

**CONSUMER PERCEPTION AND PREFERENCE  
TOWARDS GREEN PRODUCTS: A STUDY  
WITH SPECIAL REFERENCE TO MEENACHIL  
THALUK**

*Project Work submitted to the*

*Mahatma Gandhi University*

*in the partial fulfillment of the requirements for the*

**DEGREE OF BACHELOR OF COMMERCE**

*Submitted by*

**Mr. ABIN SOJAN**

(Reg. No: 200021069562)

*Under the Supervision of*

**Ms. SHEMI PAUL**

Assistant Professor on Contract



**RESEARCH AND POSTGRADUATE DEPARTMENT OF COMMERCE**

**HENRY BAKER COLLEGE, MELUKAVU**

**March 2023**

**A STUDY ON CONSUMPTION OF  
OTT PLATFORMS AMONG YOUTH  
WITH REFERENCE TO ERATTUPETTA  
MUNICIPALITY**

*Project Work submitted to the*

*Mahatma Gandhi University*

*in the partial fulfillment of the requirements for the*

**DEGREE OF BACHELOR OF COMMERCE**

*Submitted by*

**Ms. AISHA MOL VA**

(Reg. No:200021069563)

*Under the Supervision of*

**MS. GAYATHRY S KUMAR**

Assistant Professor for contract



**RESEARCH AND POSTGRADUATE DEPARTMENT OF COMMERCE**

**HENRY BAKER COLLEGE, MELUKAVU**

**March 2023**

**A STUDY ON OPPORTUNITIES AND CHALLENGES  
FOR WOMEN ENTREPRENEURS WITH SPECIAL  
REFERENCE TO KANJIRAPALLY**

*Project Work, submitted to the*

*Mahatma Gandhi University*

*in the partial fulfillment of the requirements for the*

**DEGREE OF BACHELOR OF COMMERCE**

*Submitted by*

**Ms. AKHILA AJEESH**

(Reg. No: 200021069564)

*Under the Supervision of*

**Ms. MARIA SUSAN MATHEW**

Assistant Professor on Contract



**RESEARCH AND POSTGRADUATE DEPARTMENT OF COMMERCE**

**HENRY BAKER COLLEGE, MELUKAVU**

**March 2023**

**AWARENESS OF INNOVATIVE BANKING SERVICES IN  
RURAL AREAS WITH REFERENCE TO  
MELUKAVU GRAMPACHAYAT**

*Project Work submitted to the  
Mahatma Gandhi University  
in the partial fulfillment of the requirements for the  
DEGREE OF BACHELOR OF COMMERCE*

*Submitted by*

**Ms. ALEESHA JOSEPH**

**(Reg. No: 200021069565)**

*Under the Supervision of*

**Ms. GAYATHRY S KUMAR**

**Assistant Professor on contact**



**RESEARCH AND POSTGRADUATE DEPARTMENT OF  
COMMERCE HENRY BAKER COLLEGE, MELUKAVU**

**March 2023**

*Copy*

**A STUDY ON THE EFFECT OF INFLUENCERS  
MARKETING ON THE BUYING  
BEHAVIOUR OF YOUNG CONSUMERS**

*Project Work submitted to the*

*Mahatma Gandhi University*

*in the partial fulfillment of the requirements for the*

**DEGREE OF BACHELOR OF COMMERCE**

*Submitted by*

**Amala P. Aji**

(Reg No: 200021069566)

*Under the Supervision of*

**Ms. Shemi Paul**

**Assistant professor on contract**



**RESEARCH AND POSTGRADUATE DEPARTMENT OF COMMERCE**

**HENRY BAKER COLLEGE, MELUKAVU**

**A STUDY ON CONSUMPTION OF  
OTT PLATFORMS AMONG YOUTH  
WITH REFERENCE TO ERATTUPETTA  
MUNICIPALITY**

*Project Work submitted to the*

*Mahatma Gandhi University*

*in the partial fulfillment of the requirements for the*

**DEGREE OF BACHELOR OF COMMERCE**

*Submitted by*

**Ms. AMIYA SIRAJ**

(Reg. No:200021069567)

