

**A STUDY ON THE CONSUMER CHOICE TOWARDS ITC FOOD  
PRODUCTS IN CHENNAI**

**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 (MARKETING MANAGEMENT)**

**BY**

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**2113101045201**

**UNDER THE GUIDANCE AND SUPERVISION OF**

**Dr.B.AISHWARYA**

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(AUTONOMOUS)**

**ARUMBAKKAM  
CHENNAI-600106**

**2021-2024**

**A STUDY ON THE  
CUSTOMER PREFERENCE OF RETAIL PURCHASING BETWEEN HYPERMARKET,  
SUPERMARKET, KIRANA STORES**

**A PROJECT REPORT SUBMITTED TO  
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**2021-2024**

**A STUDY ON CONSUMER USAGE BEHAVIOR OF TURF**

**A PROJECT REPORT SUBMITTED TO  
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**2021-2024**

# **A STUDY ON THE CONSUMER PREFERENCE TOWARD INNOVATION IN FOOD PRODUCTS**

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**2021-2024**

**A STUDY ON THE CUSTOMER EFFECTIVENESS IN CONTEMPORARY  
DIGITAL MARKETING**

**A PROJECT REPORT SUBMITTED TO  
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**2021-2024**

**THE STUDY ON CUSTOMER TRANSITION FROM ANALOG TO SMART  
WATCH**

**A PROJECT REPORT SUBMITTED TO  
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**2021-2024**

**A STUDY ON EFFECTIVENESS OF AUGMENTED REALITY AS A MARKETING  
TOOL IN ONLINE SHOPPING PLATFORM**

**A PROJECT REPORT SUBMITTED TO  
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**2021-2024**

**A STUDY ON THE CONSUMER SATISFACTION TOWARDS RELIANCE SMART  
RETAIL STORE**

**A PROJECT REPORT SUBMITTED TO  
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**2021-2024**



**A STUDY ON THE  
IMPACT OF SOCIAL MEDIA MARKETING INFLUENCE ON PURCHASE OF A  
PRODUCT WITH REFERENCE TO COLLEGE STUDENTS**

**A PROJECT REPORT SUBMITTED TO  
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**A STUDY ON DIGITAL MARKETING STRATEGIES OF METAVERSE**

**A PROJECT REPORT SUBMITTED TO  
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**2021-2024**

**A STUDY ON IMPACT OF FOOD VLOGGER AMONG CONSUMER THROUGH  
SOCIAL MEDIA PLATFORMS**

**A PROJECT REPORT SUBMITTED TO  
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**2021-2024**

**STUDY ON THE CUSTOMER SATISFACTION TOWARDS DOMINO'S**

A PROJECT REPORT SUBMITTED TO  
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**2021-2024**

**A STUDY ON THE CONSUMER PERCEPTION TOWARDS MOBILE NETWORK  
SERVICE PROVIDERS**

**A PROJECT REPORT SUBMITTED TO  
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**2021-2024**

# **A STUDY ON CONSUMER BEHAVIOUR TOWARDS AMAZON**

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**2021-2024**

**A STUDY ON THE CONSUMER BEHAVIOUR TOWARDS BBK ELECTRONICS**

**A PROJECT REPORT SUBMITTED TO  
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**2021-2024**

**A COMPARITIVE STUDY ON CELEBRITY ENDORSEMENT AND INFLUENCER  
ENDORSEMENT IN RECENT TIMES**

**A PROJECT REPORT SUBMITTED TO  
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**2021-2024**



**A STUDY ON THE CONSUMER PERCEPTION OF TOYOTA CARS**

**A PROJECT REPORT SUBMITTED TO**

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**AFFILIATED TO UNIVERSITY OF MADRAS**

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**2021-2024**

**A STUDY ON THE FACTORS INFLUENCING CUSTOMER  
SATISFACTION AMONG UNDERGRADUATES TOWARDS FAST  
FOOD RESTAURANTS WITH REFERENCE TO JUICE BOX**

**A PROJECT REPORT SUBMITTED TO  
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**2021-2024**

**THE STUDY ON INFLUENCE OF GRAPHIC DESIGN ON  
BRAND MARKETING AND CONSUMER ENGAGEMENT**

**A PROJECT REPORT SUBMITTED TO  
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**2021-2024**

**A STUDY ON THE SALES TREND AND CUSTOMER SATISFACTION TOWARDS  
MARUTI SUZUKI**

**A PROJECT REPORT SUBMITTED TO  
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**2010-2013**

**A STUDY ON THE  
CUSTOMER BUYING BEHAVIOUR TOWARDS ADIDAS  
A PROJECT REPORT SUBMITTED TO  
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**2021-2024**

