

PROJECT REPORT
ON
"CONSUMER BEHAVIOUR TOWARDS SOCIAL MEDIA
MARKETING"

*Submitted in partial fulfilment of the requirements for the award of degree of
Master of Commerce of the University of Calicut*

By

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P. VEMBALLUR

2021-2023



A PROJECT REPORT
ON
A STUDY ON THE SAVINGS AND INVESTMENT
BEHAVIOUR OF WORKING WOMEN

SUBMITTED BY
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Pranav
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PROJECT REPORT
ON

“THE EFFECT OF SOCIAL MEDIA MARKETING AS A CATALYST
FOR THE SUCCESS OF ART AND CRAFT E-BUSINESS”

*Submitted in partial fulfilment of the requirements for the award of degree of
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PROJECT REPORT

ON

**“INFLUENCE OF ENVIRONMENTAL CONSCIOUSNESS ON
BEHAVIORAL INTENTION TO USE GREEN PRODUCTS”**

*IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF
DEGREE OF MASTER OF COMMERCE OF CALICUT UNIVERSITY*

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PROJECT REPORT
ON

**“A STUDY ON SERVICE QUALITY IN NATURAL TOURISM WITH
SPECIAL REFERENCE TO ATHIRAPILLY”**

*Submitted in partial fulfilment of the requirements for the award of degree of
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PROJECT REPORT ON

“PERSONAL AND IN-STORE FACTORS INFLUENCING IMPULSE
BUYING BEHAVIOUR AMOUNG CUSTOMERS OF LULU
SUPERMARKET”

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PROJECT REPORT
ON
CONSUMER PERCEPTION TOWARDS GREENWASHING IN
COSMETICS INDUSTRY WITH SPECIAL REFERENCE TO MES
ASMABI COLLEGE

*In Partial Fulfilment of the Requirement for the Award of Degree of Master of Commerce
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PROJECT REPORT ON
A STUDY ON CUSTOMER AWARENESS AND SATISFACTION OF
E-GOVERNANCE THROUGH AKSHAYA CENTRES WITH SPECIAL
REFERENCE TO KODUNGALLUR

*Submitted in partial fulfilment of the requirements for the award of degree of
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ON
A STUDY ON PREFERENCE OF YOUTH TOWARDS
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PROJECT REPORT
ON

**YOUNGSTERS PERCEPTION TOWARDS GREEN
PRODUCTS IN KERALA**

*Submitted in partial fulfilment of the requirements for the award of degree of
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PROJECT REPORT
ON

**"INFLUENCE OF CELEBRITY ENDORSEMENT ON PURCHASE
INTENTION OF COSMETIC PRODUCTS"**

*Submitted in partial fulfilment of the requirements for the award of degree of
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PROJECT REPORT ON

**INCIVILITY AND COUNTERPRODUCTIVE
WORK BEHAVIOR**

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PROJECT REPORT ON
"ENHANCING EMPLOYEE PERFORMANCE THROUGH NON-
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PROJECT REPORT ON
“DESTINATION ATTRACTIVENESS OF COASTAL
TOURISM IN KERALA”

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**A PROJECT REPORT
ON
“EMOTIONAL INTELLIGENCE AND JOB SATISFACTION AMONG
GOVERNMENT HIGH SCHOOL TEACHERS IN WORKPLACE”**

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PROJECT REPORT
ON
**GREEN MARKETING STRATEGIES AND ITS EFFECTS ON
BUSINESS PERFORMANCE**

*Submitted in partial fulfilment of the requirements for the award of degree of
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PROJECT REPORT

ON

**“THE EFFECT OF WORKPLACE INCIVILITY ON TURNOVER
INTENTION, JOB SATISFACTION AND ORGANIZATIONAL
COMMITMENT AMONG NURSES IN KERALA”**

*IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF
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PROJECT REPORT ON
IMPACT OF NOSTALGIC EMOTION ON CUSTOMER LOYALTY
WITH SPECIAL REFERENCE TO CADBURY GEMS

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PROJECT REPORT
ON

**"A STUDY ON GENDER DIFFERENCE IN INVESTMENT
BEHAVIOUR OF SALARIED PERSON"**

*Submitted in partial fulfilment of the requirements for the award of degree of
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PROJECT REPORT
ON
A STUDY ON JOB SATISFACTION AND ORGANIZATIONAL COMMITMENT
AMONG TEACHING STAFF WITH SPECIAL REFERENCE TO M.E.S ASMABI
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**A PROJECT REPORT
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AND THEIR JOB PERFORMANCE”**

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PROJECT REPORT ON
THE IMPACT OF SOCIAL MEDIA ON IMPULSIVE BUYING: A
STUDY WITH SPECIAL REFERENCE TO THRISSUR DISTRICT

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PROJECT REPORT
ON
"IMPACT OF STORE ATTRACTIVENESS ON
PATRONAGE INTENTION OF CONFECTIONERIES"

*Submitted in partial fulfillment of the requirements for the award of degree of
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PROJECT REPORT ON

**“EFFECT OF CONSUMER SENSORY PERCEPTION ON CUSTOMER
LOYALTY WITH SPECIAL REFERENCE TO McDONALD’S FOOD
CHAIN”**

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PROJECT REPORT ON
"INFILM BRANDING IN MOVIES AND IT'S INFLUENCE ON
BUYING BEHAVIOUR"

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A PROJECT REPORT
ON
"AN ANALYSIS OF FINANCIAL RISK TOLERANCE AND
DEMOGRAPHIC FEATURES OF RETAIL INVESTORS"

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