*Under the Supervision of*

**MS. GAYATHRY S KUMAR**

Assistant Professor for contract



**RESEARCH AND POSTGRADUATE DEPARTMENT OF COMMERCE**

**HENRY BAKER COLLEGE, MELUKAVU**

**March 2023**

**INVESTMENT AND SPENDING HABIT OF  
GOVERNMENT EMPLOYEES**

*Project Work submitted to the*

*Mahatma Gandhi University*

*in the partial fulfillment of the requirements for the*

**DEGREE OF BACHELOR OF COMMERCE**

*Submitted by*

**Mr. ANAND JOHNEY**

(Reg. No: 200021069568)

*Under the Supervision of*

**Ms. MARIA SUSAN MATHEW**

Assistant Professor on Contact



**RESEARCH AND POSTGRADUATE DEPARTMENT OF COMMERCE**

**HENRY BAKER COLLEGE, MELUKAVU**

**March 2023**

**A STUDY ON CUSTOMER SATISFACTION OF  
YONO BANKING**

*Project Work submitted to the  
Mahatma Gandhi University*

*in the partial fulfilment of the requirements for the  
DEGREE OF BACHELOR OF COMMERCE*

Submitted by

**ANANTHU SUNIL**

(Reg. No: 200021069569)

Under the Supervision of

**MS. SHEMI PAUL**

Assistant Professor on Contract



**RESEARCH AND POSTGRADUATE DEPARTMENT OF  
COMMERCE HENRY BAKER COLLEGE, MELUKAVU**

**March 2023**

**“CONSUMER BEHAVIOUR TOWARDS COSMETIC  
PRODUCTS  
AMONG COLLEGE STUDENTS”**

*Project Work submitted to the  
Mahatma Gandhi University  
in the partial fulfilment of the requirements for the  
DEGREE OF BACHELOR OF COMMERCE*

Submitted by

**ANASWARA BIJU**  
(Reg. No: 200021069570)

Under the Supervision of

**MS GAYATHRY S KUMAR**  
Assistant Professor on Contract



**RESEARCH AND POSTGRADUATE  
DEPARTMENT OF COMMERCE HENRY BAKER  
COLLEGE, MELUKAVU**

March 2023

**INVESTMENT AND SPENDING HABIT OF  
GOVERNMENT EMPLOYEES**

*Project Work submitted to the*

*Mahatma Gandhi University*

*In the partial fulfillment of requirements for the*

**DEGREE OF BACHELOR OF COMMERCE**

*Submitted by*

**Ms. ANGEL THOMAS**

(Reg. No: 200021069571)

*Under the Supervision of*

**Ms. MARIA SUSAN MATHEW**

Assistant Professor on Contact



**RESEARCH AND POSTGRADUATE DEPARTMENT OF COMMERCE**

**HENRY BAKER COLLEGE, MELUKAVU**

**March 2023**

**CONSUMER PERCEPTION AND PREFERENCE  
TOWARDS GREEN PRODUCTS: A STUDY  
WITH SPECIAL REFERENCE TO MEENACHIL  
THALUK**

*Project Work submitted to  
the Mahatma Gandhi  
University*

*in the partial fulfillment of the requirements for the  
DEGREE OF BACHELOR OF COMMERCE*

*Submitted by*

**Ms. ANJU ANCELIN RAJ**

(Reg. No: 200021069572)

*Under the Supervision of*

**Ms. SHEMI PAUL**

Assistant Professor on Contract



**RESEARCH AND POSTGRADUATE DEPARTMENT OF COMMERCE  
HENRY BAKER COLLEGE, MELUKAVU**

**March 2023**

**“A STUDY ON KUDUMBASREE UNITS IN RURAL AREAS  
WITH REFERENCE TO MELUKAVU  
GRAMAPANCHAYATH “**

*Project Work submitted to the  
Mahatma Gandhi University  
in the partial fulfilment of the requirements for the*

