

**A STUDY ON THE EFFECTS OF BRANDING ON  
CONSUMER BEHAVIOUR OF FMCG AND DURABLE  
GOODS**

A Project report Submitted to the University of Kerala in partial fulfilment of the requirements for the award of the **Degree of Bachelors of Commerce**

**SUBMITTED BY :**

**CANDIDATE NAME**

ABHIJITH .B  
ABHIRAMI M.S  
ADHARV R.  
ANAMIKA RAI

**CANDIDATE CODE**

15920118001  
15920118003  
15920118004  
15920118005

**COURSE CODE : CO1644**

**EXAM CODE : 15918603**

**Under the guidance of**

**DR. DILEEP A.S**

Head & Assistant Professor, Department of Commerce



**DEPARTMENT OF COMMERCE  
MAHATMA GANDHI COLLEGE, THIRUVANANTHAPURAM  
MARCH 2023**

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**“A STUDY ON CUSTOMER SATISFACTION TOWARDS MALL  
CULTURE IN THIRUVANANTHAPURAM”**

**Project Report**

*Submitted to the University of Kerala in partial fulfillment  
of the requirement for the award of the Degree of Bachelor of Commerce*

**Submitted by**

**Candidate Name:**

1. ARDHANA.V.S
2. ARDRA.M.S
3. ARJUN.A
4. ATHIRA.H
5. LEKSHMLR

**Candidate Code:**

- 15920118006
- 15920118007
- 15920118008
- 15920118009
- 15920118010

**Exam Code:15918603**

**Course Code: CO 1644**



**UNIVERSITY OF KERALA**

**MAY 2023**

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*A Study On Customer Satisfaction Towards Mall Culture In Thiruvananthapuram*

**A STUDY ON USER SATISFACTION OF GOOGLE PAY / PHONE PE AMONG  
UNORGANIZED RETAILERS IN THIRUVANANTHAPURAM DISTRICT**

*A Project report Submitted to the University of Kerala in partial fulfilment of the requirement  
for the award of the Degree of Bachelor of Commerce under CBCSS*

**Submitted by:**

**Candidate name**

**Candidate code**

1. M S MALAVIKA
2. NIMISHA M H
3. S RAAGHUL
4. SANDEEP RAVEENDRAN
5. SIVA T NAIR

15920118011  
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15920118014  
15920118015

Course Code: **CO1644**

Exam Code: **15918603**

**Under the guidance of**

**Dr. JAYADEV S**

Associate professor, Department of Commerce



**DEPARTMENT OF COMMERCE  
MAHATMA GANDHI COLLEGE, THIRUVANANTHAPURAM  
MARCH 2023**

# **A STUDY ON GENERAL ASPECTS OF ELECTRIC VEHICLES IN INDIA**

*Project report submitted to University of Kerala in partial fulfilment of the  
requirements for the award of the Degree of Bachelor of Commerce.*

**Submitted by:**

**Candidate Name**

**Candidate Code**

SIVAPRASAD K J

15920118016

SOORYA S.S

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UNNIKRISHNAN M

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YADHU NANDAN V U

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ABHIRAMI G.S

15920118020

Exam Code : 15918603

Course Code : CO1644

**Under the Guidance of**

**Dr. Vinod A S**

Assistant Professor



**DEPARTMENT OF COMMERCE**

**MAHATMA GANDHI COLLEGE, TRIVANDRUM**

**A STUDY ON CONSUMERS' AWARENESS AND PERSPECTIVE  
TOWARDS GST WITH SPECIAL REFERENCE TO  
THIRUVANANTHAPURAM DISTRICT**

*Project report submitted to University of Kerala in partial fulfillment of the requirement  
for the award of the Degree of Bachelor of Commerce*

**Submitted by:**

**Candidate Name:**

**Candidate Code:**

**ADARSH A**

**15920118021**

**AKHIL A.R**

**15920118022**

**ANOOP S**

**15920118023**

**ARYA VIJAYAN J**

**15920118024**

**ASWATHY J**

**15920118025**

**Course Code: CO1644**

**Exam Code: 15918603**

**Under the guidance of**

**Dr. Rakesh S**

**Assistant Professor, Department of Commerce**



**DEPARTMENT OF COMMERCE**

**MAHATMA GANDHI COLLEGE, THIRUVANANTHAPURAM**

**A STUDY ON THE RESTAURANT INDUSTRY IN  
THIRUVANANTHAPURAM DISTRICT**

*Project report submitted to the University of Kerala in partial fulfilment of the  
requirement for the award of the Degree of Bachelor of Commerce.*

