

**A STUDY ON CONSUMER BEHAVIOUR TOWARDS ONLINE MARKETING**

*A Project Report*

*Submitted for the partial fulfillment of the requirement for the award of*

*Degree of*

**MASTER OF COMMERCE**

*Submitted by*

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**(Affiliated to the University of Madras)**

**MARCH -2021**

# **A STUDY ON CONSUMER PERCEPTION TOWARDS ROYAL ENFEILD BIKES IN CHENNAI CITY**

A Project Report

Submitted for the partial fulfilment of the requirement for the award of degree

Of

**MASTER OF COMMERCE**

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**MARCH -2021**

**A STUDY ON CONSUMER PREFERENCE TOWARDS POST OFFICE  
SAVINGS SCHEMES WITH SPECIAL REFERENCE TO CHENNAI CITY**

*A Project Report*

*Submitted for the partial fulfillment of the requirement for the award of*

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**March – 2021**



**A STUDY ON CONSUMER SATISFACTION TOWARDS E-BANKING  
SERVICES WITH SPECIAL REFERENCE TO SBI**

A Project Report

Submitted for the partial fulfilment of the requirements for the award of degree  
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MARCH 2021



**A STUDY ON GREEN HR PRACTICES AMONG IT EMPLOYEES  
WITH SPECIAL REFERENCE TO CHENNAI CITY**

A Project Report

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

**MASTER OF COMMERCE**

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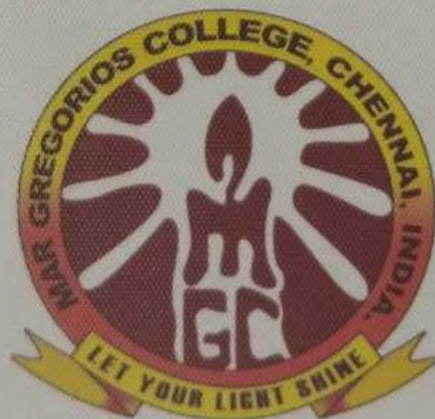
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March – 2021**

**A STUDY ON CONSUMER'S RESPEONSE TOWARDS THE  
SERVICES OF CONVENTIONAL AND CORPORATE RETAIL STORES**

**A Project Report**

Submitted for the partial fulfilment of the requirement for the award of the

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**MARCH- 2021**

**A STUDY ON CONSUMER SATISFACTION TOWARDS HERO  
SPLENDOR: WITH SPECIAL REFERENCE TO CHENNAI CITY**

*A Project Report*

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**March –2021**



**A STUDY ON CUSTOMER'S SATISFACTION TOWARDS OLA  
CAB SERVICES WITH SPECIAL REFERENCE TO CHENNAI CITY**

*A Project Report*

*Submitted for the partial fulfillment of the requirement for the award of*

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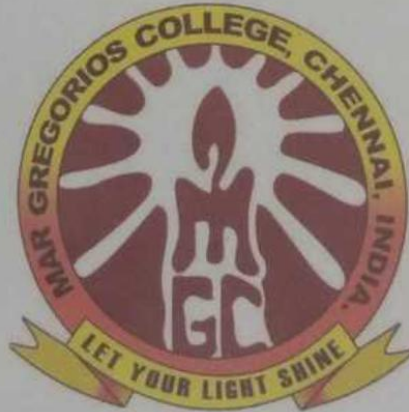
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**March – 2021**



**A STUDY ON CONSUMER'S PREFERENCE AND PERCEPTION TOWARDS ONLINE  
AND OFFLINE SHOPPING WITH SPECIAL REFERENCE TO CHENNAI CITY**

A Project Report

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

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**March-2021**

**A STUDY ON CUSTOMER'S SATISFACTION TOWARDS UBER  
CAB SERVICES WITH SPECIAL REFERENCE TO AMBATTUR CITY**

*A Project Report*

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**March – 2021**

**A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE FOOD  
ORDERING APPLICATION**

**WITH SPECIAL REFERENCE TO CHENNAI CITY**

*A Project Report*

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**A STUDY ON CONSUMER SATISFACTION TOWARDS TATA CARS IN CHENNAI CITY**