**DEGREE OF BACHELOR OF COMMERCE**

*Submitted by*

**Ms. ANNU MATHEWS**

**(Reg. No: 200021069573)**

*Under the Supervision of*

**Ms. GAYATHRY S KUMAR**

Assistant Professor on contract



**RESEARCH AND POSTGRADUATE  
DEPARTMENT OF COMMERCE HENRY BAKER COLLEGE, MELUKAVU**

**March 2023**

**“A STUDY ON KUDUMBASREE UNITS IN RURAL AREAS  
WITH REFERENCE TO MELUKAVU  
GRAMAPANCHAYATH “**

*Project Work submitted to the  
Mahatma Gandhi University  
in the partial fulfilment of the requirements for the*

**DEGREE OF BACHELOR OF COMMERCE**

*Submitted by*

**Ms. ARCHANA SREEDHARAN**

**(Reg. No: 200021069574)**

*Under the Supervision of*

**Ms. GAYATHRY S KUMAR**

Assistant Professor on contract



**RESEARCH AND POSTGRADUATE  
DEPARTMENT OF COMMERCE HENRY BAKER COLLEGE, MELUKAVU**

**March 2023**

# **INVESTMENT AND SPENDING HABIT OF GOVERNMENT EMPLOYEES**

*Project Work submitted to the*

*Mahatma Gandhi University*

*in the partial fulfillment of the requirements for the*

**DEGREE OF BACHELOR OF COMMERCE**

*Submitted by*

**Mr. AROMAL BALAN**

(Reg. No: 200021069575 )

*Under the Supervision of*

**Ms. MARIA SUSAN MATHEW**

Assistant Professor on Contact



**RESEARCH AND POSTGRADUATE DEPARTMENT OF COMMERCE**

**HENRY BAKER COLLEGE, MELUKAVU**

**March 2023**

**“A STUDY ON KUDUMBASREE UNITS IN RURAL AREAS  
WITH REFERENCE TO MELUKAVU  
GRAMAPANCHAYATH ”**

*Project Work submitted to the  
Mahatma Gandhi University  
in the partial fulfilment of the requirements for the*

**DEGREE OF BACHELOR OF COMMERCE**

*Submitted by*

**Mr. ASWIN BABURAJ**

**(Reg. No: 200021069576)**

*Under the Supervision of*

**Ms. GAYATHRY S KUMAR**

Assistant Professor on contract



**RESEARCH AND POSTGRADUATE  
DEPARTMENT OF COMMERCE HENRY BAKER COLLEGE, MELUKAVU**

**March 2023**

**A STUDY ON OPPORTUNITIES AND CHALLENGES  
FOR WOMEN ENTREPRENEURS WITH SPECIAL  
REFERENCE TO KANJIRAPALLY**

*Project Work, submitted to the*

*Mahatma Gandhi University*

*in the partial fulfillment of the requirements for the*

**DEGREE OF BACHELOR OF COMMERCE**

*Submitted by*

**Ms. ATHIRA V.M**

(Reg. No: 200021069577)

*Under the Supervision of*

**Ms. MARIA SUSAN MATHEW**

Assistant Professor on Contract



**RESEARCH AND POSTGRADUATE DEPARTMENT OF COMMERCE**

**HENRY BAKER COLLEGE, MELUKAVU**

**March 2023**

**CONSUMER PERCEPTION AND PREFERENCE  
TOWARDS GREEN PRODUCTS: A STUDY  
WITH SPECIAL REFERENCE TO MEENACHIL  
THALUK**

*Project Work submitted to  
the Mahatma Gandhi  
University*

*in the partial fulfillment of the requirements for the  
DEGREE OF BACHELOR OF COMMERCE*

*Submitted by*

**Ms. BIJITHA BALAN**

(Reg. No: 200021069578)

*Under the Supervision of*

**Ms. SHEMI PAUL**

Assistant Professor on Contract



**RESEARCH AND POSTGRADUATE DEPARTMENT OF COMMERCE  
HENRY BAKER COLLEGE, MELUKAVU**

**March 2023**

**A STUDY ON CONSUMPTION OF  
OTT PLATFORMS AMONG YOUTH  
WITH REFERENCE TO ERATTUPETTA  
MUNICIPALITY**

*Project Work, submitted to the*

*Mahatma Gandhi University*

*in the partial fulfillment of the requirements for the*

**DEGREE OF BACHELOR OF COMMERCE**

*Submitted by*

**Mr. BINIL K RAVI**

(Reg. No:200021069579)