# **A STUDY ON CUSTOMER SATISFACTION TOWARDS HYUNDAI CARS**

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**2020-2023**

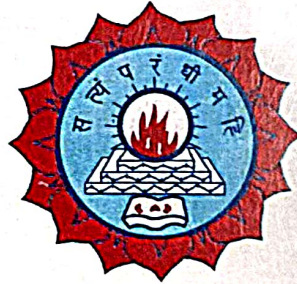
**A STUDY ON CUSTOMER SATISFACTION ON COMPARISON BETWEEN  
WIRED AND WIRELESS HEADPHONES**

**A PROJECT REPORT SUBMITTED TO  
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**2021-2024**

**A STUDY OF CUSTOMER RECCURENCE TOWARDS DMART**

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**2021-2024**



**STUDY ON CONSUMER PERCEPTION TOWARDS YONIX –  
BADMINTION PRODUCTS**

**A PROJECT REPORT SUBMITTED TO  
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**2021-2024**

**Impact Of Influencer Marketing in Customer Buying Behaviour**

**A PROJECT REPORT SUBMITTED TO**

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**IN PARTIAL FULFILLMENT FOR THE REQUIREMENT**

**OF THE AWARD OF THE DEGREE OF**

**BACHELOR OF COMMERCE (MARKETING MANAGEMENT)**

**BY**

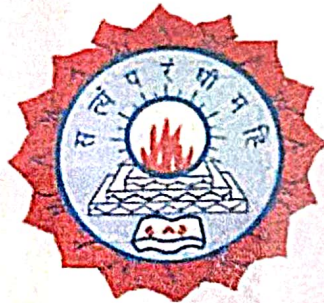
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**2021-2024**

**A STUDY ON THE CONSUMER  
EXPERIENCE TOWARDS USAGE OF PERSONAL TRAINING AT GYM**

**A PROJECT REPORT SUBMITTED TO  
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**2021-2024**

**A STUDY ON INSTAGRAM AS A MARKETING TOOL  
FOR BEAUTY BRANDS**

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**2021-2024**

**A STUDY ON EFFECTIVENESS OF CONTENT MARKETING USING SWIGGY  
AND ZOMATO AS REFERENCE**

**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 (MARKETING MANAGEMENT)**

**BY**

**PRISHNA S**

**2113101045234**

**UNDER THE GUIDANCE AND SUPERVISION OF**

**Mr.**

**ASSISTANT PROFESSOR**



**DEPARTMENT OF COMMERCE (MARKETING MANAGEMENT)  
DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE  
(AUTONOMOUS)**

**ARUMBAKKAM**

**CHENNAI-600106**

**2020-2023**

**A STUDY ON THE  
CUSTOMER PERCEPTION TOWARDS ZUDIO - A CLOTHING BRAND**

**A PROJECT REPORT SUBMITTED TO  
DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE  
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**AFFILIATED TO UNIVERSITY OF MADRAS  
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BACHELOR OF COMMERCE (MARKETING MANAGEMENT)**

**BY**

**SWETHA.S**

**[REG NO: 2113101045235 - ROLL NO:21E3850]**

**UNDER THE GUIDANCE AND SUPERVISION OF**

**Ms. J. DIVYA**

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**CHENNAI-600106**

**2021-2024**

**A STUDY ON THE  
CONSUMER PERCEPTION TOWARDS BRANDED COSMETICS**

**A PROJECT REPORT SUBMITTED TO  
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IN PARTIAL FULFILLMENT FOR THE REQUIREMENT  
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BACHELOR OF COMMERCE (MARKETING MANAGEMENT)**

**BY  
VIYANKA.S  
[REG NO:2113101054236 - ROLL NO:21E3805]**

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DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE**

**(AUTONOMOUS)**

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**CHENNAI-600106**

**2021-2024**

**A STUDY ON THE  
PROMOTIONAL ACTIVITIES DONE BY FILM INDUSTRY  
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 (MARKETING MANAGEMENT)**

