

BRAND PREFERENCE AND PLEASURE IN CONSUMING "MAGGI"
AMONG CUSTOMERS

A PROJECT REPORT SUBMITTED TO

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
(AUTONOMOUS)

AFFILIATED TO UNIVERSITY OF MADRAS

IN PARTIAL FULFILLMENT FOR THE REQUIREMENT
OF THE AWARD OF THE DEGREE OF
BACHELOR OF COMMERCE (HONOURS)

BY

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Register No: 2013101043135

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ARUMBAKKAM

CHENNAI - 600 106

2020 - 2022

**FACTORS INFLUENCING INVESTOR AWARENESS
AND DECISION-MAKING TOWARDS MUTUAL FUNDS**

A PROJECT REPORT SUBMITTED TO

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE(AUTONOMOUS)

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IN PARTIAL FULFILLMENT FOR THE REQUIREMENT OF

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2021-2024

**INFLUENCE OF PRODUCT PACKAGING AMONG
CONSUMER BUYING INTENTION IN CHENNAI**

A PROJECT REPORT SUBMITTED TO

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2021-2024

**FACTORS INFLUENCING CONSUMER'S BUYING INTENTION IN SOCIAL
MEDIA MARKETING IN CHENNAI**

A PROJECT REPORT SUBMITTED TO

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2021-2024

A Study of Customer Preferences and Experiences with Online Services Provided by E-commerce Platforms"

A PROJECT REPORT SUBMITTED TO

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2021-2024

A STUDY ON ENTREPRENEURS PERCEPTION
TOWARDS SOCIAL MEDIA MARKETING

A PROJECT REPORT SUBMITTED TO
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2021-2024

**IMPACT OF COUNTRY OF ORIGIN ON CONSUMER BUYING
BEHAVIOUR IN CHENNAI**

**A PROJECT REPORT SUBMITTED TO
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2021-2024

A STUDY ON CONSUMER PREFERENCES ON HEALTH DRINKS

A PROJECT REPORT SUBMITTED TO
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2021-2024

**A STUDY ON CUSTOMER PREFERENCES TOWARDS ONLINE FOOD
DELIVERY APPS**

A PROJECT REPORT SUBMITTED TO

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2021-2024

**A STUDY ON THE FACTORS LEADING TO SOCIAL ANXIETY IN
EARLY ADOLESCENCE**

A PROJECT REPORT SUBMITTED TO

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2021-2024

**A DESCRIPTIVE STUDY ON FACTORS CAUSING DIFFICULTIES TO STREET
VENDORS OF KOYAMBEDU MARKET**

**A PROJECT REPORT SUBMITTED TO
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2021-2024

“COMPARATIVE STUDY ON INDIAN STOCKBROKERS”

A PROJECT REPORT SUBMITTED TO
DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE(AUTONOMOUS)
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2021-2024

A STUDY ON CONSUMER PREFERENCES TOWARDS ELECTRIC VEHICLES

A PROJECT REPORT SUBMITTED TO
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2021-2024

**A STUDY OF RESPONDENTS BEHAVIOUR TOWARDS RESEARCH
QUESTIONNAIRE**

**A PROJECT REPORT SUBMITTED TO
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2021-2024

**IMPACT OF DIGITAL HEALTH PLATFORMS ON DIGITAL IMMIGRANTS
AND CLINICAL PSYCHIATRISTS**

A PROJECT REPORT SUBMITTED TO

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

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2021-2024

**IMPACT OF EMOTIONAL MARKETING STRATEGIES ON BUYING
BEHAVIOUR IN ENTERTAINMENT SECTOR.**

A PROJECT REPORT SUBMITTED TO
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2021-2024

A COMPARATIVE STUDY ON CHALLENGES FACED
BY REMOTE BASED EMPLOYEES AND OFFICE
BASED EMPLOYEES

A PROJECT REPORT SUBMITTED TO
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2021-2024

**STUDY ON CHALLENGES FACED BY TRANS-WOMEN PEOPLE IN
THE 3E'S: EDUCATION, EMPLOYMENT, AND ENTREPRENEURSHIP**

A PROJECT REPORT SUBMITTED TO

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(2021-2024)