*Under the Supervision of*

**MS. GAYATHRY S KUMAR**

Assistant Professor for contract



**RESEARCH AND POSTGRADUATE DEPARTMENT OF COMMERCE**

**HENRY BAKER COLLEGE, MELUKAVU**

**March 2023**

**INFLUENCE OF BRANDED FOOD PRODUCTS ON CONSUMER  
BEHAVIOUR IN KOTTAYAM DISTRICT**

*A project work submitted to Mahatma Gandhi University in Partial fulfillment of the  
requirements of the award of Degree of*

**BACHELOR OF COMMERCE**

Submitted by

**DIVYAMOL KS**

**Reg.No: 200021069580**

Under the guidance of ,

**MS. SHEMI PAUL**

**Assistant Professor on contract, Department of Commerce**



**RESEARCH AND POST GRADUATE DEPARTMENT OF COMMERCE**

**HENRY BAKER COLLEGE**

**MELUKAVU, 686652**

**MARCH 2023**

**“CONSUMER BEHAVIOUR TOWARDS COSMETIC  
PRODUCTS  
AMONG COLLEGE STUDENTS”**

*Project Work submitted to the  
Mahatma Gandhi University  
in the partial fulfilment of the requirements for the*

**DEGREE OF BACHELOR OF COMMERCE**

Submitted by

**GEETHU VINOD**  
(Reg. No: 200021069581)

Under the Supervision of  
**MS GAYATHRY S KUMAR**  
Assistant Professor on Contract



**RESEARCH AND POSTGRADUATE  
DEPARTMENT OF COMMERCE HENRY BAKER  
COLLEGE, MELUKAVU**

March 2023

**A STUDY ON GREEN BANKING INITIATIVES OF  
SBI CUSTOMERS WITH SPECIAL REFERENCE TO  
MELUKAVU PANCHAYATH**

*Project Work submitted to the  
Mahatma Gandhi University  
in the partial fulfillment of the requirements for the  
DEGREE OF BACHELOR OF COMMERCE*

*Submitted by*

**Mr. JINU JOSE**

(Reg. No: 200021069582)

*Under the Supervision of*

**Mrs. Ashly Mereena Mathew**

Assistant Professor



**RESEARCH AND POSTGRADUATE DEPARTMENT OF COMMERCE**

**HENRY BAKER COLLEGE, MELUKAVU**

**March 2023**

# **INFLUENCE OF BRANDED FOOD PRODUCTS ON CONSUMER BEHAVIOUR IN KOTTAYAM DISTRICT**

*A project work submitted to Mahatma Gandhi University in Partial fulfillment of the  
requirements of the award of Degree of*

**BACHELOR OF COMMERCE**

Submitted by

**JINU K C**

**Reg.No: 200021069583**

Under the guidance of ,

**MS. SHEMI PAUL**

**Assistant Professor on contract, Department of Commerce**



**RESEARCH AND POST GRADUATE DEPARTMENT OF COMMERCE**

**HENRY BAKER COLLEGE**

**MELUKAVU, 686652**

**MARCH 2023**

**A STUDY ON EFFECTIVENESS  
OF INTERNET ADVERTISING ON  
CONSUMER BEHAVIOUR**

*Project Work submitted to the  
Mahatma Gandhi University*

*in the partial fulfillment of the requirements  
for the*

**DEGREE OF BACHELOR OF COMMERCE**

Submitted by

**Mr. MARTIN BENNY**

(Reg. No: 200021069584)

**Under the Supervision of**

**Ms. MARIA SUSAN MATHEW**

Assistant Professor



**RESEARCH AND POSTGRADUATE DEPARTMENT OF COMMERCE**

**HENRY BAKER COLLEGE, MELUKAVU**

**March 2023**

**AWARENESS OF INNOVATIVE BANKING SERVICES IN  
RURAL AREAS WITH REFERENCE TO  
MELUKAVU GRAMPACHAYAT**

*Project Work submitted to the  
Mahatma Gandhi University  
in the partial fulfillment of the requirements for the  
DEGREE OF BACHELOR OF COMMERCE*