**BY**

**D.ABINAV**

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**2021-2024**



**A STUDY ON THE SHIFTS IN CONSUMER PATTERN WITHIN THE  
FITNESS INDUSTRY BEFORE AND AFTER COVID-19**

**A PROJECT REPORT SUBMITTED TO**

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**BACHELOR OF COMMERCE (MARKETING MANAGEMENT)**

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**2113101045239**

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**(AUTONOMOUS)**

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**CHENNAI-600106**

**2021-2024**

**A STUDY ON CUSTOMER SATISFACTION TOWARDS TATA MOTORS**

**A PROJECT REPORT SUBMITTED TO  
DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE  
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IN PARTIAL FULFILLMENT FOR THE REQUIREMENT  
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**(AUTONOMOUS)**

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**2021-2024**

**A STUDY ON THE IMPACT OF SOCIAL MEDIA CAMPAIGN  
INFLUENCING CUSTOMER BUYING BEHAVIOUR ON MOBILE  
PHONES**

**A PROJECT REPORT SUBMITTED TO  
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**CHENNAI-600106**

**2021-2024**

**A STUDY ON CUSTOMER SATISFACTION TOWARDS THE  
ANDROID OPERATING SYSTEM AND IPHONE OPERATING  
SYSTEM**

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

**A STUDY ON INDIAMART.COM – A LEADING PLAYER IN B2B  
MARKETPLACE.**

**A PROJECT REPORT SUBMITTED TO  
DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE  
(AUTONOMOUS)**

**AFFILIATED TO UNIVERSITY OF MADRAS  
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**CHENNAI-600106**

**2021-2024**

**A STUDY ON COMPARATIVE ANALYSIS AND CONSUMER SATISFACTION  
TOWARDS BOAT AND JBL**

**A PROJECT REPORT SUBMITTED TO  
DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE  
(AUTONOMOUS)**

**AFFILIATED TO UNIVERSITY OF MADRAS  
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**BY**

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**2021-2024**

**A STUDY OF EFFECTS ON MULTIPLEX THEATRES ON ARRIVAL OF OTT  
PLATFORM**

**A PROJECT REPORT SUBMITTED TO  
DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE  
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**BY**

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**2021-2024**

**A STUDY ON THE ITC'S MARKET STANDING IN FMCG VS  
COMPETITORS IN TERMS OF DISTRIBUTION PROCESS**

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 (MARKETING MANAGEMENT)**

BY **KUNAL PINCHA**

UNDER THE GUIDANCE AND SUPERVISION OF

**Ms. R SHALINI  
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**Ms. R SHALINI  
GUIDE AND SUPERVISOR**

DATE: 20/05/24  
PLACE: CHENNAI

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**MS. GAYATHRI V**

**HEAD OF THE DEPARTMENT**

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**A STUDY ON INFLUENCE OF MARKETING TOWARDS PURCHASE OF  
ELECTRICAL PRODUCTS.**

**A PROJECT REPORT SUBMITTED TO  
DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE  
(AUTONOMOUS)**

**AFFILIATED TO UNIVERSITY OF MADRAS  
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**2021-2024**

**A STUDY ON THE  
CONSUMER PREFERENCE TOWARDS  
BRANDED APPAREL  
A PROJECT REPORT SUBMITTED TO  
DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE  
(AUTONOMOUS)  
AFFILIATED TO UNIVERSITY OF MADRAS  
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**2021-2024**

**A COMPREHENSIVE STUDY ON THE TEXTILE INDUSTRY  
MARKETING THROUGH INSTAGRAM**

**A PROJECT REPORT SUBMITTED TO**

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**AFFILIATED TO UNIVERSITY OF MADRAS**

**IN PARTIAL FULFILLMENT FOR THE REQUIREMENT**

**OF THE AWARD OF THE DEGREE OF**

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**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE**

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**2021-2024**

**A STUDY TO MEASURE MARKET POTENTIAL AND CUSTOMER BUYING  
MOTIVES WITH REFERENCE TO ONEPLUS**

**A PROJECT REPORT SUBMITTED TO  
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BACHELOR OF COMMERCE (MARKETING MANAGEMENT)**

**BY**

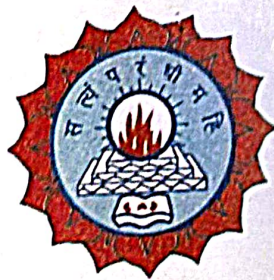
**NIMITH**

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**CHENNAI-600106**

**2021-2024**

**AN STUDY ON STOCK BROKER APPLICATION MARKETING STRATEGY AND  
USERS EXPERPERINCE WITH REFERENCE TO CHENNAI CITY**

A PROJECT REPORT SUBMITTED TO  
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IN PARTIAL FULFILLMENT FOR THE REQUIREMENT  
OF THE AWARD OF THE DEGREE OF  
**BACHELOR OF COMMERCE (MARKETING MANAGEMENT)**

