMERSIBLE PUMPS PRIVATE LIMITED IN GANAPATHY
BRANCH, COIMBATORE CITY**

Submitted to

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APRIL - 2024

**THE INFLUNCE OF PERSONILIZED PRICING STRATEGIES ON CONSUMER DECISION
MAKING AND PERCEIVED FAIRNESS :MULTI METHOD STUDY TOWARDS OLA VEHICLE**

Submitted to

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APRIL - 2024

**AN ANALYSIS OF THE IMPACT OF BRAND IMAGE ON CONSUMER PURCHASE
BEHAVIOUR IN THE CASE OF SAMSUNG INDIA CONSUMER PRODUCTS**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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APRIL - 2024

**A STUDY ON BRAND LOYALTY ON ROYAL ENFIELD WITH
SPECIAL REFERENCE TO RIDERZ IKON SAIBABA COLONY COIMBATORE.**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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APRIL - 2024

**A STUDY ON CONSUMER AWARENESS OF FMCG INDUSTRY TOWARDS HUL LTD WITH
SPECIAL REFERENCE TO COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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APRIL - 2024

**A STUDY ON BRAND PREFERENCE OF LUXURY PERFUME BRAND WITH
REFERENCE TO DIOR & GUERLAIN WITH IN COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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APRIL - 2024

**A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS
FLIPKART ONLINE SHOPPING WITH SPECIAL REFERENCE
TO COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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APRIL - 2024

**A STUDY ON CONSUMER PREFERENCE TOWARDS ASIAN PAINTS LIMITED WITH
REFERENCE TO COIMBATORE**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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APRIL - 2024

**A STUDY ON CUSTOMER SATISFICATION TOWARDS E-VEHICLE AMONG WOMEN IN
COIMBATORE CITY**

Submitted to

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APRIL - 2024

**A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION
TOWARDS LG PRODUCT'S WITH SPECIAL TO COIMBATORE
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Submitted to

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APRIL - 2024

A STUDY ON ONLINE PAYMENT SYSTEM USING GOOGLE PAY WITH SPECIAL REFERENCE TO COIMBATORE CITY

Submitted to

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APRIL - 2024

**"A STUDY ON CUSTOMER PREFERENCE TOWARDS REDMI
MOBILE WITH SPECIAL REFERENCE TO COIMBATORE CITY"**

Submitted to

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APRIL - 2024

A STUDY ON PUBLIC PERCEPTION TOWARDS BILLBOARD ADVERTISEMENT WITH IN COIMBATORE CITY

Submitted to

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APRIL - 2024

A STUDY ON EMPLOYEE SATISFACTION ON RELIANCE GROCERY STORE REFERENCE

Submitted to

Kongunadu Arts and Science College (Autonomous)

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APRIL - 2024

**A STUDY ON CONSUMER BEHAVIOR TOWARD D-MART
SINGANALLUR BRANCH**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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APRIL - 2024

A STUDY ON EMPLOYEE SATISFACTION ON RELIANCE GROCERY STORE REFERENCE

Submitted to

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APRIL - 2024

**A STUDY ON EMPLOYEE SATISFACTION IN “THE CHENNAI
SILKS” WITHSPECIAL REFERENCE TO COIMBATORE CITY**

Submitted to

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APRIL - 2024

**A STUDY ON JOB SATISFACTION LEVEL OF TEACHING AND
NON-TEACHING STAFFS IN ANNAI VIOLET MATRICULATION
& HIGHER SECONDARY SCHOOL IN COIMBATORE**

Submitted to

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APRIL - 2024

**A STUDY ON BRAND LOYALTY OF LAKME PRODUCTS TOWARDS COIMBATORE
CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous),

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APRIL-2024

**A COMPARATIVE STUDY ON CUSTOMER SATISFACTION TOWARDS SWIGGY
AND ZOMATO IN COIMBATORE REGION**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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APRIL - 2024

A STUDY ON IMPACT OF DIGITAL MARKETING OF CONVERSE HIGH TOP SHOES SPECIAL REFERENCE TO COIMBATORE CITY

Submitted to

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APRIL - 2024

**A STUDY ON EMPLOYEE SATISFACTION IN POTHIYS SILKS AT COIMBATORE
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Submitted to

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APRIL - 2024

**A PREFERENTIAL STUDY ON YOUNG USERS TOWARDS DIFFERENT
SOCIAL NETWORKING APPS**

Submitted to

Kongunadu Arts and Science College (Autonomous)

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APRIL - 2024

A STUDY ON CONSUMERS PREFERENCE AND SATISFACTION TOWARDS HOME BAKED PRODUCTS

Submitted to

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APRIL - 2024

**A STUDY ON CLIENT SATISFACTION OF A DIGITAL MARKETING
AGENCY WITH SPECIAL REFERENCE TO CREATIVE POINT**

Submitted to

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APRIL-2024

**A STUDY ON CUSTOMER PREFERENCE TOWARDS RELIANCE JIO SIM CARD
WITH SPECIAL REFERENCE TO COIMBATORE CITY**

Submitted to

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APRIL - 2024

**A STUDY ON CUSTOMER AWARENESS OF ZEPTO
OVER ITS FASTEST DELIVERY**

Submitted to

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APRIL - 2024

**A STUDY ON CUSTOMER PREFERENCE TOWARDS RAPIDO WITH
SPECIAL REFERENCE TO COIMBATORE CITY**

Submitted to

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APRIL - 2024

**A STUDY ON PROBLEMS FACED BY STREET VENDORS
WITH REFERENCE TO COIMBATORE DISTRICTS**

Submitted to

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APRIL - 2024

**"A STUDY ON PURCHASE INTENTION OF CONSUMER TOWARDS MG MOTORS WITH SPECIAL
REFERENCE TO COIMBATORE REGION"**

Submitted to

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APRIL - 2024

**A STUDY ON CONSUMER PERCEPTION TOWARDS HIMALAYA HERBAL PRODUCTS IN
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Submitted to

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APRIL - 2024

A STUDY ON CUSTOMER SATISFACTION TOWARDS YAMAHA R15 WITH SPECIAL REFERENCE TO COIMBATORE CITY

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Affiliated to Bharathiar University

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

BACHELOR OF BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS

Submitted by

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