*Submitted by*

**Ms. MEREENA MATHEW**

**(Reg. No: 200021069585)**

*Under the Supervision of*

**Ms. GAYATHRY S KUMAR**

**Assistant Professor on contact**



**RESEARCH AND POSTGRADUATE DEPARTMENT OF  
COMMERCE HENRY BAKER COLLEGE, MELUKAVU**

**March 2023**

**A STUDY ON INDIAN STOCK  
MARKET: NSE AND BSE**

*Project Work submitted to the  
Mahatma Gandhi University  
in the partial fulfillment of the requirements for the  
DEGREE OF BACHELOR OF COMMERCE*

*Submitted by*

**Ms. RINTUMOL E M**

(Reg. No: 200021069586)

*Under the Supervision of*

**Ms. MARIA SUSAN MATHEW**

Assistant Professor on Contract



**RESEARCH AND POSTGRADUATE DEPARTMENT OF COMMERCE**

**HENRY BAKER COLLEGE, MELUKAVU**

**March 2023**

1

**"STUDY ON THE AWARENESS OF E-GOVERNANCE  
SERVICES PROVIDED THROUGH AKSHAYA  
CENTRES IN ERATTUPETTA MUNICIPALITY"**

*Project Work, submitted to the*

*Mahatma Gandhi University*

*in the partial fulfillment of the requirements for the*

**DEGREE OF BACHELOR OF COMMERCE**

*Submitted by*

**Ms. SHAHANA V SUBAIR**

(Reg. No: 200021069587)

*Under the Supervision of*

**Sri. Justin Jose M.Com., M.Ed.**

Assistant Professor



**RESEARCH AND POSTGRADUATE DEPARTMENT  
OF COMMERCE**

**HENRY BAKER COLLEGE, MELUKAVU**

**March 2023**

**A STUDY ON CUSTOMER SATISFACTION OF  
YONO BANKING**

*Project Work submitted to the  
Mahatma Gandhi University*

*in the partial fulfilment of the requirements for the*

**DEGREE OF BACHELOR OF COMMERCE**

Submitted by

**SOLAMAN SANTHOSH GEORGE**

(Reg. No: 200021069588)

Under the Supervision of

**MS. SHEMI PAUL**

Assistant Professor on Contract



**RESEARCH AND POSTGRADUATE DEPARTMENT OF  
COMMERCE HENRY BAKER COLLEGE, MELUKAVU**

**March 2023**

**A STUDY ON EFFECTIVENESS  
OF INTERNET ADVERTISING ON  
CONSUMER BEHAVIOUR**

*Project Work submitted to the  
Mahatma Gandhi University*

*in the partial fulfillment of the requirements  
for the*

**DEGREE OF BACHELOR OF COMMERCE**

Submitted by

**Ms. THARA BABU**

(Reg. No: 200021069589)

Under the Supervision of

**Ms. MARIA SUSAN MATHEW**

Assistant Professor



**RESEARCH AND POSTGRADUATE DEPARTMENT OF COMMERCE**

**HENRY BAKER COLLEGE, MELUKAVU**

**March 2023**

**"STUDY ON THE AWARENESS OF E-GOVERNANCE  
SERVICES PROVIDED THROUGH AKSHAYA  
CENTRES IN ERATTUPETTA MUNICIPALITY"**

*Project Work, submitted to the*

*Mahatma Gandhi University*

*in the partial fulfillment of the requirements for the*

**DEGREE OF BACHELOR OF COMMERCE**

*Submitted by*

**Mr.VINIL RAJ**

(Reg. No: 200021069590)

*Under the Supervision of*

**Sri. Justin Jose M.Com., M.Ed.**

Assistant Professor



**RESEARCH AND POSTGRADUATE DEPARTMENT  
OF COMMERCE**

**HENRY BAKER COLLEGE, MELUKAVU**

**March 2023**

# **A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING**

*A project work submitted to Mahatma Gandhi University in Partial fulfillment  
of the requirements of the award of Degree of*