*A project report*

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**March-2021**

**A STUDY ON INVESTOR'S PERCEPTION TOWARDS SELECTED  
MUTUAL FUNDS**

*A Project Report*

*Submitted for the partial fulfilment of the requirements for the award of*

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**MARCH 2021**

**A STUDY ON CONSUMER BEHAVIOUR TOWARDS FAST FOOD WITH SPECIAL  
REFERENCE TO ANNA NAGAR**

A Project Report  
Submitted for the partial fulfillment of the requirements for the award of degree of

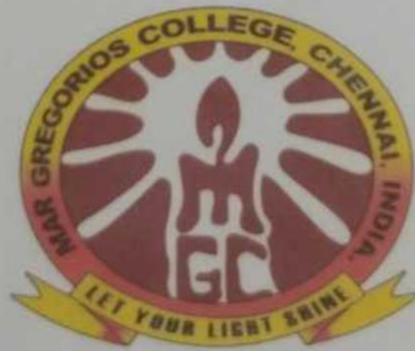
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**A STUDY ON CONSUMER PREFERENCE TOWARDS AAVIN MILK AND MILK PRODUCTS WITH SPECIAL REFERENCE TO CHENNAI CITY**

A Project Report

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

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March-2021

**A STUDY ON CONSUMER BUYING BEHAVIOUR AND  
SATISFACTION TOWARDS PURCHASE OF BISCUITS  
WITH REFERENCE TO CHENNAI CITY**

A project report  
Submitted to the University of Madras in partial fulfilment of the  
requirements for the award of  
**Degree of Master of Commerce**

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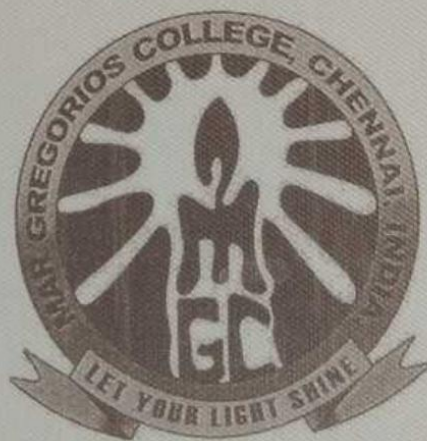
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**A STUDY ON CONSUMER'S BUYING BEHAVIOUR TOWARDS  
MOBILE PHONES WITH SPECIAL REFERENCE TO CHENNAI CITY**

*A Project Report*

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**MARCH -2021**



**A STUDY ON CONSUMERS' PERCEPTION ON DIMENSION OF TV  
ADVERTISEMENT IN MARKETING DURABLES WITH SPECIAL  
REFERENCE TO CHENNAI CITY**

A Project Report

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**A STUDY ON JOB CHARACTERISTIC MODEL AND EMPLOYEE  
ENGAGEMENT IN CORPORATE COMPANIES**

*Project Report Submitted for the partial fulfillment of the requirement for the award of  
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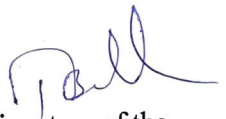
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BONAFIED CERTIFICATE

This is to certify that this research work titled A STUDY ON GREEN HR PRACTICES AMONG IT EMPLOYEES WITH SPECIAL REFERNCE TO CHENNAI CITY is the research work carried out independently Mr. RUBAN RAJ M Student of M.Com (General) of this college during March 2021, in partial of the requirement for the award of degree of master of commerce and that the research work has not formed basis for the award of any degree or any other similar titled.

  
Signature of the Guide

  
Internal Examiner

  
Signature of the  
Head of the department

  
External Examiner