BY

**PRAVEEN.M**

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**2021-2024**

**A STUDY ON THE  
CONSUMER SATISFACTION TOWARDS METRO RAIL AND ROLE OF CMRL AS A MARKETING  
TOOL**

This is to certify that the project work was undertaken under my guidance and the  
dissertation entitled A PROJECT REPORT SUBMITTED TO

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IN PARTIAL FULFILLMENT FOR THE REQUIREMENT

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BY

B.RAHUL

(2113101045256)

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2021-2024

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**A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS WHEY PROTEIN**

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

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**2021-2024**

**A STUDY ON COMPARATIVE ANALYSIS AND CUSTOMER PREFERENCE  
BETWEEN DUNZO AND ZEPTO**

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IN PARTIAL FULFILLMENT FOR THE REQUIREMENT  
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**A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS  
BEVERAGES**

**A PROJECT REPORT SUBMITTED TO  
DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE  
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OF THE AWARD OF THE DEGREE OF  
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BY SATISH KUMAR PUROHIT.C**

**UNDER THE GUIDANCE AND SUPERVISION OF  
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**2021-2024**

**A Study On Consumer Perception Towards Short-Form vs Long-Form Advertising**  
A PROJECT REPORT SUBMITTED TO

**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE**  
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IN PARTIAL FULFILLMENT FOR THE REQUIREMENT  
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BACHELOR OF COMMERCE (MARKETING MANAGEMENT)

BY

**V.M.VARUN MENON**

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**CHENNAI-600106**

**2021-2024**

**A STUDY ON PHYSICAL FITNESS AND EFFECTIVENESS OF MARKETING SERVICES PROVIDED BY SLAM FITNESS STUDIO AND BODY FOCUS GYM.**

**A PROJECT REPORT SUBMITTED TO  
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(AUTONOMOUS)  
AFFILIATED TO UNIVERSITY OF MADRAS  
IN PARTIAL FULFILLMENT FOR THE REQUIREMENT  
OF THE AWARD OF THE DEGREE OF  
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**BY**

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**ARUMBAKKAM**

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**2021-2024**

# **A STUDY ON MARKETING STRATEGY ADOPTED BY RELIANCE DIGITAL**

**A PROJECT REPORT SUBMITTED TO  
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IN PARTIAL FULFILLMENT FOR THE REQUIREMENT  
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**CHENNAI-600106**

**2020-2023**

**A STUDY ON CONSUMER BUYING BEHAVIOUR THROUGH  
ONLINE SHOPPING PLATFORMS**

**A PROJECT REPORT SUBMITTED TO  
DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE  
(AUTONOMOUS)**

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IN PARTIAL FULFILLMENT FOR THE REQUIREMENT  
OF THE AWARD OF THE DEGREE OF  
BACHELOR OF COMMERCE (MARKETING MANAGEMENT)  
BY SUNITA BAUG. S**

**UNDER THE GUIDANCE AND SUPERVISION OF  
MR. S. ASHOK  
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DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE  
(AUTONOMOUS)**

**ARUMBAKKAM  
CHENNAI-600106**

**2021-2024**

**A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS INSTANT FOOD PRODUCTS**

**A PROJECT REPORT SUBMITTED TO  
DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE  
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IN PARTIAL FULFILLMENT FOR THE REQUIREMENT  
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**BY**

**I.KHUSH**

**REGISTER NO: 2113101045268 ROLL NO: 21E3844**

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**(AUTONOMOUS)**

**ARUMBAKKAM**

**CHENNAI-600106**

**2021-2024**

**A STUDY ON THE FACTORS INFLUENCING PREFERENCES  
TOWARDS DECATHLON**

**A PROJECT REPORT SUBMITTED TO  
DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE  
(AUTONOMOUS)**

**AFFILIATED TO UNIVERSITY OF MADRAS  
IN PARTIAL FULFILLMENT OF THE REQUIREMENT  
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BACHELOR OF COMMERCE (MARKETING MANAGEMENT)**

**BY**

**P. MUKESH KUMAR**

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