

**INFLUENCE OF ADVERTISEMENT ON CONSUMER BUYING
BEHAVIOR TOWARDS COSMETICS PRODUCT**

*Dissertation Submitted to Mahatma Gandhi University in Partial Fulfilment of the
Requirement for the Degree in*

MASTER OF COMMERCE

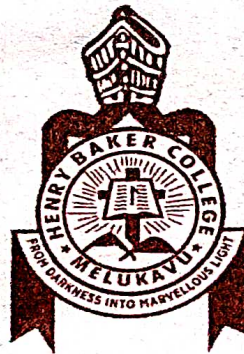
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DEPARTMENT OF COMMERCE

HENRY BAKER COLLEGE, MELUKAVU

KOTTAYAM- 686652

MARCH 2023

**“A STUDY ON ATTITUDE OF COLLEGE STUDENTS
TOWARDS ENTREPRENEURSHIP”**

*A project report submitted to Mahatma Gandhi University, Kottayam in
partial fulfilment for the requirements for the award of the degree of*

MASTER OF COMMERCE

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JUNE 2023

**A STUDY ON THE PERCEPTIONS AND OPINIONS OF
THE INVESTORS TOWARDS CRYPTOCURRENCY**

*A project report submitted to Mahatma Gandhi University, Kottayam in
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**A STUDY ON THE PERCEPTION OF WOMEN CUSTOMERS
TOWARDS TV ADVERTISEMENT ON HYGIENE PRODUCTS**

*A project report submitted to Mahatma Gandhi University, Kottayam in partial fulfilment
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**STUDY ON THE ROLE OF KUDUMBASHREE IN WOMEN
EMPOWERMENT WITH SPECIAL REFERENCE TO MELUKAVU
GRAMA PANCHAYAT**

*A project report submitted to the Mahatma Gandhi University, Kottayam in the Partial
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AWARENESS OF BANKING SERVICES AMONG COLLEGE STUDENTS

A project report submitted to Mahatma Gandhi University, Kottayam in partial fulfilment for the requirements for the award of the degree of

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JUNE 2023

**“A STUDY ON FACTORS INFLUENCED BY CUSTOMERS
TOWARDS ONLINE SHOPPING WITH SPECIAL
REFERENCE TO MELUKAVU AREA”**

*A project report submitted to Mahatma Gandhi University, Kottayam in
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**IMPACT OF GREEN MARKETING
ON CONSUMER BUYING BEHAVIOUR**

*A project report submitted to Mahatma Gandhi University, Kottayam
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**A STUDY ON THE INVESTMENT BEHAVIOUR OF RETAIL
INVESTOR WITH SPECIAL REFERENCE TO
THODUPUZHA MUNICIPALITY**

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JUNE 2023

**A STUDY ON INVESTMENT AWARENESS OF
RURAL PEOPLE WITH SPECIAL REFERENCE
TO ARAKULAM GRAMA PANCHAYATH**

*A Project report submitted to Mahatma Gandhi University, Kottayam in
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A STUDY ON CONSUMER BEHAVIOUR TOWARDS GREEN PRODUCTS

A project report submitted to Mahatma Gandhi University, Kottayam in partial fulfilment for the requirements for the award of the degree of

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PUBLIC PERCEPTION ON ELECTRIC VEHICLES

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JUNE 2023

**A STUDY ON THE CONSUMER BEHAVIOUR OF HONDA
TWO WHEELERS WITH SPECIAL REFERENCE TO
KOTTAYAM DISTRICT**

*A project report submitted to Mahatma Gandhi University, Kottayam in partial
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**A STUDY ON ONLINE MARKETING STRATEGIES OF
MYNTRA**

*A project report submitted to Mahatma Gandhi University, Kottayam in partial
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**A STUDY ON CUSTOMER PERCEPTION TOWARDS
DIGITAL MARKETING**

*A project report submitted to Mahatma Gandhi University, Kottayam in
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MARCH 2023

**A STUDY ON IMPULSIVE BUYING BEHAVIOUR IN
SOCIAL COMMERCE ENVIRONMENT**

*A project report submitted to Mahatma Gandhi University, Kottayam in
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**CUSTOMER ADOPTION OF UPI SERVICES-
A STUDY WITH SPECIAL REFERENCE
TO KOTTAYAM DISTRICT**

*Project report submitted to Mahatma Gandhi University, Kottayam in
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**CONSUMER PERCEPTION TOWARDS E-BANKING
SERVICES WITH SPECIAL REFERENCE TO MELUKAVU
GRAMA PANCHAYATH**

*A project report submitted to Mahatma Gandhi University, Kottayam in
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**FINANCIAL LITERACY AMONG RUBBER PLANTATION
EMPLOYEES WITH SPECIAL REFERENCE TO
MALANKARA RUBBER ESTATE LIMITED, THODUPUZHA**

*A project report submitted to Mahatma Gandhi University, Kottayam
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**“A STUDY ON CONSUMER ATTITUDE TOWARDS
AMAZON AND FLIPKART - SPECIAL REFERENCE
TO UDUMBANNOOR PANCHAYAT”**

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**“A STUDY ON FINANCIAL WELL-BEING OF EMPLOYEES
WITH SPECIAL REFERENCE TO MEENACHIL TALUK”**

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**HOME BASED WOMEN ENTREPRENEURSHIP WITH SPECIAL
REFERENCE TO THODUPUZHA TALUK IN IDUKKI DISTRICT**

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IMPACT OF PILGRIM TOURISM WITH SPECIAL REFERENCE TO ERUMELI

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