**Submitted By:**

<b>Candidate Name</b>	<b>Candidate Code</b>
<b>1. ASWIN PRADEEP</b>	<b>15920118026</b>
<b>2. ATHIRA. A</b>	<b>15920118027</b>
<b>3. ATHUL ANI</b>	<b>15920118028</b>
<b>4. G.B. ABHIRAM</b>	<b>15920118029</b>
<b>5. GREESHMA G.S.</b>	<b>15920118030</b>

**Exam Code: 15918603**

**Course Code: CO1644**

**Under the guidance of**

**DR. SUMITHA. R**

**Assistant Professor**



**DEPARTMENT OF COMMERCE  
MAHATMA GANDHI COLLEGE,  
TRIVANDRUM APRIL 2023**

**A STUDY ON THE CUSTOMER PREFERENCE TOWARDS  
ONLINE CAB SERVICES WITH SPECIAL REFERENCE TO  
THIRUVANANTHAPURAM DISTRICT**

*A Project report Submitted to the University of Kerala in partial fulfilment of the requirement for  
the award of the Degree of Bachelor of Commerce under CBCSS*

**Submitted by:**

<b>Candidate name</b>	<b>Candidate code</b>
1. LEKSHMI T A	15920118031
2. MEENAKSHI M K	15920118032
3. MEERA S	15920118033
4. S GOWREESANKAR	15920118034
5. SHAHIR S	15920118035

Course Code : CO1644

Exam Code : 15918663

Under the guidance of

**Mr. Vishnu Gopan**

Assistant professor, Department of Commerce



**DEPARTMENT OF COMMERCE**

**MAHATMA GANDHI COLLEGE, THIRUVANANTHAPURAM**

**MARCH 2023**

**A STUDY ON THE CONSUMER PREFERENCES TOWARDS OTT  
PLATFORMS WITH SPECIAL REFERENCE TO  
THIRUVANANTHAPURAM DISTRICT**

*A Project report Submitted to the University of Kerala in partial fulfilment of the requirement  
for the award of the Degree of Bachelor of Commerce under CBCSS*

Submitted by:

**Candidate name**

**Candidate Code**

1. SOORYA NARAYAN K	15920118036
2. SREDHA SUNIL	15920118037
3. SUNIJITH S.S	15920118038
4. VARSHA S.A	15920118039
5. VARSHA V.S	15920118040

COURSE CODE: CO1644

EXAM CODE: 15918602

Under the guidance of

**Dr. N Pradeep Kumar**

Assistant professor

Post Graduate and Research Department of Commerce



**POST GRADUATE AND RESEARCH DEPARTMENT OF COMMERCE**

**MAHATMA GANDHI COLLEGE, THIRUVANANTHAPURAM**

**MARCH 2023**



# **INFLUENCE OF CNG VEHICLES- THE ATTITUDE OF CUSTOMERS AT TRIVANDRUM DISTRICT**

*Project report submitted to University of Kerala in partial fulfilment of the  
requirements for the award of the Degree of Bachelors of Commerce.*

**Submitted by:**

**Candidate Name**

**Candidate Code**

1. ABHIJITH B.A.	15920118041
2. ADITHYA M.R.	15920118042
3. ADITHYAN S.	15920118043
4. ANANDHU U.R.	15920118044
5. ARYA R.S.	15920118045

EXAM CODE: 15918603

SUBJECT CODE: CO 1644

**Under the guidance of**

**Dr. S. Jayadev**

Assistant Professor, Department of Commerce



**POST GRADUATE AND RESEARCH DEPARTMENT OF COMMERCE  
MAHATMA GANDHI COLLEGE, TRIVANDRUM**

**A STUDY ON CUSTOMER ATTITUDE TOWARDS ONLINE SHOPPING  
WITH REFERENCE TO TRIVANDRUM DISTRICT**

*Project report submitted to the University of Kerala in partial fulfilment of the requirement for the  
award of the Degree of Bachelor of Commerce*

**Submitted by:**

**Candidate Name**

Aswathy Viswanath B

Dalykuttan Omanakuttan

Govind Ganesh S B

Jerin Johnson

Jishnu Prasad S L

**Candidate Code**

15920118046

15920118047

15920118048

15920118049

15920118050

Course Code: CO 1644

Exam Code: 15918603

Under the guidance of  
Dr Vinod A S

Assistant Professor, Department of Commerce



**DEPARTMENT OF COMMERCE  
MAHATMA GANDHI COLLEGE, TRIVANDRUM**

**MAY 2023**

**A STUDY ON THE KNOWLEDGE, ATTITUDE AND  
PRACTICES OF WOMEN TOWARDS MENSTRUAL  
HYGIENE PRODUCTS**

A project report submitted in partial fulfilment of the requirements for the award of the  
Degree of bachelor of Commerce to the University of Kerala.