**IMPACT OF DIGITAL PAYMENTS ON CONSUMER SPENDING
BEHAVIOUR IN CHENNAI**

A PROJECT REPORT SUBMITTED TO

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2021-2024

A STUDY ON CUSTOMER PREFERNCES TOWARDS ORGANIC PRODUCTS

A PROJECT REPORT SUBMITTED TO

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2021-2024

**FACTORS INFLUENCING SHIFT FROM TRADITIONAL INVESTMENT AVENUES
TO MODERN INVESTMENT AVENUES**

**A PROJECT REPORT SUBMITTED TO
DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
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2021-2024

IMPACT OF DIGITALIZED SERVICES IN
BANKING SECTOR

A PROJECT REPORT SUBMITTED TO
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2021-2024

IMPACT OF SENSORY MARKETING ON FOOD INDUSTRY

A PROJECT REPORT SUBMITTED TO

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2021 - 2024

**FACTORS INFLUENCING INVESTORS TO INVEST IN A PARTICULAR
INVESTMENT AVENUE**

**A PROJECT REPORT SUBMITTED TO
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2021-2024

**A STUDY ON FACTORS INFLUENCING WILLINGNESS TO
PAY MORE FOR SUSTAINABLE CLOTHING**

A PROJECT REPORT SUBMITTED TO
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2021-2024

**FACTORS INFLUENCING INVESTOR'S PREFERENCE TOWARDS PHYSICAL GOLD
OVER PAPER GOLD**

**A PROJECT REPORT SUBMITTED TO
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2021-2024

A STUDY ON IMPACT OF DIGITALIZATION ON DATA PRIVACY

A PROJECT REPORT SUBMITTED TO
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2021-2024

**IMPACT OF SOCIAL MEDIA INFLUENCERS ON
CONSUMERS IN THE CHOICE OF RESTAURANTS**

**A PROJECT REPORT SUBMITTED TO
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2021-2024

A STUDY ON CONSUMER'S PREFERENCES: A COMPARISON
BETWEEN E-TOURISM AND TRADITIONAL TOURISM

A PROJECT REPORT SUBMITTED TO
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2021-2024

EFFECT OF FINANCIAL LITREACY ON TAX SAVINGS SCHEME

A PROJECT REPORT SUBMITTED TO

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2021-2024

IMPACT OF GOLD IN DIVERSIFYING INVESTMENT PORTFOLIOS

A PROJECT REPORT SUBMITTED TO

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2021-2024

**Exploring the Dynamics of Customer Awareness and Perception of Protein
Supplements**

A PROJECT REPORT SUBMITTED TO

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2021-2024

In the ring or under the barbell : Choosing the best workout

A PROJECT REPORT SUBMITTED TO
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A STUDY ON CONSUMER SATISFACTION TOWARDS
ARTIFICIAL INTELLIGENCE IN RETAIL SHOPPING

A PROJECT REPORT SUBMITTED TO
DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
(AUTONOMOUS)
AFFILIATED TO UNIVERSITY OF MADRAS
IN PARTIAL FULFILLMENT FOR THE REQUIREMENT
OF THE AWARD OF THE DEGREE OF
BACHELOR OF COMMERCE (HONOURS)

BY

SARVESH CHANDAR

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UNDER THE GUIDANCE AND SUPERVISION OF:

DR. P. PERUMAL

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ARUMBAKKAM, CHENNAI – 600106

2021-2024

**FACTORS INFLUENCING INDIVIDUAL'S INTENTION TOWARDS
PARTICIPATION IN STOCK MARKET WITH REFERENCE TO
THEORY OF PLANNED BEHAVIOUR**

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IMPACT OF ONLINE ADVERTISEMENT ON CONSUMER BUYING BEHAVIOUR

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INDIAN CONSUMERS' PERCEPTION TOWARDS GLOBAL CUISINE

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CONSUMER PREFERENCE ON ONLINE FOOD DELIVERY SERVICES

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**INVISIBLE STRUGGLES: EXPLORING MEN'S HIDDEN FEAR OF
JUDGEMENT**

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**CUSTOMER PERCEPTIONS REGARDING
PREMIUM CAFFEINATED PRODUCTS**

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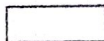


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ARUMBAKKAM, CHENNAI – 600106

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IMPACT OF OTT PLATFORMS OVER CINEMA THEATRES

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**IN PARTIAL FULFILLMENT FOR THE REQUIREMENT OF THE AWARD OF THE DEGREE OF
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