## **BACHELOR OF COMMERCE**

Submitted by

**ABHIJITH O.A**

**Reg.No: 200021069591**

Under the guidance of

**Mr.SHINU THOMAS P**

**Assistant Professor, Department of Commerce**



**RESEARCH AND POST GRADUATE DEPARTMENT OF COMMERCE**

**HENRY BAKER COLLEGE**

**MELUKAVU, 686652**

**MARCH 2023**

**INFLUENCE OF BRANDED FOOD PRODUCTS ON CONSUMER  
BEHAVIOUR IN KOTTAYAM DISTRICT**

*A project work submitted to Mahatma Gandhi University in Partial fulfillment of the  
requirements of the award of Degree of*

**BACHELOR OF COMMERCE**

Submitted by

**ALEENA RAJU**

**Reg.No: 200021069592**

Under the guidance of ,

**MS. SHEMI PAUL**

**Assistant Professor on contract, Department of Commerce**



**RESEARCH AND POST GRADUATE DEPARTMENT OF COMMERCE**

**HENRY BAKER COLLEGE**

**MELUKAVU, 686652**

**MARCH 2023**

**A STUDY ON INDIAN STOCK  
MARKET: NSE AND BSE**

*Project Work submitted to the  
Mahatma Gandhi University  
in the partial fulfillment of the requirements for the  
DEGREE OF BACHELOR OF COMMERCE*

*Submitted by*

**Mr. AMAL ROY**

(Reg. No: 200021069593)

*Under the Supervision of*

**Ms. MARIA SUSAN MATHEW**

Assistant Professor on Contract



**RESEARCH AND POSTGRADUATE DEPARTMENT OF COMMERCE**

**HENRY BAKER COLLEGE, MELUKAVU**

**March 2023**

**A STUDY ON OPPORTUNITIES AND CHALLENGES  
FOR WOMEN ENTREPRENEURS WITH SPECIAL  
REFERENCE TO KANJIRAPALLY**

*Project Work submitted to the*

*Mahatma Gandhi University*

*in the partial fulfillment of the requirements for the*

**DEGREE OF BACHELOR OF COMMERCE**

*Submitted by*

**Ms. ANU SAJAKUMAR**

(Reg. No: 200021069594)

*Under the Supervision of*

**Ms. MARIA SUSAN MATHEW**

Assistant Professor on Contract



**RESEARCH AND POSTGRADUATE DEPARTMENT OF COMMERCE**

**HENRY BAKER COLLEGE, MELUKAVU**

**March 2023**

**A STUDY ON CUSTOMER SATISFACTION OF  
YONO BANKING**

*Project Work submitted to the*

*Mahatma Gandhi University*

*in the partial fulfilment of the requirements for the*

**DEGREE OF BACHELOR OF COMMERCE**

Submitted by

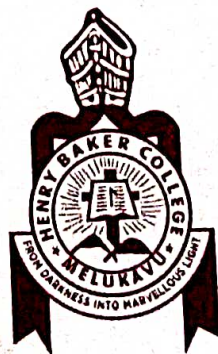
**ARCHANA K.S**

**(Reg. No: 200021069595)**

Under the Supervision of

**MS. SHEMI PAUL**

Assistant Professor on Contract



**RESEARCH AND POSTGRADUATE DEPARTMENT OF  
COMMERCE HENRY BAKER COLLEGE, MELUKAVU**

**March 2023**

**A STUDY ON THE EFFECT OF INFLUENCERS  
MARKETING ON THE BUYING  
BEHAVIOUR OF YOUNG CONSUMERS**

*Project Work submitted to the*

*Mahatma Gandhi University*

*in the partial fulfillment of the requirements for the*

**DEGREE OF BACHELOR OF COMMERCE**

*Submitted by*

**ARYA BINU**

(Reg No: 200021069596)

*Under the Supervision of*

**Ms. Shemi Paul**

**Assistant professor on contract**



**RESEARCH AND POSTGRADUATE DEPARTMENT OF COMMERCE**

**HENRY BAKER COLLEGE, MELUKAVU**