Submitted by:

Name of Students	Candidate Code
1.KIRAN S	15920118051
2.M GANGA	15920118052
3.MEENAKSHY.B	15920118053
4. MOHAMMED RAASHID KABEER	15920118054
5. NANTHA GOPAL M J	15920118055

Examination Code: 15918603

Subject Code: CO 1644

Under the guidance of

Dr. RAKESH S



DEPARTMENT OF COMMERCE  
MAHATMA GANDHI COLLEGE  
Kesavadasapuram-695004

**A STUDY ON THE WORK LIFE MANAGEMENT OF EMPLOYEES OF THE  
IT SECTOR WITH REFERENCE TO TRIVANDRUM DISTRICT**

*Project report submitted to the University of Kerala in partial fulfilment of the requirement for the  
award of the Degree of Bachelor of Commerce*

**Submitted by:**

<b>Candidate Name</b>	<b>Candidate Code</b>
Nelson Sam Rasalam	15920118056
R Varah	15920118057
Renjith S	15920118058
S Gopika	15920118059
Soorya Narayanan A U	15920118060

Course Code: CO 1644

Exam Code: 15918603

**Under the guidance of  
DR. SUMITHA R**  
Assistant Professor, Department of Commerce



**DEPARTMENT OF COMMERCE  
MAHATMA GANDHI COLLEGE, TRIVANDRUM  
MAY 2023**

**A STUDY ON INFLUENCE OF SOCIAL MEDIA MARKETING ON  
STUDENTS' DECISION MAKING REGARDING THEIR ADMISSION  
FOR HIGHER EDUCATION IN TRIVANDRUM DISTRICT.**

*Project report submitted to the University of Kerala in partial fulfillment of the requirement for the  
award of the Degree of Bachelor of Commerce*

**Submitted by:**

<b>Candidate Name</b>	<b>Candidate Code</b>
1. Vignesh S	15920118061
2. Chithra V	15920118062
3. Gayathri B R	15920118063
4. Gopika B S	15920118064
5. Nandhana M S	15920118065
6. Sooraj S S	15920118066

Course Code: CO 1644

Exam Code: 15918603

Under the guidance of  
**Mr. Vishnu Gopan**  
Assistant Professor, Department of Commerce



**DEPARTMENT OF COMMERCE**

**MAHATMA GANDHI COLLEGE, TRIVANDRUM**


**MAY 2023**

**Post Graduate Department of Commerce and Research Centre  
Mahatma Gandhi College  
Thiruvananthapuram**

**Project Completion Certificates**

This is to certify that the project entitled "A Study on the Effects of Branding on Consumer Behaviour of FMCG and Durable Goods" was submitted in partial fulfilment of the requirement for the award of degree of Bachelor of Commerce during the academic year 2022-23. The following students completed the project.

Sl.No	Candidate Code	Name of the Students
1	15920118001	ABHIJITH B.
2	15920118003	ABHIRAMI M. S.
3	15920118004	ADHARV R.
4	15920118005	ANAMIKA RAI


  
**Dr. DILEEP A.S**  
Assistant Professor & Head  
PG Department of Commerce & Research Centre  
Mahatma Gandhi College, Thiruvananthapuram

**Post Graduate Department of Commerce and Research Centre  
Mahatma Gandhi College  
Thiruvananthapuram**

**Project Completion Certificates**

This is to certify that the project entitled "A Study on Customer Satisfaction Towards Mall Culture in Thiruvananthapuram" was submitted in partial fulfilment of the requirement for the award of degree of Bachelor of Commerce during the academic year 2022-23. The following students completed the project.

Sl.No	Candidate Code	Name of the Students
1	15920118006	ARDHANA V.S
2	15920118007	ARDRA M.S.
3	15920118008	ARJUN A.
4	15920118009	ATHIRA H.
5	15920118010	LEKSHMI R.


  
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Mahatma Gandhi College, Thiruvananthapuram

**Post Graduate Department of Commerce and Research Centre  
Mahatma Gandhi College  
Thiruvananthapuram**

**Project Completion Certificates**

This is to certify that the project entitled "A Study on User Satisfaction of Google Pay/ Phone PE among Unorganised Retailers in Thiruvananthapuram" was submitted in partial fulfilment of the requirement for the award of degree of Bachelor of Commerce during the academic year 2022-23. The following students completed the project.

Sl.No	Candidate Code	Name of the Students
1	15920118011	M. S. MALAVIKA
2	15920118012	NIMISHA. M.H
3	15920118013	S. RAAGHUL
4	15920118014	SANDEEP RAVEENDRAN
5	15920118015	SIVA .T NAIR

  
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PG Department of Commerce & Research Centre  
Mahatma Gandhi College, Thiruvananthapuram




**Post Graduate Department of Commerce and Research Centre  
Mahatma Gandhi College  
Thiruvananthapuram**

**Project Completion Certificates**

This is to certify that the project entitled "A Study on General Aspects of Electric Vehicles in India" was submitted in partial fulfilment of the requirement for the award of degree of Bachelor of Commerce during the academic year 2022-23. The following students completed the project.

Sl.No	Candidate Code	Name of the Students
1	15920118016	SIVA PRASAD K.J.
2	15920118017	SOORYA. S.S.
3	15920118018	UNNIKRISHNAN M.
4	15920118019	YADHU NANDAN V. U.
5	15920118020	ABHIRAMI G.S.


  
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PG Department of Commerce & Research Centre  
Mahatma Gandhi College, Thiruvananthapuram

**Post Graduate Department of Commerce and Research Centre  
Mahatma Gandhi College  
Thiruvananthapuram**

**Project Completion Certificates**

This is to certify that the project entitled "A Study on Consumers' Awareness and Perspective towards GST with Special reference to Thiruvananthapuram District" was submitted in partial fulfilment of the requirement for the award of degree of Bachelor of Commerce during the academic year 2022-23. The following students completed the project.

Sl.No	Candidate Code	Name of the Students
1	15920118021	ADARSH. A
2	15920118022	AKHIL A. R.
3	15920118023	ANOOP S.
4	15920118024	ARYA VIJAYAN J.
5	15920118025	ASWATHY J.


  
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Mahatma Gandhi College, Thiruvananthapuram

**Post Graduate Department of Commerce and Research Centre  
Mahatma Gandhi College  
Thiruvananthapuram**

**Project Completion Certificates**

This is to certify that the project entitled "A Study on the Restaurant Industry in Thiruvananthapuram District" was submitted in partial fulfilment of the requirement for the award of degree of Bachelor of Commerce during the academic year 2022-23. The following students completed the project.

Sl.No	Candidate Code	Name of the Students
1	15920118026	ASWIN PRADEEP
2	15920118027	ATHIRA A.
3	15920118028	ATHUL ANI
4	15920118029	G. B. ABHIRAM
5	15920118030	GREESHMA G.S.

  
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Assistant Professor & Head  
PG Department of Commerce & Research Centre  
Mahatma Gandhi College, Thiruvananthapuram

**Post Graduate Department of Commerce and Research Centre  
Mahatma Gandhi College  
Thiruvananthapuram**

**Project Completion Certificates**

This is to certify that the project entitled "A Study on the Customer Preference towards Online CAB Services with Special Reference to Thiruvananthapuram District" was submitted in partial fulfilment of the requirement for the award of degree of Bachelor of Commerce during the academic year 2022-23. The following students completed the project.

Sl.No	Candidate Code	Name of the Students
1	15920118031	LEKSHMI T. A.
2	15920118032	MEENAKSHI M.K.
3	15920118033	MEERA S.
4	15920118034	S. GOWREESANKAR
5	15920118035	SHAHIR S.



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PG Department of Commerce & Research Centre  
Mahatma Gandhi College, Thiruvananthapuram

**Post Graduate Department of Commerce and Research Centre  
Mahatma Gandhi College  
Thiruvananthapuram**

**Project Completion Certificates**

This is to certify that the project entitled "A Study on the Consumer Preferences towards OTT Platforms with Special Reference to Thiruvananthapuram District" was submitted in partial fulfilment of the requirement for the award of degree of Bachelor of Commerce during the academic year 2022-23. The following students completed the project.

Sl.No	Candidate Code	Name of the Students
1	15920118036	SOORYA NARAYAN K.
2	15920118037	SREDHA SUNIL
3	15920118038	SUNIJITH S.S.
4	15920118039	VARSHA S A.
5	15920118040	VARSHA.V.S.

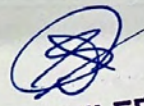
  
**Dr. DILEEP A.S**  
Assistant Professor & Head  
PG Department of Commerce & Research Centre  
Mahatma Gandhi College, Thiruvananthapuram

**Post Graduate Department of Commerce and Research Centre  
Mahatma Gandhi College  
Thiruvananthapuram**

**Project Completion Certificates**

This is to certify that the project entitled "Influence of CNG Vehicles – The Attitude of Customers at Thiruvananthapuram District" was submitted in partial fulfilment of the requirement for the award of degree of Bachelor of Commerce during the academic year 2022-23. The following students completed the project.

Sl.No	Candidate Code	Name of the Students
1	15920118041	ABHIJITH B .A.
2	15920118042	ADITHYA .M.R.
3	15920118043	ADITHYAN S.
4	15920118044	ANANDHU U.R.
5	15920118045	ARYA R.S.

  
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PG Department of Commerce & Research Centre  
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**Post Graduate Department of Commerce and Research Centre  
Mahatma Gandhi College  
Thiruvananthapuram**

**Project Completion Certificates**

This is to certify that the project entitled "A Study Customer towards Online Shopping with Reference to Thiruvananthapuram District" was submitted in partial fulfilment of the requirement for the award of degree of Bachelor of Commerce during the academic year 2022-23. The following students completed the project.

Sl.No	Candidate Code	Name of the Students
1	15920118046	ASWATHY VISWANATH B
2	15920118047	DALYKUTTAN OMANAKUTTAN
3	15920118048	GOVIND GANESH S B
4	15920118049	JERIN JOHNSON
5	15920118050	JISHNU PRASAD S.L

  
**Dr. DILEEP A.S**  
Assistant Professor & Head  
PG Department of Commerce & Research Centre  
Mahatma Gandhi College, Thiruvananthapuram

**Post Graduate Department of Commerce and Research Centre  
Mahatma Gandhi College  
Thiruvananthapuram**

**Project Completion Certificates**

This is to certify that the project entitled "A Study on the Knowledge, Attitude and Practices of Women towards Menstrual Hygiene Products" was submitted in partial fulfilment of the requirement for the award of degree of Bachelor of Commerce during the academic year 2022-23. The following students completed the project.

<b>Sl.No</b>	<b>Candidate Code</b>	<b>Name of the Students</b>
<b>1</b>	15920118051	KIRAN S.
<b>2</b>	15920118052	M. GANGA
<b>3</b>	15920118053	MEENAKSHY B.
<b>4</b>	15920118054	MOHAMMED RAASHID KABEER
<b>5</b>	15920118055	NANTHA GOPAL M J




**Post Graduate Department of Commerce and Research Centre  
Mahatma Gandhi College  
Thiruvananthapuram**

**Project Completion Certificates**

This is to certify that the project entitled "A Study on the Work Life Management of Employees of the IT Sector with Special Reference to Trivandrum District" was submitted in partial fulfilment of the requirement for the award of degree of Bachelor of Commerce during the academic year 2022-23. The following students completed the project.

Sl.No	Candidate Code	Name of the Students
1	15920118056	NELSON SAM RASALAM
2	15920118057	R VARAH
3	15920118058	RENJITH S.
4	15920118059	S. GOPIKA
5	15920118060	SOORYA NARAYANAN A. U.


  
**Dr. DILEEP A.S**  
Assistant Professor & Head  
PG Department of Commerce & Research Centre  
Mahatma Gandhi College, Thiruvananthapuram

**Post Graduate Department of Commerce and Research Centre  
Mahatma Gandhi College  
Thiruvananthapuram**

**Project Completion Certificates**

This is to certify that the project entitled "A Study on the Impact of e-Learning during Covid-19" was submitted in partial fulfilment of the requirement for the award of degree of Bachelor of Commerce during the academic year 2022-23. The following students completed the project.

Sl.No	Candidate Code	Name of the Students
1	15920118061	VIGNESH S.
2	15920118062	CHITHRA V.
3	15920118063	GAYATHRI B. R.
4	15920118064	GOPIKA B S.
5	15920118065	NANDHANA M. S.
6	15920118066	SOORAJ S. S.

  
**Dr. DILEEP A.S**  
Assistant Professor & Head  
PG Department of Commerce & Research Centre  
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